



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Pathways to UK universities Exhibition 2015**

7- 8th February 2015

**Hanoi & Ho Chi Minh City,
Vietnam**

Introduction

Thank you for your participation at the Pathways to UK Universities Exhibition in Vietnam in February 2015.

The purpose of this report is to provide you with summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report the return on investment benefits and assist with future decision making.

With the participation of 36 UK institutions, and local Trans-National Education (TNE) providers, the event attracted 968 visitors over the two days in two cities (Hanoi, Ho Chi Minh). The event with the theme 'A GREAT Education is within your reach' targeted at high school students and parents who are looking for pathway to university courses in the UK. Feedbacks from visitors were overwhelmingly positive. Alongside the main exhibition, a road-show to Kim Lien High School and an Agent Networking event were held in Hanoi. Seminars on various related topics such as '*Various pathways to UK universities for high school students*', '*Financial plan for students to study in the UK*' etc. were held throughout the exhibition.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Best regards,

Hien Le | Education Marketing Manager, Vietnam

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

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.

Page 5

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.

Page 6

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

Page 8

Future Steps which British Council Vietnam should consider.

Page 10

Appendix: **List of exhibitors**

Page 11 – 12

Highlights

This exhibition was held at the following venue/ time/ date...

City/ Date	Hanoi, 7 February 2015		HCM, 8 February 2015
Venue	Kim Lien High School	Pullman Hanoi	Pullman Saigon Centre
Opening hours	09:00-11:15	13:30 – 17 :30	13:30 – 17 :30
Participation fee	£1,142 plus VAT		£1,108 plus VAT

There were...

36 INSTITUTIONS
968 PARENTS & STUDENTS

...attending the exhibition

A number of events were successfully held prior and alongside the exhibition such as:

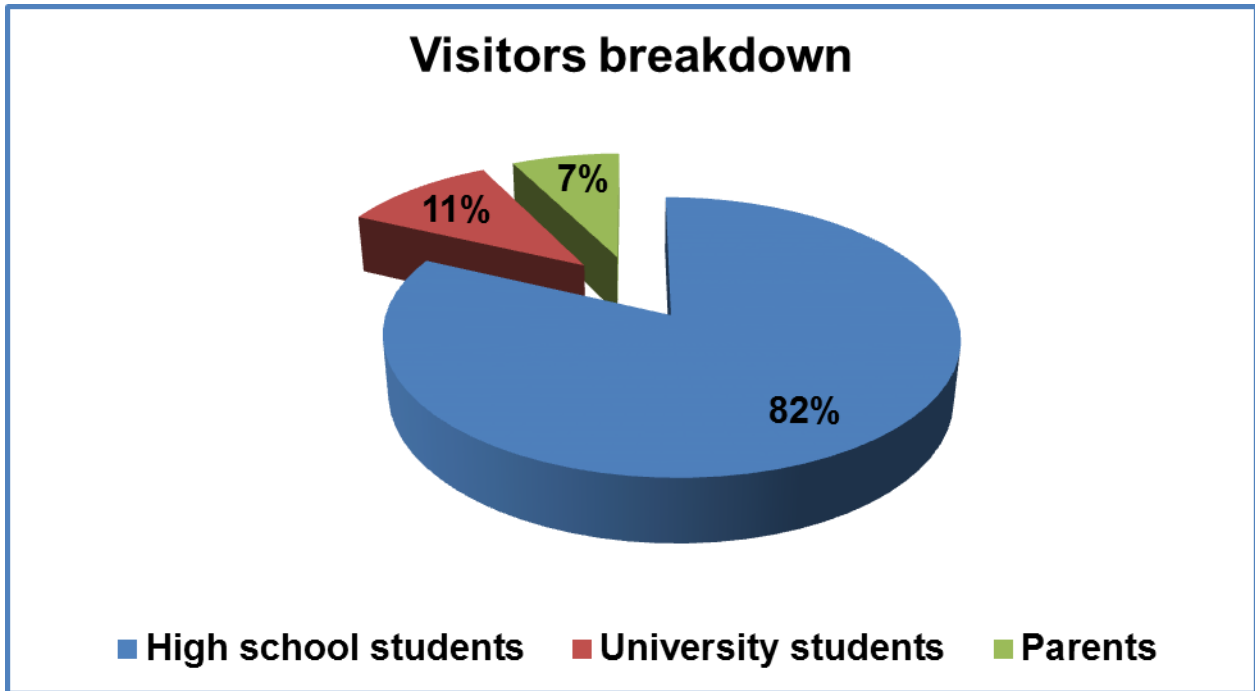
- **An online chat 'Preparing for studying in the UK'** with students and parents on Dantri online newspaper – 10 days before the event
- **An Agent Networking** event in Hanoi with 108 meetings arranged to help exhibitors establishing working relationship with local agents
- **A series of seminars** were held throughout the exhibition, covering following topics:
 - Pre-University courses in the UK - A stepping stone for a brighter future
 - Studying at UK colleges – a pathway to university and high skills employment
 - Breaking into top UK universities
 - How to choose the best pathway to Higher Education in the UK
 - Studying Creative Education in the UK
 - Parent talk 'Financial plan for students to study in the UK'

