



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK schools and colleges exhibition**

**22 October 2016
Hong Kong**

Introduction

- The Education UK schools and colleges exhibition was held on Saturday October 22nd with 44 institutions exhibiting
- The event was a success with around 800 visitors attending

This report includes:

Key **Highlights** of the event including visitors numbers and profile
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Details of the **Marketing** channel used to attract potential audience to visit the exhibition
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Results of the **Visitor Feedback** survey
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Results of the **Exhibitors Feedback** survey
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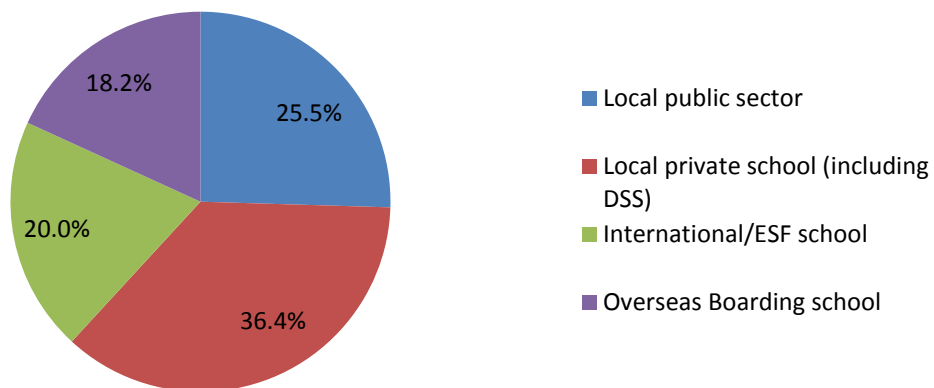
Appendix: **List of exhibitors**
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Highlights

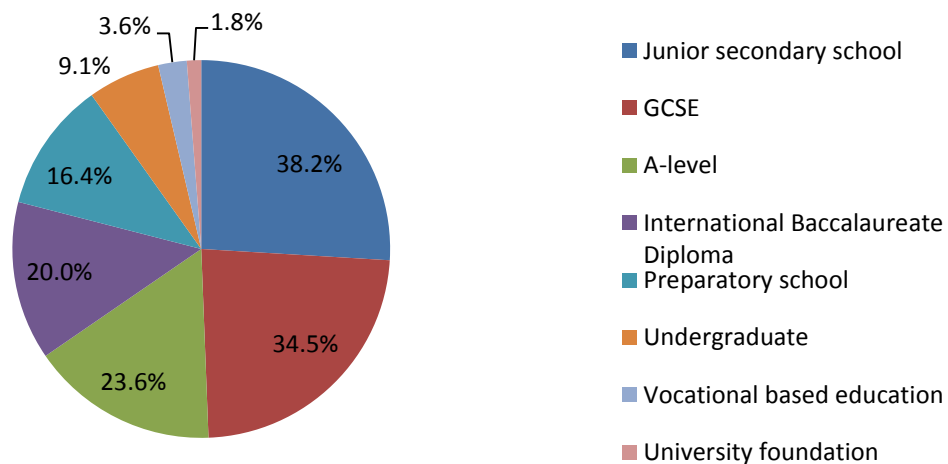
There were -
41 BOOTHS, 44 INSTITUTIONS, 4 SPONSORS
786 PARENTS & STUDENTS
 attending the exhibition

Visitors' profile

Around two-third of them attend local public school or local private school (including Direct Subsidy Scheme school) now:

