



Education UK Exhibition Vietnam 2014

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1. Event fact file

Event name	Education UK Exhibition		
Venue	HANOI Melia hotel	HCMC InterContinental hotel	DENANG Le Quy Don high school & Grand Mercure hotel
Date	11 October 2014	12 October 2014	14 October 2014
Opening hours	1300 – 1730	1300 – 1730	0930 – 1130 (1) 1500 – 1830 (2)
Stand costs	£ 1,150.00 (VAT excluded)	£ 1,142.00 (VAT excluded)	£ 675.00 (VAT excluded)
Seminars	<ol style="list-style-type: none"> 1. <u>Hanoi – Melia Hotel</u> Labour resources needs and required skills for future careers Preparation to get into UK universities Visa to study in the UK Career prospects with 'Business' Career prospects with 'Engineering' 2. <u>Ho Chi Minh City – Intercontinental Hotel</u> Labour resources needs and required skills for future careers Future prospects with 'International Foundation Programme' Visa to study in the UK Career prospects with 'Professional qualifications' Career prospects with 'Art & Design' 3. <u>Danang – Le Quy Don high school</u> Future prospects with 'International Foundation Programmes' 4. <u>Danang – Grand Mercure Hotel</u> Career prospects for students with UK qualifications Career prospects with 'Post-graduate study in the UK & Professional qualifications' Career prospects with 'Art & Design' 		



Unique features to give added value

- Professional talks about Labour resources and required skills for future careers. The talks provided visitors the chance to gain a better understanding about the needs of the current market in terms of jobs and required skills set by HR companies. Successful UK alumni also contributed by sharing their real experiences studying in the UK, skills gained from UK education and how that helped them to be successful with their current job.
- Painting corner where visitors had some symbols of the UK (e.g flag, red bus, Big Ben, etc.) painted on their face or arms, which was very well received by exhibition visitors in all three cities
- Subject-focused seminars were also one of the attracting features for the visitors who were able to learn more about some specific subjects in more details. The seminars focused on key subject areas which are of high interest of Vietnamese students as Business, Art & Design, Engineering, and professional qualifications.

2. Key statistics

Attendance	Hanoi		HCMC		Danang	
	2014	2013	2014	2013	2014	2013
Total number of visitors	816	680	870	800	768 (175 – LQD & 593 public event)	750 (300 – LQD & 450 public event)
Total number of exhibitors	71	67	70	64	30	24
- Schools & colleges	14	9	13	9	6	3
- Universities	55	56	55	54	23	20
- Local TNE providers	2	2	2	1	1	1

List of participating exhibitors is included in the [Appendix 1](#)



Visitors' profiles	Hanoi		HCMC		Danang	
	2014	2013	2014	2013	2014	2013
Level of education interested in:						
High school/College	6.6%	14%	8.1%	9%	3.8%	3%
Pre-university & Foundation (A-level, IFY, IB)	12.3%	8%	11.0%	7%	4.3%	9%
Undergraduate	45.4%	36%	42.7%	35%	54.3%	30%
Postgraduate (MAs/MSc/MEng)	46.7%	46%	47.2%	35%	33.6%	31%
PhDs		7%		6%		5%
MBA	16.6%		24.8%		13.7%	
English courses	23.7%	13%	20.9%	8%	33.8%	9%
Short summer courses	10.9%		16.0%		10.8%	
Vocational courses (NVQ, BTEC, NVQ)	4.8%	6%	5.9%	8%	5.6%	8%
Professional qualifications (ACCA)	14.9%		17.0%		15.6%	
Top subjects of interest:						
Economics/Finance/Business Administration	49.4%	44%	42.2%	34%	34.4%	22%
Tourism & Hospitality	20.6%	10%	17.7%	11%	37.8%	26%
Media/Communication	26.4%	13%	19.5%	10%	17.8%	10%
Sociology						
IT	4.8%	9%	2.9%		2.9%	10%
Mathematics						
Education and Training	13.8%	7%	12.5%	8%	15.5%	5%
Arts & Design	13.5%		10.8%		8.6%	
Law	10.9%		6.8%		4.3%	
MBA	19.0%		23.5%		12.4%	
Applied Sciences & Research Sciences	6.9%		12.5%		4.3%	
Social Sciences	6.3%		12.0%		8.3%	
Medicine & Pharmaceutics	5.8%		10.2%		6.3%	



Engineering & Technology	6.9%		10.1%		7.9%	
Architecture, Construction & Urban Planning	5.4%		5.3%		4.7%	
Cosmetology & Beauty care	4.9%		4.4%		3.6%	
Agriculture	1.6%		2.1%		0.9%	
Breakdown of visitors' profile by level of study:						
High school student	41.8%	23%	21.5%	22%	33.6%	25%
University student	37.6%	44%	49.8%	29%	54.3%	40%
Parent	3.9%	10%	8%	6%	1.8%	
Professional/Academic	16.7%	20%	20.8%	17%	10.3%	6%
Un-answer		2%		26%		29%

Note: The visitor numbers have been calculated based on the amount of registrations received solely by students on the days of the events.

