



## Creative Industries Tour

Roadshow

11-15 November, 2013

### 1. Education UK Roadshow

The Roadshow “Creative Industries Tour” is a one week programme organised by the British Council Mexico to engage with UK prospective students at undergraduate and postgraduate level and to generate important networking between Mexican Universities to work with the United Kingdom. The forum provided institutions the opportunity to promote the programmes available for prospective degree seeking international students.

#### The main objectives of the event were:

- Present the best and most complete offer of creative programmes from UK institutions to Mexican prospective students
- Networking with different authorities from the most important Universities in Mexico and some companies to create partnerships
- Highlight the expertise and the high development of the British Universities in the creative industry
- Position the UK as the preferred destination for Mexicans studying abroad
- Consolidate the positive perception and awareness of British educational institutions
- Promote the quality and cost effective elements of UK education
- Showcase the variety of opportunities within the UK’s education system: display the wide range of programmes from UG to PG, create positioning for FE colleges especially for EFL plus and provide a cost-effective platform for EFL sector
- Provide first-hand information to prospective students
- Project the UK as a dynamic destination at the forefront of technological and educational changes worldwide. And also as a creative and innovative educational system
- Provide personalised attention to students through “One-to-One” interviews with the UK institutions of their interest. Through this activity institutions can tutor serious prospects and advise them on their decision-making process for studying with them

#### The programme included the following activities:

- Participation in the “Creative Week” programme
- Special meetings with Mexican Universities authorities
- Networking with the head of companies focused on the creative industry
- Participation in 2 specialised events in the industry
- Recruitment fair at Universities

## Participating institutions:

1. De Montfort University, Leicester
2. Middlesex University
3. Nottingham Trent University
4. Ravensbourne
5. Sotheby’s Institute of Art
6. The Glasgow School of Art
7. University for the Creative Arts
8. University of Lincoln
9. University of South Wales

## 2. Programme

Mexico City		
Date	Time	Activity
Monday, 11 November	07:30 – 07:40	Pick up at hotel
	07:40 – 08:30	Transportation to “Doing Business in Mexico Seminar”
	08:30 -12:30	“Doing business in Mexico seminar”
	12:30 – 13:00	Transportation by walk to Sector focused lunch
	13:00 – 15:00	Sector focused lunch
	15:00 – 16:00	Transportation to Universidad Iberoamericana
	16:00 – 17:45	Business meeting at Universidad Iberoamericana
	17:45 – 18:30	Transportation to Welcome reception
	18:30 – 21:00	Welcome reception at ambassador’s residence
	21:00 – 22:00	Transportation to hotel End day 1
Puebla		
Tuesday, 12 November	06:30 – 06:40	Pick up at hotel
	06:45 – 10:00	Transportation to Puebla
	10:00 - 10:30	Breakfast at Universities’ cafeteria
	10:30 – 13:30	Recruitment fair at Universidad Iberoamericana Puebla
	13:30 – 14:00	Transportation to UDLAP recruitment
	14:00 – 14:45	Lunch at UDLAP’s cafeteria
	14:45 – 15:00	Stand set up
	15:00 – 18:00	Recruitment at UDLAP
	18:00 – 21:30	Transportation to Mexico City and hotel
	21:30	End of day 2

Guadalajara		
Date	Time	Activity
Wednesday, 13 November	06:00 – 09:30	Early morning flight from Mexico City to Guadalajara
	9:30 – 10:00	Pick up at the Guadalajara airport
	10:00 - 11:00	Transportation to Creative Industries International Encounter recruitment
	11:00 – 11:30	Stand set up
	11:30 - 12:00	Brunch
	12:00 - 14:00	Recruitment at Creative Industries event
	14:00 - 14:40	Transportation to recruitment at ITESO
	14:40 - 15:00	Stand set up
	15:00 -18:00	Recruitment at ITESO
	18:00 - 18:30	Transportation to Dinner
	18:30 - 19:30	Dinner
	19:30 - 20:00	Transportation to hotel
	20:00	End of day 3

