



# Study in the UK

28 February 2015  
Atahotel Executive, Milan

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# 1. Introduction

Thank you for your participation at the Study in the UK exhibition in Milan (Italy) in February 2015.

This report provides a summary of the event, including exhibitor feedback as well as other useful information.

Education UK schools, colleges and universities were present at the exhibition on Saturday 28<sup>th</sup> February to meet over 2000 people at the Atahotel Executive in Milan. During the day visitors took part in numerous seminars on how to study in the UK

Some numbers:

- **2.200 visitors**
- **35 exhibitors**
- **10 speakers**

The information sessions and the large number of UK institutions attracted media interest with articles from top national newspapers.

**Filomena Casamassa | Project Manager, Italy**

## 1. Event fact file

<b>Venue</b>	Atahotel Executive, Milan 28th February 2015
<b>Opening hours</b>	10:00-18:00
<b>Stand costs</b>	£1,850.00 plus VAT
<b>The Cost included</b>	<ul style="list-style-type: none"><li>• Venue hire and refreshments</li><li>• Promotional campaign</li><li>• Market briefing</li><li>• Stand assistant free of charge</li></ul>
<b>Unique feature to give added value</b>	<ol style="list-style-type: none"><li>1. Market Briefing for exhibitors (with up-to-date statistics on Italian Education sector and Italian students' interests in the UK) with introduction by Stephen Benians, Director Programmes, British Council Italy</li><li>2. Brief presentation from UKTI and IALCA (Italian Agent Association).</li><li>3. Individual meetings with Italian Agents</li><li>4. Seminars focused on students' needs.</li></ol>
<b>Seminars</b>	A series of seminars were held on the day with topics including the importance of studying in the UK, How to apply to a UK University, IELTS exams, Study and employment opportunities in London and Student Finance and Loans.

## 2. Key statistics

Attendance	2015
<b>Total number of visitors</b>	2.200
English Language Schools	1
Secondary Education	5
Further Education	3
Higher Education	26
<b>Total number of exhibitors*</b>	35

### 3.1 Impact of marketing plan

The exhibition was promoted through an extended marketing campaign with an outsource agency. The digital campaign was focused on Facebook, Google Adwords, education websites and forums visited by students and their parents. An offline promotion started on 5<sup>th</sup> February with billboard posters in the Milan central metro stations



**Education UK**  
Innovative. Individual. Inspirational.

Dynamic Online Promotion of the Exhibition - Website



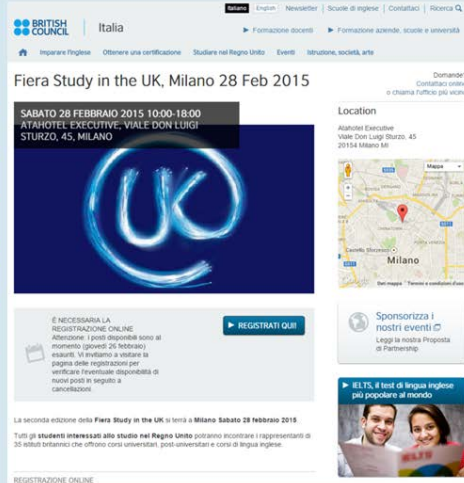
### British Council Website

- ✓ Period: Dec 2014 – Jan 2015
- ✓ Sessions : 401.000
- ✓ Users : 276.000
- ✓ Visit Duration: 00:03:30
- ✓ Page/Visits: 4

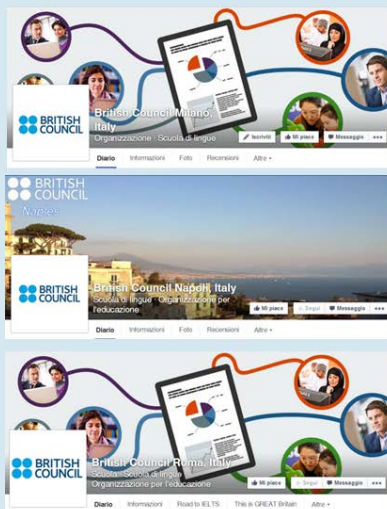
Dynamic Online Promotion of the Exhibition - Website

STUDY IN THE UK  
Website

- ✓ Period: Dec 2014 – Jan 2015
- ✓ Sessions : 7.800
- ✓ Users : 5.400
- ✓ Visit Duration: 00:01:48
- ✓ Page/Visits: 2



Dynamic Online Promotion of the Exhibition - Facebook



- ✓ Campaign Start: 07/01/2015
- ✓ Campaign End: 28/02/2015
- ✓ Official Facebook Pages: 3
- ✓ Milano: 11.506 Like
- ✓ Napoli: 8.3743 Like
- ✓ Roma: 9.545 Like



Dynamic Online Promotion of the Exhibition – Google Adv

Google AdWords



✓ Campaign Start: 09/01/2015

✓ Campaign End: 27/02/2015

✓ Clicks: 2828

✓ Average Position: 1 - 3

✓ Impressions: 398.842

✓ Keywords: 158

✓ Text Advs: 119

✓ Banners: 16

The screenshot shows a Google AdWords campaign interface. At the top, it says 'Fiera Study in the UK' with the British Council logo and the text 'Vuoi conoscere come studiare in UK?'. Below this, there's a date 'A Milano - Sabato 28 febbraio 2015' and a 'Prenota' button. The main visual is a carousel of images showing students in a classroom setting. At the bottom, there's a video player thumbnail for 'Study in the UK 2015' with the British Council logo.