3. Impact of marketing plan

The exhibition focused on four channels of communication which were Digital marketing, Social media, Out of home channels and Printed ads. Social media continued to be the main channel which attracted the majority number of visitors to the exhibition.

To attract the highest number of potential students to the exhibition, marketing activities were launched much earlier than the event date. Working in partnership with local partners was maximised to take advantage of their network to reach potential students (e.g Hanoi Department of Education and Training, Danang Centre for Promotion of Human Resources Development). Targeted email marketing was used by which registers to the event were classified into different groups of level of study, and were sent follow-up emails on a weekly basis with information about UK education courses relating to their level of study.

The event finally attracted the participation of **2,454** visitors, representing a **10 per cent increase** in comparison with the total number of visitor in the exhibition previous year.

The summary of the marketing plan can be seen in [Appendix 4](#).

4. Conclusions and follow up

4.1 Key recommendations for institutions

- **Visitors' profile:** approximately 28 per cent of exhibition visitors said that they had already decided to choose UK as their study destination, in that over 50% of them said that they would go to the UK in the next 6 months or 1 year. Exhibitors are; therefore, recommended to follow up with students coming to their booths strategically to get their applications. For those students who are still



considering UK as their potential study destination, a strategic marketing plan needs to be in place to better support them with the final decision.

- **Visitors' top concerns about UK Education:** the top three concerns amongst students thinking about choosing to study in the UK include **tuition fees, living cost** and **scholarship opportunities**. While it is clear that the UK is not as an expensive destination to study as Australia and the US ([HSBC report](#), September 2014), it takes time to change Vietnamese students' perception about this. Therefore, exhibitors are encouraged to also communicate all other value added factors to UK education with Vietnamese students (e.g variety of pathways leading to UK universities, fee discount, partial scholarships, and cost-saving tips for international students, skills, job opportunities while studying in the UK, etc.).

4.2 Key recommendations for the British Council

- **Event programme:** the programme of the exhibition will be finalised and communicated with exhibitors much earlier so that exhibitors will have enough time for preparation
- **PR/Advertising:** More advertising on the streets, bus stops, etc. will be looked at and applied if the cost is affordable and the potential impact can be enhanced.
- **Quality of visitors:** Content marketing will also be focused to ensure high quality of visitors coming to the exhibition
- **Logistic arrangement:**
 - Options for coffee break will be looked into so that exhibitors can have better choice and enough of energy food for the whole event
 - Wi-Fi at the exhibiting venues will also be checked at the beginning to ensure smooth connection for exhibitors

4.3. Others

Photos at the exhibitions: the British Council Vietnam made a bit more effort in ensuring that every participating exhibitor has a photo/some photos in the exhibition in Hanoi, HCMC and Danang, as they might be too busy for a photo at their booth. Exhibitors may want to retrieve their photos at <http://educ.thukyso.com/> (user name: eduk2014; password: 1234567890).