15 media news/articles reporting the event

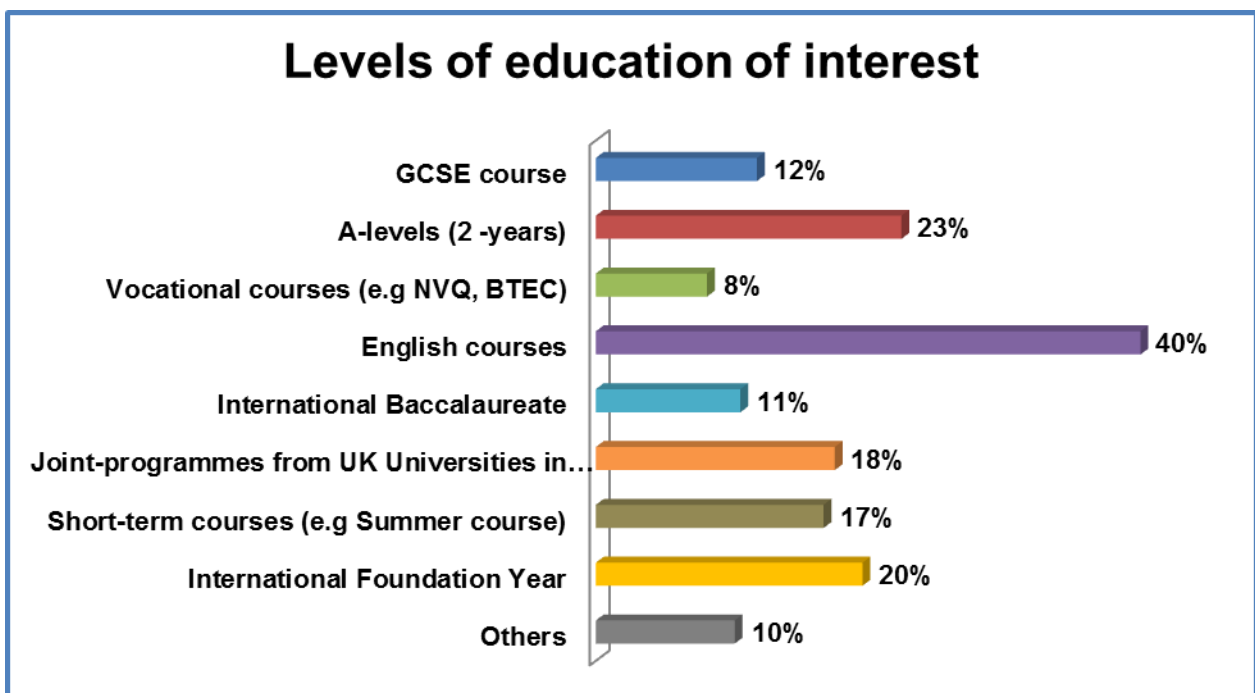


Visitors' profile

89% of visitors are high school students and parents



No. of visitors: n = 644 survey responses (included statistics from Kim Lien High School)



No. of visitors: n = 386 survey responses (statistics collected at public events only)

Marketing

We spent ...