Promotion of the Exhibition – Pr Online and Offline

Online and Offline Pr

✓ Placements: 3

✓ Contacts – Press Agency: 8

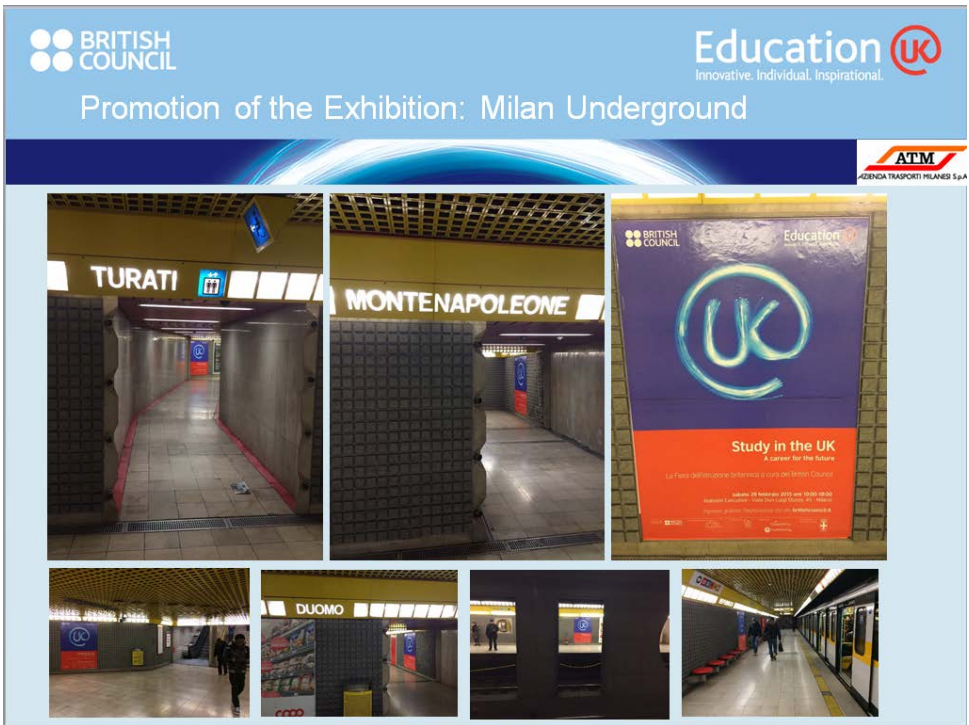
✓ Daily Newspapers: 3

✓ Daily National Newspaper: 12

✓ Sites: 9

This collage displays various promotional materials for the 'Fiera Study in UK 2015' exhibition. It includes:
 

- A poster for 'FIERA STUDY IN UK 2015 SABATO 28 FEBBRAIO MILANO' featuring the UK logo and a silhouette of London.
- Two vertical banners with the UK logo and the text 'FIERA STUDY IN UK 2015 SABATO 28 FEBBRAIO MILANO'.
- A screenshot of a website titled 'LONDRA DA VIVERE' with various images and text.
- A screenshot of a Facebook page for 'Londra da Vivere' showing posts and photos.



### 3. Follow up

The event was a great success and both exhibitors and students were pleased. We used the same venue as last year, as it proved to be appropriate due to its size and location.

The hall was used to its maximum capacity and there were big crowds for the information sessions, even if we doubled the space from last year. In order to manage the mass of people wanting to get into the seminars, we had to add more sessions during the day and also organise an extra one for a smaller group in a different space of the hotel. A learning point for next year is to have a pre-registration system for the seminars, as well as for the entrance of the fair, in order to manage the flow better.

Exhibitors expressed interest in attending future British Council education events next year.

Students from local schools were employed on an unpaid voluntary basis to provide hostess and interpreting services which were very useful and much appreciated by the exhibitors. This initiative kept the costs down whilst providing invaluable support for the event and a good work experience opportunity for the students.

#### 4.1 Future steps/learning points:

##### British Council

We will consider organising a better event with local agents, depending on the support from UKTI. This will give the UK institutions and agents the opportunity to meet up, and identify possible collaboration opportunities.

We will identify a bigger room for the seminar sessions and prepare a registration system for the visitors.

##### UK Institutions

Some UK Institutions feel the need to have the support of a local adviser to follow up with enquiries.

It is suggested that university representatives have more information on funding opportunities and student loans.

