



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition Singapore
11 March 2017
Suntec Convention Centre**

Introduction

*Thank you for your participation at the Education UK exhibition in **Singapore in March 2017** at the **Suntec Convention Centre**.*

The purpose of this report is to provide you with a 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 return on investment and assist with future decision making.

*The event hosted representatives from **58 UK institutions and 9 local exhibitors**, that positively engaged with **prospective students and parents**, providing the audience with information on **educational opportunities, insights on subjects, etc.***

*The event attracted over **4,400 visitors** thanks in part to the **marketing campaign**. Alongside the main exhibition, a series of **seminars** were also held, with topics such as *Study in Scotland, Why study Business, How to write a winning personal statement, etc .**

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.

Regards,

Susan Tan | Education UK Manager, Singapore

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Highlights

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

Venue	Suntec Convention Centre
Date	Saturday 11 March 2017
Opening hours	11:00-18:00
Stand cost	£2,125.00

There was a 14% increase in visitors from last year's exhibition...

Attendance	Singapore	
	2016	2017
	3,910	4,457

A number of successful seminars were held, covering such topics as:

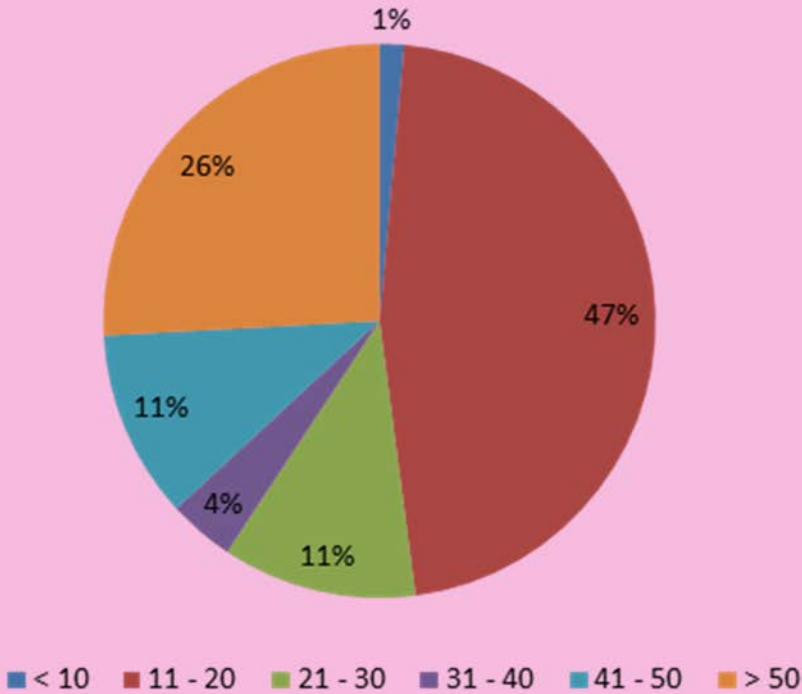
- Strategies to help you get into a top university
- How to write a winning personal statement
- Getting into Medicine

Visitors' profile

59% of visitors are looking for options in undergraduate studies. 22% interested in postgraduate opportunities and 13% for pre-university education.