Querétaro		
Date	Time	Activity
Thursday, 14 November	8:10	Meeting point at hotel lobby
	08:20 – 08:50	Transportation to ITESM facilities
	09:00 – 11:30	Breakfast with authorities from Instituto Tecnológico de Estudios Superiores de Monterrey
	11:30 - 15:30	Transportation to Queretaro
	15:30 – 16:00	Transportation to Cut Out Festival
	16:00 – 20:00	Cut Out Festival Recruitment
	20:00 – 20:30	Dismantling / Walk to opening ceremony
	21:00 – 22:00	Cut Out Fest Opening Ceremony
	22:00 – 23:30	Networking cocktail (optional)
		End day 4
Querétaro – Mexico City		
Date	Time	Activity
Friday, 15 November	08:00 – 08:15	Meeting point at hotel lobby
	08:15 – 09:00	Transportation to Cut Out Festival
	09:00 – 11:00	Round table at Cut Out Festival
	11:00 – 11:30	Free time to do networking
	11:30 - 16:00	Transportation to Mexico City
	16:00	Arriving to the hotel
		End of the programme

### 3. Key Facts

Attendance to all events in the programme		
Category	Authorities	Attendees to the fairs
Monday 11th	3	0
Tuesday 12th	0	100
Wednesday 13th	0	282
Thursday 14th	4	2500
Friday 15th	7	0
<b>Total visitors</b>	<b>14</b>	<b>2882</b>

### 4. Advertising and Publicity

The advertising campaign for the Roadshow was focused in promoting the event through the BC's communication channels. These are some of the promotional activities:

- E-mail newsletters to the Education UK Mexico database
- Facebook advertising campaign targeting specific market
- Promotion within the participating institutions
- British Council social media

### 5. What recommendations have you got for the future of this particular event for British Council?

- According to feedback from participating institutions on the first day “The creative week” activity was good but we could improve it. Next time we should talk to the organisers in order to include a special conference about Education in Mexico or something more focused into Creative Industries in order to have a more interesting conference
- Some Universities with an aim to network were very pleased with this event but those who were expecting 100% recruitment activities felt that the networking wasn't worth it.
- The Universities would prefer to have more time between each fair, special events and meetings. We tried to have as many activities as possible but for them; the itinerary looked a bit too packed on same days.
- They also were not completely satisfied about the travel times, we travelled to 2 different cities via bus but they would prefer to travel by aeroplane, even if this means an extra cost. The hotels were far from the venues.
- The feedback about the British Council staff support before and during the exhibition was good and we will take recommendations in order to improve our services to them for the Education UK 2014 Exhibition.



## 5.1. Activities that worked well during the exhibition

- The profile of the students in the fairs, we received good comments about it (good quality in all events)
- The Universities profile we visited (the most famous Universities in Mexico)
- The networking with Mexican Universities and with the CutOut Fest special guests

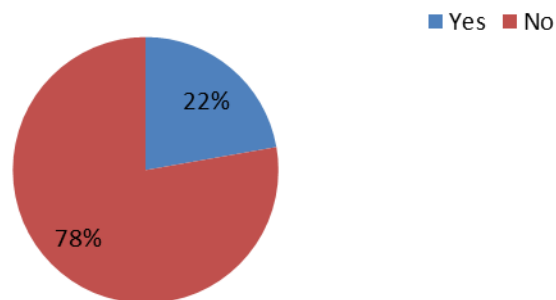
## 6. Main concerns of students about the institutions

- There are also always questions about the process to study at the UK and scholarships, so would be important to have one representative from British Council giving that kind of information.
- A highly part of the assistants were interested in Undergraduate studies, those students who have a British background have in mind the UK as their principal destination for study, but for those who don't have that background is quite difficult to get their interest.
- Students interested in the postgraduate studies, they came along to the Universities, because they already had all the interest about study in the UK.
- Students were surprised when they realized the UK offers good educational opportunities for them into the creative industry
- Most of them were pleasantly surprised of UK costs and how it would be cheaper to study in UK in comparison with universities in the USA that is a very strong point for us to use.
- According to previous reports of Roadshow in 2012, this year we have seen much more interest from students to the United Kingdom as a destiny for study rather than other years, which means the engage with the Mexican market and the British universities has been growing with this exhibitions.

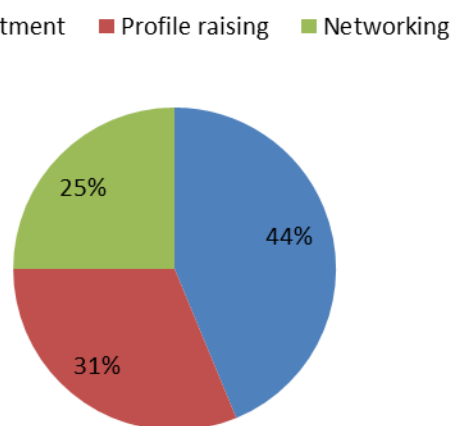
We consider of great importance to have continuity with this Creative Industries Roadshow because despite this was the first fair focused on this topic, was a success with the students at these 2 special events: Queretaro and Guadalajara. It also helped to the British Council positive image to be a pioneer in this sector in Mexico.

