

British Council Germany Higher Education Fairs

23 – 26 November 2015, Munich, Frankfurt,
Cologne & Berlin

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1. Event fact file

Germany

Venue 1	23 November 2015, Munich Ludwig-Maximilians Universität, (main building, atrium) Geschwister-Scholl-Platz 1, 80539 München
Opening hours	11.00 – 15.00
Venue 2	24 November 2015, 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	25 November 2015, 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	26 November 2015, Berlin bbw Bildungswerk der Wirtschaft in Berlin und Brandenburg Am Schillertheater 2, 10625 Berlin
Opening hours	11.00 – 15.00
Stand costs	GBP 2190.00 plus VAT
Unique feature to give added value	IELTS stand at each venue

2. Key statistics/ facts

Visitor numbers and their enquiries:


Due to the set-up of the venues (foyers of university/ education institute buildings with multiple doors) and the nature of the fairs: four hours, only 3 British Council staff accompanying the group, it is not possible to count the total number of people coming through the doors.

For us the quality of the enquiries count for more than the quantity and so we ask UK institutions how many *serious* enquiries they had in each city. Serious meaning, the student is seriously thinking about coming to study at your institution. The range of answers we get is huge (between 1 and 116) and so we have taken the average number of serious enquiries (see page 6). The main reason for this is that German students do a great deal of research before coming to a fair and will often have a (long) list of (detailed) questions and will target the one, two or three institutions that they are really interested in rather than talking to all universities present.

Visitor Registration System:

The British Council has introduced a new Visitor Registration System in some countries. In Germany we aim to use the online pre-registration function only. There are a few reasons for this:

- As many of you know from the tour, Germans are more reluctant to give personal data or even contact details even if they want to study at your institutions.
- Obligatory registration is off-putting for German students and our host institutions would not welcome the idea.
- We cannot set up on-site registration until there is a simple, concise, offline, tablet version.
- Printing bar codes to label students with would be culturally difficult in Germany.



We do, however, want to collect some of the valuable information that the pre-registration collects and will offer incentives for students to fill it in. A competition to win a free IELTS test – worth €220 in Germany. A revised shorter version of the VRS questionnaire coming in the next year would definitely increase participation.

Other points:

- We have general studying in the UK information at the British Council / IELTS table and advise students during the fairs.
- We have a sign up list for our Education e-newsletter in which UK HEIs can advertise.

3. Impact of marketing plan

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

Promotion flyers and posters were sent to selected universities, schools, international schools, libraries. Press advertising was mainly in Germany wide press, with extra adverts in a main Berlin newspaper. We also organised specific postcard/ poster campaigns in Berlin, placing them in a selection of higher education locations, cultural venues and bars/ cafés in areas that attract large numbers of the target audience.

This year we significantly increased the resources we put into digital marketing and ran both Facebook and Google campaigns.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Three of four institutions have edu roam. UK institutions should bring their own edu roam log-in details in order to access wifi.
- Put the events on your institutions website.
We can track re-directs from UK institution websites to our Higher Education Fair pages on the British Council Germany webpages. And it really works!
It can make the difference for prospective students if they know you will be visiting Germany, especially for those unable to attend an open day meeting your representative at one of our fairs in Germany can influence a student's decision.
- 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 a select number of institutions they are interested in, rather than all institutions present.
- Bring lots of business cards! German students may not like giving out their contact details but love getting yours ... and will contact you when they have questions!

4.2 Key recommendations for the British Council

- Develop a marketing plan to reach more postgraduate students
The UG/ PG split showed that the majority of enquiries were still UG, as has been the case for many years.
On a positive note each year there is increased participation of International schools and German/ European schools. This can bring benefits of not just EU students but some who are international students.
Feedback showed some good serious PG enquiries and that they are very focussed.
- From 2016: use online feedback form after the event, rather than paper form.
- Use new SIEM subject matrix from November 2016



Appendix 1: List of participating institutions

1	Aston University Birmingham
2	Bournemouth University
3	Cardiff University
4	City University London
5	University of Dundee
6	University of Essex
7	Goldsmiths, University of London
8	University of Greenwich
9	Imperial College London
10	University of Kent
11	King's College, University of London
12	University of Leeds
13	University Of Leicester
14	University of Lincoln
15	London Metropolitan University
16	Loughborough University
17	The University Of Manchester
18	The University Of Northampton
19	Northumbria University
20	Queen Mary, University of London
21	University of Roehampton
22	Royal Holloway, University of London
23	University Of South Wales
24	University Of Southampton
25	University Of Stirling
26	University Of Surrey
27	University Of Sussex
28	UCL, University College London
29	The University of York

Appendix 2: Exhibitors' survey results

NB Results are percentages of responses.

