

A brighter future
Education UK Exhibition Thailand
19-20 January 2013

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1. Event profile

Venue	19-20 January 2013, Centara Grand at Central World
Opening hours	12.00-18.00 hrs
Stand costs	£2,767.00 (ex VAT)
Sponsors	Jet Airways Kasikorn Bank Unilever
Unique feature to give added value	<ul style="list-style-type: none"> • UK Alumni Corner and UKBA Visa Clinic were added to the exhibition to provide students with a consultation corner to seek advice on visa application and first hand knowledge from UK alumni on various subject areas including arts and design, business, and engineering • UK Alumni Seminar by a well-known UK alumni (famous architect and make-up artist) • Intensive IELTS seminar on the four skills i.e. reading, writing, speaking, and listening • A Brighter Future, Education UK Scholarships: information on over 1,000 scholarships from UK universities was collected and promoted at the Education UK Exhibition • Practice speaking skills for IELTS and an interview with British Council teachers • IELTS mock test. Free pre-test coupons for interested students • Lucky draw every hour. We gave away Bangkok-London return tickets every hour from Jet Airways
Seminars	<p>UK Alumni Seminar by UK Institutions,, providing general information for prospective students on a proper preparation before studying in UK.</p> <p>UK Alumni Seminars were held by the two famous and successful UK Alumni: Mr. Duangrit Bunnag, the founder of DBALP and architect, and “Pearypie”, a famous make-up artist in London.</p> <p>Workshops were held for students ranging from high school to postgraduate students to practice skills in presentation, writing and research.</p> <p>Intensive IELTS seminar on the four skills i.e. reading, writing, speaking, and listening offered for visitors to practise their skills and develop techniques before sitting the IELTS test.</p>

IELTS Speaking Practice provided for the visitors to practise their English skills, experiencing the IELTS speaking mock test with native speakers.

Seminar programme

Saturday 19 January 2013

11.00-11.45 Studying Postgraduate Business and Management
 11.00-11.45 Undergraduate Studies
 12.00-12.45 Art and Design – Portfolio preparation and other requirements for entry to the world’s top art schools
 13.00-13.45 Gaining entry into Business studies at leading UK universities
 14.00-14.45 Applying for a UK visa
 15.00-15.45 PhD Study in the UK
 16.00-16.45 Art and Design Study in UK
 17.00-17.45 Career Development Opportunity by BCCT

Sunday 20 January 2013

11.00-11.45 Pre-sessional English and International Foundation
 12.00-12.45 PhD study and how to write a good research proposal
 13.00-13.45 What should an Art & Design Portfolio look like?
 14.00-14.45 Study in Scotland?
 15.00-15.45 Studying business in UK and how to make a good application
 16.00-16.45 Gaining entry to a top-ranking university
 17.00-17.45 Business Study in the UK and how to make a good application
 17.00-17.45 Understanding English and American Speakers

2. Key statistics

Attendance	Bangkok	
	2013	2012
Number of visitors	15,000	10,780
Change (Percentage)	+39%	+52%
Number of registrations	7,434	5,126
Change (Percentage)	+45%	+5.13
Total number of exhibitors	99	74

Visitors’ primary market objectives	Bangkok	
	2013	2012
High School	656	366
Bachelor's degree	1439	1008

Master's degree	4486	3333
English language courses	1529	926
PhD	721	576
Summer course	1189	527
Certificate courses/non-degree courses/NVQs	281	236
Pre-Master's courses	800	539
Foundation courses	394	159
Specialised courses	527	443
Total	12,022	8113

