



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK mini exhibition 2014**

**19 July 2014
Hong Kong**

Introduction

While our Education UK exhibitions in August in January have been our flagship events for a number of years, this year we also decided to capture the opportunity of HKDSE results release by also hosting a smaller exhibition – Education UK mini exhibition on July 19.

More than 1,100 visitors attended the event at Regal Hong Kong Limited - which was comfortably above our expectations. The quantity and quality of the students were satisfactory and feedbacks from the exhibitors were positive as well. Seminars on various related topics such as Pathway options for the new graduates of the Hong Kong Diploma of Secondary Education and How to write a personal statement were held throughout the exhibition, and were also well attended, many with standing room only.

The topical seminars also attracted a lot of media interest, with reporters from top mass-circulation newspapers coming to attend the event.

British Council Hong Kong undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

This report includes:

This **Introduction** which aims to provide an overview of the report.
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
Page 3 – 5

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.
Page 6

Future Steps which British Council Hong Kong should consider.
Page 7

Appendix: **List of exhibitors**
Page 8

Highlights

There were -
42 BOOTHS, 43 INSTITUTIONS
1,142 PARENTS & STUDENTS
 attending the exhibition

5 media reporting the event



英國文化協會升學資訊日，吸引大批家長和學生到場。

港生赴英升學增6%

【本報訊】多項中文文憑試，皆急於獲取大學升學資訊，故設在放榜後的短時間內舉辦資訊日。
 據統計，今年中文文憑試考生，平均2.8萬人爭一個大學聯招學位。在眾多競爭者之下，港生入會考後升學，競爭升大學，英國文化協會舉辦升學資訊日，吸引逾1,100人次到場。協會指截至今年6月底，根據英國院校的人數比去年同期上升6%。
 他又指，截至今年6月底，根據英國院校的人數較去年同期上升6%。他認為，報讀人數上升，是因英國院校較為入息適中，且當其生活費亦較美國及澳洲便宜，故吸引更多人到英國升學。
 今屆文憑試「死亡之卷」中文科合格者僅佔一半，不少考生因中文有未達標準而向大學無緣。將於明年應考文憑試的彭同學，心中中文科大任，特別是聆聽。他認為，大部份英國院校都不看中文成績，故前來搜集升學資訊以備萬一。
 他亦指，海外升學能開闊視野，讓家長及學生了解英國教育與香港不同。直接經驗和赴英的準備等。
 協會教育服務高級經理高士勉表示，不少考生收到成績後，皆急於獲取大學升學資訊，故設在放榜後的短時間內舉辦資訊日。

生活費較美便宜
 英國文化協會升學資訊日，吸引逾1,100人次到場。協會指截至今年6月底，根據英國院校的人數比去年同期上升6%。
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港生去年申請英大升學增6.7%

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文憑試獲標亦謀定後路
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港生搵「水泡」逼爆英國升學展

【本報訊】本地大學聯招處於昨日，聯招結果尚未出爐，不少港生文憑試考生已四出探路，而中四中五學生亦開始搵「水泡」；有教育機構在華南及海外升學展，吸引逾千名學生和家長出席。據統計，報讀大學升學人數增加，而英國升學生活費亦較美便宜，令英國高等教育成為港生熱門選擇。有港生表示，英國院校的錄取名額有限，計劃報文憑試以備日後報英大，亦有港生報讀英文升學課程以備日後報文憑試中文科不合格的危機。
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怕中文試高中生盼負笈海外