## 7. Exhibitors' feedback

### 1. Has your institution attended to the Roadshow before?

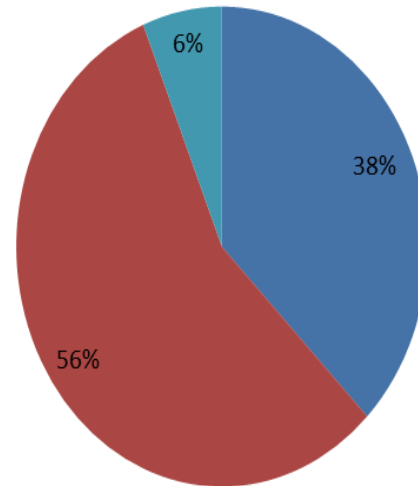


### 2. What was your main aim in coming?



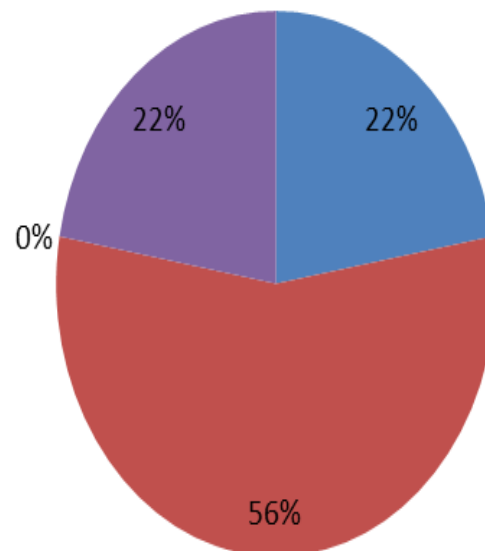
### 3. What is your primary market interest in this event?

- Undergraduate
- Postgraduate taught
- Postgraduate research
- Higher national diploma and equivalent
- Foundation
- Pre- sessional English School