*A full list of exhibitors can be found in Appendix 1

3. Impact of marketing plan

- This year, due to the increase in the number of exhibitors, we allocated a higher budget to advertising and chose the media based on a market research and the findings from the previous year's exhibition.
- The advertisement proved highly effective due to the significant increase in the number of visitors (nearly 40%) and the media campaign was praised both verbally and in writing by exhibitors and agents such as, "Liked the BTS Train branding," and, "Excellent event. Advertising clearly worked."
- More advertisements were placed on television to reach a wider audience. The information on the exhibition was broadcast on the news programmes in Thailand with the highest ratings.
- We invested more in the Exhibition website and added gimmicks such as the "Countdown to Exhibition 2013". We branded British Council offices with the Education UK exhibition promotions and put up a large banner on the BC buildings which was visible from the BTS skytrain station. We continued promotion via below the line strategy as most of the people hear about the exhibition from British Council and their families and friends. Over 20,000 flyers were distributed to the British Council database. On the event day, we placed signage on all the parking floors to direct visitors up to our venue on the 22nd Floor. We had staff hand out flyers at the entrance of the shopping mall and stickers on the shopping mall floors to direct them to the elevators which led to the event.
- Apart from the paid for advertisement, this year the British Council utilised the well-established relationship with one of the biggest banks in Thailand, Kasikorn Bank, to promote the event through more than 4,000 ATM machines around Thailand and in the banks around Bangkok and the main cities.
- Apart from the marketing and advertisement campaign, we also added some useful functions and activities that would appear attractive, useful, and impressive to visitors. For example, we initiated the ideas of having an alumni corner to give general and impartial information on studying in the UK, an ice cream corner sponsored by Unilever to give away free ice cream to visitors, and a prize draw for 12 Jet Airways sponsored air tickets throughout the duration of the exhibition.
- We promoted the seminars along with the main promotion of the Education UK Exhibition. Invitation letters and details of the seminars were sent out to schools and universities. Invitation letters and a request for promotional cooperation were sent out to government



sectors; the Office of Higher of Education Council and The Royal Golden Jubilee PhD Programme which focused on seminar specific target audiences.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Although Master's degree and business related subject areas are the most popular among Thai students, there was an increase this year on those interested in Undergraduate programmes and other courses. Institutions are advised to bring more brochures for Undergraduate courses and also for niche subject areas such as digital courses, languages, etc.
- As the number of visitors increases year by year, it is recommended that exhibitors bring more than one staff or have agents at their booth to assist with enquiries. Some suggestions from visitors for universities with agents or assistants are for them to have more information about the institutions and their courses and not only direct students to the university website. To have alumni who can share first hand experience with prospective students and parents is also a good strategy.
- Exhibitors are advised to state in the booking form the number of people at their booth as it can inform the organisers of catering and other necessities.
- When exhibitors send education materials or freight to the venue, they are advised to cover all the costs related to the freight such as taxes to avoid the items being delayed at customs.

4.2 Key recommendations for the British Council

- The marketing and advertising campaign for the exhibition proved highly successful. The British Council should maintain the same standard of work on promoting and advertising the exhibitions. Working with partners proved added value to the exhibition.
- The results from the visitor survey and observations made on the day demonstrated that due to the increase of institutions this year, some students felt two days was too short to get thorough access to all the universities they were interested in. In order to save visitors' time, the British Council will consider creating a 'Search your Course' zone where visitors can search for the institutions with the subject/ level of study they are interested in. This will enable visitors to get to the right booths more quickly and will also save the time for exhibitors.
- The alumni corner proved very popular among visitors and the British Council will explore expanding the corners to cover wider subject areas.
- Some logistics and admin parts of the events will be reviewed. For example, according to the results from the exhibitor survey, a buffet-style lunch is preferred by some exhibitors rather than the sandwiches provided. Also, at the Alumni Dinner, several suggested that a buffet dinner is more suitable as it encourages people to interact more than at the formal sit-down dinner.



Appendix 1: List of participating institutions

No	EXHIBITOR NAME
1.	UNIVERSITY OF ABERDEEN SCOTLAND
2.	ABERYSTWYTH UNIVERSITY
3.	UNIVERSITY OF THE ARTS LONDON
4.	ASTON UNIVERSITY, BIRMINGHAM
5.	BANGOR UNIVERSITY
6.	UNIVERSITY OF BATH
7.	UNIVERSITY OF EXETER
8.	UNIVERSITY OF WARWICK
9.	UNIVERSITY OF BEDFORDSHIRE
10.	UNIVERSITY OF BIRMINGHAM
11.	BIRMINGHAM CITY UNIVERSITY
12.	BLACKBURN COLLEGE
13.	BOURNEMOUTH UNIVERSITY
14.	BRADFORD COLLEGE
15.	UNIVERSITY OF BRIGHTON
16.	UNIVERSITY OF BRISTOL
17.	BRUNEL UNIVERSITY LONDON
18.	CAMBRIDGE EDUCATION GROUP
19.	CANTERBURY CHRIST CHURCH UNIVERSITY
20.	CARDIFF UNIVERSITY
21.	UNIVERSITY OF CENTRAL LANCASHIRE
22.	CITY UNIVERSITY LONDON
23.	COVENTRY UNIVERSITY CAMPUSES IN COVENTRY & LONDON
24.	THE UNIVERSITY FOR THE CREATIVE ARTS
25.	UNIVERSITY OF CUMBRIA



