

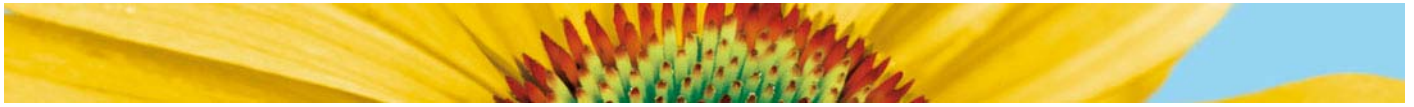


Education UK Exhibition Vietnam

20-23 October 2012

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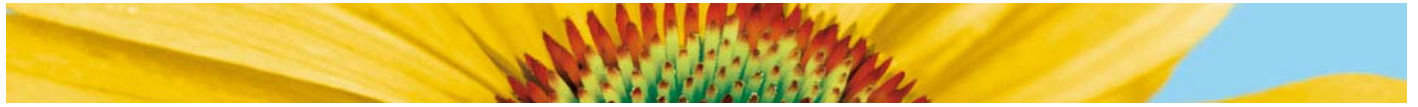
1. Event fact file

Venue	Hanoi	HCMC	Danang
Date	20 Oct 2012	21 Oct 2012	23 Oct 2012
Opening hours	1330 - 1800	1330 - 1800	0900 – 1200: Le Quy Don high school 1400 – 1700: Mercure hotel
Stand costs	£ 1,283.00	£ 1,270.00	£ 744.00
Seminars	1. Pre-university courses – a wise choice to get a place at UK universities 2. UK Visa (<i>NA in Danang</i>) 3. One-year master programme in the UK – a cost effective option to get a UK master degree 4. Taking a UK qualification in Vietnam – opportunities and benefits (<i>NA in Danang</i>)		
Unique feature to give added value	<ul style="list-style-type: none"> - 'Living Book' initiative with 12 UK Alumni as story-tellers about most inspiring moments of theirs in the UK. The main aim is to give potential students aspiration about a UK with bright career prospect and full of inspiration for international students. - 'Led' screens featuring UK excellence and beauty through inspiring 'Great Britain' and Education UK films. 		

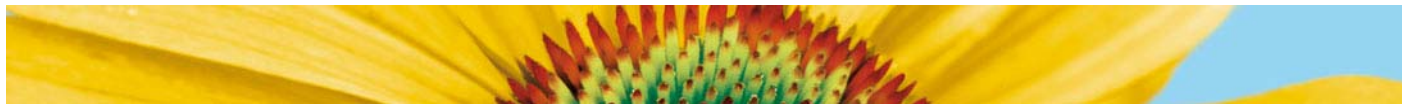
2. Key statistics

Attendance	Hanoi		HCMC		Danang	
	2012	2011	2012	2011	2012	2011
Total number of visitors	700	950	700	900	500	500
Schools & colleges	11	14	11	15	2	7
Universities	50	44	48	43	11	11
Local TNE providers	3		3		2	
Total number of exhibitors	64	58	62	58	15	18

List of participating exhibitors can be found in Appendix 1



Visitors primary market objectives	Hanoi		HCMC		Danang	
	2012	2011	2012	2011	2012	2011
Level of study						
High school	5%	6%	5%	7%	3%	2%
Pre-university & Foundation	10%	7%	7%	5%	4%	18%
Undergraduate	28%	21%	24%	28%	41%	34%
Masters & Pre-masters	32%	48%	34%	38%	23%	25%
PhDs	5%	4%	5%	4%	5%	4%
English & summer courses	8%	11%	8%	12%	8%	17%
Vocational/Professional short courses	7%	2%	9%	6%	7%	1%
Top 5 subjects of interest						
Economics/Finance/Business Administration	37%	43%	31%	33%	27%	33%
Tourism & Hospitality	10%	8%	9%	9%	16%	16%
Media/Communication	8%	5%	8%	7%	8%	-
Social sciences	-	3%	6%	9%	-	-
Education (also Law, Medicine, Arts, Architecture, Science for HCMC)	6%	4%	5%	6%	7%	6%
Science	-				-	10%
IT	6%				7%	
Sector breakdown						
High school student	38%	73%	23%	69%	59%	94%
University student	36%		43%		34%	
Parent	4%	2%	7%	5%	1%	1%
Professional/Academic	21%	17%	27%	19%	6%	1%
Others		7%		8%		4%



Demographics of visitors	Hanoi		HCMC		Danang	
	2012	2011	2012	2011	2012	2011
Male	28%	34%	37%	31%	30%	28%
Female	72%	66%	63%	69%	70%	72%
Others	1%					

3. Impact of marketing plan

The biggest and most intensive PR and advertising campaign in the year was carried out one month before the education exhibition with some key channels and statistics as below:

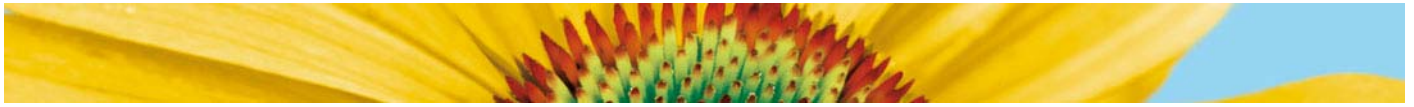
- A dedicated webpage for the exhibition which was set up to provide comprehensive information about the exhibition and to receive registrations was launched 4 weeks before the event date. The webpage attracted over 7,600 unique visitors and 1,100 registrations before the event date.
- The Education UK Vietnam Facebook promoted all exhibitors through interesting quizzes about the UK attracted over 1,300 likes.
- Over 100 forums featuring the information of the exhibition were visited by over 1,200 views
- Web banners on key online newspapers received over 2,300 clicks
- An email marketing campaign was carried out to over 11,000 prospective students and parents
- SMS was sent to a database of 1,500 mobile phone numbers.
- Paper-based adverts were put on key newspapers with over 1.3m circulation.
- 20 PR articles were on well-targeted magazines before, during and after the event.
- Over 6,500 fliers and 100 posters were sent to potential students at high schools, international schools, universities and education agents.
- Over 60 banners were hung at key streets corners in all three cities.

The success of the event was shown through:

- Well participated events with nearly 2,000 visitors to all three cities
- 98% of exhibitors rating the event in general as 'Highly satisfied' or 'Satisfied.'
- Over 95% of exhibitors rating the quantity and quality of visitors from 'Good' to 'Excellent.'
- Over 80% of visitors saying that the event met their expectation.

It is possible to view the full detailed marketing plan with visuals of actual adverts, PR articles, etc. [here](#) (access code 123456), and [a video clip](#) with exhibitors, visitors and 'Living Books' comments on the event dates.

Further details about Visitors' feedback can be found in **Appendix 2**, and Exhibitors' feedback **Appendix 3**



4. Conclusions and follow up

4.1 Key recommendations for institutions

- 50%, 31% and 16.7% is the ratio of students in Hanoi, HCMC and Danang respective saying that they have decided to choose the UK as their overseas study destination. This is for exhibitors to be aware of possible conversion rate from the event. (Note: the figure is not based on the total number of visitors but the total feedback forms received which are 316 for Hanoi, 383 for HCMC, and 293 for both Le Quy Don and Mercure in Danang)
- Approximately 50% of the visitors planned to study overseas in two years or after two years. Exhibitors are; therefore, advised to keep the database of the students they talk with in the next two years to follow up.
- Freight: a number of exhibitors had problems with freight where they could not have the materials for the day due to custom clearance issue. While the British Council is willing to support in emergency cases, we are not able to influence relevant organisations to do clearance during the weekend. Therefore, exhibitors are strongly advised to consult their freight forwarder about guaranteed door to door service including custom clearance.

4.2 Key recommendations for the British Council

Date and timing of the event:

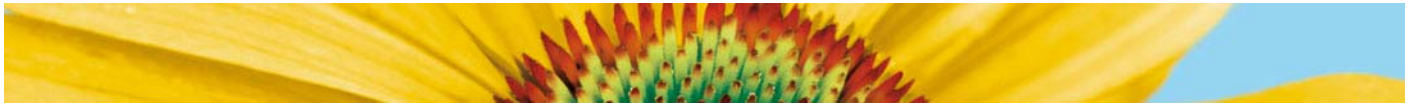
'There should be a day gap between Hanoi and HCMC programme'

'Hanoi should finish earlier/HCMC should be in the evening to allow more time for travelling from Hanoi to HCMC.'

- Through observation and comments from exhibitors during the past over ten years, the British Council has tried all possible options in relations to weekend or weekday for Hanoi and HCMC. It has shown that weekend works best for these two key markets. If extending the exhibition over to two weekends so that exhibitors can have a more laid-back working programme in Vietnam, the in-country expenditure for exhibitors would be a lot higher.
- Afternoon of Saturday in Hanoi still seems to be the best option because (1) students still go to schools in the morning, (2) possible exhibiting time in the morning is shorter than the afternoon (e.g 0900 – 1200), and (3) exhibiting over lunch does not work in Vietnam because Vietnamese culture is to have a proper lunch and a short break before working hours in the afternoon.
- Evening of Sunday seems to suit more for entertaining activities.
- The exhibition will be from 1330 to 1800 as usual in both Hanoi and HCMC.
- October shows to be the best timing for exhibitions according to 89.7% of visitors coming to the exhibition in October 2011. The British Council will also work closely with competitors to avoid clashing and ensure the most convenient dates for potential students.

Programme:

There will not be an Agent networking session in next year's exhibition as it did not show to be as satisfactory as expected. Exhibitors who need support in looking for agents in Vietnam can contact the British Council to request for the list of the British Council Education Agent Network.

**Venue:**

- Over 80% of exhibitors commented positively about the exhibition venue. Given their price and grand ballroom capacity, the next exhibition will most likely be organised at Melia hotel and InterContinental hotel again.
- The British Council has negotiated the best deal possible for all exhibitors who would like to stay at these two hotels. To give exhibitors more options next year, there will be a few more alternatives nearby.

Branding

Branding will be focused more next year to showcase the UK, UK Education, and the 'UK - Vietnam 40-year diplomatic relations' anniversary.

Support for visitors

The British Council will explore additional support for visitors to the exhibition to ensure that they know what to do and who to meet at the event.