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中產家長儲500萬供女留學英國

【本報訊】文憑試放榜後，本地大學升學競爭激烈，有家長對子女在港升學無信心，決心讓子女到英國升學。英國文化協會昨日42間英國院校舉辦一連兩日的升學展，有家長表示已預備500萬元「教育基金」，希望讀高中的女兒能早到英國升讀高中及大學，不想被文憑試「一試定生死」。
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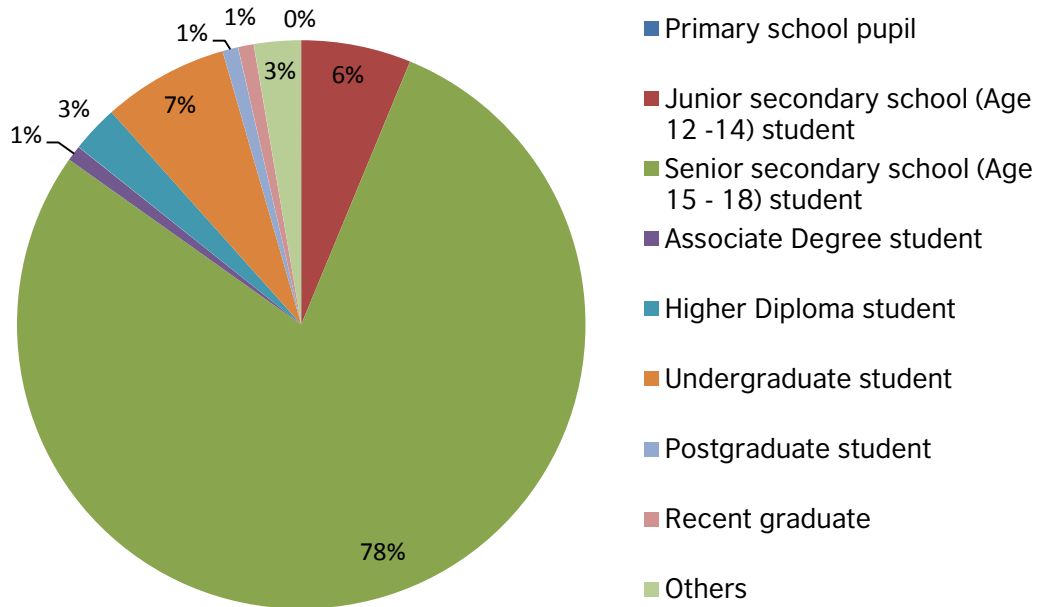
鄰同學(左)與父親(右)均表示英國學術氣氛比其他國家濃厚，所以英國是她留學的首選地。(黎明攝)

現時已有內部評估和外部評估，外部評估即考試成績，而內部評估則因學科而異，包括課堂習作、報告或實驗評估。
 生於中產家庭的鄰同學希望升讀英國的法律或商科，其父母說英國的學術氣氛濃厚，故已為女兒預備500萬元作教育基金。鄰同學解釋，英國高中一年學費約3.5萬英鎊，即約50萬港幣，而大學學費則約4.5萬英鎊，約60萬港幣一年。「兩年高中加上3年大學，只係學費就已經要350萬，毋計食宿及生活費，所以這筆錢很早之前就已經備定」。
 參與升學的普慈斯頓大學(University of Portsmouth)表示會即時面試收生，學校會考慮香港文憑試得18分或以上的同學，而華威大學(University of Warwick)負責人說，收生成績因科目而異，但若文憑試考生有5或5+以上則較理想。

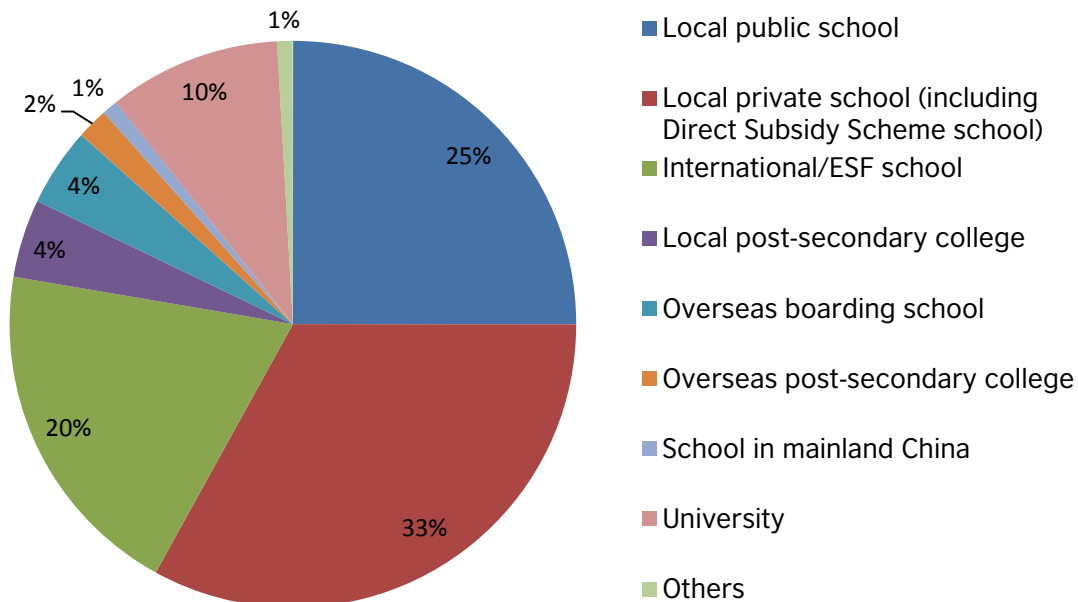
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Visitors' profile