26.	DE MONTFORT UNIVERSITY, LEICESTER
27.	UNIVERSITY OF DERBY
28.	UNIVERSITY OF EAST ANGLIA
29.	EC LANGUAGE CENTRES (UK)
30.	EF INTERNATIONAL ACADEMY
31.	UNIVERSITY OF ESSEX
32.	UNIVERSITY OF GLAMORGAN
33.	UNIVERSITY OF GLASGOW
34.	UNIVERSITY OF GLOUCESTERSHIRE
35.	UNIVERSITY OF GREENWICH
36.	HARROW HOUSE INTERNATIONAL COLLEGE
37.	HERIOT-WATT UNIVERSITY, EDINBURGH
38.	UNIVERSITY OF HERTFORDSHIRE
39.	UNIVERSITY OF HUDDERSFIELD
40.	UNIVERSITY OF HULL
41.	HULT INTERNATIONAL BUSINESS SCHOOL
42.	INTERNATIONAL COLLEGE SHERBORNE SCHOOL
43.	INTO UNIVERSITY PARTNERSHIPS
44.	KAPLAN INTERNATIONAL COLLEGES PATHWAYS TO UK UNIVERSITIES
45.	KENSINGTON COLLEGE OF BUSINESS
46.	UNIVERSITY OF KENT
47.	KING'S COLLEGE
48.	KINGSTON UNIVERSITY
49.	LANCASTER UNIVERSITY
50.	UNIVERSITY OF LEEDS
51.	LEEDS METROPOLITAN UNIVERSITY
52.	UNIVERSITY OF LEICESTER
53.	UNIVERSITY OF LIVERPOOL



54.	BIRKBECK, UNIVERSITY OF LONDON
55.	GOLDSMITHS, UNIVERSITY OF LONDON
56.	INSTITUTE OF EDUCATION UNIVERSITY OF LONDON
57.	QUEEN MARY, UNIVERSITY OF LONDON
58.	ROYAL HOLLOWAY UNIVERSITY OF LONDON
59.	LONDON SCHOOL OF BUSINESS & FINANCE (LSBF)
60.	LSC GROUP OF COLLEGES LONDON SCHOOL OF COMMERCE
61.	LONDON SOUTH BANK UNIVERSITY
62.	LOUGHBOROUGH UNIVERSITY
63.	THE UNIVERSITY OF MANCHESTER
64.	MANCHESTER METROPOLITAN UNIVERSITY
65.	MIDDLESEX UNIVERSITY, LONDON
66.	NEWCASTLE UNIVERSITY
67.	THE UNIVERSITY OF NORTHAMPTON
68.	NORTHUMBRIA UNIVERSITY (NEWCASTLE)
69.	NOTTINGHAM COLLEGE INTERNATIONAL
70.	THE UNIVERSITY OF NOTTINGHAM
71.	NOTTINGHAM TRENT UNIVERSITY
72.	OXFORD HOUSE COLLEGE LONDON / OXFORD / STRATFORD-UPON-AVON
73.	PLYMOUTH UNIVERSITY
74.	UNIVERSITY OF PORTSMOUTH
75.	RAVENSBOURNE
76.	UNIVERSITY OF READING
77.	REGENT'S COLLEGE LONDON
78.	UNIVERSITY OF ROEHAMPTON
79.	THE ROYAL SCHOOL, WOLVERHAMPTON
80.	RUTHIN SCHOOL



81.	RYDAL PENRHOS SCHOOL
82.	THE UNIVERSITY OF SHEFFIELD
83.	SHEFFIELD HALLAM UNIVERSITY
84.	UNIVERSITY OF SOUTHAMPTON
85.	UNIVERSITY OF ST ANDREWS
86.	STAFFORDSHIRE UNIVERSITY
87.	UNIVERSITY OF STIRLING
88.	UNIVERSITY OF STRATHCLYDE, GLASGOW
89.	UNIVERSITY OF SUNDERLAND
90.	UNIVERSITY OF SURREY
91.	UNIVERSITY OF SUSSEX
92.	TEESSIDE UNIVERSITY
93.	UNIVERSITY OF WEST LONDON
94.	UNIVERSITY OF THE WEST OF ENGLAND BRISTOL
95.	UNIVERSITY OF THE WEST OF SCOTLAND
96.	UNIVERSITY OF WESTMINSTER
97.	UNIVERSITY OF WORCESTER
98.	YORK ST JOHN UNIVERSITY
99.	THE UNIVERSITY OF YORK