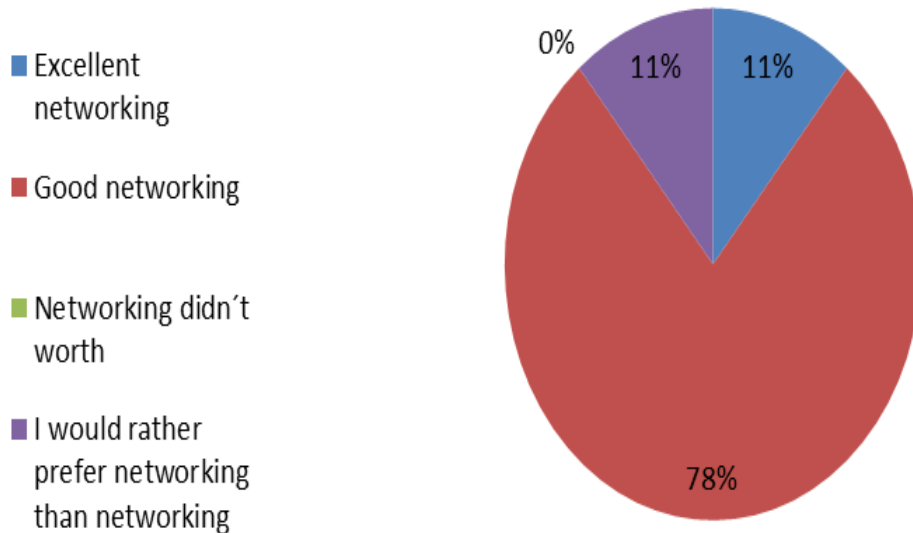


### 4. What is your assessment of visitors to the recruitment fairs?

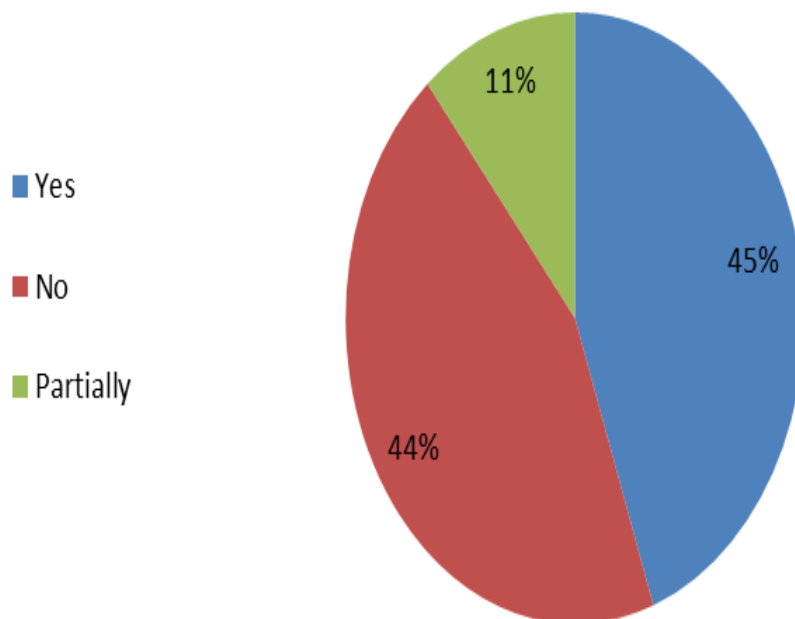
- Good number and good quality
- Good quality only
- Good number only
- Disappointing



