

British Council Germany Higher Education Fairs

25 – 28 November 2013, Munich, Frankfurt,
Cologne & Berlin

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1. Event fact file


Germany

Venue 1	25 November 2013, Berlin Ludwig-Maximilians Universität, (main building, atrium) Geschwister-Scholl-Platz 1, 80539 München
Opening hours	11.00–15.00
Venue 2	26 November 2013, Frankfurt Goethe Universität, Campus Westend – foyer of the main lecture hall building, Lübecker Strasse / Siolistrasse, 60323 Frankfurt/Main
Opening hours	11.00–15.00
Venue 3	27 November 2013, Cologne Universität zu Köln, foyer of the main lecture hall building, Universitätsstrasse / Albertus-Magnus-Platz, 50923 Köln
Opening hours	10.00–14.00
Venue 4	28 November 2013, Berlin Humboldt Universität zu Berlin Main building, Foyer of the Audimax, Unter den Linden 6, 10117 Berlin
Opening hours	10.00–14.00
Stand costs	£1,735 plus VAT
Unique feature to give added value	IELTS stand at each venue
Seminars	25 November 2013 - Munich 12.00–12.45 - IELTS & Studying in the UK 28 November 2013 - Berlin 12.00–12.45 - IELTS & Studying in the UK

2. Key statistics

The online visitor pre-registration system was introduced this year. For the first year, sign up was quite good with 130 visitors registering beforehand – encouraged by the competition we ran with an iPad Air as first prize and an iPad mini for the runner up. We hope to build on this in 2014 in order to get some more useful information from the registrations for the UK institutions, but we will not make registration a pre-requisite as this would deter German students.

Due to the set-up of the venues (foyers of university buildings with multiple doors) on-site registration is not be possible.



We did have a sign up list for the Education e-newsletter we introduced this year, each issue of which contains an advertisement slot which can be booked by a UK university.

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](#).

The main promotion was done through flyers and posters in universities, schools, international schools, libraries.

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

- Check if your institution has an education ROAM account and have the log in details, so that you can use the Wi-Fi at some of the venues.
- Make sure the Germany events are on your website so that students know when you will be here. German students are a very web savvy lot and will look at websites of institutions they are interested in and if they see you will be in Germany they will come and see you and it could make all the difference to their decision making. We know that some universities do put the events on their website and contact enquirers from Germany but we couldn't find it on all websites.
- The UG/ PG split showed that the majority of enquiries were UG, with an increase in attendance by International schools and British Army schools – not all of whom are British/ EU citizens. Feedback showed some good 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

- We are working on identifying and booking a new venue for Berlin. The co-operation with the Humboldt has always been a bit hit and miss and we depend on the hosts to advertise the fairs to their students. We already do extra publicity in Berlin.
- We will check and communicate the wifi options of all venues in advance.

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- We will look into more digital advertising for next year (e.g. google ad campaign on google.de)

Appendix 1: List of participating institutions

1	University of Aberdeen
2	Aberystwyth University
3	Aston University Birmingham
4	University of Bradford
5	University of Bristol
6	City University London
7	The University of Edinburgh
8	University of Essex
9	Goldsmiths, University of London
10	University of Greenwich
11	University of Hertfordshire
12	Imperial College London
13	Institute of Education, University of London
14	University of Kent
15	King's College, University of London
16	London Metropolitan University
17	LSE – London School of Economics and Political Science
18	Loughborough University
19	University of Manchester
20	University of Oxford
21	Queen Mary, University of London
22	University of Reading
23	SOAS – School of Oriental and African Studies, University of London
24	The University of Sheffield
25	Sheffield Hallam University
26	University of Stirling
27	University of Sussex
28	UCL, University College London
29	The University of York

Appendix 2: Exhibitors' survey results

NB: 26 Institutions replied in total but not to every question

Rating of fairs

	4 - Excellent	3 - Good	2 - Adequate	1 - Poor
Munich – 25 November 2013				
Munich Venue	20	6		
Munich Attendance	19	5	2	
Frankfurt – 26 November 2013				
Frankfurt Venue	19	7		
Frankfurt Attendance	19	6		1
Cologne – 27 November 2013				
Cologne Venue	16	9	1	
Cologne Attendance	16	8	1	1
Berlin – 28 November 2013				
Berlin Venue	8	9	9	
Berlin Attendance	1	6	14	4
Overall Assessment of the tour	20	5	1	

Average number of serious enquiries

Munich	44
Frankfurt	40
Cologne	41
Berlin	20

Accommodation

	4 - Excellent	3 - Good	2 - Adequate	1 - Poor
Accommodation in München	15	7	2	
Accommodation in Frankfurt	15	7	2	
Accommodation in Cologne	19	5		
Accommodation in Berlin	15	7	2	

General

	Yes	No
Are you interested in taking part in the fairs next year?	26	
Will you be able to track applications from Germany back to the fairs?	8	16

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"> the 4 host universities for distribution to their faculties, departments and students
<ul style="list-style-type: none"> 103 European schools (within reasonable distance of the venues)
<ul style="list-style-type: none"> 139 Other universities (within reasonable distance)
<ul style="list-style-type: none"> 12 international employment agencies throughout Germany
<ul style="list-style-type: none"> 70 international and IB schools in Germany
<ul style="list-style-type: none"> 80 libraries in the host cities
<ul style="list-style-type: none"> 400 selected German upper-secondary (comprehensive, grammar) schools in the host cities and within reasonable distance

Adverts:

Print Media – Publication date	Where?	Circulation
Thursday 24 Oct 2013	ZEIT Chancen Spezial (publ. once a week)	2,34 million
Sunday 27 Oct 2013	Der Tagesspiegel: Special Topic "Universitäre und berufliche Weiterbildung" / Karriereteil	335.000
Thursday 7 Nov 2013	Süddeutsche Themenspezial "Bachelor & Master"	1,43 million
Saturday 9 Nov 2013	Tagesspiegel Terminplaner	335.000
Sunday 10 Nov 2013	Tagesspiegel Terminplaner	335.000
Saturday 16 Nov 2013	Süddeutsche Rubrik Bildungsmarkt	1,41 million
Sunday 17 Nov 2013	Tagesspiegel Rubrik Weiterbildung / Karriereteil	335.000
Thursday 21 Nov 2013	ZEIT CHANCEN – wöchentlicher Bildungsmarkt (publ. once a week)	2,34 million
Saturday 23 Nov 2013	Tagesspiegel Terminplaner	335.000
Sunday 24 Nov 2013	Tagesspiegel Terminplaner	335.000

Displays (Berlin only)		
from Friday 15 Nov (2 weeks)	DINAMIX City Cards	11.000 cards in 150 locations



Other promotion:	
British Council e-newsletter	8000+ contacts
British Council Education e-newsletter	1,200 contact (mainly multipliers at German higher education institutions)
British Council Facebook page	Regular posts in the month leading up to the fairs
British Council website	Dedicated pages is in English and German www.britishcouncil.de/en/studyuk/hochschulmesse With short profiles of participating institutions that provided them.
British Council IELTS team	information sent to every enquirer/ IELTS candidate from 14 October until the fairs
IELTS team promoted the Higher Education Fairs at other fairs they attended	4 events/ fairs 2 months leading up to HE Fairs