Appendix 1: List of participating institutions

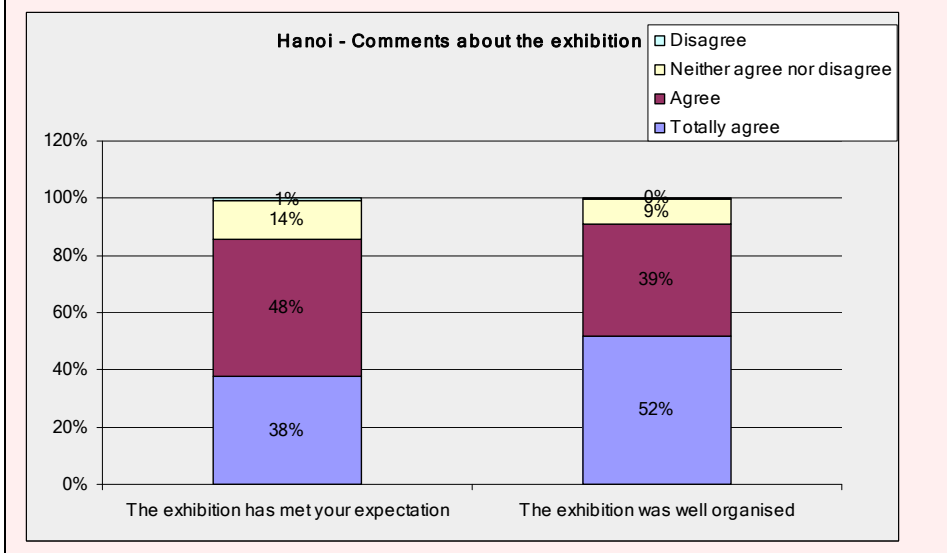
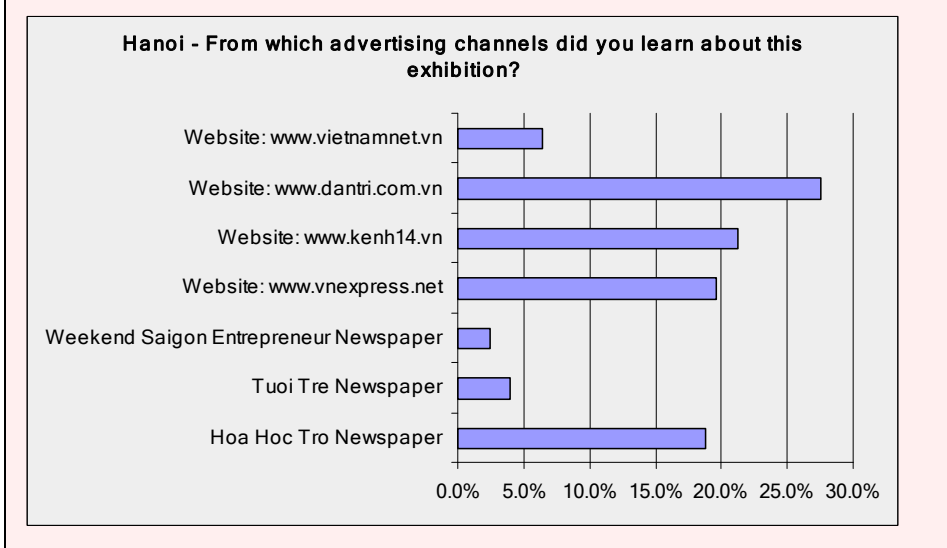
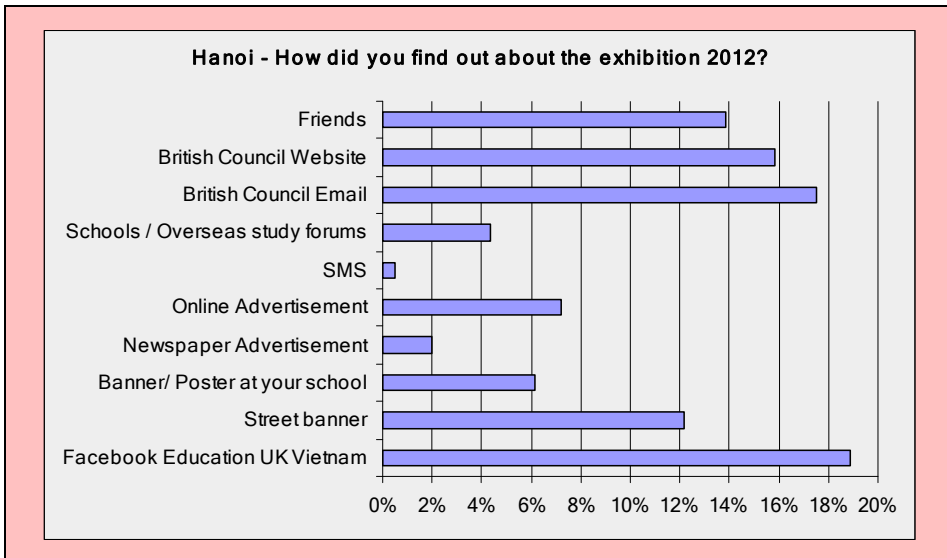
UK Institutions	
1	Anglia Ruskin University
2	University of the Arts London
3	Aston University, Birmingham
4	University of Birmingham
5	Birmingham City University
6	University College Birmingham
7	Bangor University, Wales
8	Bellerbys College
9	Birkbeck, University of London
10	Bournemouth University
11	University of Bradford
12	University of Brighton
13	City of Bristol College
14	University of the West of England, Bristol
15	University Campus Suffolk
16	Canterbury Christ Church University
17	Cardiff Sixth Form College
18	Cardiff University
19	University of Central Lancashire (UCLAN)
20	Cambridge Education Group
21	City University London
22	Concord College
23	De Montfort University, Leicester
24	University of East Anglia
25	The University of Edinburgh
26	University of Essex
27	University of Exeter
28	University of Gloucestershire
29	Gower College Swansea
30	University of Hertfordshire
31	University of Hull
32	University of Kent
33	King's College London
34	University of Leeds
35	Leeds Metropolitan University
36	Llandrillo Menai College
37	The Manchester College
38	Manchester Metropolitan University
39	The University of Manchester
40	Middlesex University, London
41	Newcastle University
42	Northumbria University (Newcastle)
43	The University of Northampton
44	The University of Nottingham
45	Nottingham College International
46	Oxford Brookes University
47	City College Plymouth
48	Plymouth University
49	University of Portsmouth
50	Queen Mary, University of London
51	University of Reading
52	Ruthin School
53	University of Sheffield
54	Sheffield Hallam University
55	University of Southampton
56	University of Stirling
57	University of Sunderland
58	University of Surrey
59	University of West London
60	University of Westminster
61	Windermere School
62	University of Worcester
63	York St John University

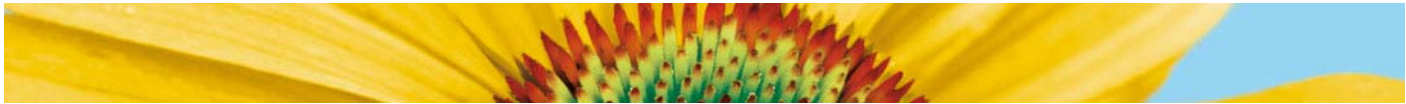
Local UK providers	
1	British University Vietnam
2	British Vietnamese International School
3	London College for Fashion Studies (Hanoi)
4	NIIE - Nguyen Tat Thanh University



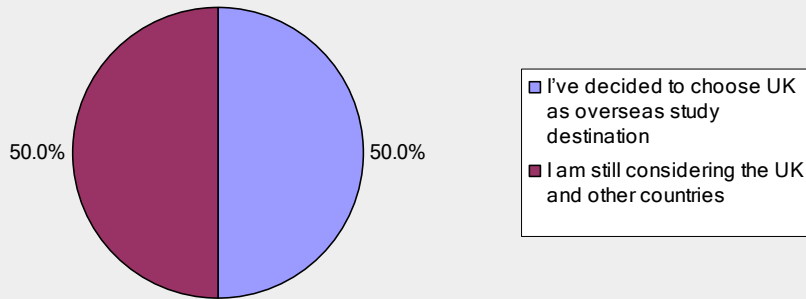
Appendix 2: Visitors' survey results

Hanoi

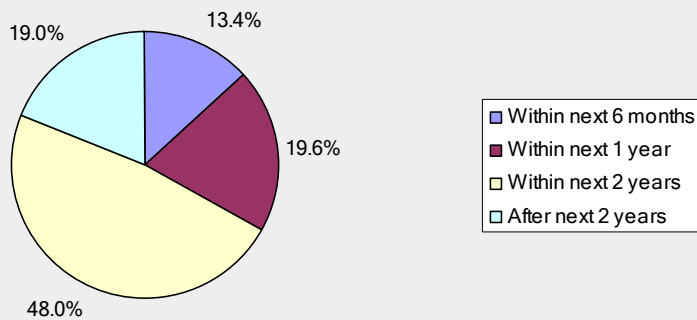




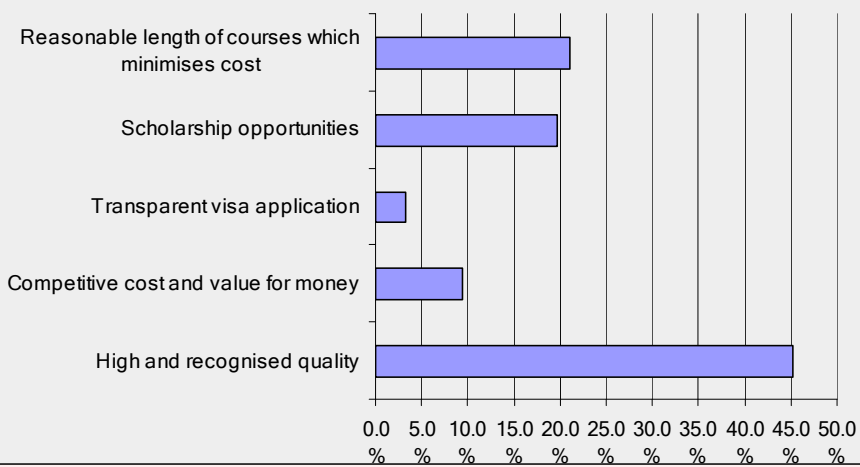
Hanoi - Which stage are you at in preparing for overseas study?

