

Post event report for FUTURA, Spain.

11-12 March 2016



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Background

FUTURA is the best Post-Graduate Fair in Spain both in terms of number and also quality of attendees. The two day exhibition attracts over 6,000 students all genuinely looking for a Post-Graduate qualification. It is primarily a Catalan Fair in terms of both attendees as well as exhibitors with few attending institutions from other regions in Spain or from abroad. It is also a very expensive exhibition.

Spain's PG market is growing enormously. One factor is the recent reform affecting level 6 and level 7 qualifications. Former Licenciado (level 6) qualifications are now recognised as level 7 qualifications meaning that current degree (level 6) students feel that they need a PG (level 7) qualification to be able to compete in the labour market.

Spain HE offer is 35% private (level 6) and for PG programmes (whether in Public or Private Universities) Government funding is scarce. Students are used to having to cover these expensive costs which range from 3,000 to 25,000 euros per annum. There are 1 and 2 year programmes but generally they last 2 academic years. This new reality, combined with the generally improved level of English amongst bachillerato students and the thirst for internationalisation makes Spain an excellent source of PG students.

The level of visitor satisfaction was extremely high, yet there was a huge variation of satisfaction levels amongst exhibitors which ranged from "outstanding" (by the better known international Universities) to "not value for money" by those less known or offering a reduced portfolio of PG study options.

British Council Spain feels that it is important to ensure that there is an annual representation of UK Universities at FUTURA and we are highly likely to repeat in 2017. However we will need to adjust our service levels to make this financially viable. This year we successfully managed to keep the costs for UK universities below those they would have paid directly to FUTURA but this may not be possible for fewer number of exhibitors.

FUTURA does not publish visitors' details (priority subjects or key areas of interest of students) but given the size of the space, the long opening hours and the flow of people, number of visitors are likely to have exceeded previous year's audience (6,000 visitors). Visitors to our UK section were mainly inquiring about health related subjects, Education & various Engineering options. MBAs were in demand but not the most required qualification. In fact, we highly recommend that future UK exhibitors at FUTURA represent institutions with a wide and varied portfolio of postgraduate qualifications. UK universities should also be aware of the high level of awareness amongst visitors of international rankings given that Catalan universities are consistently the highest ranked amongst Spanish universities in international and European rankings.

The exhibition was supported by GREAT Branding and included 4 talks to explain the UK Education system and English accreditation, these were well attended.

1. Highlights

- The Education is GREAT Brand and section was highlighted on the invitation ticket, ensuring all visitors were aware that there was a UK section.
- 2.2 Digital promotion was carried out via FUTURA's official website, British Council Spain digital promotion channels: Web, Facebook (24.000 followers), Twitter and Newsletters (40,000 contacts).
- All Catalan press (paid and free) reported the UK presence at FUTURA and editorial copy was prepared for daily national "El Mundo".
- TV Barcelona covered our section with questions about the UK
- The most common question/prejudice to break is that UK PGs are much more expensive than Spanish programmes
- Local press of FUTURA highlighted the presence of UK education

2. Media

The UK area attracted sufficient interest to be shown on Catalan TV - <http://www.btv.cat/alacarta/btv-directe/44155>

Local and regional media replicated our press releases and covered the presence of UK Universities in Futura widely, as can be seen in the following links:

- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [Hoy Digital 11 mar 2016](#)
- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [Radio Intereconomía 11 mar 2016](#)
- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett Univ... [El Correo Digital 11 mar 2016](#)
- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [La Rioja 11 mar 2016](#)
- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [La Verdad 11 mar 2016](#)

- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [Las Provincias 11 mar 2016](#)
- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [Diario Vasco 11 mar 2016](#)
- **Universidad británica desembarca Salón Futura, que anuncia 32 máster nuevos**
También exponen su oferta educativas la York St John University, Bournemouth University, Bangor University, Anglia Ruskin, Coventry y Leeds Beckett University, [El Dia 11 mar 2016](#)
- www.gentedigital.es/barcelona/noticia/1856007/una-quincena-de-universidades-de-reino-unido-participaran-en-el-salon-futura/
- http://fotos.lainformacion.com/educacion/estudiantes/una-quincena-de-universidades-de-reino-unido-participaran-en-el-salon-futura_n2Kb3Y2uxBohptyermd71/
- www.aldia.cat/gent/noticia-quincena-duniversitats-regne-unit-participaran-salo-futura-20160229130235.html
- <http://ecodiario.economista.es/espana/noticias/7385512/02/16/Una-quincena-de-universidades-de-Reino-Unido-participaran-en-el-Salon-Futura.html>
- <http://eldia.es/agencias/8565358-quincena-universidades-Reino-Unido-participaran-Salon-Futura-Barcelona>
- www.europapress.es/catalunya/firadebarcelona-00630/noticia-quincena-universidades-reino-unido-participaran-salon-futura-20160229125329.html



British area visibility in entry ticket. Visitors pay 8 euros to enter the space

A full two-page colour centre page report in *Magisterio*, the eldest Education newspaper in Europe, which is distributed to all schools and education centres in Spain weekly. Week 2-6 March.



EL mundo newspaper – 2 full pages about the UK (1/2 page is paid)



3. Exhibitor feedback

Good points:

British Council services were highly praised and valued as well as branding and visibility. Students were of a high quality in terms of their knowledge of what they were looking for and intentions to register on a PG course (whether or not in the UK).

Recommendations:

A rented room for the market briefing session instead of a restaurant would have been preferred as well as warm lighting.

Leads generation was disappointing for the less known Universities.

4. Conclusion

While we are convinced this is the best PG Fair in Spain and a **must for UK Education**, we are highly aware that this is an expensive Fair and we can only provide a very basic service/space to a reduced number of exhibitors if we want to cover costs, maintain reasonable prices and satisfy the expectations of our customers. UK exhibitors at October British Council Education Fairs in Spain are used to more space and better facilities as well as visitors who are primarily looking towards the UK as a study destination. We desire to maintain a solid UK presence at the three most important and established Education Fairs in Spain:

1. AULA (UG),
2. Futura (PG) and/or Ensenyament (UG) and
3. FIEPP (PG)/Unitours (UG)

which cater to thousands of Spanish students who are primarily looking for a Spanish offer. They receive an extremely high volume of visitors but have low levels of awareness and engagement regarding the UK's HE offer. A continuous and highly visible presence is required to break through existing misconceptions (too expensive, unlikely to meet entry requirements and so on). This will help change the expectations of hundreds of thousands of Spaniards and will change their perception from *impossible* to *an alternative option which is accessible*. We have no doubts that demystifying the UK's HE offer in the minds of thousands of Spanish middle classes is a long term objective that will benefit UK providers. This needs to be sustained through integrated marketing efforts.