



Education UK Exhibition

Bucharest, 22 November - Post event report

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1. Event fact file

Venue	Howard Johnson Grand Plaza Hotel, Bucharest, 22 November 2014
Opening hours	10.00 – 19.00
Stand costs	Exhibitor costs: £ 1000.00 plus VAT
Attendance	<p>Total number of visitors: 1000</p> <p>Total number of exhibitors: 30</p> <ul style="list-style-type: none"> • 5 Independent Schools & Colleges • 22 Higher Education Institutions • UCAS, IELTS, British Council
Unique feature to give added value	<ul style="list-style-type: none"> • wide variety of events within the agenda: market briefing, UCAS seminars, 14 marketing presentations conducted by exhibitors, personal development workshops, and a high profile education conference – the exhibition programme is available here (http://www.britishcouncil.ro/en/study-uk/education-uk/exhibition-programme); • one thousand people who registered online prior to the event entered a raffle to win more than 40 prizes offered by our sponsors¹; • photo competition aimed at increasing the visibility of the communication campaign among schools (the winner won two return flight tickets to London); • Partnerships with the League of Romanian Students Abroad and almost all major education agencies in Romania; • considerable support received from the British Ambassador to Romania, who hosted a reception with this occasion and visited the exhibition; • display of leftover promotional materials at the British Council library as well as distribution of publications to participants from relevant audiences taking part in other events organized by the British Council; • free of charge interpreting from a body of more than 30 volunteers convened by the British Council after a thorough selection from students with excellent English speaking skills; • combination of extensive online communication campaign with support from vast number of media partners and smart outdoor advertising in Bucharest.
Fast facts	<ul style="list-style-type: none"> • 70% of the universities and 80% of the schools rated the <i>value for money</i> section in their feedback forms, as far as their participation in the event was concerned, as either excellent or good; • the overall assessment received from universities, in a proportion of 84%, was either Excellent or Good; • 80% of the schools thought the event was Excellent and 20% of them rated it as Good; • 74% of the universities found the quality and the number of visitors good; • The number and the quality of visitors were good for 80% of the schools; 20% of the schools considered that the visitors were good in number only; • More than 95% of the exhibitors were satisfied with the level of support received from the British Council before and during the exhibition; • Very good levels of English with students planning well into the future.



2. Key statisticsⁱⁱ

Visitors' primary market objectives	2014	%
Undergraduate	528	49.12
Postgraduate (Master's Degree and PhD)	308	28.66
Professional award/Employment related qualifications (e.g. ACCA etc.)	151	14.05
Vocational and technical (e.g. NVQ, BTEC, VQ)	120	11.17
Pre-university academic (e.g. A-levels, IB)	209	19.45
Postgraduate MBA	144	13.40
Learn English	225	20.93
Boarding School	107	9.96
Short Course(s) (e.g. Summer course)	214	19.91