£20,000

... on promotion

Road shows promotion at 7 top high schools in Ha Noi



Printed materials

10,400 Fliers/ bookmarks distributed at local schools/ British Council outreach activities
 136 Posters at local high schools and horizontal banners on the street & local schools



Online

- Web banner placed on 8 popular magazines
- Dedicated event website/ FB campaign started 8 weeks before the event date
- An online chat with students/parents organised on the most popular online newspaper (Dantri.com)



Direct marketing

5,966 Invitation letters/emails and 8,923 SMS sent to students, parents

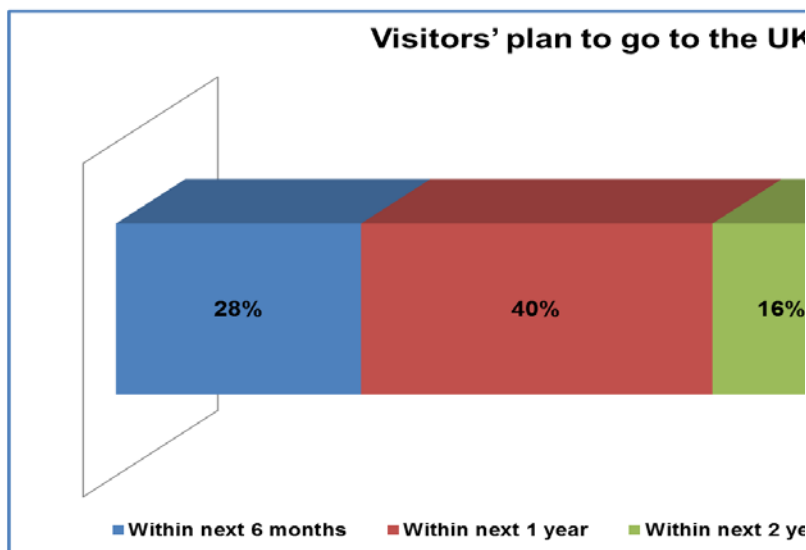


Visitors' feedback

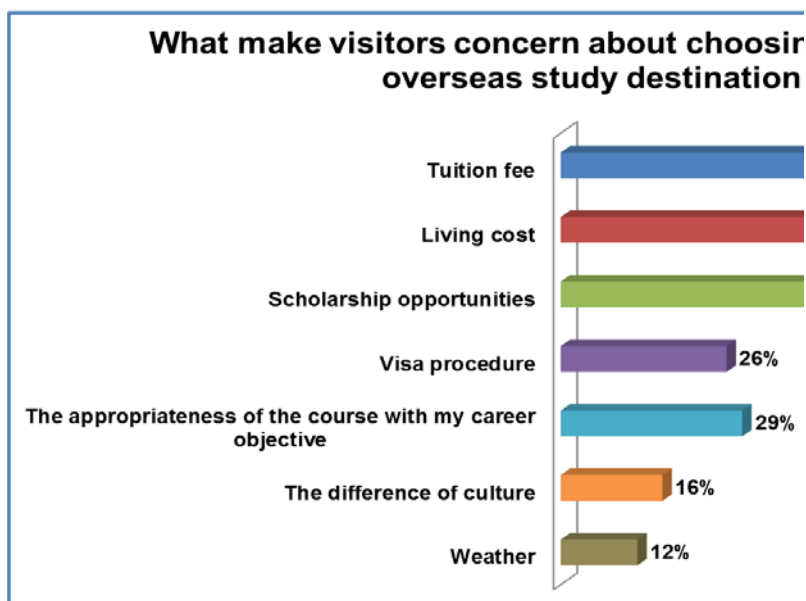
Methodology

We distributed a printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

Among 26% visitors surveyed choosing UK as a study destination, **84%** of them considered going to the UK **within 2 years**