Appendix 1: List of participating institutions

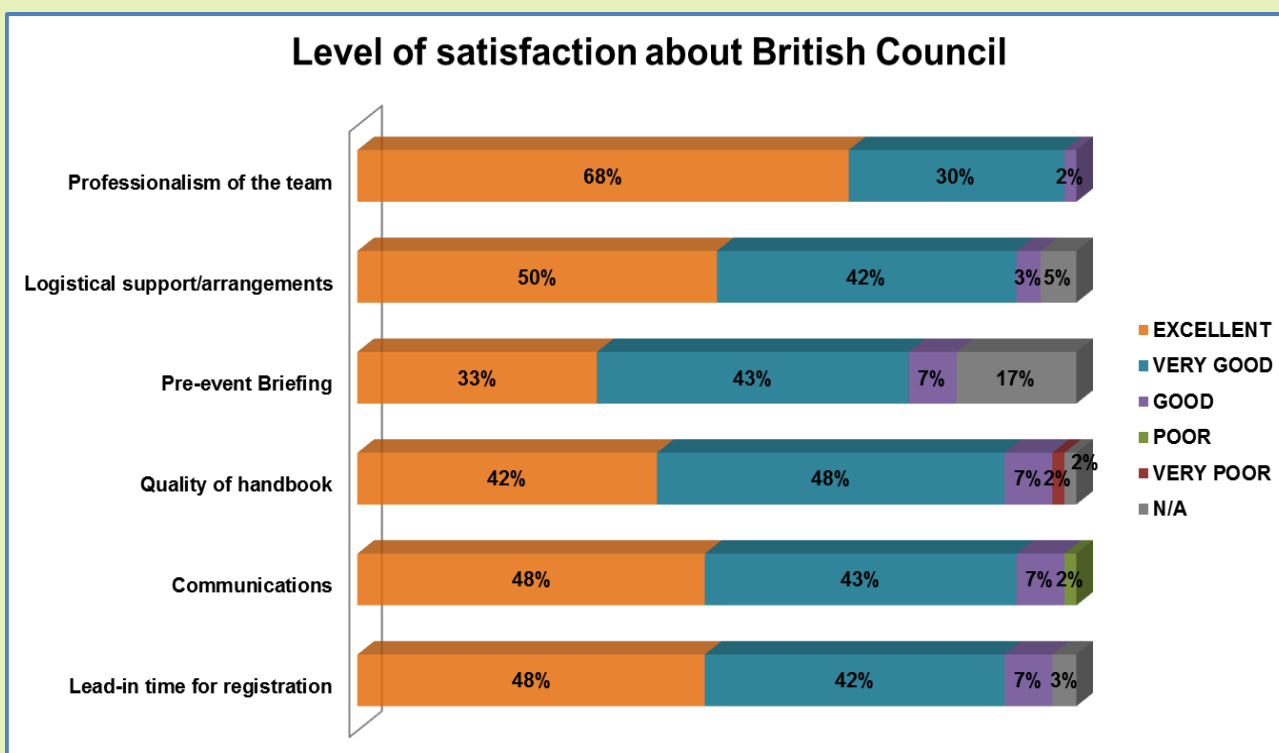
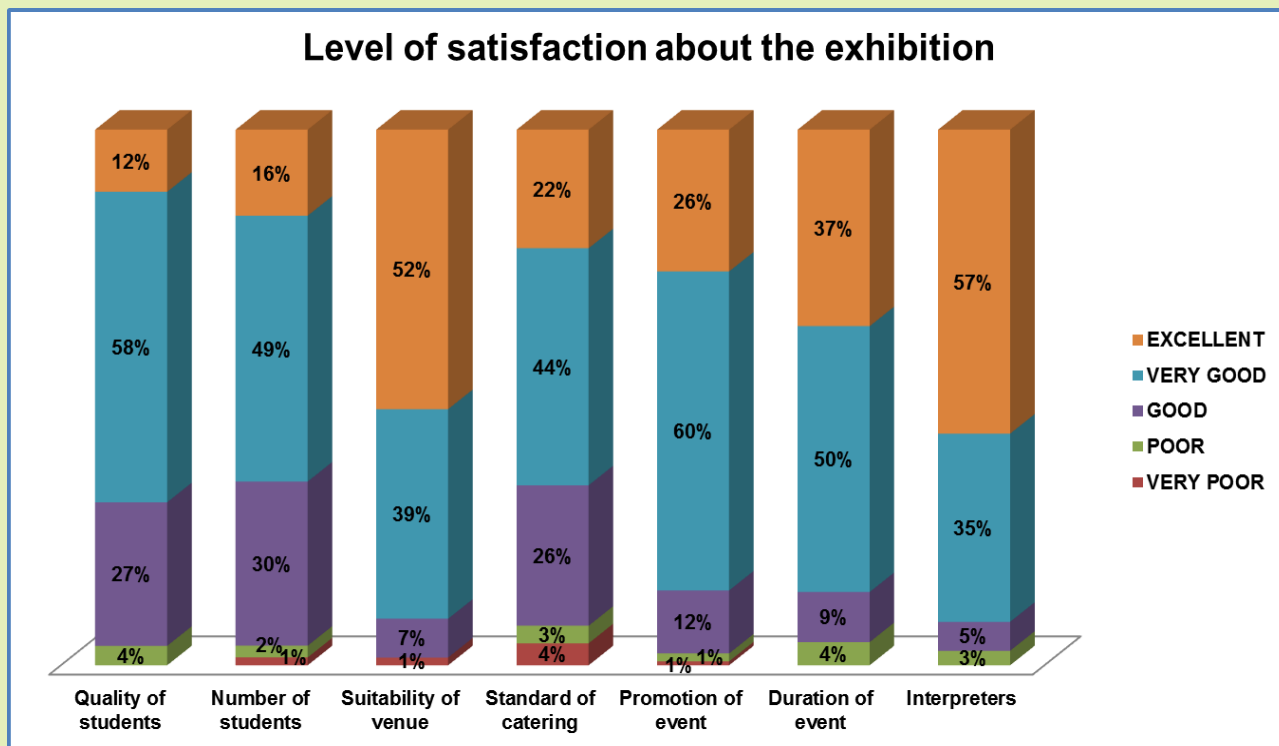
No.	Institution's name	No.	Institution's name
1	York St John University	38	Liverpool John Moores University
2	University of Westminster, London	39	The University of Liverpool
3	University of the West of England, Bristol	40	Leeds Beckett University
4	University of Warwick	41	University of Kent
5	Wakefield College	42	Keele University
6	UCFB Wembley	43	Kaplan International Colleges
7	University of Surrey	44	Hult International Business School
8	University of Sunderland	45	The University of Hull
9	University of Strathclyde	46	University of Hertfordshire
10	University of Southampton	47	University of Gloucestershire
11	University of South Wales	48	University of Glasgow
12	Sheffield Hallam University	49	University of Essex
13	The University of Sheffield	50	EF Education First
14	Ruthin School	51	University of East Anglia
15	The Royal School, Wolverhampton	52	University of Dundee
16	The University of Reading	53	De Montfort University
17	Queen's University Belfast	54	Coventry University
18	University of Portsmouth	55	Concord College
19	Plymouth University	56	Cardiff University
20	The University of Nottingham	57	Cambridge Education Group
21	The University of Northampton	58	University of Brighton
22	Northumbria University, Newcastle	59	BPP University
23	Newcastle College	60	Bournemouth University
24	Newcastle University	61	University of Birmingham
25	The Manchester College	62	University College Birmingham
26	Manchester Metropolitan University	63	Birmingham City University