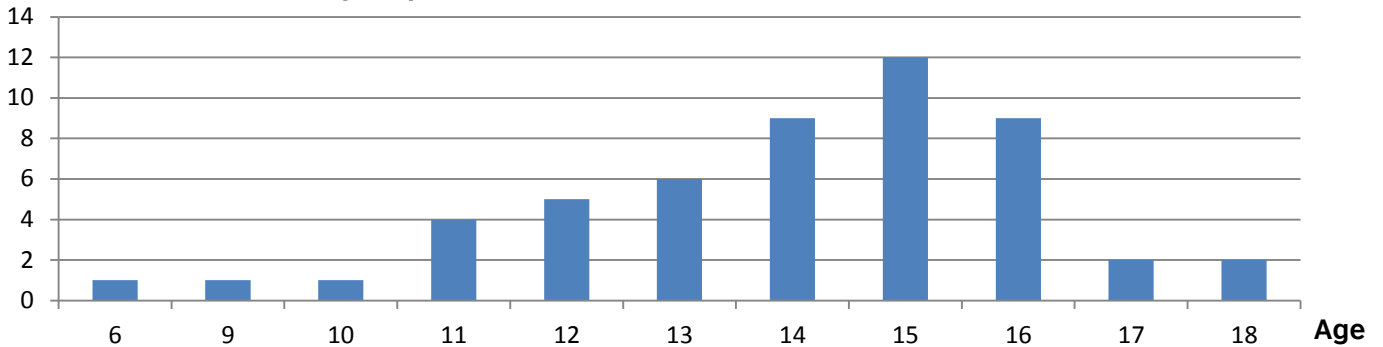


Programme of study that visitors are interested in:



Q: How old will the visitors be when he or she potentially leaves to study abroad?

No. of visitors: n = 55 survey responses



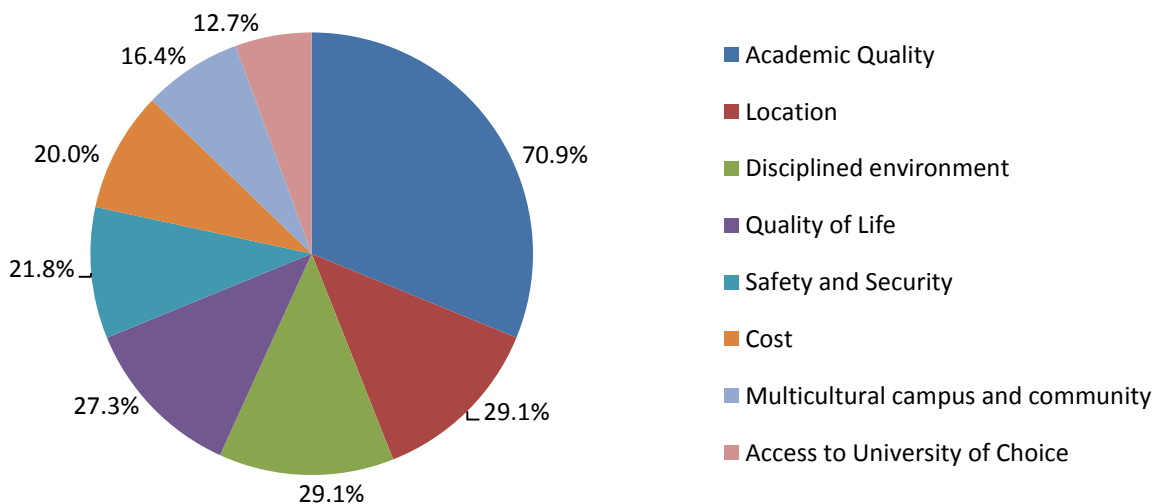
Most of the visitors were looking for junior secondary education.

Visitors' preferences

From the visitors' survey –

Academic quality

is the most important factor for selecting an overseas education destination.



The most important type of support that students need most are

**Advice on choosing university
&**

Training in communication and interpersonal skills

Marketing

We spent more than

HK\$210,000

on promotion

MTR promotion



Print advert



Online

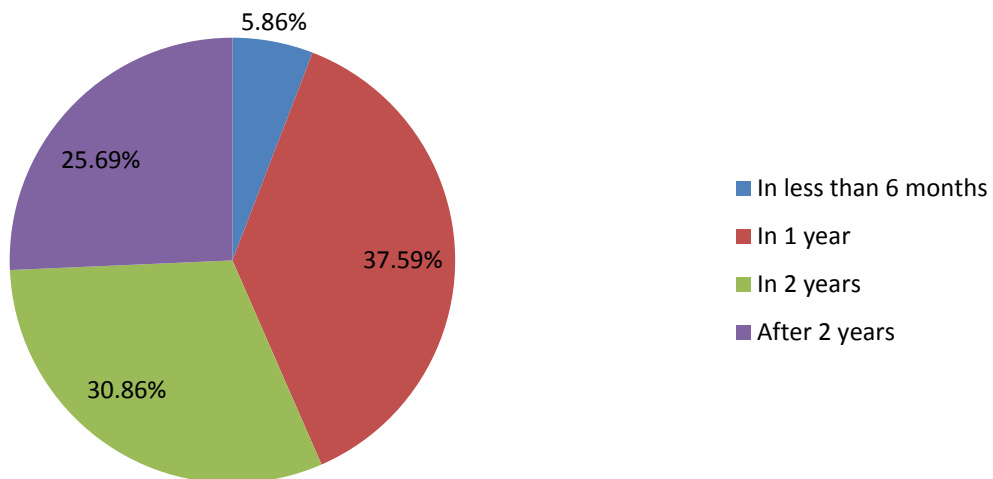


Visitors' feedback

Methodology

We distributed 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.

74% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- How to choose the right school
- Getting ready to study abroad
- Pastoral care
- Subject selections

Exhibitors' feedback

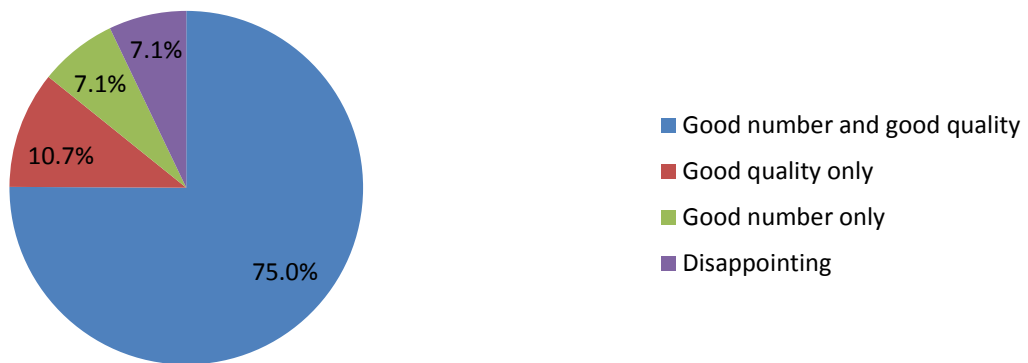
Main compliments

- Excellent, well organised event (5 responses)
- Good location (2 responses)

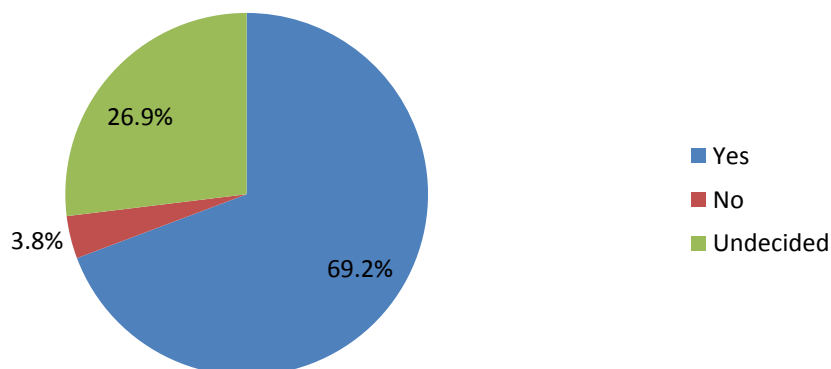
Main recommendations

- Keep Events focused - separate university & high school (2 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth Number	Institution
1	Abbey DLD Colleges, Cambridge, London, Manchester
2	Ackworth School
3	ACS Cobham School
4	Adcote School for Girls, UK
5	Ashbourne Independent College, London
6	Astrum Colleges
7	Bellerbys College
8	Bishopstrow College
9	Bosworth Independent College
10	Brooke House College England
11	Cambridge Tutors College
12	Cardiff Sixth Form College
13	Caterham School
	Dauntsey's School
	Kingswood School, Bath
	The Royal High School, Bath
14	d'Overbroeck's College
15	The Duke of York's Royal Military School
16	Dulwich College
17	EF Boarding Schools & University Preparations
18	Glenalmond College
19	Hethersett Old Hall School
20	Kensington and Chelsea College
21	Mill Hill School Foundation
22	Moreton Hall School and ISC
23	MPW School and Colleges
24	Norwich School
25	Oswestry School
26	Princess Helena College
27	Queen Ethelburga's Collegiate
28	Richard Huish College
29	Roedean School
30	Rydal Penrhos School
31	Scarborough College
32	Sedbergh School
33	Shaftesbury School
34	St Edmund's College
35	Tettenhall College
36	Walden School
37	Warminster School

Booth Number	Institution
38	University of Warwick
39	Westbourne School
40	Woodhouse Grove School
41	Worksop College
D	UKiset