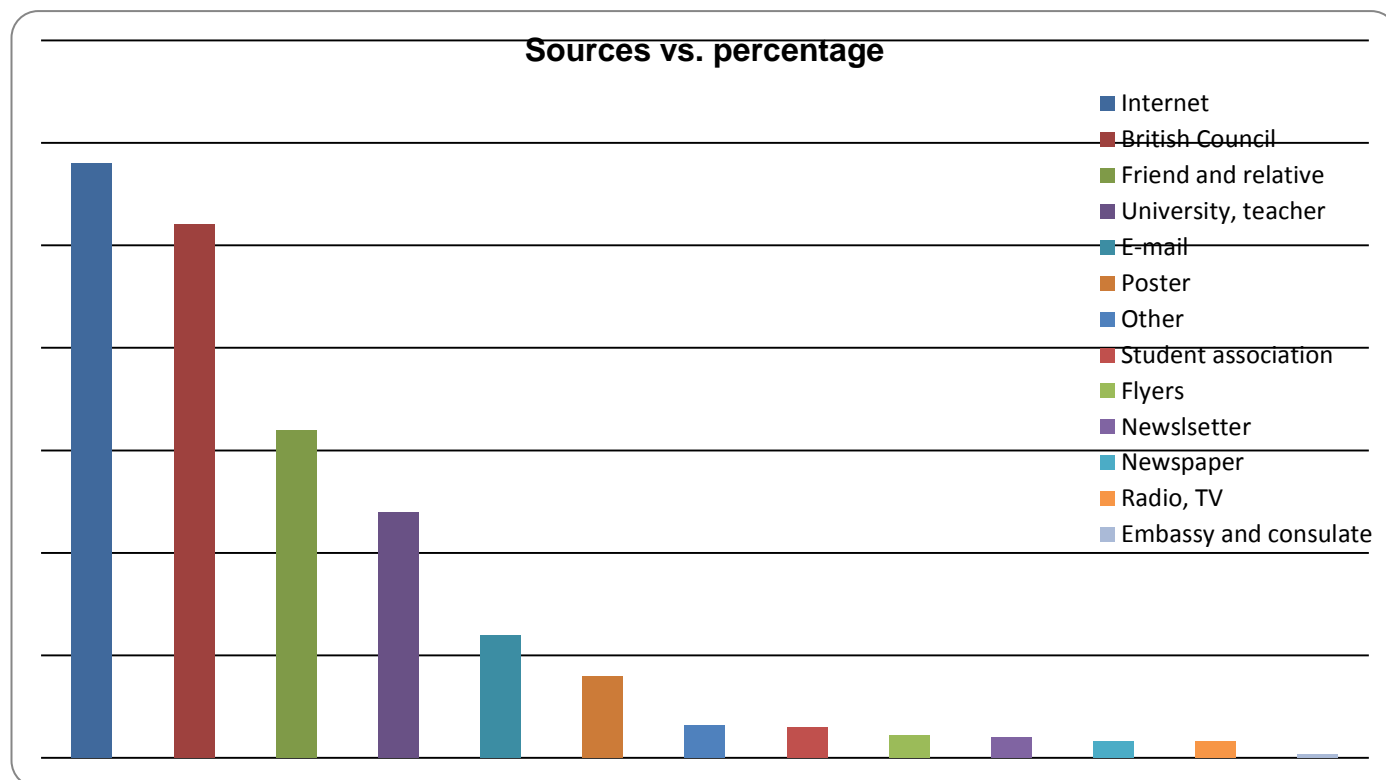
Subject	2014	%
Agriculture and related subjects	38	3.54
Applied and Pure Sciences	97	9.03
Architecture, Building and Planning	108	10.05
Business and Administrative Studies	337	31.35
Computer and Mathematical Science	242	22.52
Creative Arts and Design	228	21.21
Education and Training	170	15.82
Engineering and Technology	141	13.12
Health and Medicine	207	19.26
Humanities	206	19.17
Law	171	15.91
MBA	100	9.31
Hair, Beauty and Personal Care	52	4.48
Social Studies and Communications	283	26.33
Travel, Tourism and Hospitality	155	14.42

Interest in studying a UK qualification/UK course	Number	%
Online/distance learning	141	13.12
In the UK	992	92.28
In my home country	187	17.40
In another country (not UK or home)	243	22.61



3. Impact of marketing plan

Visitor survey results demonstrate that over 29 per cent of visitors to the fair found out about the event from the internet, over 26 per cent from the British Council, 16 per cent from friends and relatives and 12 per cent from the university or teacher. Just over 1 per cent found out about it through flyers.



The general promotion campaign of the event included a combination of different approaches:

- **Smart outdoor advertising:** branded mesh on the façade of the venue of the event (busy area) and TV advertising in all 28 metro stations, promo video in the British Council library, large display at the British Council;
- **Targeted promotion in schools and universities:** 250 posters & 4,000 flyers distributed in 68 schools and high schools, and 17 universities and faculties;
- **Large-scale social media campaign:** a very targeted campaign on the British Council, Education UK and British Embassy channels (Facebook, Twitter), also including boosted posts on Facebook and posts on partners' Facebook pages. Total reach: over 200,000 people;
- **Innovative partnerships strategy for reaching the targeted audience:** inputs from local education agents into the marketing campaign; student associations, raised the interest of important partners in sponsoring competitions run during the event (e.g. Humanitas Bookshop, Fischer International, ISIC);
- **Cross-promotion for the exhibition through other events where the British Council was present:** Flyers were distributed during one of the most popular cultural events of the year (Gaudeamus International Book Fair – 150,000 visitors);