### 5. What is your assessment about the networking events?

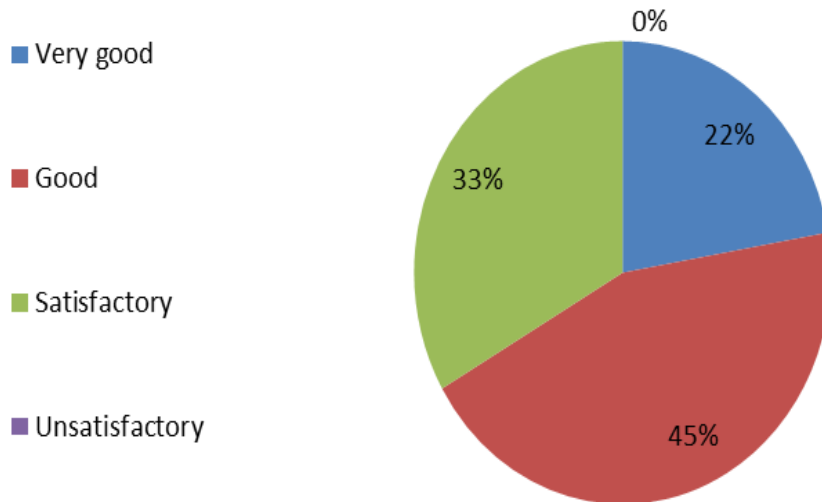


### 6. Creative Industries Tour fulfilled your expectations?

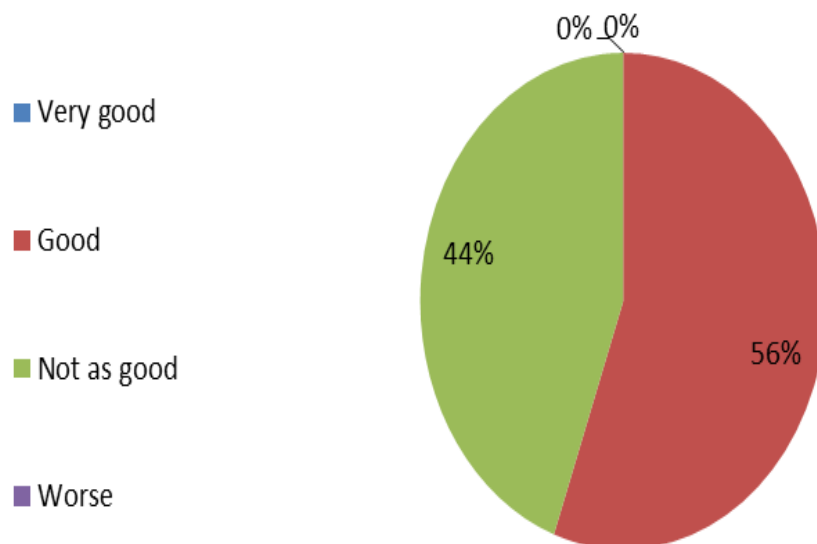


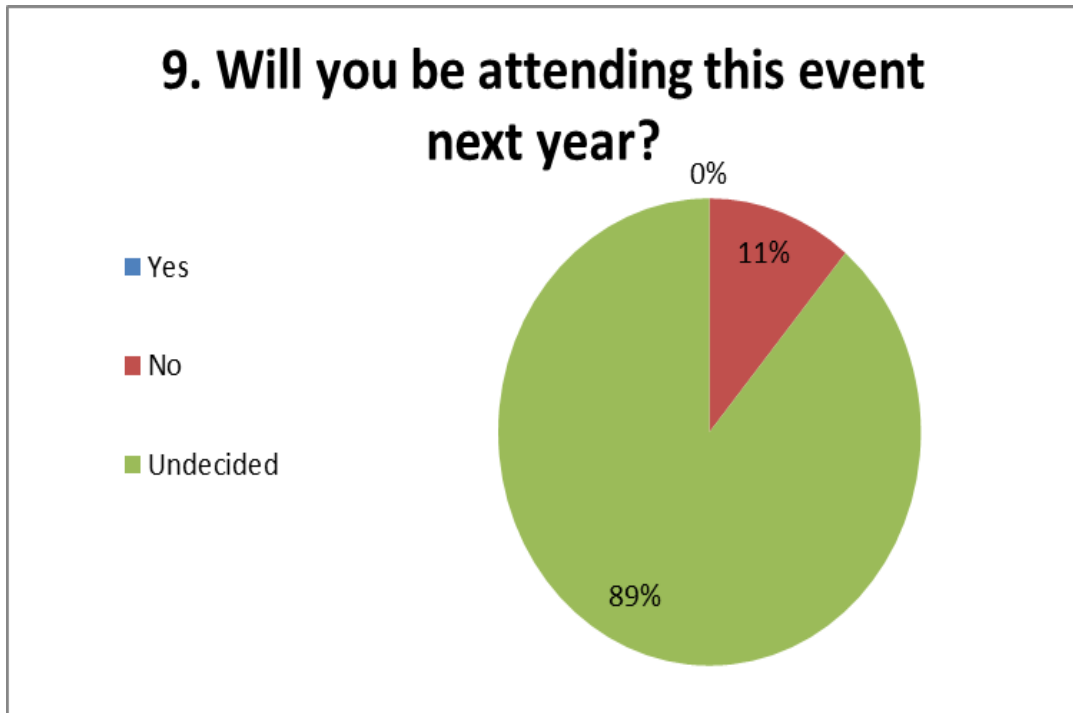


**7. How do you rate the support to your business from the British Council before and during the event?**



**8. Please give your overall assessment of the Creative Industries Tour**





## 8. Organisations and Universities in this programme

### Creative Week

The first day of the week we included a series of events organised in co-ordination with the British Embassy in Mexico and this was useful to understand the context of Mexico.

#### The activities planned were:

- a.. Doing business in Mexico seminar
- b. Sector focused lunch

*We met with the Director and with the Head of International Liaison of FIDERH (Fund for the Development of Human Resources) which is a federal trust managed by the Central Bank of México, which for over 40 years has been financing graduate studies. They are part of the Public Research Centres System of the Mexican Council of Science and Technology (CONACYT) and offer affordable loans to Mexican students to finance their graduate studies, either in Mexico or abroad.*

- c.. “This is GREAT Britain” Networking event



## Universidad de las Américas Puebla

Universidad de las Américas Puebla is located in the greater metropolitan area of Puebla, in the state of Puebla. UDLAP offers close to 100 academic programs that meet high quality standards in both traditional and distance learning modalities. The programs are multidisciplinary, innovative and modern, imparting the knowledge and skills that our future alumni will use in their professional careers.

UDLAP has academic cooperation agreements with more than 300 universities located in 30 different countries. All UDLAP students are encouraged to spend a semester or year studying abroad. They also offer dual degree programs at the undergraduate and graduate level with universities in Spain, United States, France, Canada and Germany.

UDLAP is committed to high educational standards, and has been accredited By the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) since 1959. UDLAP's international accreditation with SACS was reaffirmed in 2005 for the next 10 years, making us one of five institutions in Latin America that have earned this academic recognition. Their alumni are truly export quality.

## Universidad Iberoamericana (IBERO)

Universidad Iberoamericana is acknowledged as one of Mexico's top private educational institutions, widely known both in Mexico and abroad for the high quality of its study programs.

Founded in 1943, IBERO has grown its reputation and facilities, nowadays has campus in many different cities in the country: Mexico City, Tijuana, Leon, Torreon and Puebla.

At present it offers 34 bachelor's-degree and 35 graduate-degree programs (23 master degrees, 10 doctorates and 2 specializations), most of which are certified either in Mexico or abroad, including several granted by Mexico's National Council for Science and Technology (Conacyt).