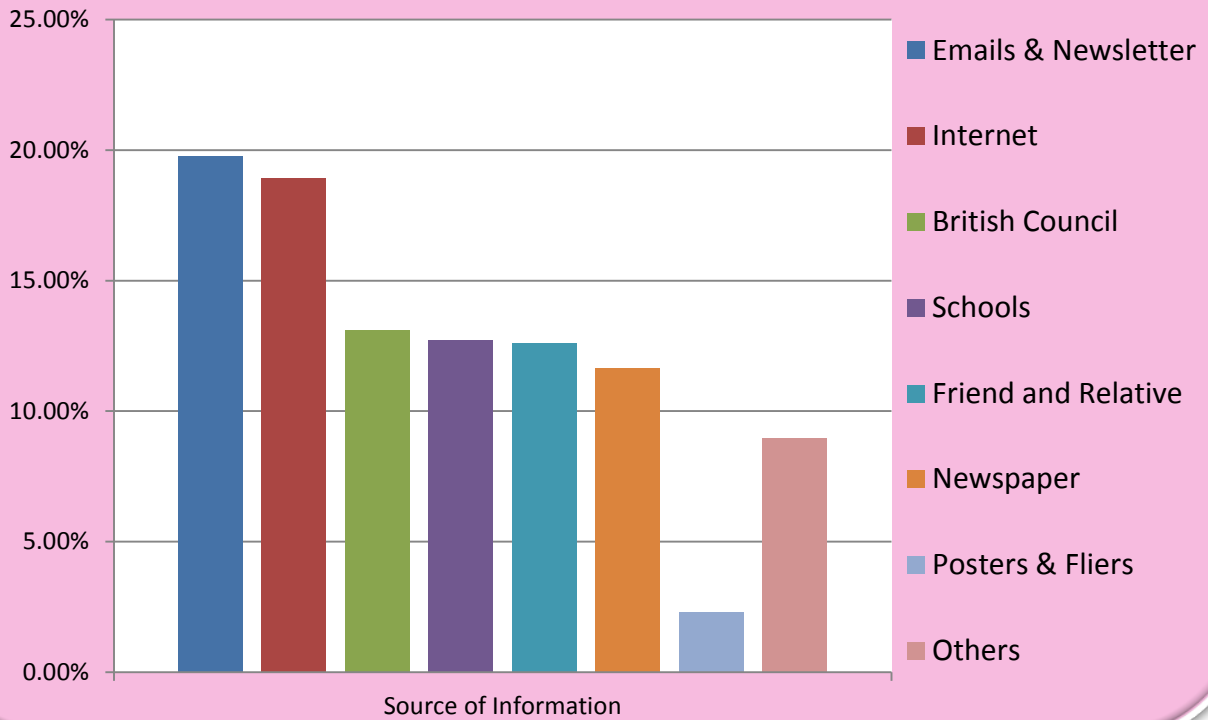
Of the total visitor numbers 33.5% were male, 45.4% were female.