The visitors or visitors' child were **mainly from senior secondary school** –



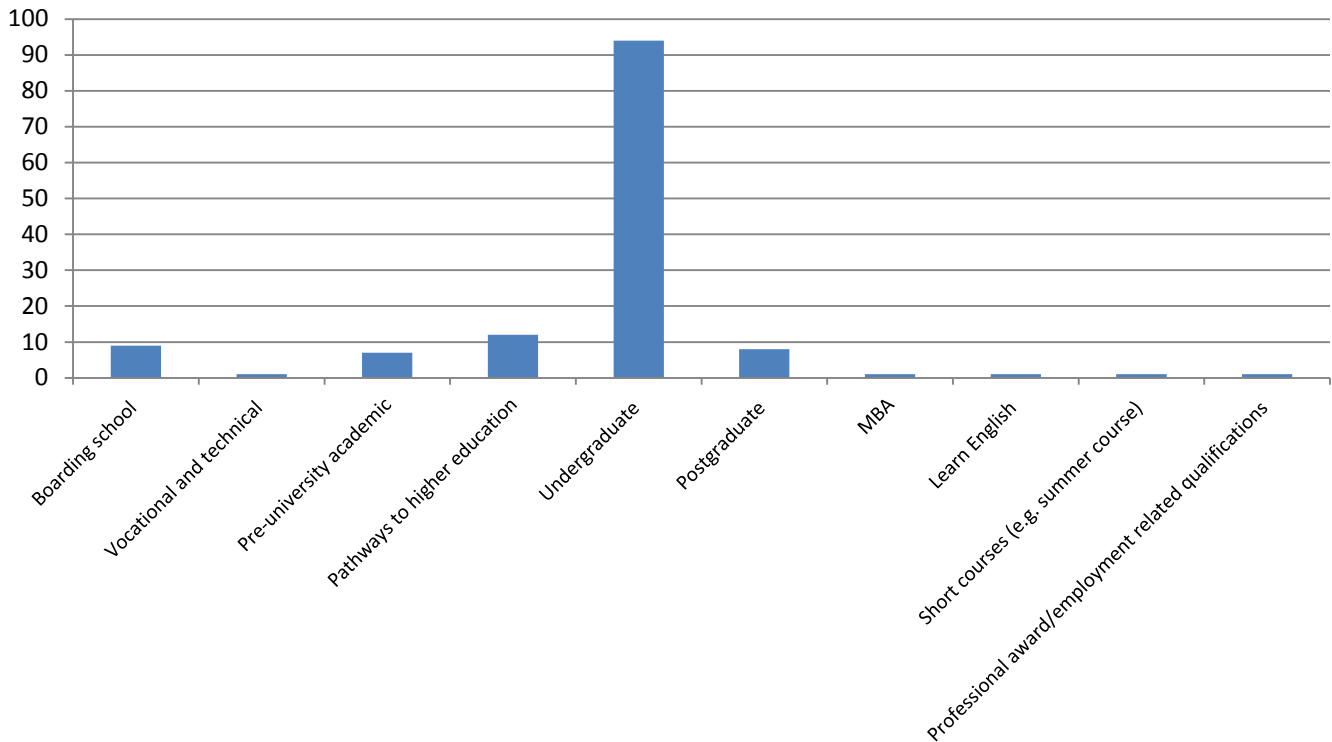
Around half of them attend **local public school or local private school (including Direct Subsidy Scheme school)** now, **International/ ESF School is another major source of the visitors as well:**