27	The University of Manchester	64	Aston University, Birmingham
28	University of West London	65	Bexhill College
29	SOAS, University of London	66	Bellerbys College
30	Queen Mary University of London	67	University of Bath
31	Institute of Education, University of London	68	Bangor University
32	London South Bank University	69	Astrum Colleges
33	London Metropolitan University	70	Anglia Ruskin University
34	University College London	Local TNE providers	
35	City University London	71	British University Vietnam
36	University of The Arts London	72	Hoa Sen University
37	Llandrillo Menai International	73	London College for Fashion Studies (Hanoi)

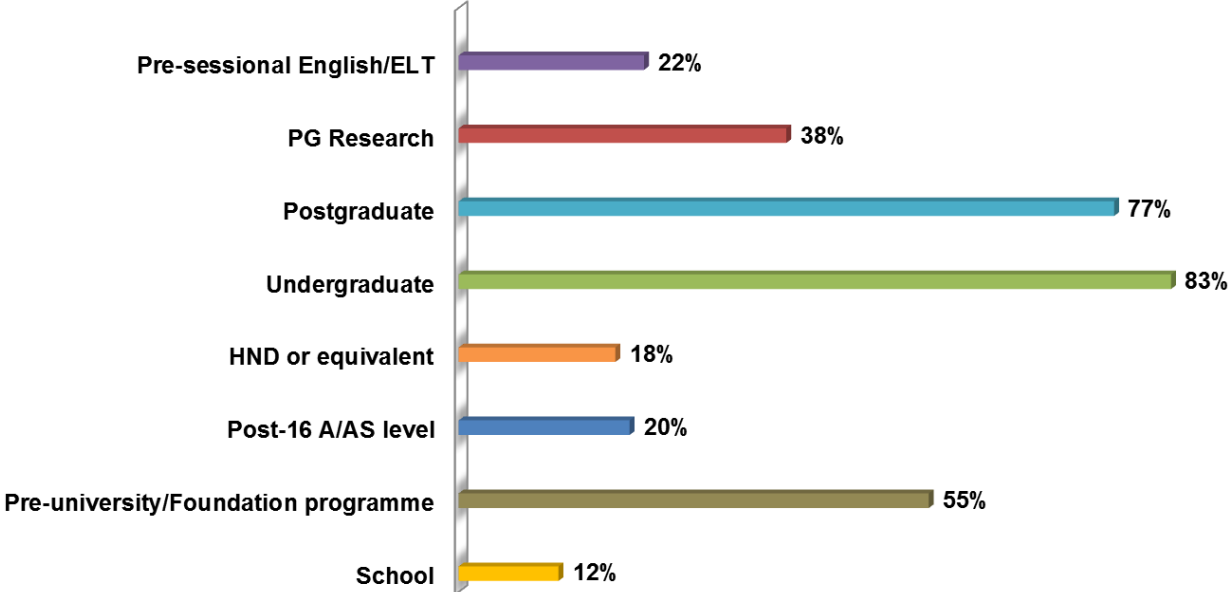


Appendix 2: Exhibitors' survey results

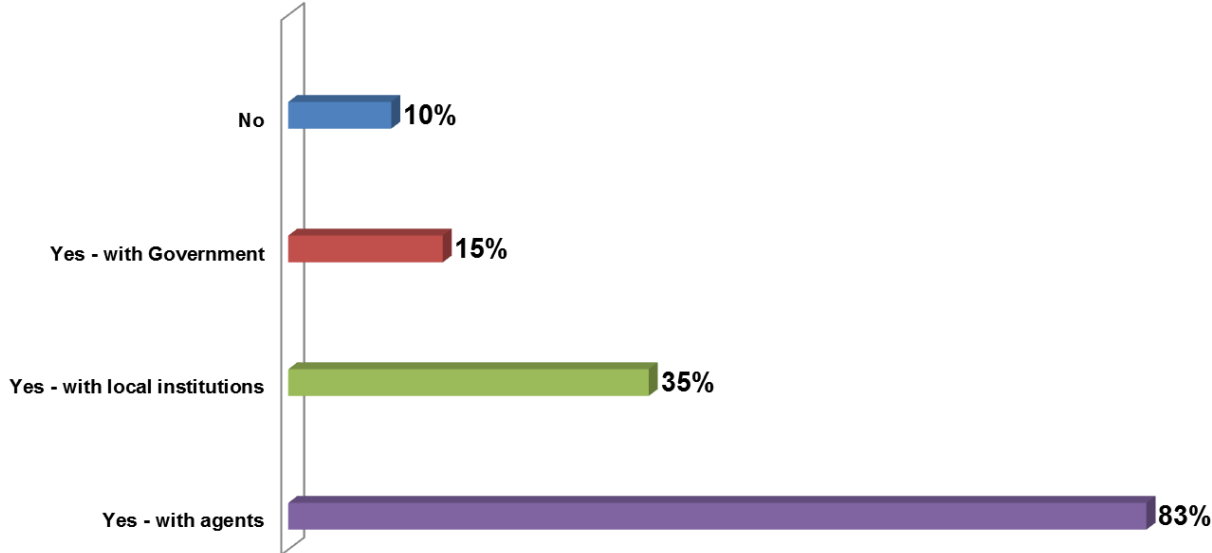




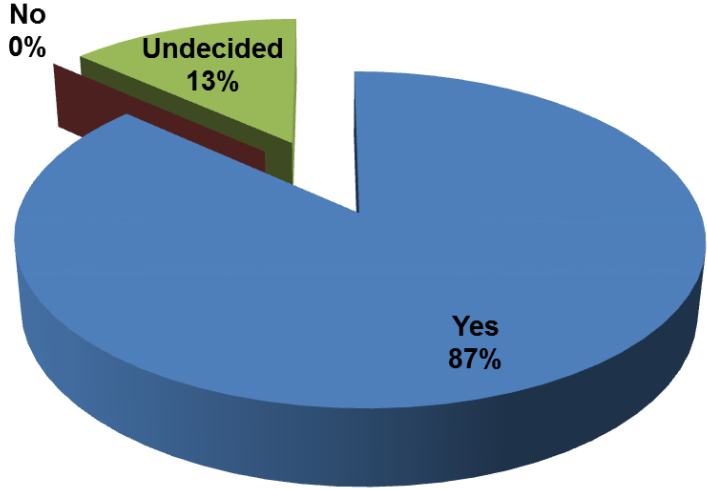
Primary market interest in the exhibition