Age range of visitors

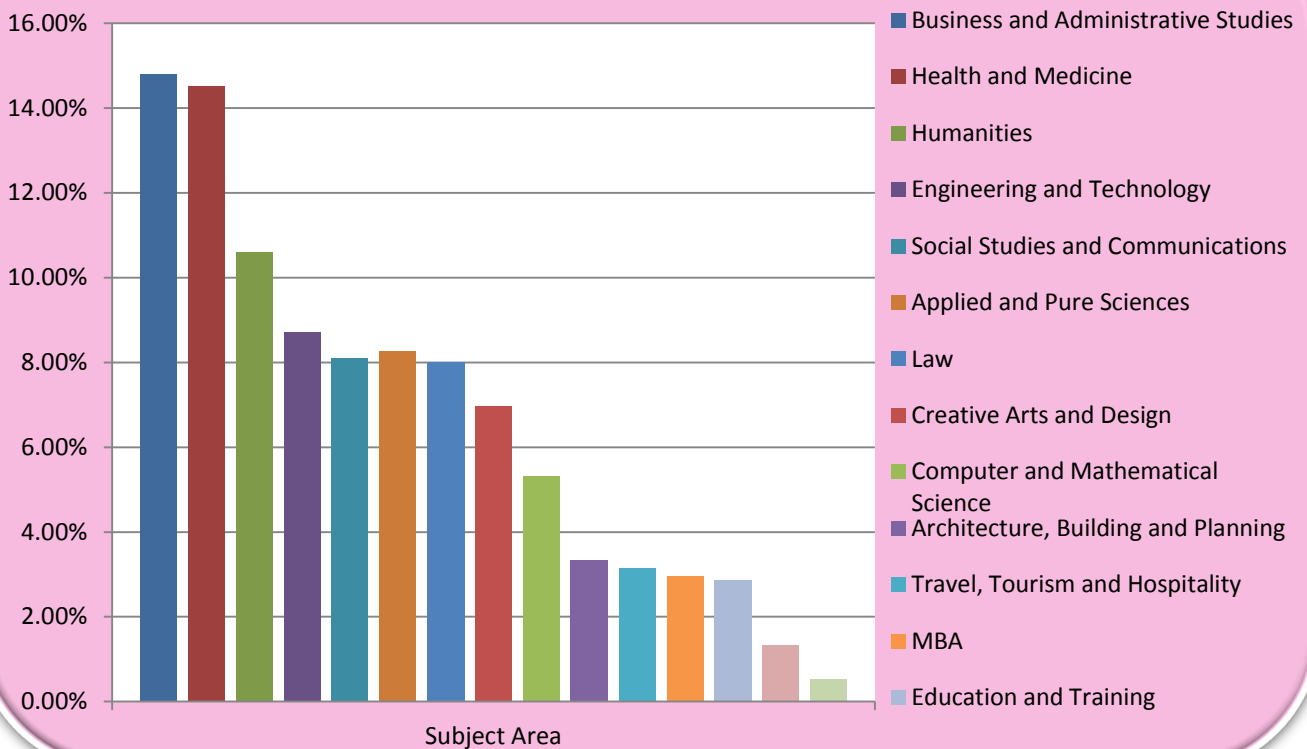


About 37% of the visitors are 41 and above which shows that parents play an active role in their child's search for future education opportunities.

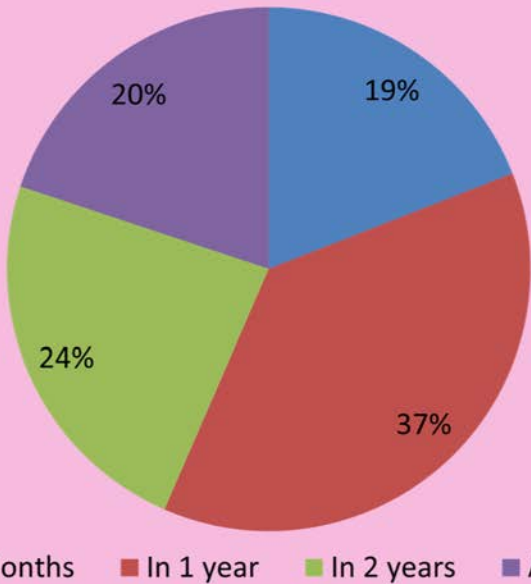
How did visitors find out about the exhibition?



Programmes of studies visitors are interested in



Participants expect to leave to study abroad



Singaporean males need to serve National Service before they start their undergraduate studies. This may affect the percentage that is looking to start in 2 years or later.

Marketing

- We spent an approximately £36,000 on marketing for this event.
- There are two groups of target audience. We aim to reach out to students' age 15 to 25 years and their parents who are keen to send their children abroad and give them an UK education.

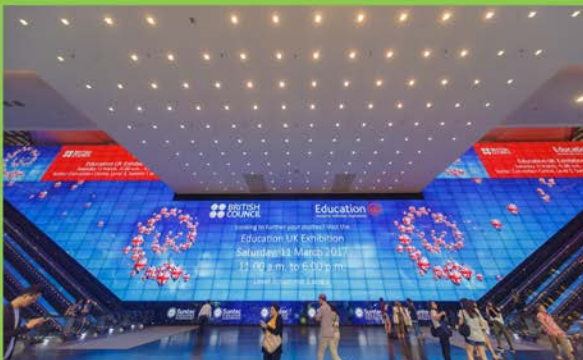
A total of approximately £36,000 was spent on Marketing for this exhibition.

Examples of the marketing Include ...

Print: advertisements in major newspapers – Straits Times and TODAY



Outdoor: Banner ad on video wall at Suntec



Online: Other than Facebook and google ads, we also partnered with some local websites for content marketing.



Others include distribution of posters and postcards, radio ads and email blasts.

Visitor's Feedback

A printed survey was distributed during the exhibition to the visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

88% of the visitors strongly agreed or agreed that this is a high quality event. The remaining 12% remained neutral.

When the visitors were asked “Did you acquire new knowledge and/or skills from taking part in this event” 33% strongly agreed, 60% agreed, 7 neutral.