Appendix 2: Visitors' survey results

Gender

Gender	Count	Percentage
Male	2393	32.74
Female	4916	67.26
		100.00

Occupation

Occupation	Count	Percentage
Student	4444	61.00
Professional	1400	19.22
Parent	455	6.25
Academic	164	2.25
Other	822	11.28
		100.00

Timetable – Expect to Leave

Timetable – Expect to Leave	Count	Percentage
In less than 6 months	948	17.19
In 1 year	2324	42.13
In 2 years	1505	27.28
After 2 years	739	13.40
		100.00

Country of Study

Country of Study	Count	Percentage
Australia	863	9.72
Canada	529	5.96
China	183	2.06
France	243	2.74
Germany	333	3.75
Italy	177	1.99
Japan	382	4.30
Malaysia	46	0.52
New Zealand	465	5.23
Netherlands	285	3.21



Singapore	352	3.96
Spain	109	1.23
Taiwan	72	0.81
UK	3010	33.88
US	1834	20.65
		100.00

Subject of Study

Subject of Study	Count	Percentage
Architecture / Urban Planning	371	2.20
Art / Culture	718	4.25
Fashion / Design	738	4.37
Business / Economics / Management	3147	18.64
Marketing	1199	7.10
International Business	1550	9.18
Finance	798	4.73
Computer Science / IT / Telecommunication	515	3.05
Cuisine / Culinary	463	2.74
Tourism & Hotel Management / Gastronomy	869	5.15
Education	363	2.15
Engineering	819	4.85
Humanities / Social Sciences	625	3.70
Political Science	411	2.43
Language / Literature / Translation	775	4.59
Law	513	3.04
Media / Communication	723	4.28
Medicine / Health	475	2.81
Physical Education, Recreation & Leisure	62	0.37
Psychology	369	2.19
Religion & Theology	33	0.20
Agriculture / Agronomy	150	0.89
Environment and Natural Resources	280	1.66
Science	381	2.26
Biology	228	1.35
Chemistry	205	1.21
Physics	101	0.60

100.00

Source of Information

Source of Information	Count	Percentage
British Council	585	4.82
Announcement Board at British Council Siam Square	345	2.85
Banner in Siam Square	20	0.16
Newspapers	303	2.50
Bangkok Business Newspaper	243	2.00
Thai Rath	272	2.24
Internet	1091	9.00
JobDB.com	123	1.01
Thai Rath Website	93	0.77
Dek Dee website	225	1.86
Google	405	3.34
Facebook website	625	5.15
Pantip website	120	0.99
Radio, TV	835	6.89
Channel 3	1365	11.26
Channel 5	68	0.56
Channel 9	221	1.82
Rueng Lao Sao Atit	281	2.32
Rueng Lao Chao Nee	499	4.12
Rueng Den Yen Nee	149	1.23
Khao 3 Miti TV programme	80	0.66
FM 97.5 (Seed FM)	204	1.68
FM 105.5	364	3.00
FM 95.5 (Virgin Hitz)	352	2.90
Email	324	2.67
Poster	124	1.02
Friend or relative	1220	10.06
Fliers	33	0.27
Leaflets, postcard	84	0.69
Students' association	31	0.26
Newsletter	92	0.76
University, teacher	149	1.23



Embassy and Consulate	10	0.08
BTS Train	654	5.39
BTS LCD, Plasma & LED	460	3.79
Tesco Lotus	3	0.02
Big C Supercenter	10	0.08
Chulalongkorn University Bus Stop	63	0.52
		100.00

Motivations to Study

Motivations to Study	Count	Percentage
High academic standard	3870	19.27
Competitive tuition fees	358	1.78
Parents' decision	470	2.34
Cultural environment	1550	7.72
Safe environment	656	3.27
Friends and relatives there	446	2.22
Wide variety of courses and institutions	1290	6.42
International recognition of qualifications	1823	9.08
Travelling in many different countries	1708	8.50
Scholarship offered	1218	6.06
Having a better job in my country	2243	11.17
Learning a foreign language	2783	13.85
Overseas work opportunities	1672	8.32
		100.00