***Its school of communication and media is regarded as one of the best in Latin America.***

## IBERO Puebla

Universidad Iberoamericana Puebla, abbreviated UIA but commonly known as Ibero) is a spin-off from the main campus located in Mexico city, the Puebla campus was built after the need of a Jesuit institution in Puebla. The University has grown to become an important university for the students in the Southern region of Mexico. It has become one of the most important and biggest universities in the Ibero-american University system, only after the flagship campus. It currently offers a high school program, as well as several undergraduate and postgraduate programs. They will be hosting a minifair for their students.

***Its school of Architecture is ranked 4th nationally by EI Universal university ranking.***



## Universidad Jesuita de Guadalajara ITESO

ITESO is the Jesuit University of Guadalajara, in Mexico. Founded in 1957, it belongs to the network of over 200 Jesuit universities around the world. ITESO is the only university in Jalisco to receive the Registration as an Institution of Academic Excellence, awarded by Mexico's Ministry of Public Education.

Among private universities in the country, ITESO has the greatest number of professors in the National System of Researchers (SNI), the greatest number of books published, as well as an outstanding library.

ITESO offers undergraduate and postgraduate programmes and they will be hosting a mini fair for their students.

**Its school of Architecture is ranked 2<sup>nd</sup> nationally by El Universal university ranking.**

## INSTITUTO TECNOLÓGICO DE ESTUDIOS SUPERIORES DE MONTERREY (ITESM GUADALAJARA)

Founded in 1943, the ITESM is a private, non-profit, independent educational institution with no political or religious affiliation. Today, ITESM is a multi-campus university system with 33 campuses throughout Mexico. They have also established an international presence through 21 sites and numerous liaison offices in 12 foreign countries.

The educational offering consists of a wide assortment of undergraduate majors, specializations, master's degree programs, medical specialty programs, and Ph. D. programs in the fields of agriculture, architecture, business and management, communications and journalism, design and applied art, education, engineering and sciences, food technology, health, the humanities and social sciences, information technology and electronics, and law.

Some of the graduate fields have evolved into national schools specializing in business administration and leadership, public administration and policy, and education.

Also available are high school programs with a choice of bilingual, bicultural, and International Baccalaureate tracks. In addition, they offer programs targeting continuing education and knowledge updating for professionals, companies, and organizations.

We will be meeting with their departments of Animation and Digital Arts, Communication and Digital Media, Architecture and Industrial Design.

**ITESM is the only Mexican private university to appear in the QS rankings at number 7<sup>th</sup> in the ranking of Latin American universities.**

## SPECIAL EVENTS

### Encuentro internacional de industrias creativas 1:1 (Guadalajara)

1:1 Creative Industries International Encounter, held its second edition with the UK as the guest country. 1:1 is a meeting of worlds, profiles and actors in and around the Creative Industries. This was an opportunity to shape the future of the economy and to know the present situation of the industry.

At the event, creators, entrepreneurs, academics and government dialogued together about the importance of creativity and innovation, to provide the basis for new forms and new models of action and association. 1:1 is the space for reflection, awareness and recognition of the potential of the Creative Industries to accelerate economic, cultural and social development of Mexico.

[www.britishcouncil.org/mexico](http://www.britishcouncil.org/mexico)

<https://siem.britishcouncil.org/exhibition/education-uk-mexico-november-2013-creative-industries-tour>



### **The event embeds:**

- Conferences
- Workshops
- British Universities Fair
- Exhibitions

Creative Industries International Encounter took place at Guadalajara where two of the UK institutions presented seminars followed by an exhibition for the attendees of the encounter.

### **CutOut Fest (Queretaro)**

The CutOut Fest was founded in 2009, with the headquarters in Queretaro, it is the largest animation and digital art festival in Mexico.

CutOut Fest disseminates animated short films from talented and young Mexican students, receiving more than 632 short films this year. The festival also focuses on the professionalisation and education of new animators, which is promoted within CutOut. The Unusual World Fest, a competition designed for college students who seek to develop and strengthen a draft short film, also takes place at this event.

In 2013 the UK was the guest country, and besides the artists from this country, the presence of 20 British companies and universities were expected, along with other European, Latin American and Mexican industries opened within the area of the CutOut Fest to promote projects for film, animation, video and television content. The presence of the animation companies are expected to boost the film industry. There was also an art exhibition, workshops, master classes, British Universities Fair and conferences related to the world of filmmaking and animation, with specialists in the field from different countries. They allowed us to have a mini fair in the foyer of the event.