73% visitors surveyed are still considering other countries, besides UK, as overseas study destination



Suggestions from visitors

Main compliments -

- It's very good for preparing to UK studying
- It's very well organised event
- That was a great exhibition
- Loved to see the Paddington bear and having a photo taken with him in the event
- Found everything I needed at the exhibition
- Talking with Living books, who are UK alumni was so inspiring. Should repeat this activity in the next exhibition.

Recommendations from visitors -

- It would be much better if more schools, institutions could be involved
- British Council should organise more and more UK Edu. fair like this throughout the year 2015
- The event should have a seminar on which subjects helping student enter his/her desired university. Besides, a 'counselling' or 'Q & A' session on subjects at pre-university level would help students a lot in deciding their study route.
- More Living books in Hospitality and Medicine field please
- The exhibition should cover UG and PG level. Why just limit with pre-university courses?
- More school specialised in Art and Design offering scholarships please

Exhibitors' feedback

Main compliments

- Great event and organisation
- Very smart and helpful staff
- A very successful event
- Seminars are well attended with good questions and interactions from parents and students

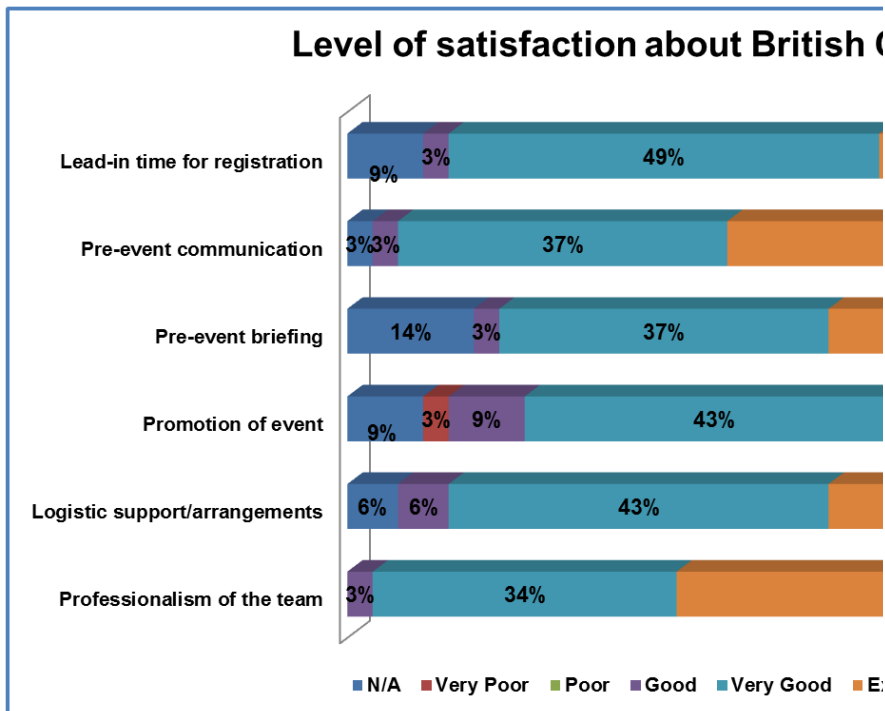
Main complaints (*responses following page*)