Appendix 3: Exhibitors' survey results

1. Has your institution attended this exhibition before?		
	Tally	Percentage
Yes	70	83%
No	14	17%
Total	84	100%

2. What were your objectives for coming?		
	Tally	Percentage
Recruitment	19	22%
Profile Raising	2	2%
Both	66	76%
Total	87	100%

3. What is your primary market interest in this event?		
	Tally	Percentage
Undergraduate	55	25%
Postgraduate taught	79	36%
Postgraduate research	28	13%
Higher national diploma and equivalent	4	2%
Pre-university foundation courses	14	6%
Foundation	20	9%
Post-16 A-level	3	1%
Pre-sessional English	13	6%
School	3	1%
Total	219	100%

4. Who are the visitors that you wanted to attend this exhibition	
	Tally
Parents	11
Agents	3
Prospective students	51
High school students	9
Sponsorship bodies	
Young Professionals	2
Scholarship Students	2
Graduate with good GPA	2
Students with Strong IELTS score	2
Students from good Thai Universities	
International School Students	



5. What is your assessment of the visitors?		
	Tally	Percentage
Good number and good quality	79	91%
Good quality only	2	2%
Good number only	6	7%
Disappointing	0	0%
Total	87	100%

6. What recommendations have you got for the future of this particular event for the British Council?

- Better than last year - this year has good space and good arrangement of stand.
- Lunch for exhibitors should be much improved. Hot dishes preferred.
- Put us near our university partners.
- More promotion with local schools to attract UG.
- Free internet.
- Parent meeting could be held in the morning of first day.
- Please provide a bigger standard table.
- Create a poster for seminars because our academic is presenting.
- Corner booths as they have at the Malaysia BC fair.
- Venue is in the hidden zone of the mall.
- Should serve refreshments (especially tea) until end i.e. 6pm. Important to be able to have a break when tired later in the day.
- 1pm start time.
- The event is becoming very expensive; consider how costs can be more effectively controlled anywhere economies can be made.
- Excellent event. Change format of alumni event - feedback from alumni was they prefer the format from last year.
- Better sandwiches, better room for sitting in.
- More interactive/digital marketing.
- Better signage within the shopping mall.
- More space for brochures
- Lager tables for exhibitors.
- More focused/targeted advertising to students who are interested in the UK.
- Lunch options / quality not very impressive.
- Divide modern universities and traditional universities.
- More food and media support.



7. What learning points have you picked up for your institution?

- Need to be on Judges/Bar Council list for recruitment of LLM students.
- More UG materials.
- Increase interest in UG Study.
- Undergrad marketing growing.
- More UG enquiries compared to previous years.
- Need to market city more.
- Scholarships are important for the marketing.
- Increase in demand in Thailand.
- Market Briefing was good.
- Demand in market, course popularity.
- More IB Student interest than expected.
- The high interest in marketing programmes.
- A lot from market briefing, was good to refresh the information.
- Bring more EFL/Business leaflets.
- Programmes of interest are more diverse.
- More info needed on business school programmes.
- Need more info about PhD provision.
- Thai Grading system.
- More freight required.
- The EFL study may be popular due to ASEAN coming in 2015.
- English language skills aren't as strong as assumed.
- How to present booth.
- More branding & promotion required.
- More postgraduate prospectuses needed.
- To bring someone from our English language school.

8. What market developments have you noticed by coming?

- The exhibition is very popular with students / parents.
- Many more international schools are in Thailand.
- Photography/Graphic Design interest for short courses.
- Students already aware of UK Education system and regulation.
- Increase in UG interest.
- English Courses, Digital photography. MA courses in general.

- Increase in PhD interest.
- Growth in Engineering + Management.
- More diverse subject interest.
- Increased interest in Applied Linguistics.
- Increased interest in high school level.
- Creative subjects such as Art & Design, Media, and Music are getting popular.
- More parents / students are enquiring about Undergraduate study.
- Lots more UG medicine and PhD interest than I was expecting, as well as UG more generally.
- Younger students / parents visiting.
- UG Psychology growth.
- Diverse in PG enquiries.
- Students are shopping earlier - often 2-3 years before wishing to come to the UK.
- Language levels improved over the years.
- Market decreasing.
- Opportunity for LLM recruit event.
- Big interest in MBA + Advertising.
- High interest in MBA, A Level, English Language courses.