- **Strong focus on the online environment:** web banners (over 500,000 views) and articles on major portals for students and popular websites, online editions of national newspapers, two press releases sent to all media (36 major media mentions). Also, an advertorial was published on the most popular news portal, Hotnews.ro, and it was read 5,829 times;
- **E-mail marketing:** two special issues of the British Council newsletter that were sent to a database of 45,500 subscribers, mail shot to customers taking exams and English courses from the British Council, e-mailing by partners (educational agents, student organizations) and paid direct marketing services to pupils and students;
Total reach: over 250,000 subscribers.
- **Good mix of web portals to cover the main audiences (parents, pupils/students):** dedicated section on the British Council Romania website and cross-promotion across the website; web banners, advertorials and short description of the event on the main news portals, student dedicated portals, partners' websites.



4. Conclusions and follow up

4.1 Key recommendations for institutions

- Although most of the visitors to the exhibition – 31.35% - were interested to find out about study programmes in Business and Administrative Studies, the main finding from the data provided in the Key statistics section of this report seems to be that a significant number of visitors also looked at information regarding other study fields such as Computer and Mathematical Science, Creative Arts and Design, Health and Medicine, Social Studies and Communication, as well as Humanities. Our recommendation for institutions is to target potential demand in these specific areas, while also promoting their programmes in the area of Business and Administrative Studies, which should remain high among priority subjects;
- As some of the visitors found the seminars delivered within the agenda of the exhibition too commercially oriented - our suggestion for institution representatives is to include a personal development element alongside the more marketing-oriented parts of their presentation; we also recommend the exhibitors to submit a seminar proposal earlier, before the beginning of the exhibition, to give us enough time to promote their events seminars as key elements of the communication campaign. Last but not least, both the heading and the short description produced by the institutions who submit proposals should look as “catchy” as possible for the young public, to help us promote the seminars;
- The long lasting collaboration with the education sector as well as the impressive number of students who enrol on English language courses and exams with the British Council centres across the country put us in an excellent position to facilitate access for the UK institutions to their relevant audiences and networks within Romania. Our local SIEM team is looking forward to getting in touch with the UK institutions that choose to attend exhibitions in Romania in order to explore the whole range of more customised direct marketing that could help them implement their plans on that specific market.

4.2 Steps forwards

- We plan to live stream the presentations delivered by exhibitors within the seminar agenda, which would increase access to information for relevant audiences, unable to attend the presentations in person. Afterwards the presentations would be uploaded on our YouTube channel;
- Thanks to a successful marketing campaign we achieved excellent results in bringing sufficient public from the right kind of young people to the exhibition. None of the exhibitors expressed their disappointment with regard to both quantity and quality of the visitors. Although we are looking forward to getting a small increase with regard to the total number of visitors, our main ambition for next year’s exhibition is to attract more prospective students from the following specific segments of the market: English Language, GCSE/IB/A level and equivalent, and HE degrees in fields like Law, Engineering and Technology, Travel, Tourism and Hospitality;
- This year the online registration was made on a new platform – Eventbrite – which proved to work very well. We managed to almost double our number of online registrations (1,078 people compared to just 600 last year). Next year the exhibition in Romania will benefit from the implementation of a state of the art registration platform which was developed corporately and has already been piloted in some countries. This is expected to significantly improve the access of the exhibitors to the visitors and to other statistics from the exhibition;