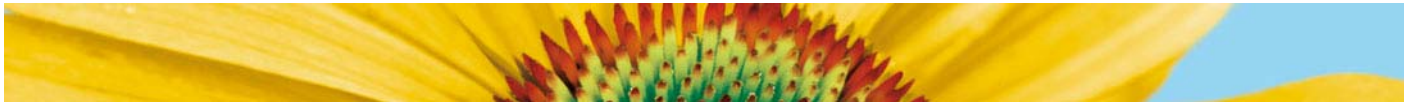


Hanoi If you have decided to choose the UK, when do you plan to go?

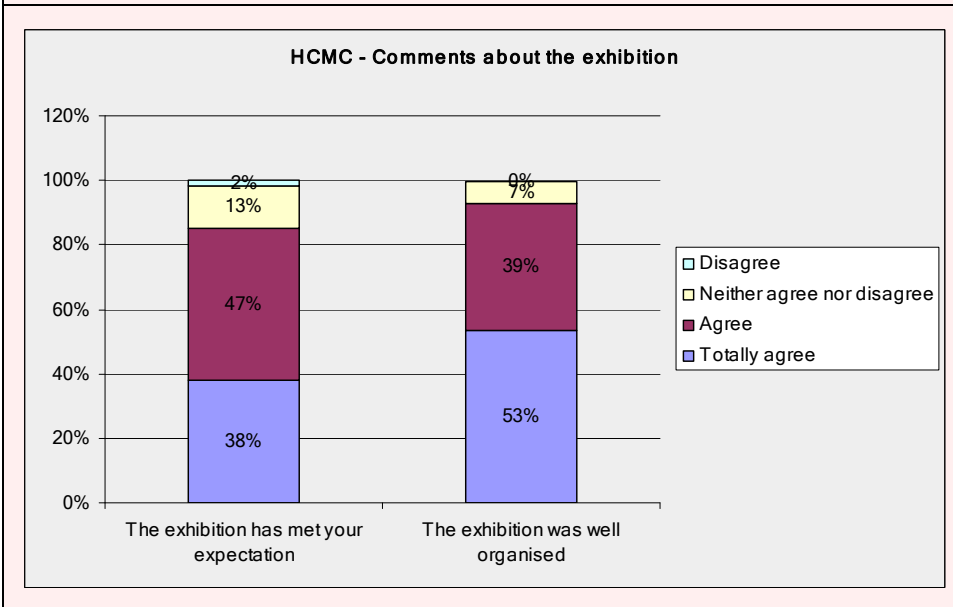
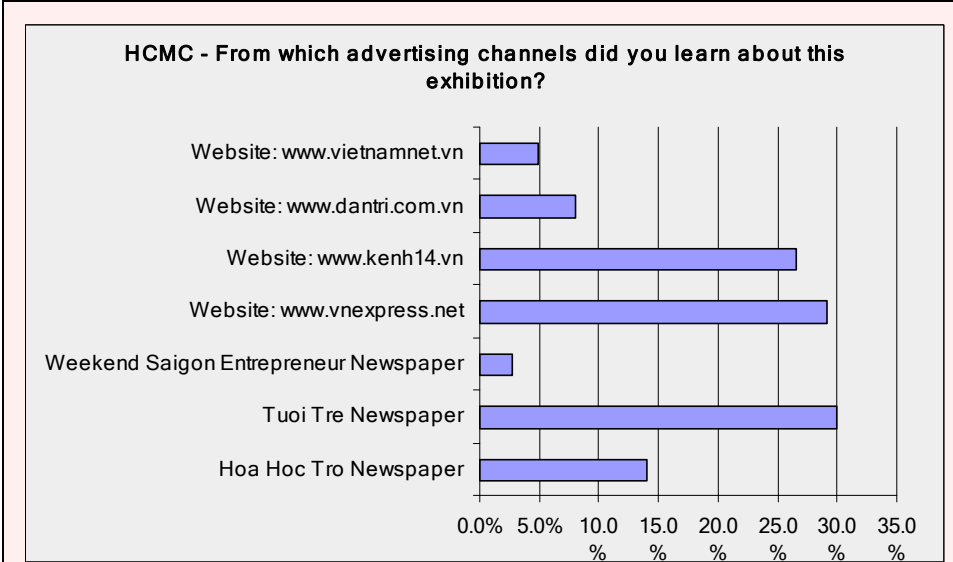
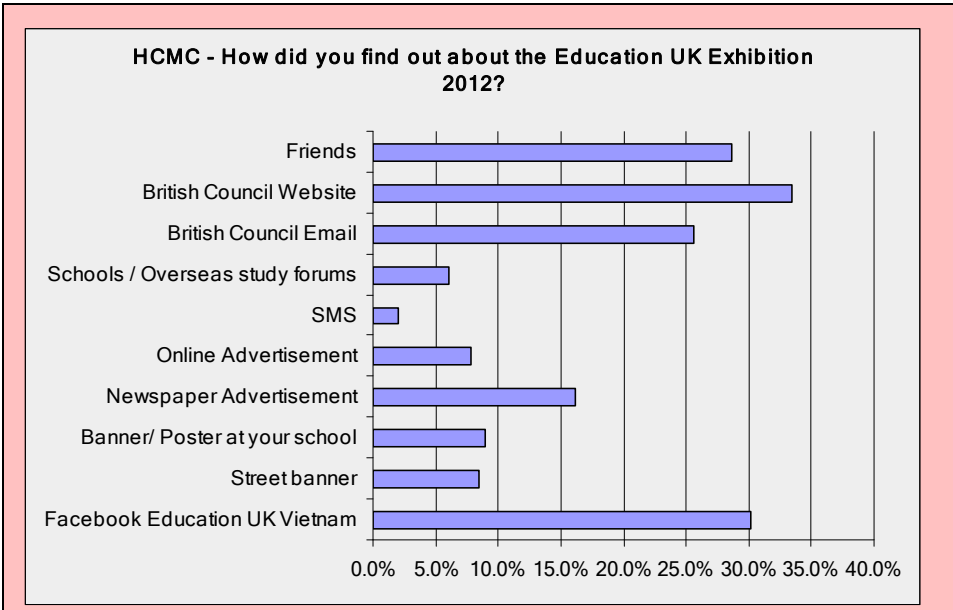


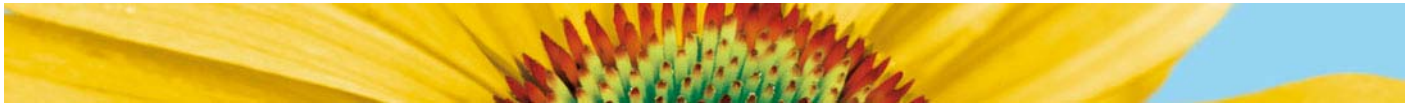
Hanoi - Why would you choose to study in the UK?



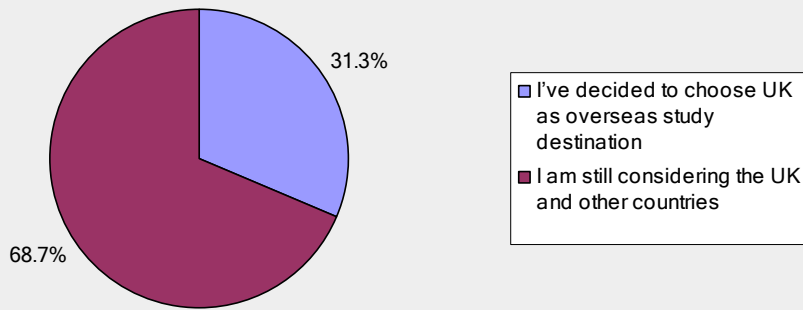


HCMC

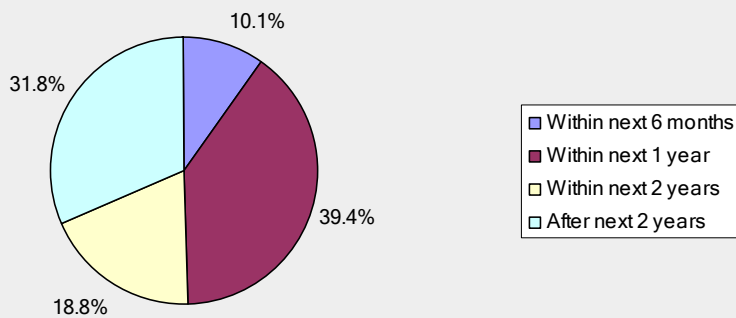




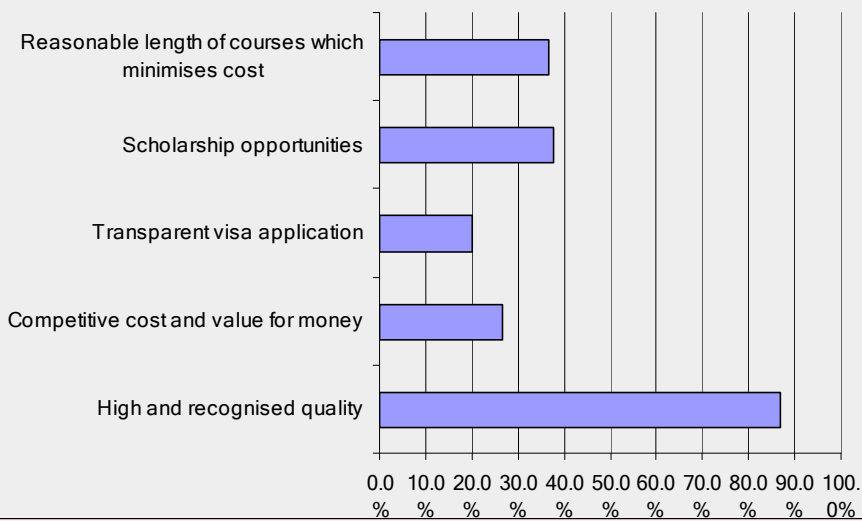
HCMC - Which stage are you at in preparing for overseas study?



