

# British Council Germany Higher Education Fairs

24 – 27 November 2014, Munich, Frankfurt,  
Cologne & Berlin

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## 1. Event fact file

### Germany

<b>Venue 1</b>	24 November 2014, Munich Ludwig-Maximilians Universität, (main building, atrium) Geschwister-Scholl-Platz 1, 80539 München
<b>Opening hours</b>	11.00 – 15.00
<b>Venue 2</b>	25 November 2014, Frankfurt Goethe Universität, Campus Westend – foyer of the main lecture hall building, Lübecker Strasse / Siolistrasse, 60323 Frankfurt/Main
<b>Opening hours</b>	11.00 – 15.00
<b>Venue 3</b>	26 November 2014, Cologne Universität zu Köln, foyer of the main lecture hall building, Universitätsstrasse / Albertus-Magnus-Platz, 50923 Köln
<b>Opening hours</b>	10.00 – 14.00
<b>Venue 4</b>	27 November 2014, Berlin bbw Bildungswerk der Wirtschaft in Berlin und Brandenburg Am Schillertheater 2, 10625 Berlin
<b>Opening hours</b>	11.00 – 15.00
<b>Stand costs</b>	GBP 2190.00 plus VAT
<b>Unique feature to give added value</b>	IELTS stand at each venue

## 2. Key statistics

At each venue we had a British Council table, at which we handed out the list of participating universities and answered general enquiries. And where people could sign up for our Education e-newsletter.

Due to the nature of the venues (foyers of university buildings with many entrances) it is not possible to count the total number of people coming through the doors but we ask the UK institutions how many *serious* enquiries they had in each city – the range of answers we get is huge (1-146) and we have taken the average (see page 6). There can be a big difference as German students will do their research before coming and only talk to the institutions they are interested in or who offer their subject/ course.

## 3. Impact of marketing plan

The full list of promotion and advertising is listed in Appendix 3.

Promotion was done through flyers and posters in universities, schools, international schools, libraries.

Press advertising was mainly in Germany wide press, with an extra advert in a main Berlin newspaper.

We also organised a postcard campaign in Berlin, postcards were placed in specific Higher Education locations and a selection of cultural venues and bars/ cafés in areas that attract large numbers of the target audience.



## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

- Again check if your institution has an edu roam account and have the log in details, so that you can use the wifi at some of the venues.
- Make sure you link to these events on your university website so that students know you will be here. And let enquirers/ offer holders know that that you will be in Germany. For German students the opportunity to come and meet someone in person can make a real difference in their decision making.
- The UG/ PG split showed that the majority of enquiries were UG, with good attendance from International schools – not all of whom are British/ EU citizens so participating universities have may also recruit some international students. Feedback showed some high quality and serious PG enquiries too.  
Institutions need to expect and be prepared to answer all level of enquiries but be aware that most student and PG students in particular will do their research before and talk to the institutions they are interested in rather than all institutions present.

### 4.2 Key recommendations for the British Council

- Organise a second tour so more institutions have the opportunity to attend exhibitions in Germany. Institutions understand that the one down side to exhibiting at German institutions is the limit in number of institutions that can participate, however the benefits (both financial and working in partnership with the German HEIs) far outweigh the disadvantages.
- We plan to do more online marketing for the fairs as both the google ad campaign and the promoted posts on Facebook worked well. We will increase the budget for both of these in 2015.



## Appendix 1: List of participating institutions

1	Aston University Birmingham
2	Bournemouth University
3	University of Bradford
4	University of Brighton
5	Cardiff University
6	City University London
7	University of Essex
8	University Of Exeter
9	Goldsmiths, University of London
10	University of Greenwich
11	University of Hertfordshire
12	Imperial College London
13	King's College, University of London
14	University Of Leicester
15	LSE – London School of Economics and Political Science
16	The University Of Manchester
17	The University Of Northampton
18	The University Of Nottingham
19	Nottingham Trent University
20	University of Oxford
21	Queen Mary, University of London
22	University Of South Wales
23	University Of Southampton
24	University Of Stirling
25	University Of Surrey
26	University Of Sussex
27	UCL, University College London
28	The University Of Winchester
29	The University of York

## Appendix 2: Exhibitors' survey results

NB 17 Institutions replied in total but not to every question

## Rating of fairs

	<b>4 - Excellent</b>	<b>3 - Good</b>	<b>2 - Adequate</b>	<b>1 - Poor</b>
Munich – 24 November 2014				
Munich Venue	13	3	1	
Munich Attendance	14	3		
Frankfurt – 25 November 2014				
Frankfurt Venue	10	7		
Frankfurt Attendance	5	10	2	
Cologne – 26 November 2014				
Cologne Venue	8	7	1	
Cologne Attendance	11	5		
Berlin – 27 November 2014				
Berlin Venue	12	4		
Berlin Attendance	10	6		
<b>Overall Assessment of the tour</b>	<b>15</b>	<b>2</b>		

