



Education UK Roadshow

Barranquilla/Bogota: 13 – 14 November 2013

Medellin/Cali: 19 – 20 November 2013

1. Education UK Roadshow

The Education UK Roadshow is a four day event organised by the British Council in Colombia to promote UK as the best destination to study. This is a platform to reach the Colombian students seeking for international study opportunities and to offer them the programmes available in the UK at undergraduate and postgraduate level.

The original idea for the Roadshow was to arrange the events around the dates of Europosgrados, a larger event in Bogotá and Medellín led by Campus France and DAAD, where the UK was the largest country delegation with 32 institutions.

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

- To present the best and most complete offer of academic programmes from UK institutions to Colombian prospective students
- To position the UK as a main destination for higher education
- To consolidate the positive perception and awareness of British educational institutions
- To promote the quality and cost effective elements of UK education
- To provide first-hand information to prospective students through “One-on-one” interviews with the UK institutions of their interest.

The programme included the following activities:

- Four mini fairs at recognized and prestigious schools and Universities in Barranquilla, Bogota, Medellin and Cali

Date	City	Venue – Address	Hours for visitors
13 Nov 2013	Barranquilla	Universidad del Norte	15.00 – 18.00
14 Nov 2013	Bogotá	Colegio Anglo Colombiano	13.00 – 17.00
19 Nov 2013	Medellín	Universidad de Antioquia	15.00 – 19.00
20 Nov 2013	Cali	Colegio Colombo Británico	10.00 – 14.00



Participating institutions:

No.	Institution
1	Hult International Business School
2	University Of Central Lancashire
3	Bath Spa University
4	Anglia Ruskin University
5	BPP University College
6	Greenwich School of Management
7	University of Reading
8	University Of South Wales
9	The University of Northampton
10	University of Warwick
11	University of Portsmouth
12	London South Bank University
13	University Of Kent
14	Nottingham Trent University
15	Astrum Education
16	University of Bangor



2. Programme

Barranquilla – Wednesday, 13 November		
Time	Activity	Venue/ Place
10.00	Arrival in Barranquilla	
10.40	Transport from airport to Universidad del Norte	Transport provided
12.00	Arrival at Universidad del Norte	Universidad del Norte
12.30–14.00	Networking Lunch with Universidad del Norte delegates	Universidad del Norte
14.00–15.00	Table dressing	Universidad del Norte
15.00–18.00	Education UK Roadshow	Universidad del Norte
18.30	Transport from Universidad del Norte to hotel	Universidad del Norte – Hotel Dann Carlton

Bogota – Thursday, 14 November		
Time	Activity	Venue/ Place
09.50	Arrival in Bogotá	Bogotá
10.20	Transport from Airport to Colegio Anglo Colombiano	Transport provided
11.30	Arrival at Colegio Anglo Colombiano	Bogotá
11.30–12.30	Lunch – Light Lunch will be provided at the school	Colegio Anglo Colombiano
12.30–13.00	Table dressing	Colegio Anglo Colombiano
13.00–17.00	Education UK Roadshow	Colegio Anglo Colombiano
17.30	Transport from Colegio Anglo Colombiano to Hotel Hilton.	Transport provided



Medellin – Tuesday, 19 November

Time	Activit v	Venue/ Place
14.00 –14.30	Transport from Hotel San Fernando Plaza to Universidad de Antioquia	<i>Transport provided</i>
14.30 –15.00	Table dressing	<i>Universidad de Antioquia</i>
15.00 –19.00	Education UK Roadshow	<i>Universidad de Antioquia</i>
19.30 –20.00	Transport from Universidad de Antioquia to Hotel San Fernando Plaza	<i>Transport provided</i>

Cali – Wednesday, 20 November

Time	Activity	Venue/ Place
07.00	Arrival in Cali	Cali Airport
07.20	Transport from Airport to Colegio Colombo Británico	Cali
08.45	Arrival at Colegio Colombo Británico	Colegio Colombo Británico
08.45–10.00	Table dressing	Colegio Colombo Británico
10.00–14.00	Education UK Roadshow	Colegio Colombo Británico
14.00	Lunch	

Visitors education level at BC fair

Postgraduate	19%
Undergraduate	67%
High School	14%

Demographics of visitors at BC Fair for 2013

Gender	
Male	58%
Female	42%
Age	
13 to 18	15%
19 to 25	44%
26 and more	41%



4. Advertising and PR

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

- E-mail newsletters to our databases with more the 5,000 contacts
- Social media campaign (Facebook and Twitter) reaching our target group
- Promotion in the BC premises through postcards, posters and video
- Promotion within the participating institutions
- PR activities with media contacts and local institutions
- British Council social media

Although we struggled to advertise the event due to delays with the launch of the new website **1,773** people registered to attend the events and information sessions that were running in parallel, while international officers provided information to the public.