- For next year we aim to maintain the same level of integration between the exhibition website and other online channels operated by the British Council in Romania, which proved to work very well (i.e. we managed to attract over 4,600 visitors in one month), but try to improve our presence on the online channels owned by the British Council globally (i.e. Education UK website and Facebook account);
- The British Council will be starting a project with admissions counsellors from private schools in April 2015 to cultivate more sustainable working relationships in the field of promoting the UK qualifications and courses to their students. On a longer term we hope that may include study tours and pre-study visits to the UK for groups of counsellors and students;
- We will also put in place a system for a more tailored market briefing before the exhibition (via Skype and Facebook) to help exhibitors customise their offer at the exhibition;
- There are several more technical aspects that should be improved to offer a better experience for the exhibitors in our future events:
 - we are exploring the possibility of using a scanning system which would facilitate the registration process and allow exhibitors to better keep track of the visitors at their stands (this is expected to diminish queues and raise the profile of the exhibition);
 - more timely collection of the information needed for putting together the exhibition catalogue will help us circulate the final draft of the brochure well in advance, and avoid some unfortunate mistakes that happened this year as a result of the tight deadlines we had to agree upon with the printing house;
 - although most of the educational agents based in Bucharest and Constanta received invitations to the reception held at the residence of the British Ambassador many of them were not able to attend. The recommendation for the British Council is to maintain current good working relationships with this sector and monitor as tightly as possible their availability to come to the reception;
 - many exhibitors referred to the shortages in the provision of coffee during the opening hours of the exhibition - we will take adequate measures to tackle this at the Education UK Exhibition next year (i.e. a couple more refills during coffee breaks, partnership with coffee shops to provide kettles with fresh coffee at stands).



Appendix 1: List of participating institutions

	Universities
1.	Cardiff Business School
2.	De Montfort University
3.	Kaplan Holborn College and Kaplan Financial
4.	London Metropolitan University
5.	London South Bank University
6.	Nottingham Law School
7.	Queen Mary University of London
8.	Teesside University
9.	The University of Law
10.	University College Birmingham
11.	University for the Creative Arts
12.	University of Birmingham
13.	University of Chichester
14.	University of Cumbria
15.	University of East Anglia
16.	University of Essex
17.	University of Greenwich (London)
18.	University of Kent
19.	University of Lincoln
20.	University of Manchester
21.	University of the West of England (Bristol)
22.	University of West London
	Schools and FE Colleges
23.	Ashbourne Independent Sixth Form College
24.	Christ College, Brecon
25.	Regent College
26.	The Duke of York's Royal Military School
27.	Windermere School
	Educational organisations
28.	IELTS
29.	UCAS



Appendix 2: Visitors' survey results

Data extracted from 204 visitor questionnaires.

	High school student	Undergraduate	Postgraduate	Graduate	Parent	Other
1. What is your occupation?	128 62.75%	32 15.69%	4 1.96%	13 6.37%	20 9.80%	7 3.43%

2. Demographics of visitors feed-backs	Bucharest 2014	%
Male	66	32.35
Female	138	67.65
3. Age:		
Under 11	4	1.96
12-19	138	67.65
20-23	27	13.24
24-35	20	9.80
Over 35	14	6.86
Unknown	1	0.49

4. Current status now	Number	%
State school	145	71.08
Private school	9	4.41
International school in the country	6	2.94
International school abroad	0	0
Unknown	20	9.80



5. Visitors primary market objectives – feedback returns¹	2014	%
GCSE	13	6.37
A Level	19	9.31
University foundation	18	8.82
Undergraduate	82	40.20
Postgraduate	53	25.98
Distance learning	16	7.84
English long course	13	6.37
English short course	13	6.37
Unknown	4	1.96

6. Subject for future studies²	2014	%
Agriculture and related subjects	1	0.49
Applied and Pure Sciences	7	3.43
Architecture, Building and Planning	7	3.43
Business and Administrative Studies	43	21.08
Computer and Mathematical Science	35	17.16
Creative Arts and Design	29	14.22
Education and Training	3	1.47
Engineering and Technology	7	3.43
Health and Medicine	18	8.82
Humanities	10	4.90
Law	18	8.82
MBA	1	0.49
Hair, Beauty and Personal Care	0	0
Social Studies and Communications	21	10.29
Travel, Tourism and Hospitality	5	2.45
Political science	12	5.88

	Yes	No	Unknown
7. Did this exhibition provide the information you looked for?	199 97.55%	4 1.96%	1 0.49%

¹ Total number of returns: 204 feedback forms; the question allowed multiple answers selection.