## Average number of serious enquiries

Munich	34
Frankfurt	27
Cologne	37
Berlin	33

## Accommodation

	<b>4 - Excellent</b>	<b>3 - Good</b>	<b>2 - Adequate</b>	<b>1 - Poor</b>
Accommodation in München	15	2		
Accommodation in Frankfurt	13	3	1	
Accommodation in Cologne	12	4		
Accommodation in Berlin	13	2		

## General

	<b>YES</b>	<b>NO</b>
Are you interested in taking part in the fairs next year?	17	
Will you be able to track applications from Germany back to the fairs?	5	10

## Appendix 3: Advertising and promotion plan (media plan)

### Printed promotion:

We produced 12,000 flyers in total and 300 posters per venue, these were sent to:
<ul style="list-style-type: none"> <li>the 4 host institutions, for distribution to their faculties, departments and students</li> </ul>
<ul style="list-style-type: none"> <li>103 European schools (within reasonable distance of the venues)</li> </ul>
<ul style="list-style-type: none"> <li>139 other universities (within reasonable distance)</li> </ul>
<ul style="list-style-type: none"> <li>12 international employment agencies throughout Germany</li> </ul>
<ul style="list-style-type: none"> <li>75 international and IB schools in Germany</li> </ul>
<ul style="list-style-type: none"> <li>80 libraries in the host cities</li> </ul>
<ul style="list-style-type: none"> <li>400 selected German upper-secondary (comprehensive, grammar) schools in the host cities and within reasonable distance</li> </ul>

### Print adverts:

Print Media - Publication Date	Where?	Circulation
Thursday 23 Oct 2014	ZEIT Chancen Spezial (die Zeit = weekly national newspaper)	2,2 million
Sunday 5 Oct 2014	Der Tagesspiegel: Special Topic "University and professional education" in the careers section.	306.000
Thursday 6 Nov 2014	Süddeutsche Themenspezial "Bachelor & Master"	1,3 million
Saturday 8 Nov 2014	Tagesspiegel Terminplaner Berlin daily newspaper, upcoming events section	306.000
Sunday 9 Nov 2014	Tagesspiegel Terminplaner Berlin daily newspaper, upcoming events section	306.000
Saturday 15 Nov 2014	Süddeutsche Rubrik Bildungsmarkt (education section of daily national newspaper)	1,3 million
Sunday 16 Nov 2014	Tagesspiegel Rubrik Weiterbildung/Karriereteil education/ careers section (Berlin daily newspaper)	306.000



<b>Thursday 20 Nov 2014</b>	ZEIT CHANCEN – weekly education section. (die Zeit = weekly national newspaper)	2,2 million
<b>Saturday 22 Nov 2014</b>	Tagesspiegel Terminplaner – Berlin daily newspaper, upcoming events section	306.000
<b>Sunday 23 Nov 2014</b>	Tagesspiegel Terminplaner - Berlin daily newspaper, upcoming events section	306.000

<b>Displays (Berlin only)</b>		
<b>from Friday 7 Nov (3 weeks)</b>	DINAMIX City Cards	18.000 cards in 150 locations (Berlin HEIs, selected (student) cafés, bars, restaurants)
<b>from Tuesday 18 Nov (2 weeks)</b>	DINAMIX A1 posters	32 posters in 32 Berlin locations (in HEIs)
<b>From Friday 14 Nov (2 weeks)</b>	DINAMIX A3 posters	111 posters in selected (student) cafés, bars, restaurants

<b>Other promotion:</b>	
<b>British Council e-newsletter</b>	8000+ contacts
<b>British Council Education e-newsletter</b>	1,200 contacts (mainly multipliers at German higher education institutions)
<b>British Council Facebook page</b>	Regular posts in the month leading up to the fairs
<b>British Council website</b>	Dedicated pages is in English and German <a href="http://www.britishcouncil.de/en/study-uk/hochschulmesse">http://www.britishcouncil.de/en/study-uk/hochschulmesse</a> <a href="http://www.britishcouncil.de/study-uk/hochschulmesse">http://www.britishcouncil.de/study-uk/hochschulmesse</a> with short profiles of participating institutions that provided them.
<b>British Council IELTS team</b>	information sent to every enquirer/ IELTS candidate from 14 October until the fairs
<b>Promotion at other education events</b>	The British Council Germany IELTS team promoted the Higher Education Fairs at 6 events/ fairs 2 they attended in the autumn
<b>Facebook</b>	We did a month of Facebook advertising with promoted posts for all of Germany (18-35 year olds) and boosted events for the four fairs in and around Munich, Frankfurt, Cologne and Berlin. (Reach: over 106,000)
<b>Google Ads</b>	We also did a google ad campaign for approximately four weeks before the exhibitions. (Impressions:





	520,000)
<b>EducationUK Germany site</b>	We put the events up on the new Germany homepage of the EducationUK website which will have more Germany specific content in 2015. <a href="http://www.educationuk.org/germany/">www.educationuk.org/germany/</a>
<b>Promotion to education enquirers</b>	Information on and link to Higher Education Fairs web page sent to all education enquirers for two months before the events.