5. British Council – Future recommendations

- In brief, the quality of visitors was high in Barranquilla and Bogotá but not so strong in Medellín. According to this feedback it is important to filter the quality of visitors prior to the Fairs.
- It is also considered as a very important point to change the venue in Medellín. The event took place at the public university: Universidad de Antioquia and it is felt that this location lowered the quality of participants.
- Surprisingly, while the number of visitors to the event was lower than we expected in Bogotá, the event in Cali was a great success keeping exhibitors busy and interested in exploring new markets.
- In spite of such a hectic itinerary, the logistics and organisation in general was rated very positively from exhibitors as logistical and travel arrangements ran smoothly. However, we will need to improve the schedule of the fairs in Medellín and Cali in order to give more time to the exhibitors to rest.
- It is also considered as a very important point: the age of the students. International officers reported several times that some students were very young. It would be more useful if they have students graduating in a maximum of 2 years' time, rather than 3 or 4 years time.
- Overall, the Roadshow was rated positively for being a high quality event. "As usual the Colombian BC are super organized, helpful and friendly – the best I know"



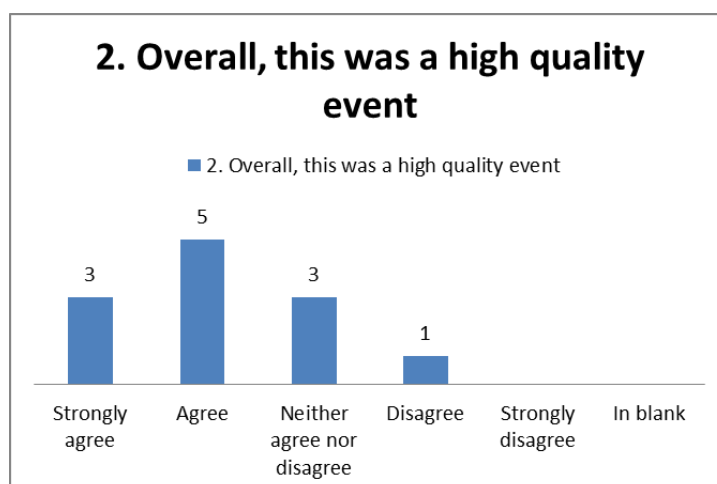
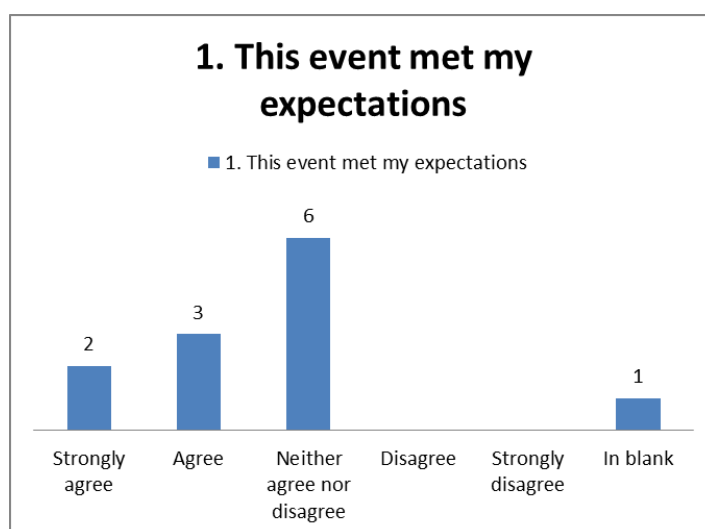
6. Main concerns of students about the institutions

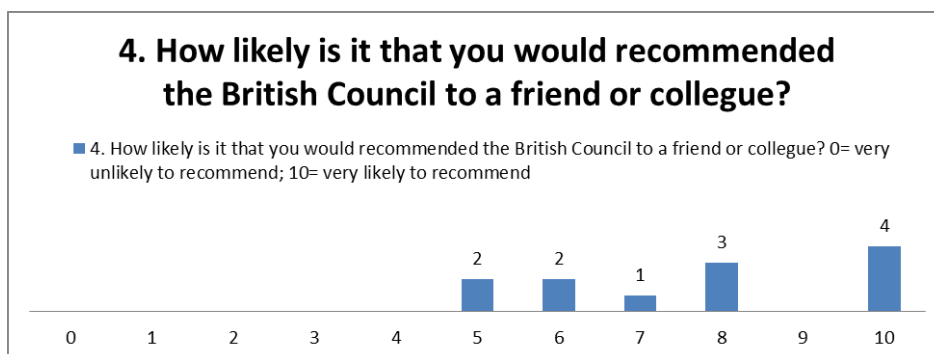
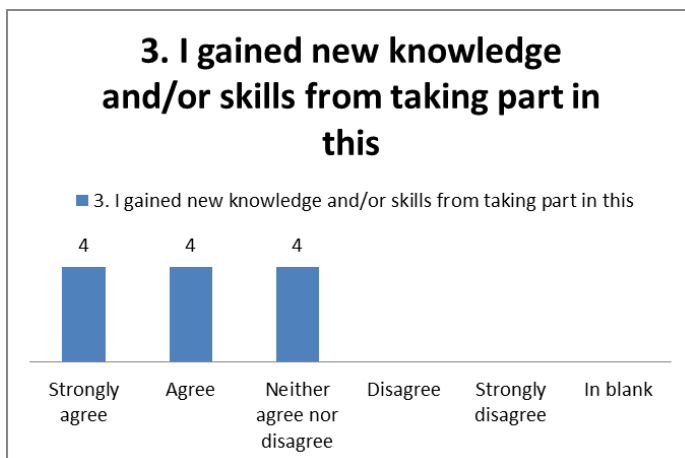
- There are always questions about scholarships so it is important to have a table with information on how to apply for a scholarship.
- There are also always questions about the process to study at the UK, so would be important to have one representative from British Council giving that kind of information.
- A highly part of the assistants was interested in Undergraduate studies.
- Students interested in the postgraduate studies had all the interest about studying in the UK.