## Appendix 1: Exhibitors' feedback

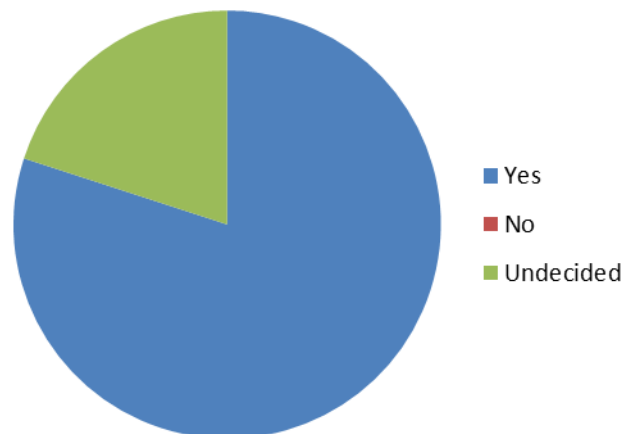
### Main compliments:

- Market briefing was very useful
- Appreciated the organisation of the agents meeting
- Great promotion and good attendance from wide range of ages
- I really liked the brochure for visitors
- I loved the translator service, I wouldn't have coped without.
- UK Exhibitions works well for BC and University so a win-win.
- Do it again.
- We would be willing to discuss ways to support this event with performers from our pool of musicians

### Main complaints:

- Organise a 2-day event.
- Better area for agents meeting, it was too busy and hard to speak.
- Seminar rooms too crowded
- Event opening times should have been 10-16
- Consider other lunch options or possible pick up to stand

Will the exhibitors be attending this event next year?





## Appendix 2: List of participating institutions

1	<a href="#">Anglo-Continental</a>	English Lang. School
2	<a href="#">Broadway Education</a>	Boarding Schools Colleges
3	<a href="#">David Game College - London &amp; Bath</a>	
4	<a href="#">John Leggott College</a>	
5	<a href="#">Kingswood School, Bath</a>	
6	<a href="#">MPW</a>	
7	<a href="#">Moreton Hall School</a>	
8	<a href="#">Rydal Penrhos School</a>	
9	<a href="#">Wycliffe College</a>	
10	<a href="#">ESCP Europe</a>	Business School
11	<a href="#">Anglia Ruskin University</a>	Universities
12	<a href="#">University of the Arts London</a>	
13	<a href="#">BIMM Institute</a>	
14	<a href="#">Bournemouth University</a>	
15	<a href="#">City University London</a>	
16	<a href="#">University of East Anglia (UEA)</a>	
17	<a href="#">Edge Hill University</a>	
18	<a href="#">University of Essex</a>	
19	<a href="#">Falmouth University</a>	
20	<a href="#">Goldsmiths, University of London</a>	
21	<a href="#">University of Greenwich</a>	
22	<a href="#">University of Kent</a>	
23	<a href="#">University of Leeds</a>	
24	<a href="#">London Metropolitan University</a>	
25	<a href="#">The University of Manchester</a>	
26	<a href="#">Middlesex University</a>	
27	<a href="#">The University of Northampton</a>	
28	<a href="#">The University of Reading</a>	
29	<a href="#">University of Portsmouth</a>	
	<a href="#">Richmond, The American International University In London</a>	
31	<a href="#">SOAS, University of London</a>	
32	<a href="#">University of South Wales</a>	
33	<a href="#">Southampton Solent University</a>	
34	<a href="#">University of Southampton</a>	
35	<a href="#">UCFB Wembley</a>	

## Appendix 3: Seminar programme

	Seminars
10:30-11:00	<b>How to apply to a UK University</b> – Application procedure and Language Certification Jane Hoatson, British Council
11:00-11:30	<b>Study in Manchester</b> Alyssa Phillips, The University of Manchester
11:30-12:00	<b>An Overview of the IELTS exam:</b> content, assessment and preparation Margaret Fowler, British Council
12:00-12:30	<b>Careers in the Sports Industries</b> / What happens behind the game? Philip Wilson, UCFB Wembley
12:30-13:00	<b>Talk in Italian: Studiare nel Regno Unito</b> Study in the UK: understanding the system from the point of view of an Italian student. Federica Poletti, MSc LSE - Joanne Houston, BA Glasgow University Ateneo Europa
13:30-14:00	<b>An Overview of the IELTS exam:</b> content, assessment and preparation Margaret Fowler, British Council
14:00-14:30	<b>Careers in the UK Music Industry</b> BIMM – British and Irish Modern Music Institute
14:30-15:00	<b>Should economists be concerned about happiness?</b> Fabio Arico, University of East Anglia (UEA)
15:00-15:30	<b>Portfolio advise for Creative Arts Courses at Falmouth University and in the UK</b> Amy Chandler, Falmouth University
15:30-16:00	<b>Study and Employment opportunities in London</b> Denise Panattoni, London Metropolitan University
16:00-16:30	<b>Talk in Italian: Studiare nel Regno Unito</b> Study in the UK: understanding the system from the point of view of an Italian student. Federica Poletti, MSc LSE - Joanne Houston, BA Glasgow University A cura di Ateneo Europa
16:30-17:00	<b>How to apply for a UK University</b> – Application procedure and Language Certification Jane Hoatson, British Council