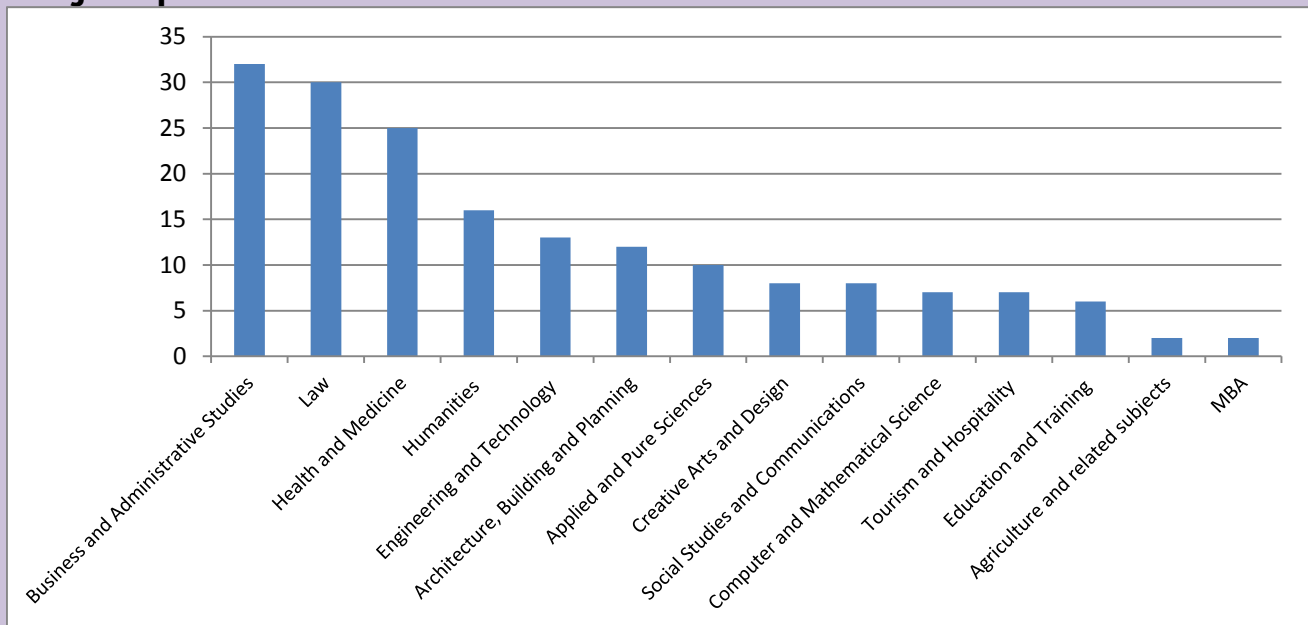
Visitors' preferences

Most of the visitors were looking for undergraduate programme:

No. of visitors: n = 112 survey responses



Subject preference



While business is still the number one subject area of choice, the gap appears to have significantly narrowed to Law and Medicine related subjects, with other areas in humanities and engineering showing an increase in enquiries.

Exhibitors' feedback

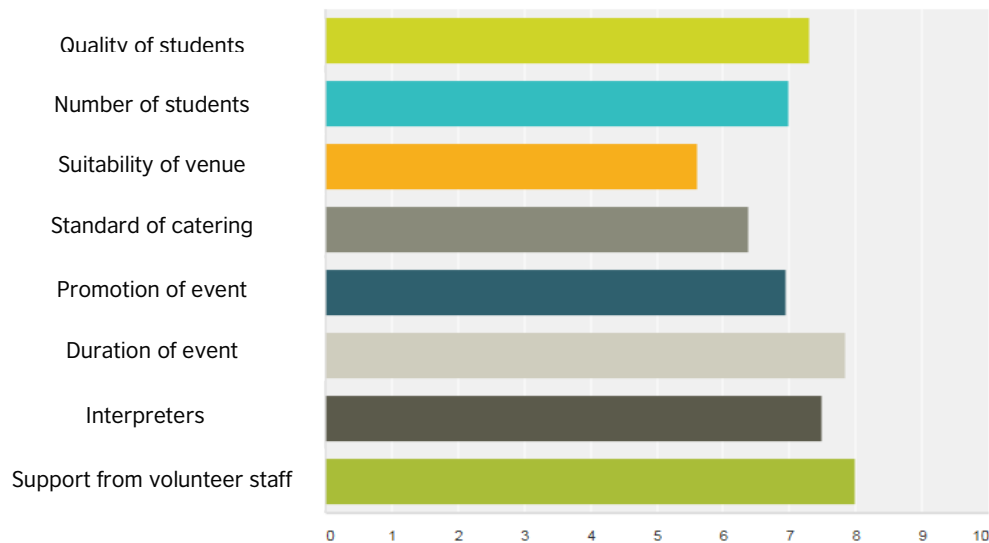
Main compliments

- The turnout in numbers of students and parents was exceptional and the quality of students was also great.
- The timing of the event was good
- A well organised event from the BC HK team