Exhibitors have developed/built on existing relationships during their visits

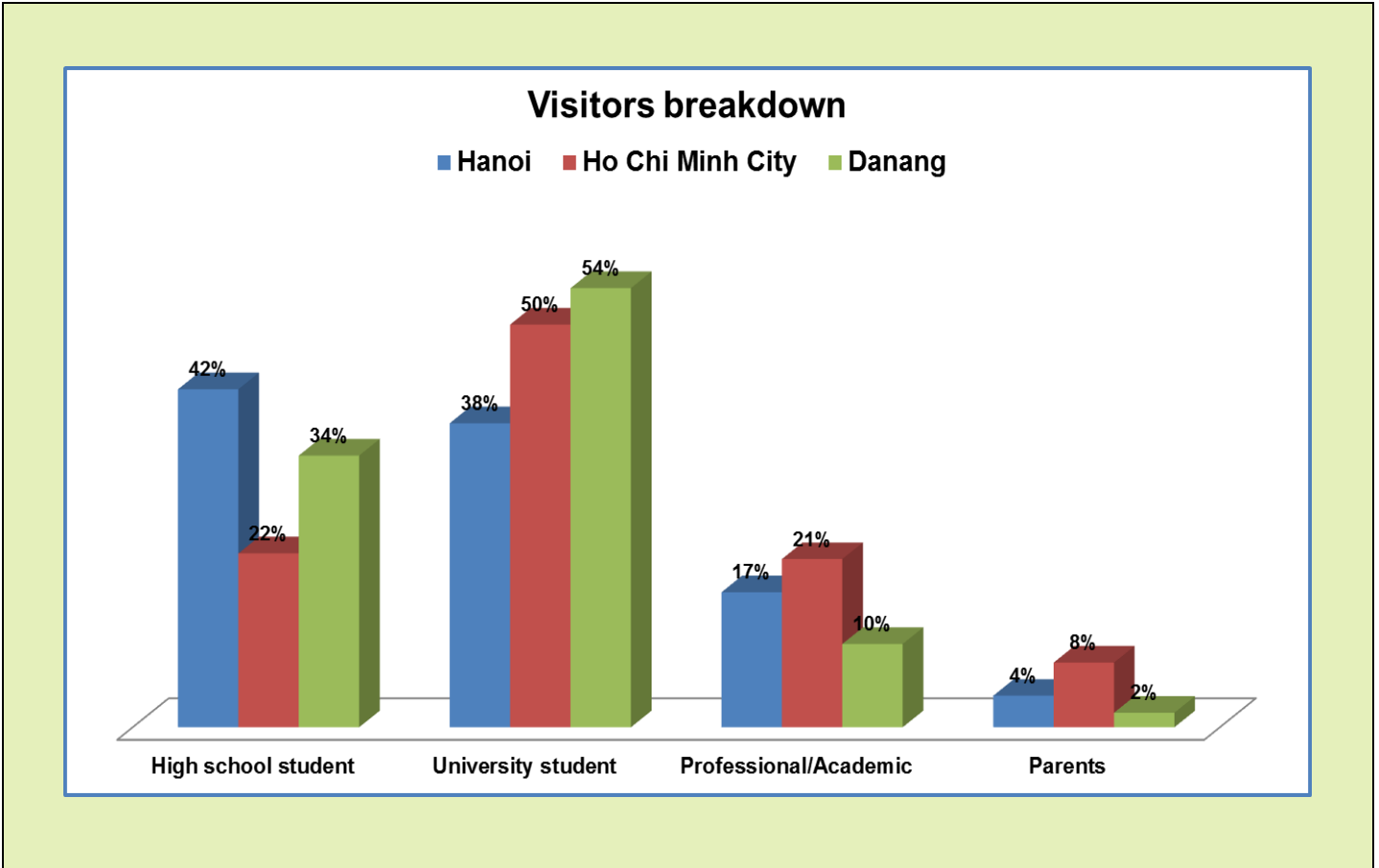


Exhibitors consider coming back to the next British Council exhibition in Vietnam