	4 - Excellent	3 - Good	2 - Adequate	1 - Poor
Munich – 23 November 2015				
Munich Venue	55%	45%		
Munich Attendance	78%	22%		
Munich Hotel Accommodation	55%	45%		
Frankfurt – 24 November 2015				
Frankfurt Venue	45%	55%		
Frankfurt Attendance	34%	66%		
Frankfurt Hotel Accommodation	34%	66%		
Cologne – 25 November 2015				
Cologne Venue	55%	45%		
Cologne Attendance	55%	35%	10%	
Cologne Hotel Accommodation	89%	11%		
Berlin – 26 November 2015				
Berlin Venue	45%	55%		
Berlin Attendance	46%	34%	20%	
Berlin Hotel Accommodation	55%	45%		
Overall Assessment of the tour	67%	33%		

Number of <u>serious</u> enquiries (roughly) - average	
Munich	34
Frankfurt	24
Cologne	21
Berlin	20

General:	Yes	No
Are you interested in taking part in the fairs next year?	100%	
Will you be able to track applications from Germany?	66%	34%

Appendix 3: Advertising and promotion plan (media plan)

Printed promotion:

We produced 12,000 flyers in total and 300 posters per venue, distribution of these was targeted to the four cities Munich, Frankfurt, Cologne and Berlin and surrounding areas within a reasonable distance - up to 2 hours by train- from the host city:

- the 4 host institutions for distribution to their faculties, departments and students
- 59 international and IB schools
- 78 other universities
- 123 European schools
- 12 international employment agencies throughout Germany
- 62 libraries in the host cities
- in addition the host institutions usually send out information to selected German upper-secondary (comprehensive, grammar) schools in the their cities.

Adverts:

Print Media - Publication Date	Where?	Circulation
Thursday 22 Oct 2015	<i>Die ZEIT</i> Chancen Spezial (national weekly newspaper, special on universities)	2,2 million
Saturday 31 Oct 2015	<i>Der Tagesspiegel</i> (Berlin/ national daily broadsheet): Special Topic 'University and professional education' in the career section.	306.000
Thursday 12 Nov 2015	<i>Süddeutsche</i> (national daily broadsheet), special focus: 'Bachelor & Master'	1,3 million
Saturday 14 Nov 2015	<i>Tagesspiegel</i> Terminplaner	306.000
Sunday 15 Nov 2015	<i>Tagesspiegel</i> Terminplaner	306.000
Thursday 19 Nov 2015	<i>Die ZEIT</i> Chancen – weekly education section	2,2 million
Saturday 21 Nov 2015	<i>Süddeutsche</i> - education section	1,3 million
Saturday 21 Nov 2014	<i>Der Tagesspiegel</i> - education section	306.000



Card and Poster campaign - Berlin only		
from Friday 7 Nov (3 weeks)	DINAMIX City Cards	18.000 cards in 150 selected locations
from Tuesday 18 Nov (2 weeks)	DINAMIX A1 posters	32 posters in 32 Berlin locations (HEIs)
From Friday 14 Nov (2 weeks)	DINAMIX A3 posters	111 posters in selected student locations.

Other promotion:	
British Council e-newsletter	8000+ contacts
British Council Education e-newsletter	To just over 1,200 contacts (mainly multipliers at German higher education institutions)
British Council Facebook page	Regular posts in the month leading up to the fairs. Series of 'Fun facts' posts on individual UK institutions participating in the fairs, info provided by the UK universities.
British Council website	Dedicated pages is in English and German https://www.britishcouncil.de/en/study-uk https://www.britishcouncil.de/studium-uk with short profiles of participating institutions that provided them. Over 20,000 unique visitors.
British Council IELTS team	Information sent by e-mail to every enquirer/ IELTS candidate from 14 October until the fairs. Promoted the Higher Education Fairs at 2 events in the two months leading up to the November tour.
Facebook adverts through the British Council Germany Facebook page.	General adverts in both English and German. From 1 October through to January to promote both tours. Promoted Facebook events for each individual event. For the four November cities from 1 October through to the day before each event. The reach was over: 450,000 Response/ share rates for the events were high: 3482 people took action.
Google Ads	A Google ad campaign ran from November to January. Reach: 102,000
EducationUK Germany site	www.educationuk.org/germany/
Press releases One general for Germany wide distribution and four individual press release for each city	Sent to 1,700 selected contacts from the media or city focussed events portals. We selected contacts interested in Higher Education or local events.



Press coverage:	Reach:
FAZ (Frankfurter Allgemeine Zeitung) feature 'Britisch Universitäten: Zum Studium ab auf die Insel' The FAZ is one of Germany's most important and influential national newspapers with the widest circulation abroad.	1,073,720 (Source: Landau)
FAZ Net http://www.faz.net/aktuell/beruf-chance/campus/britische-universitaeten-zum-studium-ab-auf-die-insel-13934509.html	Example month: 6,35 million unique visitors (Source: AGOF) 217 shares on Facebook via FAZ page (on 9 December 2015)