HCMC - If you have decided to choose the UK, when do you plan to go?



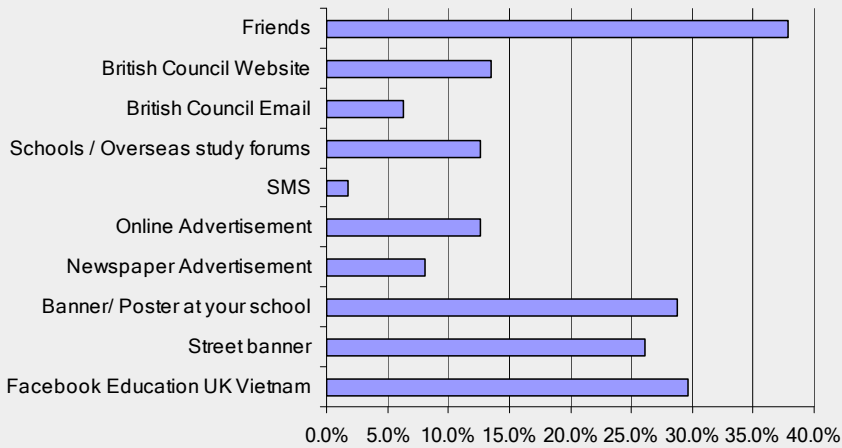
HCMC - Why would you choose to study in the UK?



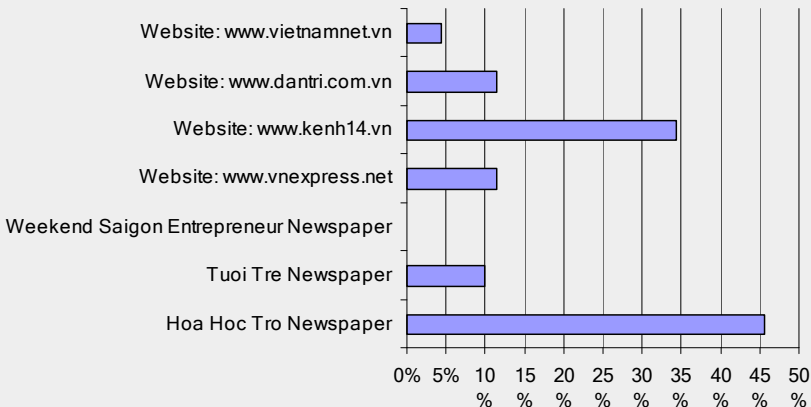


Danang

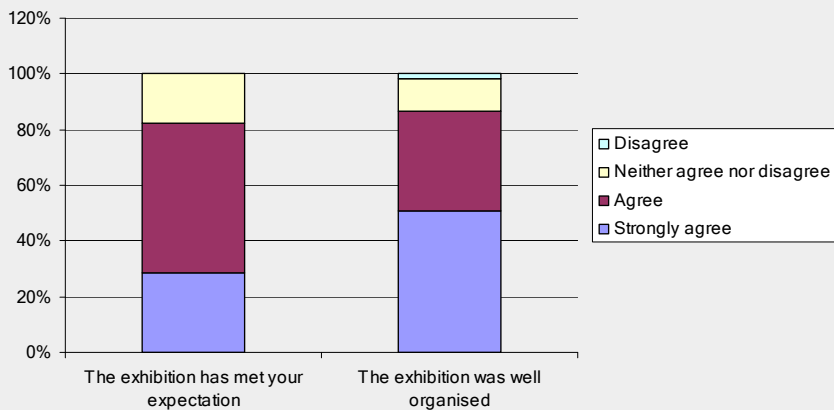
Danang - How did you find out about the Education UK Exhibition 2012?

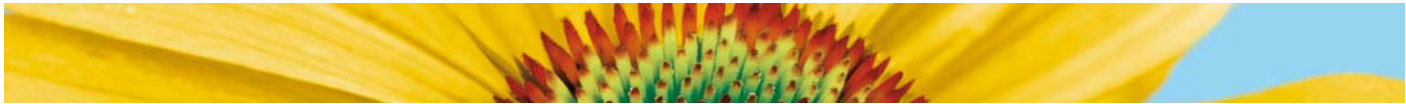


Danang - From which advertising channels did you learn about this exhibition?

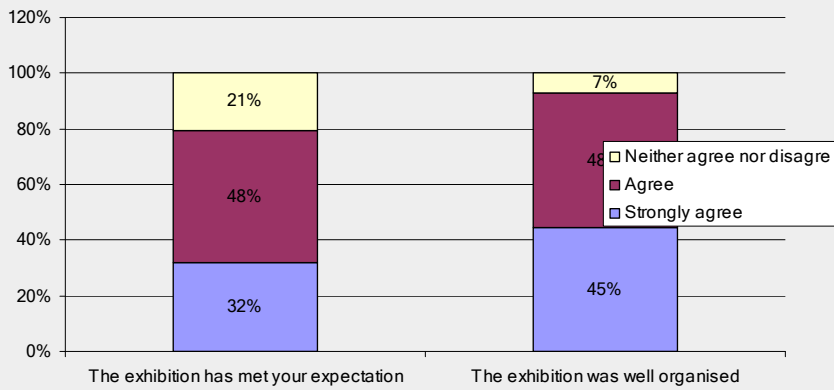


Danang - Comments about the exhibition

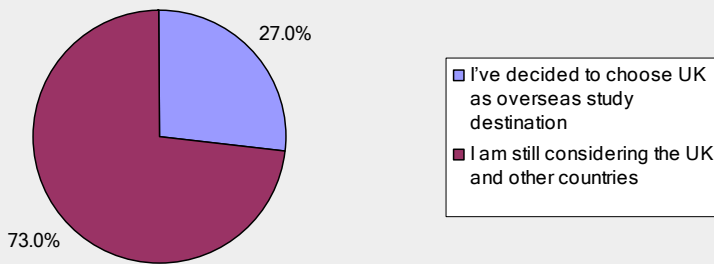




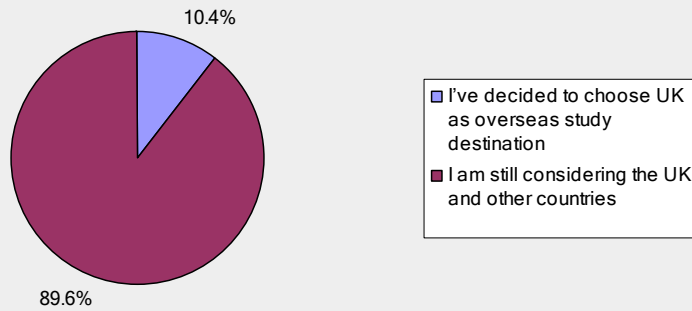
Le Quy Don high school - Comment about the roadshow

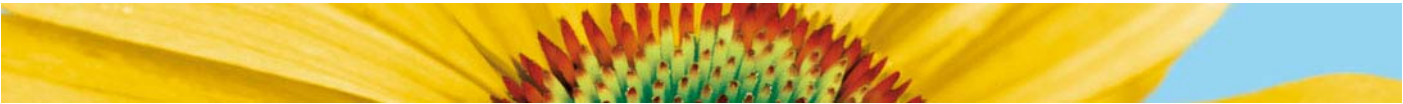


Danang - Which stage are you at in preparing for overseas study?

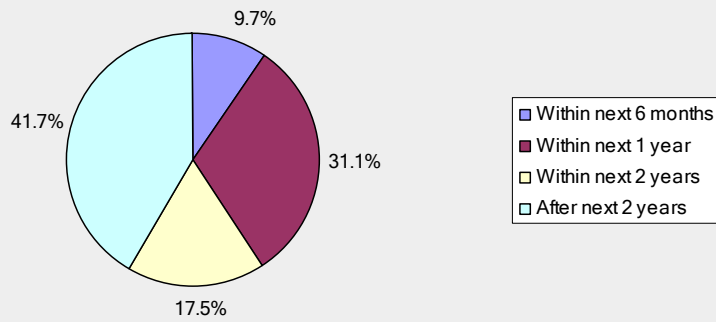


Le Quy Don high school - Which stage are you at in preparing for overseas study?

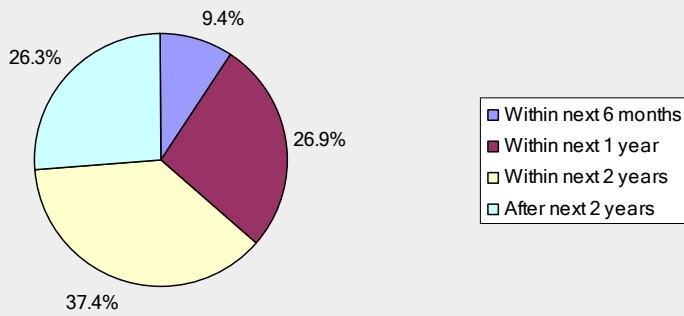




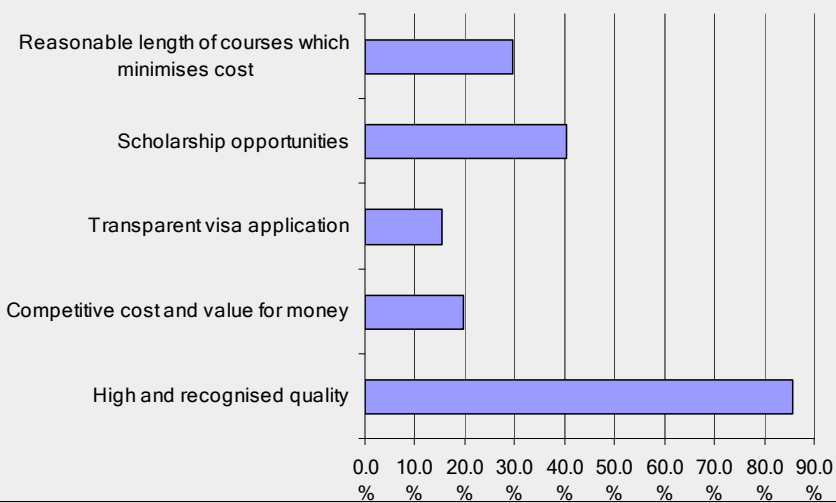
Danang - If you have decided to choose the UK, when do you plan to go?