- The events are too close to Tet
- Didn't see any adverts, posters in the city

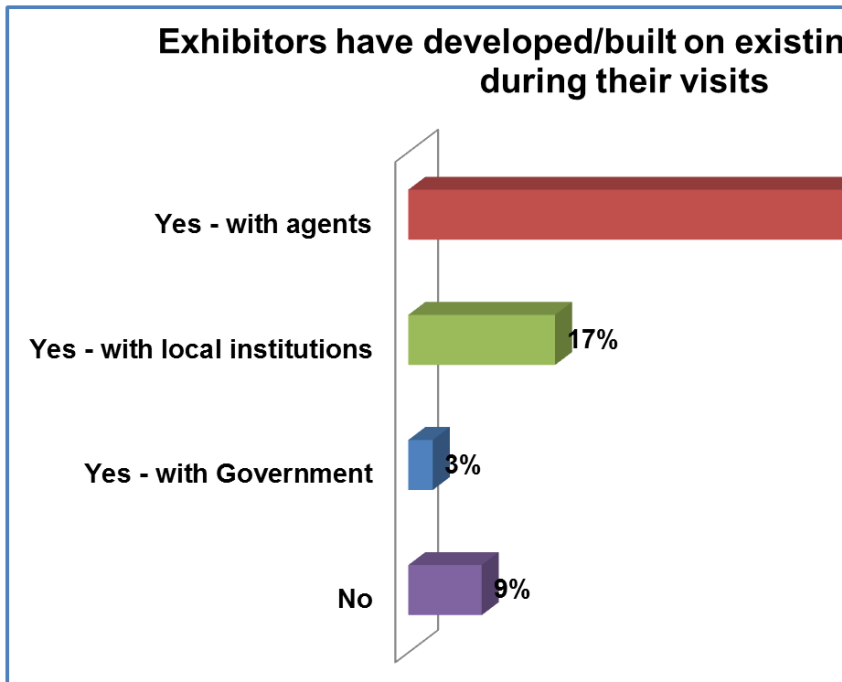
Recommendations for future event

- More high school visits/road show. School visit should be a day before the fair.
- Arrange agent speed dating in HCMC too.
- More information about 'selling points' for Vietnamese students.
- Give people (on arrival) a leaflet/flyer with a 50 word description of each college/university.
- Would prefer to have some time for questions + discussion about the market at the briefing.

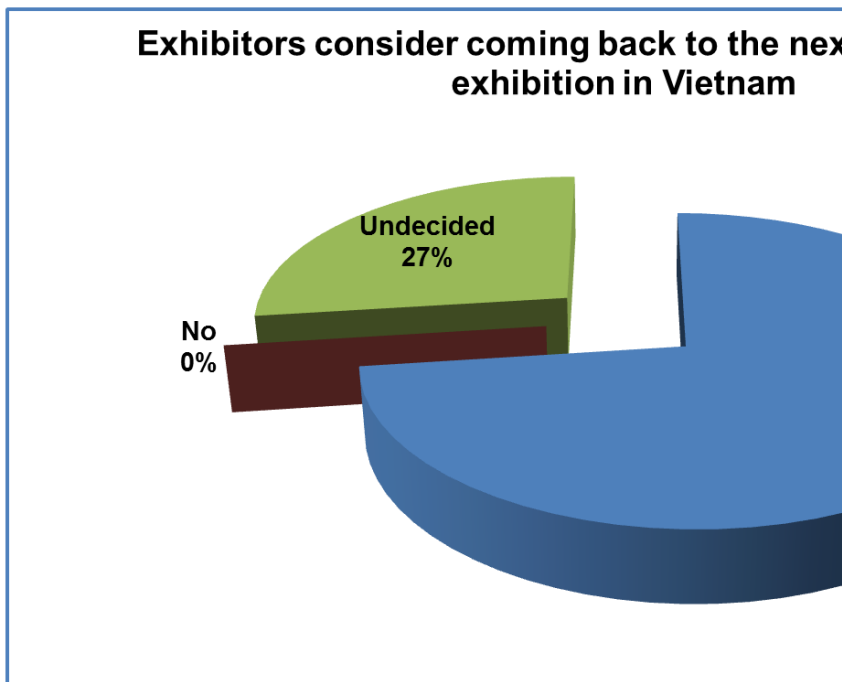
What is exhibitors' assessment about the British Council?



Have exhibitors developed/ built on existing relationships during their time at the exhibition?