² idem



	Yes	No	Unknown
8. Will you apply to a UK university?	182 90.10%	15 7.35%	7 3.43%

	Next year	Next 2 years	Next 3 years	Next 4 years	Next 5 years/+5	Unknown
9. When will you go for studies in the UK?	39 19.12%	66 32.35%	29 14.22%	6 2.94%	14 6.86%	50 24.50%

	British Council	Internet	Poster /flyer	TV	Radio	Magazine/ newspaper	Under-ground	School/ univ.	Other
10. How did you find out about Education UK Event?	57 27.94%	79 38.73%	15 7.35%	2 0.98%	2 0.98%	2 0.98%	0 0%	51 25.00%	16 7.84%

	English courses	Educational projects	IELTS exams	Cambridge exams	BriTeen Club	Unknown
11. Did you attend British Council activities in the last 12 months?	25 12.25%	11 5.39%	9 4.41%	24 11.76%	1 0.49%	134 65.68%

	Yes	No	Unknown
12. Would you like to get further information about studying in the UK?	178 87.25%	16 7.84%	12 5.88%

13. Please rate the following (1=very bad; 5 =excellent):	5	4	3	2	1	Unknown
Quality of exhibitors	150 73.53%	39 19.12%	4 1.96%	2 0.98%	0 %	9 4.41%
Quality of venue	138 67.65%	48 23.53%	8 3.92%	0.491 %	0 %	9 4.41%
Info before the event	110	49	20	6	2	7



	53.92%	24.02%	9.80%	2.94%	0.98%	3.43%
Support from the organisers during the event	134 65.69%	46 22.55%	8 3.92%	4 1.96%	2 0.98%	10 4.90%
Seminars and workshops	121 59.31%	37 18.14%	13 6.37%	3 1.47%	5 2.45%	25 12.25%
Quality of institutions	151 74.02%	30 14.71%	2 0.98%	1 0.49%	0 %	10 4.90%

14. When asked about how they would describe the event, in one sentence, visitors came out with the following replies:

- a) Most frequently mentioned: a useful exhibition to look for the right course; very informative exhibition; British education in one exhibition; lots of useful information; excellent; perfect opportunity to promote and advance; wonderful exhibition; a new world; very good organization and useful event
- b) Less frequently mentioned: necessary event; it went beyond my expectations; to the point; unique experience, look forward to the next one
- c) Negative feedback: I'd like to get some water; I would expect more brochures and materials to the stands; a larger exhibition space; more people speaking Romanian

15. In what concerns the level of their expectations for future similar events, participants listed the following:

- a) Most frequently mentioned: more top universities, better promotion prior to event, events in other areas in Bucharest; further details about studies;
- b) Less frequently mentioned: a larger space; more pens available
- c) Negative feedback: no water supply (1 or 0.49%)



Appendix 3: Exhibitors' survey results

Data have been extracted from a number of 23 feedback questionnaires collected from participating universities, UCAS included, and 5 schools. The data provided in questionnaires by each of these categories have been processed separately and are presented in distinct sections of Appendix 3.

A. Universities' survey results

	Yes	No	Unknown
1. Has your institution attended educational fairs in Romania before?	65.22%	30.44%	4.34%

	Recruitment	Profile raising	Both
2. What was your main aim in coming?	34.78%	4.35%	60.87%

3. Primary market interest in this event		%
Undergraduate		100
Postgraduate taught		56.53
Postgraduate research		17.40
Higher National diploma or equivalent		4.35
Pre-university foundation courses		0
Foundation		4.35
Post-16 A-level		0
Pre-sessional English School		0

	Good number & quality	Good quality only	Good numbers only	Disappointing	Unknown
4. Assessment of the visitors?	73.92%	20.00%	0%	0%	4.35%