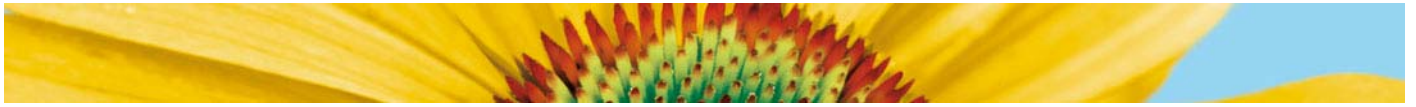


Le Quy Don high school - If you have decided to choose the UK, when do you plan to go?

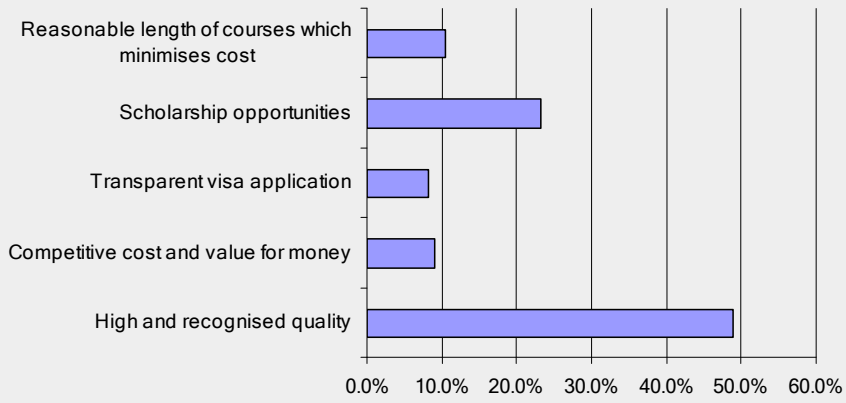


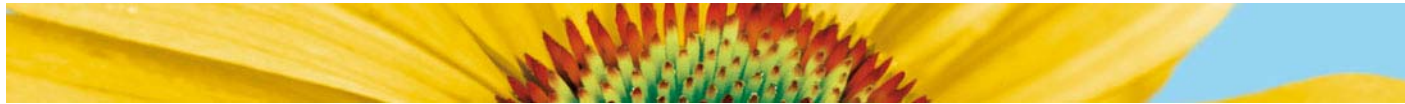
Danang - Why would you choose to study in the UK?





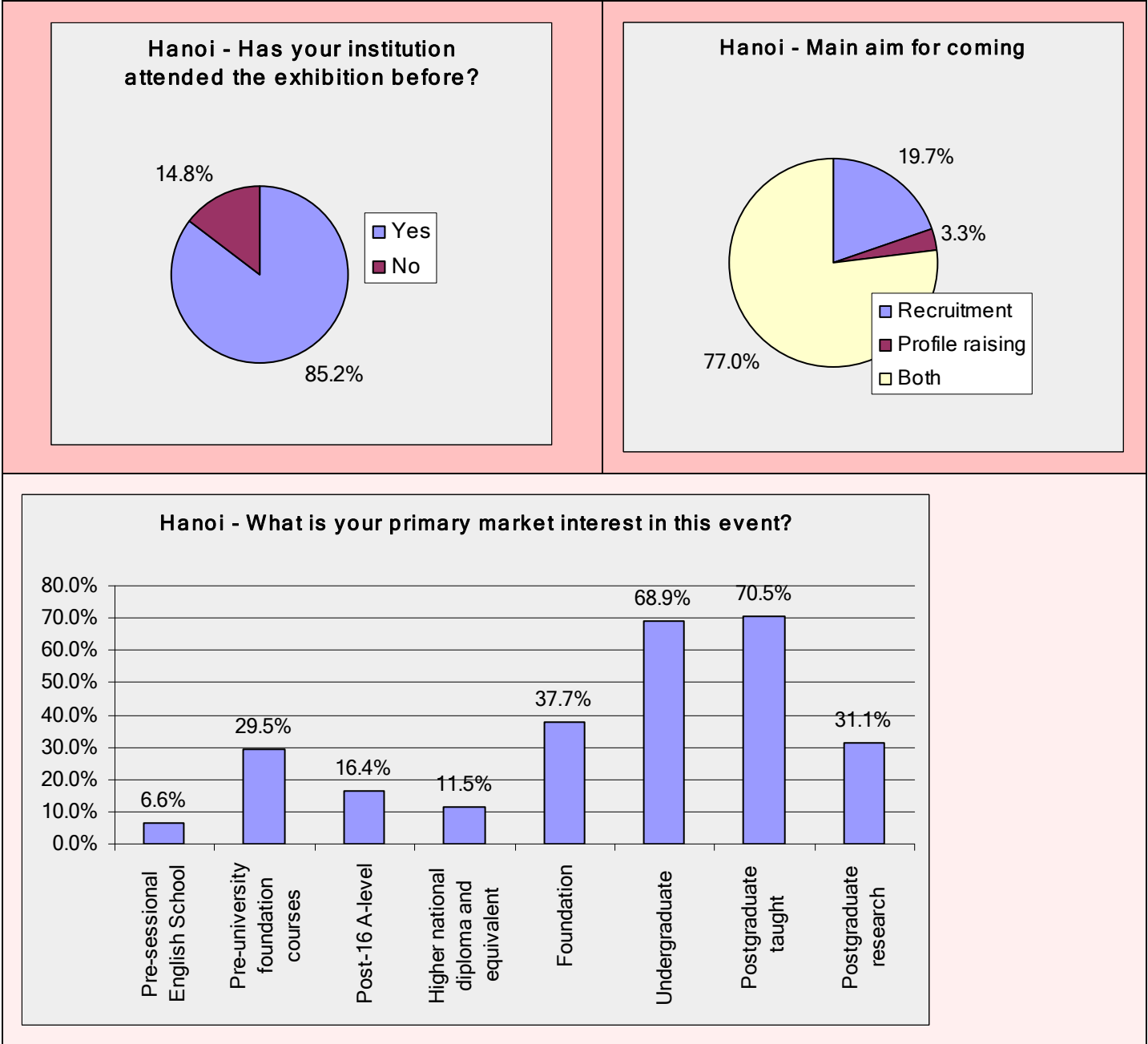
Le Quy Don high school - Why would you choose to study in the UK?

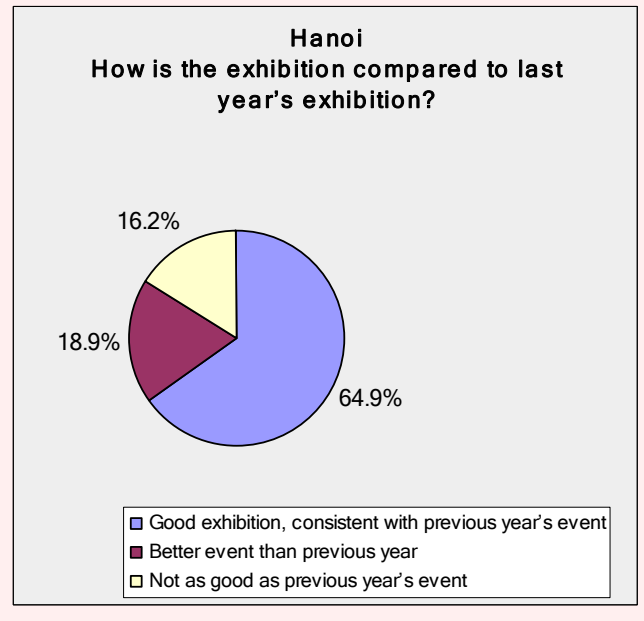
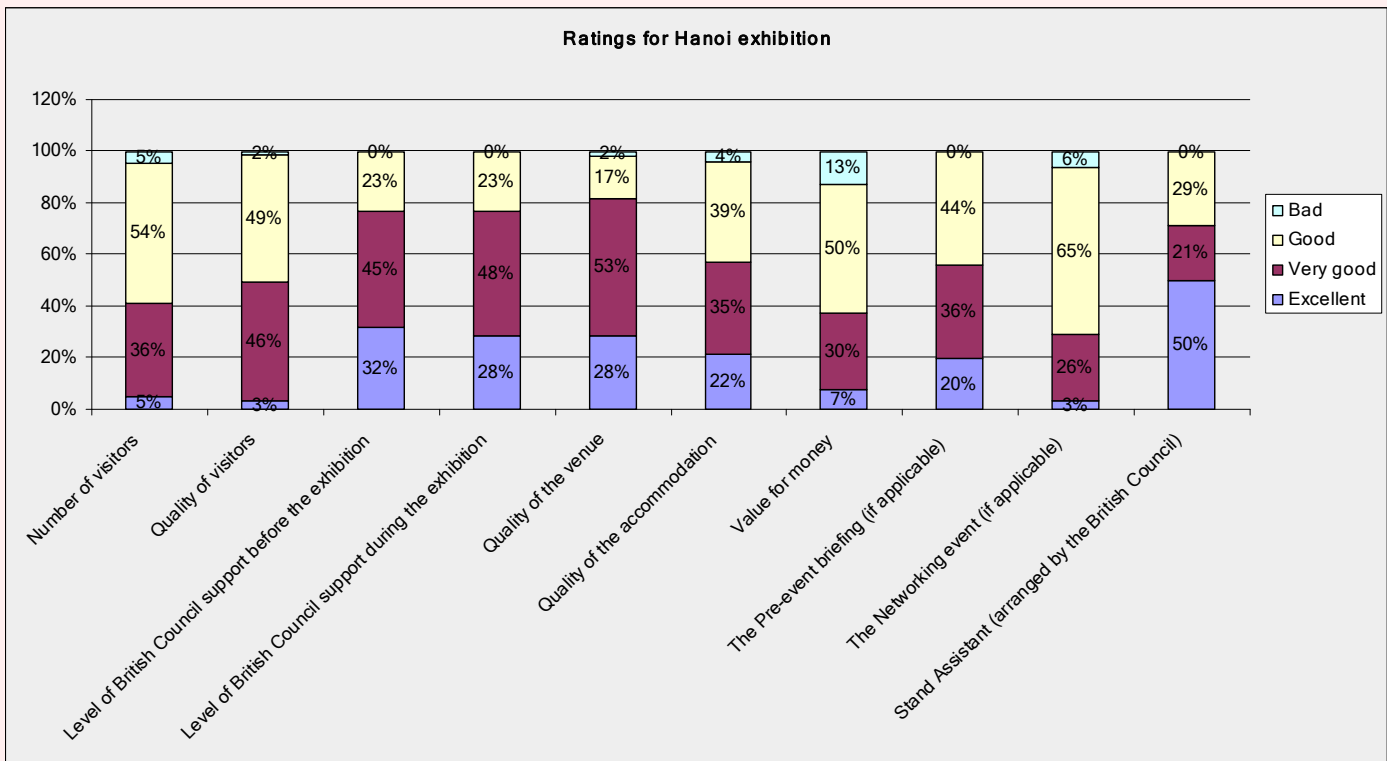
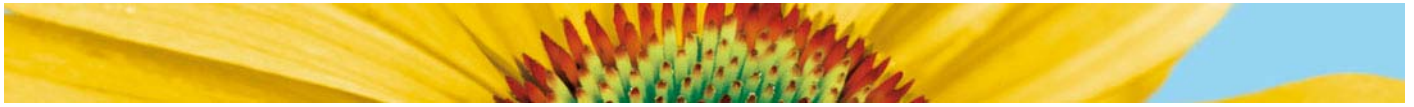