Will exhibitors consider coming back to the next British Council exhibition event?



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

- **Date of the event:** From the lesson learnt this year, the 'Pathways to UK universities' Exhibition next year will be held in middle of March, 4 weeks after Tet holiday.
- **More school based events:** Organising the road-show to more local elite schools is the activity we would like to repeat in the next exhibition as it proved to be well received and highly appreciated by exhibitors.
- **Agent dating at the event:** We will continue to organise the Agent networking event in the next exhibition and in both cities (Hanoi, Ho Chi Minh)
- **Street banner advertising:** Because of restrictions from Hanoi local authority on out-of-home advertising, we were not allowed to hang street banners in Hanoi for this exhibition. We had an initiative to run a road-show promotion campaign to 7 elite high schools in Hanoi, distributing over 10,000 leaflets about the exhibition. Such initiatives will be maintained in next exhibitions to enhance targeting marketing efforts.

Exhibitors

- With reference to the Visitor survey, the top three factors that make students concern when choosing the UK are tuition fee, living cost and scholarships. We recommend institutions to look at ways of providing some sort of scholarship or discounts and highlight these during future exhibitions. Alternatively, institutions could consider offering paid internship, work placement opportunities for students with good academic records.
- Findings from our talks with students and parents attending the exhibition revealed that most of them perceived studying in the UK was most expensive due to the strong Sterling Pound. Once being shared the [HSBC report](#), in which the UK is considered the fourth most expensive study destination, after Australia, Singapore and the US, students and parents appeared to be much more inspired to find out further with UK institutions. We, therefore, suggest that UK institutions join our efforts to clear the misperception among Vietnamese students about 'an expensive UK education', by highlighting value-for-money benefits that UK education can bring to international students..
- Alumni play an important role in students' decision making process. Please think about building a network of your institution's Vietnamese alumni who could help to promote or participate in the event to tell their testimonials to potential students.

Appendix: List of exhibitors

No.	Institution	City attended	
		Hanoi	HCMC
1	Anglia Ruskin University	Hanoi	HCMC
2	Astrum Colleges	Hanoi	HCMC
3	Bell	Hanoi	HCMC
4	Bellerbys College	Hanoi	HCMC
5	The Bournemouth And Poole College	Hanoi	
6	Guildford College Group	Hanoi	
7	BPP University	Hanoi	HCMC
8	Broadway Education	Hanoi	HCMC
9	Cambridge Education Group	Hanoi	HCMC
10	Cardiff Metropolitan University	Hanoi	HCMC
11	Cardiff Sixth Form College	Hanoi	HCMC
12	Cardiff University	Hanoi	HCMC
13	City College Plymouth	Hanoi	HCMC
14	David Game College	Hanoi	HCMC
15	Exeter College	Hanoi	HCMC
16	University Of Greenwich	Hanoi	HCMC
17	Hult International Business School	Hanoi	HCMC
18	INTO University Partnerships	Hanoi	HCMC
19	John Leggott College	Hanoi	HCMC
20	Kaplan International Colleges	Hanoi	HCMC
21	Llandrillo Menai International	Hanoi	HCMC
22	Northumbria University	Hanoi	HCMC
23	Oxford Brookes University	Hanoi	HCMC
24	Oxford International Education Group	Hanoi	HCMC
25	Pembrokeshire College	Hanoi	
26	Ravensbourne		HCMC
27	University Of Reading	Hanoi	HCMC
28	Solihull College	Hanoi	
29	Study Group - International Study Centres	Hanoi	HCMC
30	University Of Sunderland	Hanoi	HCMC
31	Unicentres (Eurocentres University Pathways)	Hanoi	
32	Wakefield College	Hanoi	HCMC
33	University Of Warwick	Hanoi	HCMC
34	Westminster Kingsway College	Hanoi	HCMC

	TNE Programme		
35	London College for Design and Fashion (Hanoi)	Hanoi	
36	Hoa Sen University – TNE Programme (HCMC)		HCMC