5. Market trends	<ul style="list-style-type: none"> • Not many business students • Students (esp. medicine hopefully) looking to do A Levels in the UK • A high level of interest from students in Art and Design, predominantly in U9 and a few in P4 • Very good levels of English with students planning well into the future • First time I have attended this exhibition • Not enough year 12 students, many were year 9 + 10 students starting Sept 2017 • More non-international/British-stream students than I had expected!
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	Yes	No	unknown
6. Have you developed new links or built on existing feeder or agent relationships by coming?	86.96%	8.69%	4.34%

	Excellent	Good	Average	Bad	Very bad
7. Please give your overall assessment of the exhibition:	30.43%	52.18%	17.39%	0%	0%

8. Please rate the following (1=very bad ; 5 = excellent):	Excellent	Good	Average	Bad	Very bad	Un-known
Level of the British Council support before the exhibition	47.83%	39.13%	8.70%	0%	0%	4.34%
Level of the British Council support during the exhibition	43.47%	39.13%	13.04%	4.34%	0%	0%
Quality of the venue	65.22%	26.08%	8.70%	%	0%	0%
Quality of the accommodation	39.13%	52.17%	0%	0%	0%	8.70%
Length of the exhibition	26.08%	21.74%	30.43%	8.70%	8.70%	4.34%
Value for money	39.13%	30.44%	21.74%	8.70%	0%	0%
Seminars programme	13.04%	34.78%	17.39%	4.34%	0%	30.44%
Networking reception	39.13%	17.39%	13.04%	4.34%	0%	21.74%

	Same as this year	Earlier than this year	Later than this year
9. What would you be your preferred date for this event next year?	91.31%	8.69%	0%



10. Recommendations for the future events

- Please invite local counsellors, agents, school admin and encourage us to invite alumni. It was a long day for us arriving that morning, most had not eaten dinner
- Bigger tables? Availability of monitors to hook up to laptop/ipad to screen work/promote websites
- Exhibition length too long to maintain enthusiasm. The subjects of the handbook are almost too broad, have led to confusion to attendees. I have to tick agriculture, forestry but we do not have agriculture but do have forestry; we have marine but not earth science
- Being positioned in the corner meant that we had a much lower footfall than expected. Disappointed in number spoken to.
- Shorten the event. It was an excessively long event after two day event last year. Perhaps a shorter event, with webinars the day before.
- I would make the event 2 day long and change times to the 10-4 (Saturday and Sunday). The lateral walls could be wider so that we can attach some posters.
- It is a 10 h day, please have coffee throughout.
- Maybe fewer, more intensive hours – such as 4 pm to 8 pm instead of slower business for more hours
- It went too long, very quiet from 5 pm
- Perhaps UCAS could do some regional visits before or after the event to meet students/advisers who could not get to Bucharest
- Try to incorporate live streaming of presentations as run by BC Bulgaria
- Better organization regarding everyone obeying the event rules.

11. Learning points

- Romanian students are very good academically
- Romanian education system
- Universities in the UK need to better understand the Romanian School/college system
- Representatives for arts and humanities subjects would benefit more fully at this event than professional subjects
- Review grade requirements for Bacc.
- Many exhibitors could do very well in Romania, good demand/portfolio/ fit
- Romania – good market
- The importance of personal ties. Learned more about the subjects of interest and concerns of students

12. What kind of support you would like to receive from BC?

- Did not use interpreter – not sure this was that helpful
- Cooperating on PR campaigns, building relationships with local schools and counsellors. The most useful Romania has been very well organized. I am very impressed with the BC here. The booths were very organized and professional. Volunteers were helpful
- Keep doing what you do!
- Help to organize a longer visit
- Keeping contact
- Happy with existing level of support
- Maybe provide a way for students to provide name and contact information to universities of interest automatically instead of writing it all down at each individual stand
- More emphasis on school recruitment
- Organize school visits for us to do when we are here for Ed UK



	<ul style="list-style-type: none"> • Institution links • Same as now • I think support on the day was brilliant • Greater understanding of the local market and government influences on the market
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	Very likely	Likely	Unlikely	Very unlikely
13. How likely are you to recommend the British Council to colleagues?	60.87%	39.13%	0%	0%