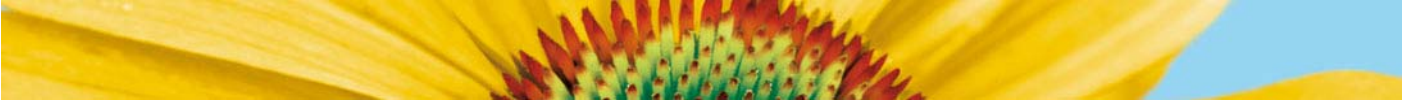


Appendix 3: Exhibitors' survey results

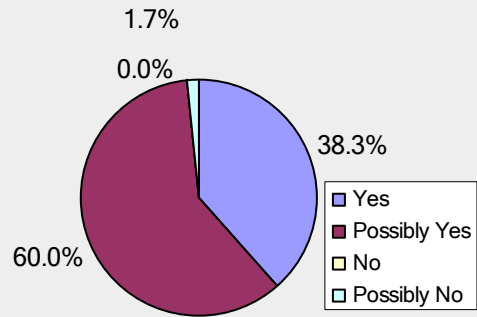
Hanoi

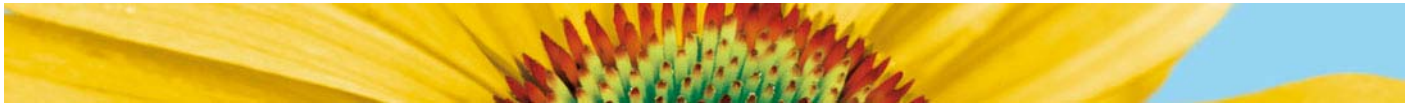




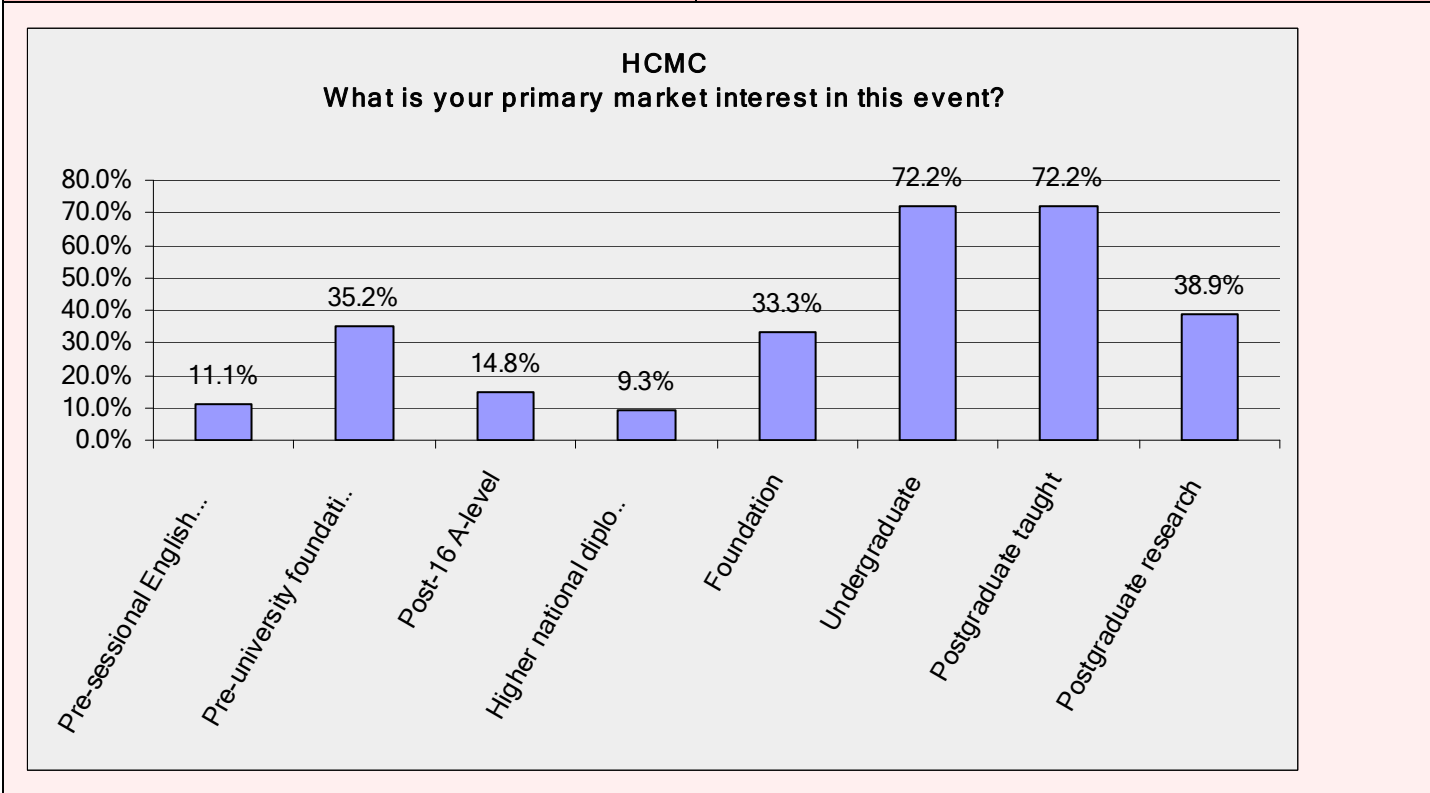
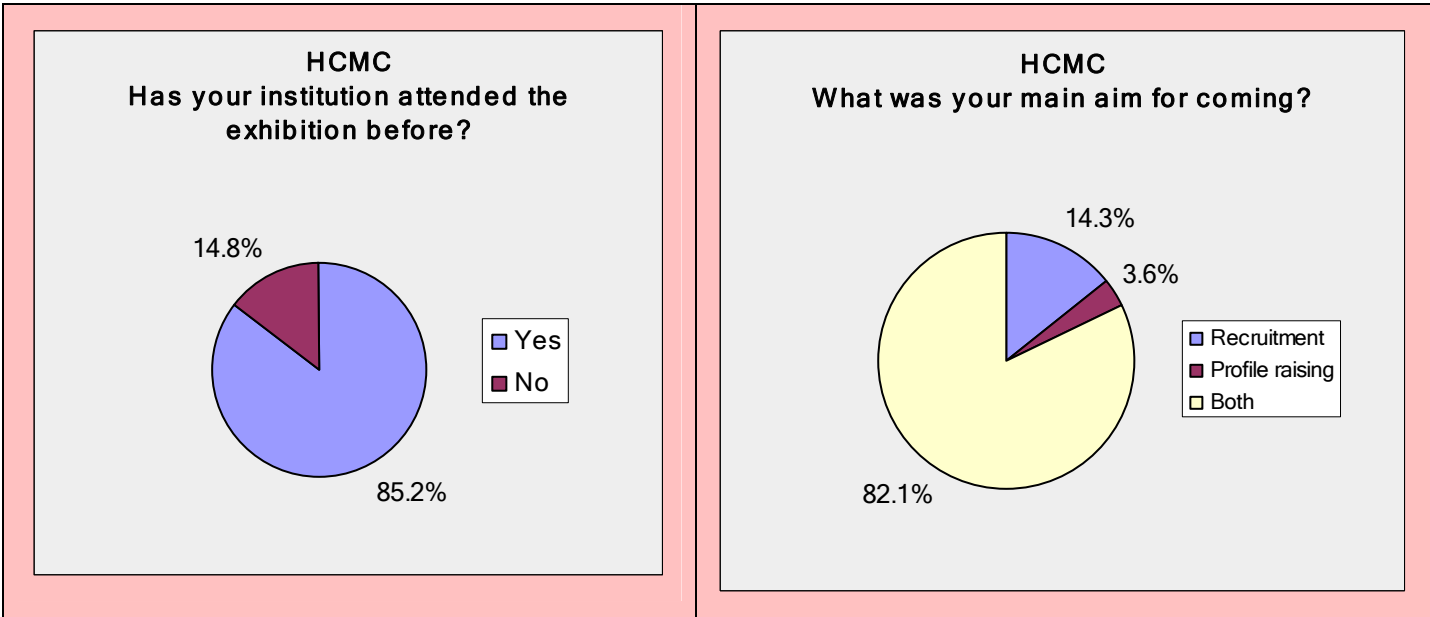