When the visitors were asked “Are you satisfied with the Seminar Sessions” 22% said very satisfied, 52% said satisfied. (26% did not attend)

There were some suggestions for seminars:

- Good to have more subject related seminars
- Visa applications and Tuition Fees Information
- A session on “How to complete an application for a UK university”
- Place medicine seminar talks together

Some examples of quotes from Visitors following the exhibition:

- Better knowledge of application + admission requirements
- I was able to learn more about the education styles of my preferred colleges
- Tips for applying to UK universities
- Great facilities and opportunity, but how about more Institutions
- Knowing more of admission requirements for poly students
- Chatting with the universities, they will help me follow up on my application

Key Recommendations for the British Council include:

- Invite more Institutions
- Add checklist of universities
- Duration could be extended to 2 days
- Provide chairs for us to be seated with the exhibitors to communicate
- Please provide food and water

Exhibitor's Feedback

At the exhibition there were **58 unique exhibitors** from UK HEIs; this represents a 3% increase on last year's exhibitor count.

Exhibitor Attendance	Singapore	
	2016	2017
	56	58

When exhibitors were asked “overall how satisfied were you with the exhibition?” **25% said very satisfied, 75% said satisfied.**

97.5% of the exhibitors were very satisfied or satisfied with the venue.

Some positive quotes from exhibitors:

- Great service from the ground staff
- The British Council team is very effective and resourceful
- Susan as usual, been helpful! Thanks to all BC team
- Very well organised, excellent food
- Good number of visitors who asked good quality questions
- Generally, excellent, the briefing was especially useful - thank you!
- Providing water machine was definitely a fantastic idea
- The venue is good so quite like to have the future event here

Some negative quotes from exhibitors:

- Information before the event was not provided very early.
- The venue was ok but felt cramped compared to 2016
- Crowd was a little bit disappointing
- More plug points needed

Future steps

All Education UK exhibitions were discontinued from April 2017, and are now known as Study UK Exhibitions.

The next Study UK Exhibition in Singapore will take place on Saturday 24 February 2018.

Here are our considerations for the next exhibition;

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

- For next year's exhibition, we will definitely work to send the information to exhibitors earlier.
- There are only two suitable venues that we can consider to hold our exhibition – Suntec and Marina Bay Sands. We held the exhibitions in MBS in 2015 and 2016. Visitors found it less accessible and that is why we moved back to Suntec in 2017. We actually booked a bigger space, but with the lower ceiling (as compared to the ballroom at MBS), it feels more cramped to some. With majority of the exhibitors being satisfied with the venue, we have booked Suntec again for 2018. However, to keep the participation cost manageable, we have taken a smaller exhibition area.
- There were mixed feedback on the crowd. One commented the crowd was disappointing, while many others felt it was a good turnout. The counters also showed that we have 14% more visitors, as compared to 2016.
- We will explore the costs of adding an additional power point.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Economy has been slow and so we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for 24 February 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of Exhibitors (Alphabetical Order):

1	Abertay University	30	Ruthin School
2	Ashbourne College	31	St George's, University Of London
3	Aston University	32	Staffordshire University
4	Bangor University	33	Study Group (Bellerbys College)
5	Boston College of Further Education	34	The University Of Manchester
6	Cambridge Education Group (CATS College)	35	The University Of Nottingham
7	Cardiff Sixth Form College	36	The University Of Sheffield
8	Cardiff University	37	The University Of Winchester
9	City, University Of London	38	The University Of York
10	Coventry University	39	University College Birmingham
11	Cranfield University	40	University Of Aberdeen
12	Edinburgh Napier University	41	University Of Bath
13	Falmouth University	42	University Of Birmingham
14	Glasgow Caledonian University	43	University Of Bristol
15	Goldsmiths, University Of London	44	University Of Dundee
16	INTO University Partnerships	45	University Of East Anglia
17	Loughborough University	46	University Of Essex
18	Mander Portman Woodward	47	University Of Exeter
19	New College Of The Humanities	48	University Of Glasgow
20	Newcastle University	49	University Of Kent
21	Northumbria University	50	University Of Leeds
22	Norwich University Of The Arts	51	University Of Leicester
23	Oxford International College	52	University Of Lincoln
24	Queen Ethelburga's College	53	University Of Plymouth
25	Queen Margaret University	54	University Of Southampton
26	Queen Mary University Of London	55	University Of Surrey
27	Queen's University Belfast	56	University Of Sussex
28	Royal Holloway, University Of London	57	University Of The Arts London
29	Royal Veterinary College, University Of London	58	University Of Warwick