Additional comments	<ul style="list-style-type: none"> • Thanks, you did a great job, would love to access to a coffee machine • Tea and coffee available throughout the day with kettle for boiling water, not old lukewarm containers • Although the event went really well, the information about some exhibitors was incorrect (contact details as well as areas covered). This caused a lot of confusion amongst visitors • Quality of students was great but quantity wasn't as good. I think just 1 day for this fair is ideal. Please provide more coffee. • We were sharing a translator with the booth behind us. We never had her sitting with us. It's better to have her in eye shot so we can flag her down when we need help. Event was too long for a Saturday. 5-6 h should be the maximum length for an event. You could do a Friday evening preview event and invite certain schools instead. Good food and coffee. Good venue. Reminder about presentations before event (1 week?)
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B. Schools' survey results

	Yes	No
1. Has your institution attended educational fairs in Romania before?	0%	100%

	Recruitment	Profile raising	Both
2. What was your main aim in coming?	40%	0%	60%



3. Primary market interest in this event		%
Undergraduate		20%
Postgraduate taught		0%
Postgraduate research		0%
Higher national diploma and equivalent		0%
Pre-university foundation courses		0%
Foundation		0%
Post-16 A-level		100%
Pre-sessional English School		40%

	Good number & quality	Good quality only	Good numbers only	Disappointing
4. Assessment of the visitors?	80%	0%	20%	0%

5. Market trends	<ul style="list-style-type: none"> • Modest interest in school recruitment • Thank you • Excellent summer school enquiries + interest in the 1B programme
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	Yes	No
6. Have you developed new links or built on existing feeder or agent relationships by coming?	80%	20%

	Excellent	Good	Average	Bad	Very bad
7. Please give your overall assessment of the exhibition	80%	20%	0%	0%	0%

8. Please rate the following(1= very bad ; 5 = excellent):	Excellent	Good	Average	Bad	Very bad	N/A
Level of the British Council support before the exhibition	80%	20%	0%	0%	0%	0%
Level of the British Council support during the exhibition	80%	20%	0%	0%	0%	0%
Quality of the venue	60%	40%	0%	0%	0%	0%



Quality of the accommodation	40%	40%	0%	0%	0%	20%
Length of the exhibition	40%	40%	0%	0%	0%	20%
Value for money	40%	40%	0%	0%	0%	20%
Seminars programme	40%	20%	0%	20%	0%	20%
Networking reception	80%	20%	0%	0%	0%	0%

	Same as this year	Earlier than this year*	Later than this year
9. What would you be your preferred date for this event next year?	100%	0%	0%

10. Recommendations for the future events	<ul style="list-style-type: none"> • Potential market • Coffee on demand all day! Same provision for helpers as for exhibitors • Tea/coffee made readily available • 7.00 pm finish is too late?
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11. Learning points	<ul style="list-style-type: none"> • Mixed feedback about school recruitment • Create links with art school and adv. App. With Romanian paper • Good potential market
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12. What kind of support you would like to receive from BC?	<ul style="list-style-type: none"> • Further leads to targeted market • Same as now • More emphasis on school recruitment • Help with existing levels of support • Keeping contact • Further leads to targeted market groups
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	Very likely	Likely	Unlikely	Very unlikely
13. How likely are you to recommend the British Council to colleagues?	80%	20%	0%	0%

14. Additional comments	<ul style="list-style-type: none"> • We were lucky to have an amazing interpreter who was good to work with and very informative. Bad Wi-Fi access for additional devices
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Appendix 4: Advertising and promotion plan (media plan)