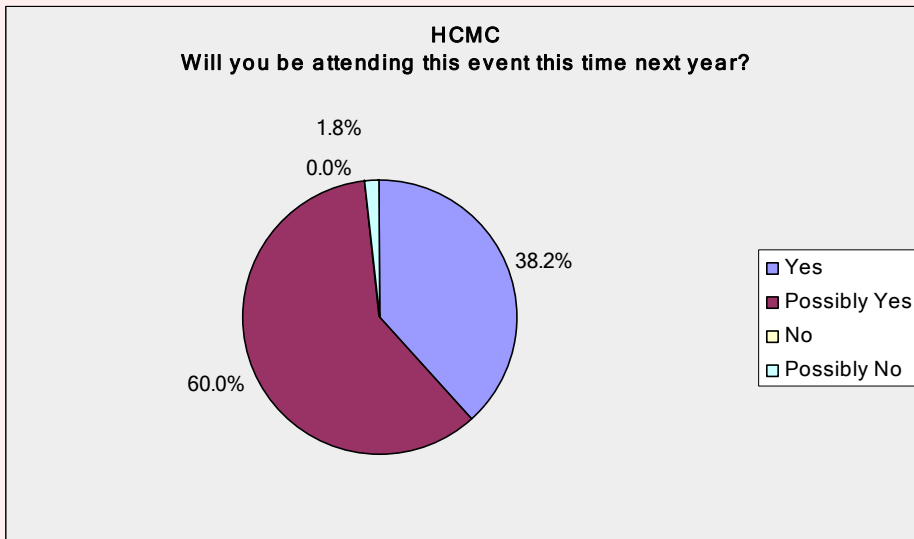
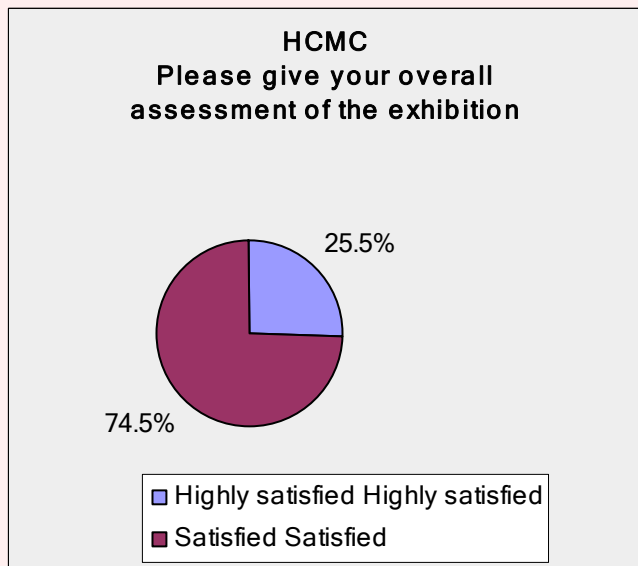
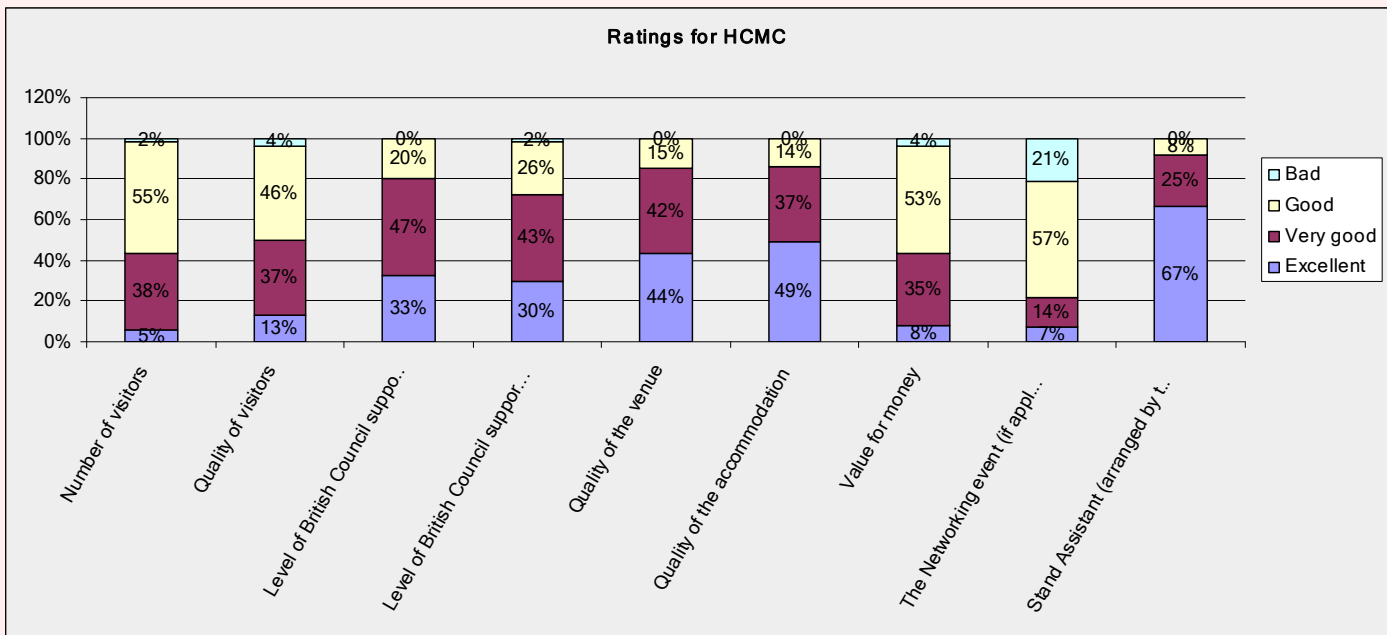
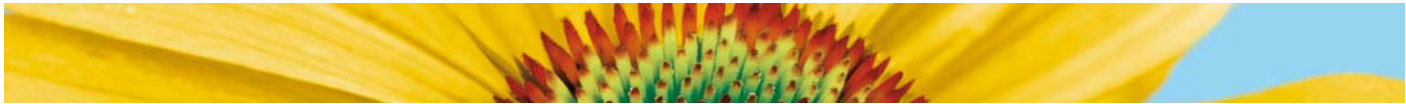
Hanoi
Will you be attending this event this time next year?

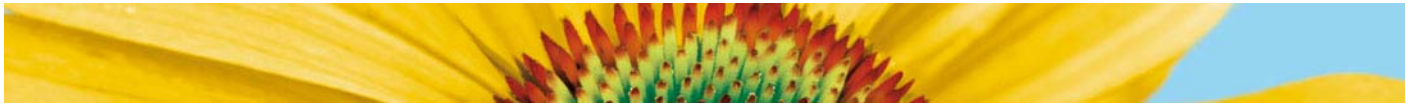




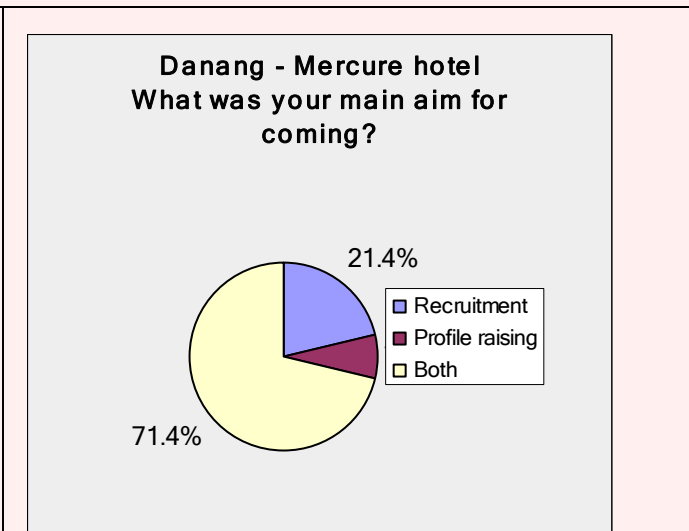
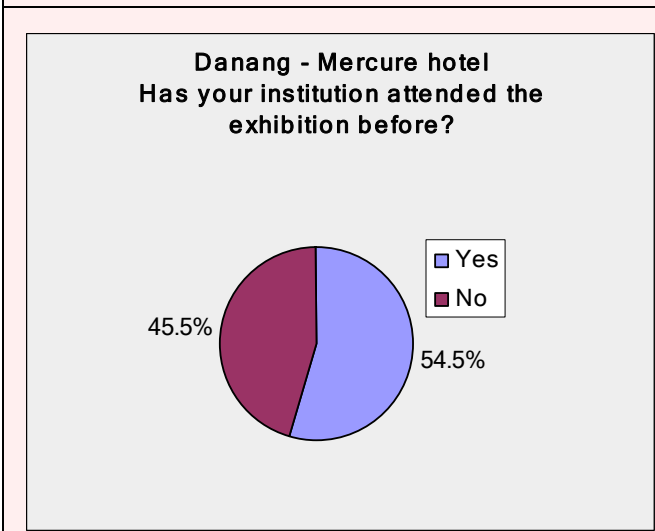
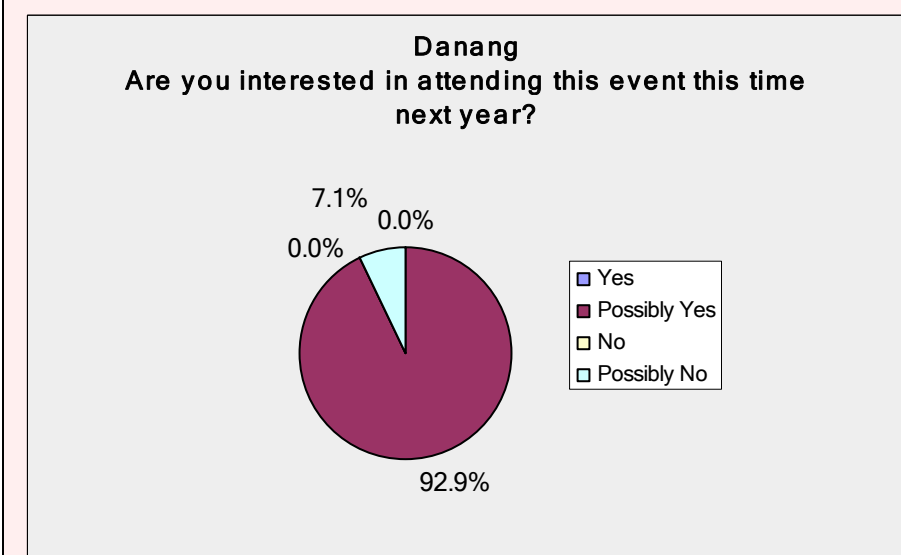
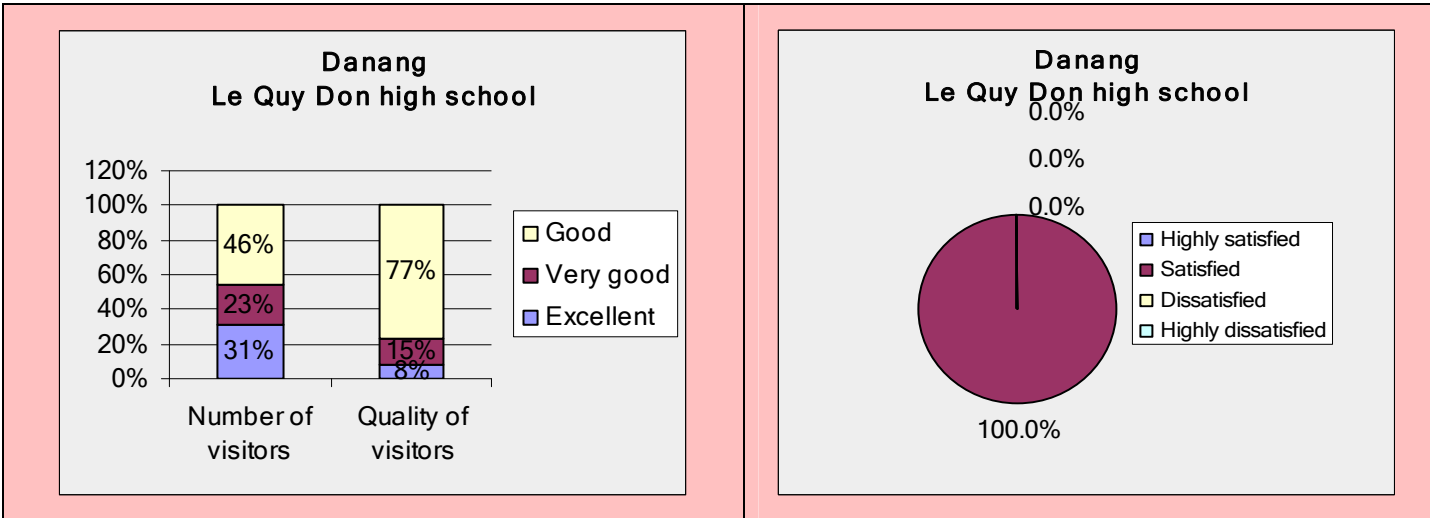
HCMC