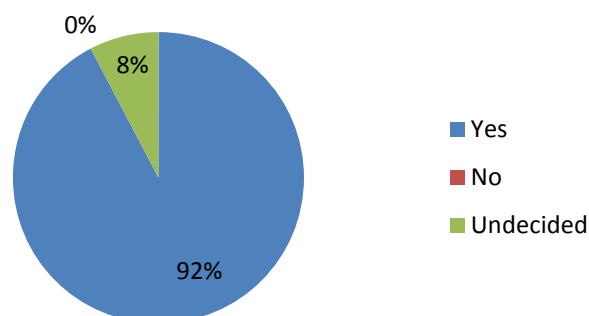
Main complaints (*responses following page*)

- The venue was very cramped and the booths were a bit small
- More promotions put in place to raise the visibility of the exhibition
- Better catering if possible, the choices were very limited

Please rate the following aspects of the Hong Kong exhibition that you recently participated in -



Would you consider coming back to the next British Council exhibition in Hong Kong?



Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- This event had been initiated for the first time this year to capture the opportunity of HKDSE results release. We tried to keep the cost down and lowered the exhibition fee to encourage more institutions participated in this mini exhibition. Due to the overwhelming responses from the institutions, we will expand the scale of this event and will increase the budget for promotion. The cost of the July exhibition next year therefore will be inevitably increased.
- As we plan to expand the scale of our July exhibition next year, we will definitely source another bigger venue with bigger booth.
- It is compulsory for us to use hotel's catering service, but we will carefully pick different food items next year and try to ensure the quality of the food is up to standard.

UK institutions

- Institutions are encouraged to book the exhibition places as soon as it's launched, because even we will expand the scale of the exhibition next year, there would be tough competition due to the overwhelming responses from the institutions.
- Popular institutions are required to have one more delegate on the stand in order to reduce students' waiting time.
- Since most of the visitors were looking for undergraduate programmes, so for further education colleges, they should clearly articulate to the audience the subject strengths and sell the benefits of particular courses. Promoting academic routes to higher education would be more effective than vocation route in Hong Kong.
- The UK institutions, especially for the newcomers of Hong Kong market are recommended to organise other promotional activities leading up to exhibition, which can help to generate more traffic and enquiries during the exhibition.

Appendix: List of exhibitors

| Booth no. | Institution name |
|-----------|--------------------------------------|
| 1 | Abbey College |
| 2 | Anglia Ruskin University |
| 3 | Aston University, Birmingham |
| 4 | Astrum Colleges |
| 5 | Bellerbys College |
| 6 | Birmingham City University |
| 7 | University College Birmingham |
| 8 | Boston College |
| 9 | BPP University |
| 10 | Brooke House College |
| 11 | Buckinghamshire New University |
| 12 | CATS College and CSVPA |
| 13 | Cardiff University |
| 14 | Coventry University |
| 15 | University of East Anglia |
| 16 | EF Education First |
| 17 | University of Essex |
| 18 | University of Exeter |
| 19 | University of Hertfordshire |
| 20 | University of Hull |
| 21 | UK International Study Centres |
| 22 | Kaplan International Colleges |
| 23 | Keele University |
| 24 | Kingston University London |
| 25 | Leeds Metropolitan University |
| 26 | University of Leeds |
| 27 | University of Leicester |
| 28 | Liverpool John Moores University |
| 29 | Loughborough College |
| 30 | MPW Schools |
| 31 | Plymouth University |
| 32 | University of Portsmouth |
| 33 | Queen's University Belfast |
| 34 | Ravensbourne, London |
| 35 | University of Reading |
| 36 | Royal Holloway, University of London |
| 37 | Saint Michael's College |
| 38 | University Of Stirling |
| 39 | University Of Sunderland |
| 40 | University Of Warwick |
| 41 | Middlesex University, London |
| 42 | York St John University |