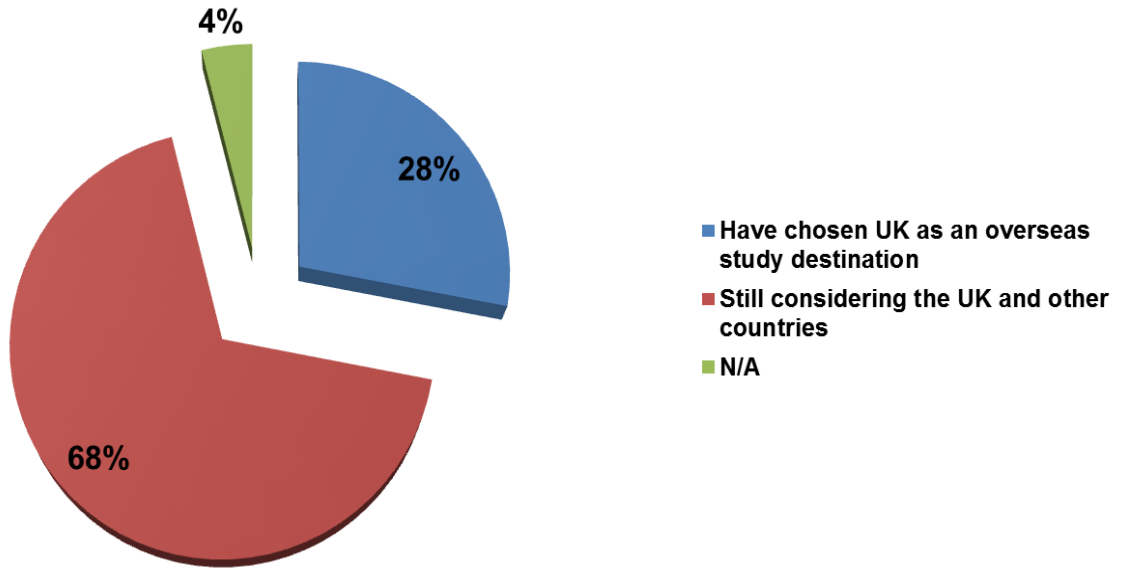




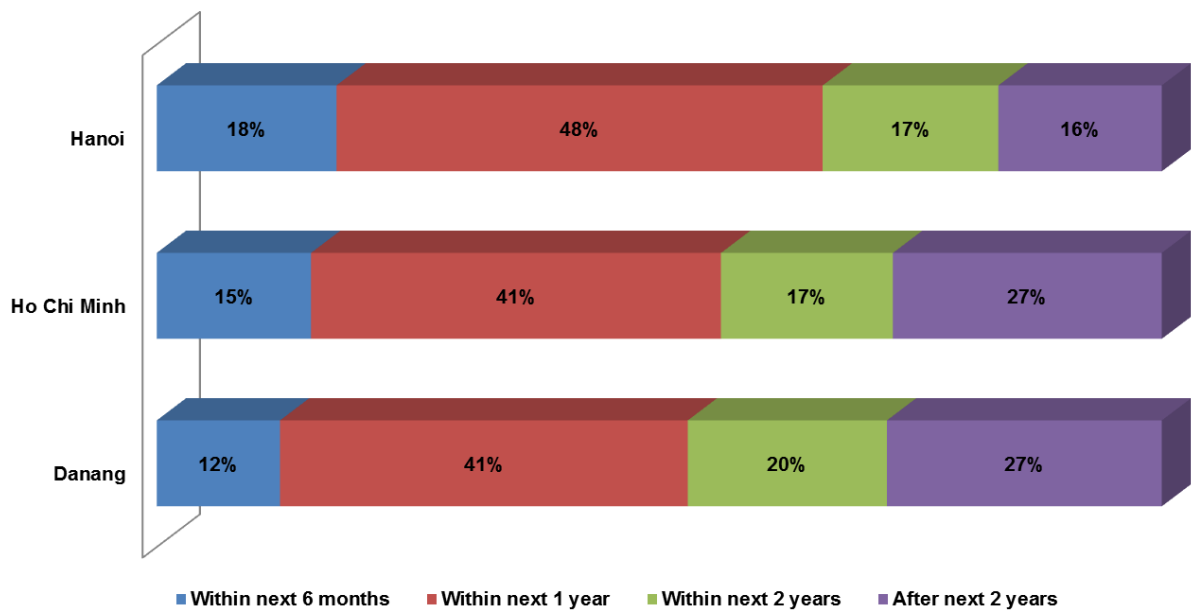
Appendix 3: Visitors' survey results



Which stage are visitors at in preparing for overseas study

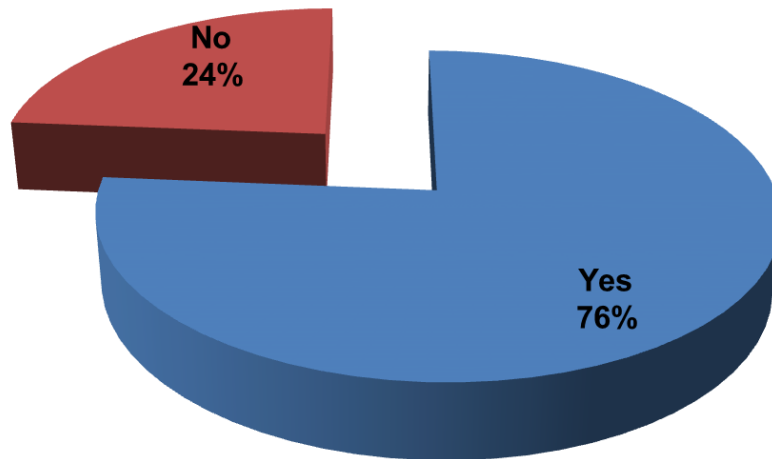


Visitors' plan to go to the UK

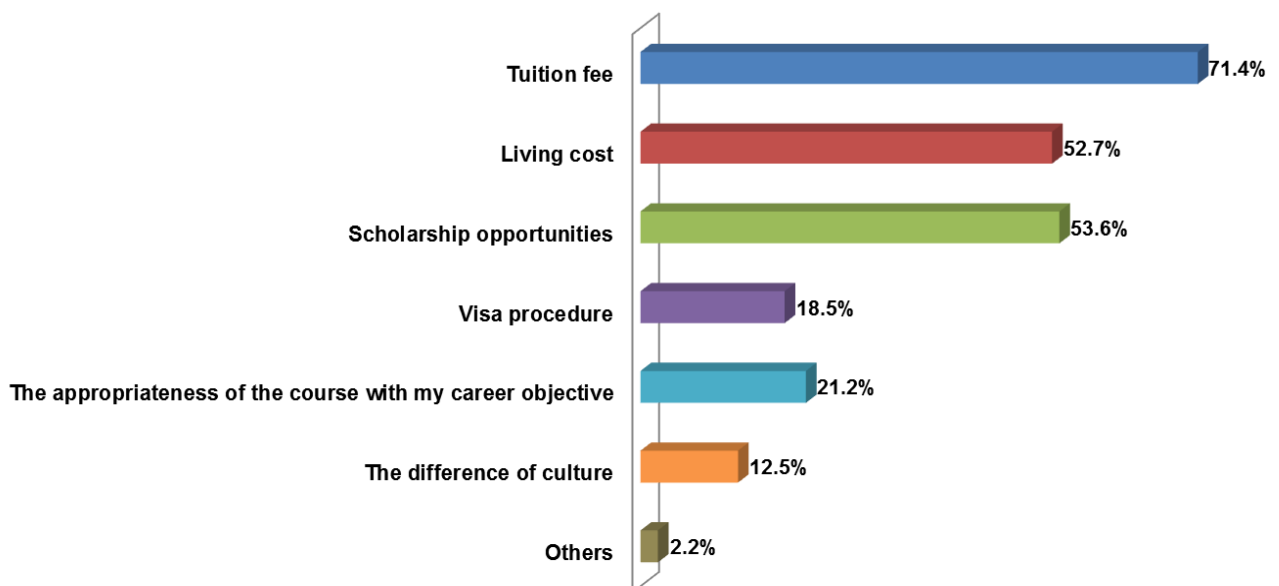




Percentage of visitors that have found the course they want at exhibition



What make visitors concern about choosing the UK as an overseas study destination





Appendix 4: Advertising and promotion plan (media plan)

Activities	Start from ...before event date	Channel statistics	
Internal channels			
Dedicated exhibition website	2,5 months	Number of users	25,000
Education UK website	2,5 months	Number of visitors/month	6,000
British Council website	1 month	Number of visitors/month	298,000
British Council monthly e-news	2 issues (Aug and Sep)	Number of receivers	32,000
Education UK monthly e-news	3 issues (Aug, Sep, Oct)	Number of receivers	7,000
Email campaigns to Education UK database	3 weeks	Number of receivers	7,000
		Number of campaign	3
Facebook fan page NuocAnhTrongMatToi: 60,000 likes	4 weeks	Number of reached Audiences	954,377
Facebook fan page British Council Vietnam: 7,000 likes			
Facebook fan page British Council English: 50,000 likes			
Facebook fan page IELTS Vietnam: 100,000 likes			
Fliers for IELTS candidates; English courses students	3 weeks	Number of Flyers	400
Horizontal banner, Vertical banner, Standee banners at BC premises	3 weeks	Number of standee	4
External channels			



PR			Visitors/month
11 PR articles about Education UK Exhibition on following online newspapers:			