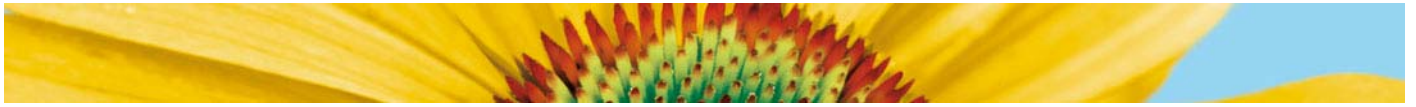




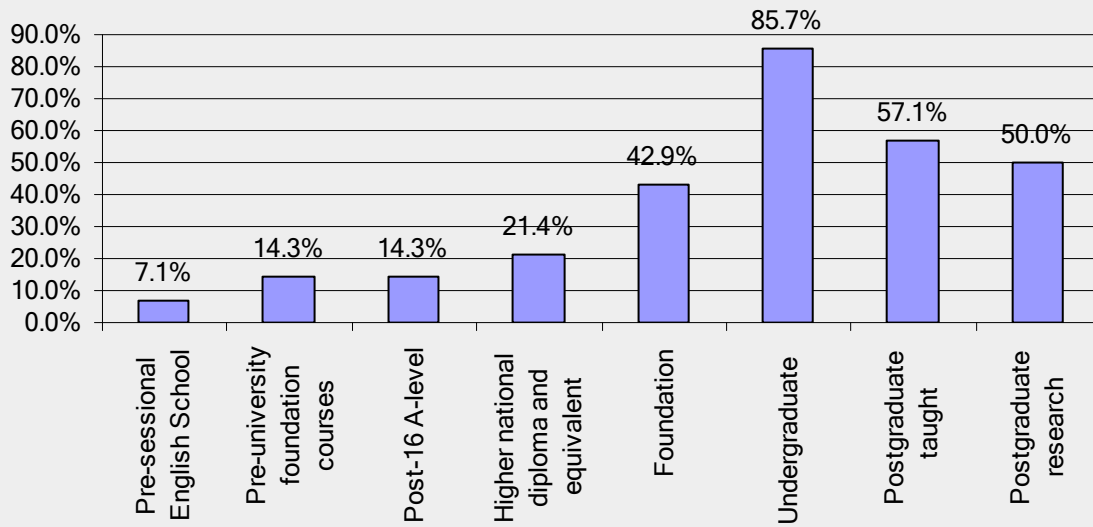


Danang

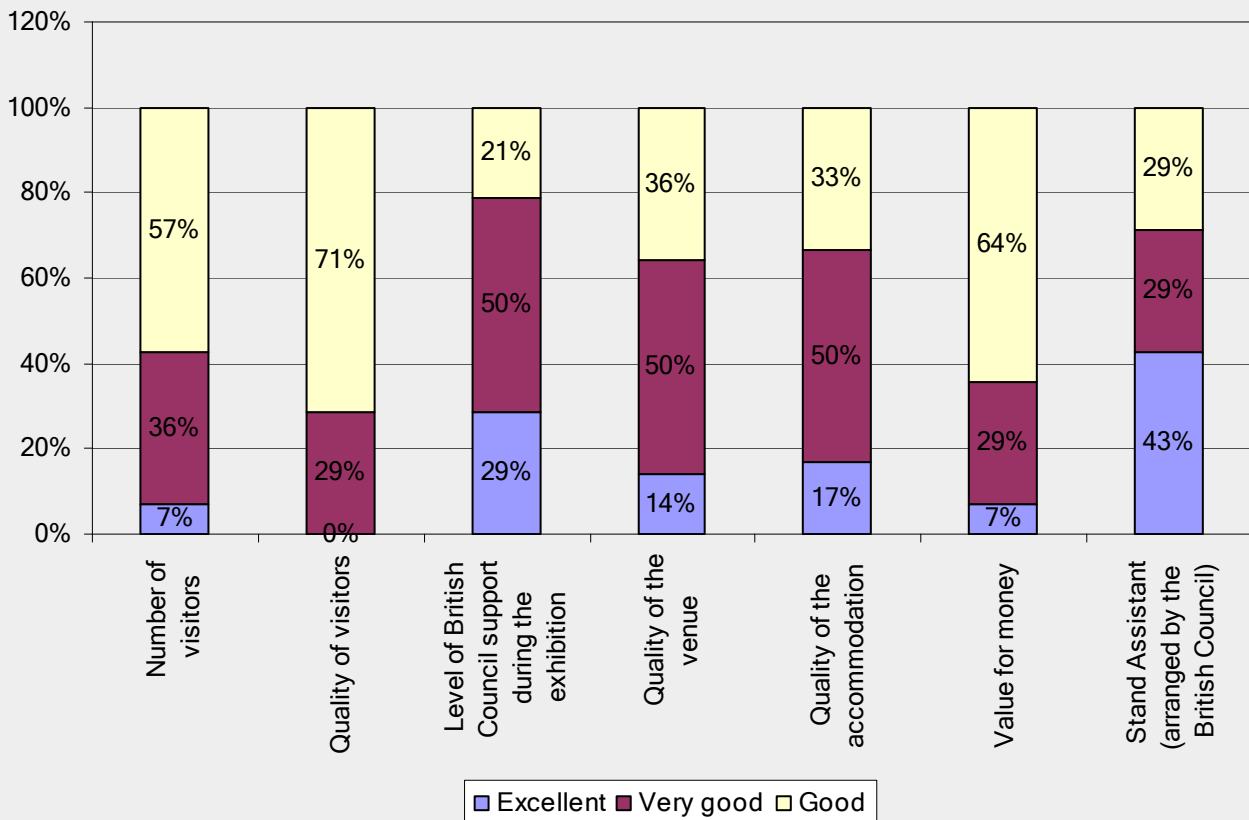


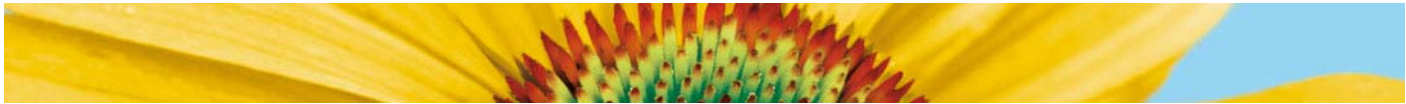


Danang - Mercure hotel What is your primary market interest in this event?

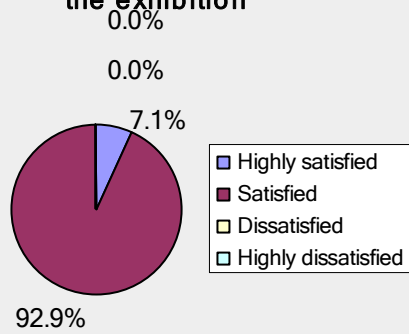


Ratings for Danang - Mercure hotel

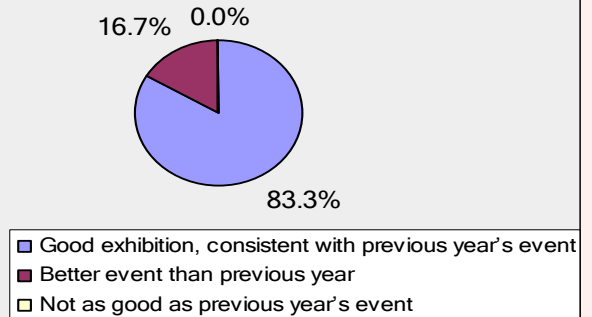




Danang - Mercure hotel
Please give your overall assessment of the exhibition



Danang - Mercure hotel
How is the exhibition compared to last year's exhibition?



Danang - Mercure hotel
Will you be attending this event this time next year?