9. Have you developed new links or built on existing feeder or agent relationships by coming?

	Tally	Percentage
Yes	58	70%
No	25	30%
Total	83	100%

10. How do you rate the support to your business needs from the British Council before and during the event?

	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	25	29%
Good	39	45%
Very good	23	26%
Total	87	100%

Comments:

- Staff in Thailand at the British Council are very helpful.
- Was disappointed that because Loughborough did not buy tickets for Alumni event, we were not featured on the table plan; even though we made it clear we were attending.
- I have been very impressed with the BC in Thailand.

- Find information rather late in the day - useful to have PowerPoint presentation prior to the meeting.

11. How do you rate the value of the Market Briefing (for all exhibitors)?		
	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	12	14%
Good	16	19%
Very good	18	21%
N/A	40	47%
Total	86	100%

Comments:

- It would be useful if this was in the morning before the exhibition.
- Good updated data.
- Couldn't attend as clashed with agent activities.
- Couldn't attend due to late announcement of date + time.

12. How do you rate the value of the one-to-one meeting with agents?		
	Tally	Percentage
Unsatisfactory	1	1%
Satisfactory	10	12%
Good	7	9%
Very good	4	5%
N/A	59	73%
Total	81	100%

Comments:

- The event started 30 minutes late. Not all the agents came to the appointment. It would be useful to have some information about the agents in advance.
 - Age of company
 - Number of staff
 - Countries they represent
 - How many students they sent to UK last year
 - Whether or not the staff have taken BC training.

13. How do you rate the value of Alumni Grade Reunion?		
	Tally	Percentage
Unsatisfactory	3	4%
Satisfactory	10	12%
Good	11	14%
Very good	8	10%
N/A	49	60%
Total	81	100%

Comments:

- Not enough Aberystwyth alumni yet to be involved although very good opportunity.

- 40 Alumni attended + we all had a great evening.
- Prefer buffet rather than sit down (more mingling).
- Last year's format was better for Alumni networking.

14. How do you rate the quality of the accommodation?		
	Tally	Percentage
Unsatisfactory	1	1%
Satisfactory	13	19%
Good	23	33%
Very good	32	46%
Total	69	100%

15. How do you rate the quality of the venue?		
	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	11	13%
Good	30	36%
Very good	43	51%
Total	84	100%

Comments:

- Too crowded between stands.
- Bit hard to find.

16. How do you rate the quality of stands and furniture?		
	Tally	Percentage
Unsatisfactory	3	4%
Satisfactory	16	19%
Good	42	50%
Very good	23	27%
Total	84	100%

Comments:

- Chairs are not comfortable - stands should have 3-4 chairs INCLUDED in the price.
- Need two tables.
- Need bigger tables.

17. How do you rate the quality of assistants/interpreters? (Agent)		
	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	1	1%
Good	11	13%
Very good	15	18%
N/A	56	67%
Total	83	100%



18. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

- Good, nice to see high interest and focus on UK rather than at OCSC.
- Hard to say for sure. Variable quality of visitors. Sunday less busy than Saturday.
- Good exhibition, well organised & managed.
- Excellent event. Advertising clearly worked.
- Good.
- Liked the BTS Train branding.
- Excellent overall. Best organised event that I've attended.
- Better than last year.
- Many thanks for your year of hard work in organising this. The promotion for the event was very good and we met many students.
- Promotion & innovation is impressive.
- Very good.
- Good marketing effort, seminars a good idea but needs more participants - clash with actual fair time.
- Great marketing + excellent number of quality attendees.
- All looked very professional. Created a quality image/brand of the UK.
- Consistently good and professional.
- In general, I am very pleased with this fair.
- Awesome.
- Excellent.
- Serves the purpose - nothing particular to note.
- Diverse use of media, the ice-cream idea was great.
- Overall 8 from 10. I think BC has done this job very well. Only time will tell if the interest we have seen is serious.
- Great. Students were aware of courses + UK promotion was great.
- Good. Gala dinner was not impressive however.
- Marketing seemed good.
- Very good visibility of event in marketing.
- Very busy on both days which was positive given the increased number of exhibitors.
- A successful experience.
- Good exhibition overall.
- Very positive.

- Good promotions in media for UK brand.
- Very good. Question if more can be done.
- Education UK brand was well profiled through the event.
- Professional look, good branding and good promotion in Central World and on BC building.
- Organisation was good & number of attendees in line with expectation. Better lunch arrangements would have been nice.
- Very strong presence in the media. The market briefing listed all the forms of advertisement which appeared broad.