We consider of great importance to have continuity with these fairs in order to create a better awareness of UK as a destination to study.

7. Exhibitors' feedback

Overall, the Roadshow was rated positively for being a high quality event.





5. Please comment on how well we did or did not meet your expectations and the quality of service you received
This event met my expectations, very well organized and very useful for my company
The Medellin and Cali schedule was a bit too hectic and cramped
Thanks very much! Organisation was really good.
This was my first overseas exhibition and felt that a lot of the students were either too young, underqualified or had poor English



8. Photos of the Education UK Roadshow







9. Colombian schools in this programme

Universidad del Norte

Universidad del Norte is the main academic center for higher education in northern Colombia. It was founded in 1966 by a group of businessmen in the city of Barranquilla. According to a recent ranking of the best universities of Colombia the "Universidad del Norte" is one of the 5 best ones of Colombia.

The university offers careers in industrial, mechanical, computer, civil, electrical and electronic engineering, as well as Medicine, Business Administration, Law, Psychology, International Relations, International Business, Math, Industrial Design, Graphic Design, Architecture, and several other faculties. In total, the university offers 22 undergraduate programs, 69 professional specialization programs, 37 Master's programs, and 6 doctoral programs. The University also offers some specialization programs in Santa Marta.

All of the engineering programs (Civil Engineering, Industrial Engineering, Electric Engineering, Electronic Engineering, mechanic Engineering and Systems Engineering) were accredited by the ABET, which is one of the most important international accreditation agencies, located in Baltimore, United States.

It is one of the most important cultural and technological centers on the Caribbean region of Colombia.

Colegio Anglo Colombiano

Colegio Anglo-Colombiano (Anglo Colombian School in English) is an elite private school in Bogota, and is one of Colombia's highest ranking and most exclusive private bilingual schools. The Colegio Anglo-Colombiano has been an IB World School since February 1980. It offers the full International Baccalaureate Organization programmes: the IB Primary Years Programme, IB Middle Years Programme and IB Diploma Programme.

The Anglo Colombian School offers an extremely ample variety of IB Diploma subjects, including: English A and B, Spanish A and B, French B, Physics, Biology, Chemistry, Economics, Geography, History, Philosophy, Design Technology, Information Technology in a Global Society (ITGS), Computer Science, Mathematics, Mathematical Studies (only Standard Level), Visual Arts, Music, Film and Theatre.

The School was established by a renowned group of Colombian and British private citizens (including four previous ambassadors) inspired by the principles of traditional British education, including the time-honoured house system. It considered a very traditional school in Bogota and is one of the only schools that continue the British tradition of formal uniform. It holds a very strict policy regarding grade repetition and discipline in general. Additionally, the majority of the classes are in English and the staff is composed of both foreign and Colombian teachers.



Universidad de Antioquia

Universidad de Antioquia, also called UdeA, is a public, departmental, coeducational, research university based primarily in the city of Medellín, Antioquia, with regional campuses in Amalfi, Andes, Cauca, Carmen de Viboral, Envigado, Puerto Berrío, Santa Fe de Antioquia, Segovia, Sonsón, Turbo and Yarumal. It is the oldest departmental university in Colombia, founded in 1803 by a Royal Decree issued by the King Charles IV of Spain under the name “Franciscan College” (Spanish: Colegio de Franciscanos).

It is considered one of Colombia's best universities, receiving a high quality accreditation from the Ministry of Education for 9 years. Along with the University of the Andes, the two universities hold the second longest term, behind the National University of Colombia.

The university is a member of the Association of Colombian Universities (ASCUN), the Iberoamerican Association of Postgraduate Universities (AUIP), and the network Universia.

Colegio Colombo Británico

Colegio Colombo Británico is an elite British/Colombian private catholic school located in Cali. It offers students an integrated, bilingual education through a curriculum designed to achieve excellence, and seeks to develop an international mindedness and intercultural awareness.

As a member of the educational community of schools of the International Baccalaureate Organization (IBO), the school offers the three programmes of the International Baccalaureate Organization in its bilingual version in to the Educational Project: The Primary Years Programme (PYP), the Middle Years Programme (MYP) and Diploma Programme (DP), meeting both national and international educational standards.