Promotion	Timeline
Web promotion	
British Council website	20 October – 24 November
Articles and web banners on 3 major student portals	11 – 22 November
News articles on partner websites	27 October – 24 November
Advertorial on the most popular news portal - Hotnews.ro	18 November
Articles published in online editions of national newspapers (Adevarul, Evenimentul Zilei, Capital)	11 – 22 November
Press release	
Direct mailing	
British Council Romania e-newsletter (database: 45,500 subscribers)	30 October; 13 November
Mailshots to our students	7 – 22 November
E-mailing by partners (educational agents, student organizations)	27 October - 20 November
Mailshots to teachers & pupils from over 60 public/private schools	12, 19, 21 November
Social media	
British Council Romania website, Facebook page & Twitter	20 October – 22 November
British Council Education UK website and Facebook page	31 October – 22 November
British Embassy Facebook page	25 September – 24 November
Partners' Facebook pages	27 October - 20 November
Facebook boosted posts	4 – 21 November
Offline promotion	
Flyers distribution (major book fair in Bucharest, 68 schools and high schools) 4,000 copies	11 – 22 November
Promo video at the British Council library	17 – 22 November
TV advertising in all 28 metro stations	19 – 22 November
Posters distribution (68 schools and high schools, and 17 universities and faculties): 250 copies	11 – 22 November
Mesh (6x7m) on the hotel's front side	6 – 23 November
Display promo 3x1m at the British Council	13 – 22 November
4 partners including LSRS (League of Romanian Students Abroad), Humanitas Bookshop, Fischer International (book distributor) and ISIC (international student card) have announced and offered lucky draw to promote the event.	20 October – 22 November

Event website: www.britishcouncil.ro/en/study-uk/education-uk



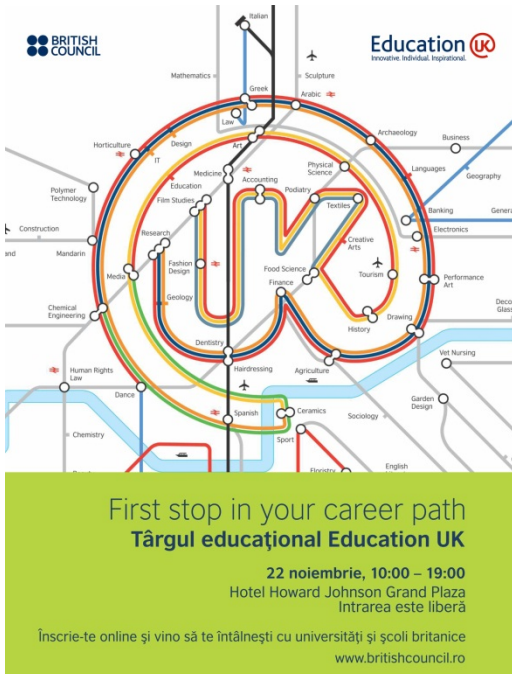
Display at the British Council premises

Mesh at Howard Johnson Hotel



Poster

Web banners



Gazele de sist si fracturarea hidraulica: intre mit si realitate

Daca vreti sa fiti onesti, daca nu aveti prejudecati, daca nu vreti sa va lasati manipulati si doriti sa va formati o opinie personala, va recomandam sa cititi cartea. Ea se adreseaza, in mod egal, atat specialistului, cat si oamenilor dornici de cunoastere a adevarului.

- Comandati acum cartea la GiftBooks.ro. Puteti obtine transport GRATUIT
- Alte carti interesante la GiftBooks.ro

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Cum vad agentile internationale de stiri lupta politica din Romania: Bataiosul Victor Ponta, cu o morala elastica, si civilizatul Klaus Iohannis

de R.M. HotNews.ro
Joi, 13 Nov 2014 Actualitate | Politic

Cum vede France-Presse lupta pentru prezidentiale din Romania: Victor Ponta, un prim ministru favorit, dar cu o morala considerata "elastica", si Klaus Iohannis, complet atipic pe scena politica romaneasca. Associated Press, citata de agentia Mediafax, ii descrie pe cei doi adversari drept "bataiosul Victor Ponta" si

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This photo entered in the "I want to study in the UK" competition by Tudor Alexandru Panait (6th grade student, Bucharest) won the 1st prize

ⁱ Humanitas Publishing House, Fischer International Book Centre, IELTS;

ⁱⁱ Statistics provided throughout this section of the report are based on the data extracted from a total number of 1075 registration forms (collected both online and on paper). Please note that some of the questions in the registration forms allowed multiple-answer selection.