19. Please give your overall assessment of the exhibition?		
	Tally	Percentage
Good exhibition consistent with previous year's event	54	72%
Not as good as previous year's event	5	7%
Better event than previous year	16	21%
Worse event than previous year	0	0%
Total	75	100%

20. Do you see Bangkok as a potential market for your institution?		
	Tally	Percentage
Yes	84	100%
No	0	0%
Not sure	0	0%
Total	84	100%

21. Do you think your participation was a worthwhile investment of time and money?		
	Tally	Percentage
Yes	80	95%
No	0	0%
Not sure	4	5%
Total	84	100%

Comments:

- We will want to see! However, as a first exhibition in Thailand, it was very useful from a market knowledge perspective.

23. When do you prefer the exhibition be held (can specify the month)?

- January seems a good time.
- March/April - near the timing of Malaysia exhibition.
- Jan/Feb.
- January is perfect time.
- Around the same time as previous years.

- January is fine. March is alternative but will clash with events in our SE Asia countries.
- Before Chinese New Year.
- January – March.
- Mid-end of January.
- February.
- January or March.
- January currently works well in conjunction with other SE Asia events (Hong Kong, Brunei).
- September or December.
- March.
- December or January.
- The week before the Hong Kong Exhibition.
- February – March.
- Timing is fine. Plaza Athenee is better.

24. Additional comments and suggestions

- All BC/EduUK staff in Thailand were extremely helpful to me in organising to attend this exhibition and I would like to thank them very much for this help.
- This exhibition is comparatively expensive, so it's important to show the value-added in attending. For us, we'd expect the students to be more focused and to come to the exhibition well-informed & wanting to study in the UK.
- We would give consideration to attending in future depending on the timing & cost of future events.
- Good exhibition, enjoyed coming.
- Thank you for your continual hard work and support!
- The dress rehearsal for the reunion was too noisy. The prizes weren't good either. Education UK team gave very short notice for changes to the schedule which was difficult.
- Thai students need to be made aware of the importance of English language skills. Please consider organising tours for exhibitors, many of us are first-time visitors to your beautiful country. Well Done!
- 5 hours per day is a long stretch.
- The event space was excellent and allowed better show.
- Exhibitors refreshments provision should be open for longer after 15.00.
- Internet passwords were late arriving - should be provided so you can access the internet from the start of the event NOT half way through as it's been paid for.
- None, keep up the good work.
- Spacious venue is nice.
- Excellent event. Thanks.

- 
- The meal at the alumni event was very poor. Better to choose a Thai menu - quality would almost certainly be better.
 - I am concerned that the VAT issue is making BC events very expensive at a time when institutions' budgets are tight. This can limit institutions' activities and could result in a loss of participation at future events. Moreover, the BC event in Thailand is excellent and I am keen that we continue to attend, but the VAT issue is having an impact on budgets.
 - Thank you everyone at BC for their hard work.
 - Please provide more chairs to each booth as normally there are more than 2 of us in the booth.
 - Keep up good work.
 - Job well done BC Thailand.
 - Food at the alumni dinner was very good. Lunch at the event was not so good.
 - Please prepare nice lunches.
 - The alumni event was disappointing. We didn't like the advertising spots/interviews during the dinner - broke up the flow of conversation. Buffet is better & more relaxed than sit down dinner.
 - Thanks team - some innovative marketing!
 - Although we did not attend the Alumni reception, a sit down formal dinner is not a good format at all. Drinks and quiet background music is all that is required.
 - Step ladders available to put up banners.
 - I-pad for rent.
 - Everything is perfect! Thank you.
 - Lunch was good if you could get a smoked salmon roll!
 - UKBA - The Sign UK Visa Clinic caused some confusion, people did not know we were from the British Embassy.
 - The British Council staff were very helpful. Thank you all for your hard work. I was impressed by the promotional activities to drive people to the event and the circle stickers on the floor of Central World leading the way were helpful.
 - Only a small thing - some Thai food rather than sandwiches might be better. Also my PowerPoint had no extension. I did not need it in the end but might be good to have as standard.
 - Thank you for the opportunity given this year. Look forward for a continuing association.



Appendix 4: Advertising and promotion plan (media plan)

Televisions – the highest rating programmes



Online Advertising

Thairath.co.th





Dek-D.com



Chulalongkorn University Bus Shelter



BTS Sky Train





Tesco Lotus and Big C – Department Stores





Radio, Newspaper, and outdoor media



Banners in Siam Square





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