- www.dantri.com.vn	2 weeks	One of top 5 popular e-newspaper for the public	110,700,384
- kenh14.vn	2 weeks	One of top 5 popular newspaper for teenagers	84,053,732
- vnexpress.net	2 weeks	One of top 5 popular e-newspaper for the public	43,159,618
- kenhtuyensinh.vn	2 weeks	An emerging channel for education	4,850,000
- Ybox.vn	2 weeks	An emerging channel for education and study abroad	150,000
Printed advertisements		Target audience	Circulation
Tuoi Tre (The Youth)		General public in the South	500,000
Doanh nhan Saigon Cuoi Tuan (The Businessmen Magazine)		Businessmen	40,000
OOH / Fliers/ Posters / Banners		City	Number of schools/events
10,400 fliers distributed at local schools/universities/ British Council outreach activities		Hanoi	19
		Ho Chi Minh	17
		Danang	3
2,500 bookmarks distributed at Education UK outreach activities in September		Hanoi	8
		Ho Chi Minh	6
		Danang	3
100 Posters to local schools/universities		Hanoi	11



		Ho Chi Minh	25
82 Horizontal banners on the streets & local schools/universities	10 days	Hanoi	19
		Ho Chi Minh	25
Digital marketing (18/9/2014-3/10/2014)			Number of clicks
Google Adwords (Text Ads, Image Ads, Remarketing)	6 weeks	Impressions: 1,835,305	6,785
Facebook ad	4 weeks	Number of sponsored posts: 17	6,661
Online banners			Number of clicks
Dantri.vn; VNExpress.net; Kenh14.vn; Facebook, Nguoiladong.vn, Soha.vn	2 weeks		17,000
Club activities			Number of clubs
The event were promoted among student clubs at universities in Hanoi	1 week		4
The event were promoted among student clubs at universities in Ho Chi Minh city	1 week		4