



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Education UK Spring Exhibition 2017

27 March 2017
Tokyo

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Introduction

The Education UK Spring Exhibition 2017 held in Tokyo on 27th March was attended by 471 visitors (a 47% increase on 2016), 34 institutions (including boarding schools, universities, further education colleges and language schools) and two sponsors. Feedback from the visitors and participant institutions was generally very positive. Institutions were pleased with the large number and high quality of enquiries received, particularly from those interested in undergraduate programmes. The sizeable increase in attendance on the previous year reflects the general upturn in Japan's study abroad market.

The seminar programme included sessions on English language, undergraduate and postgraduate study in the UK, as well as information on scholarships, the IELTS exam, and a panel discussion featuring Japanese alumni of UK institutions. All seminars were well attended and well-received by visitors.

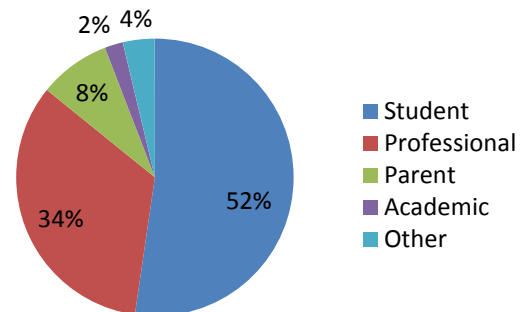
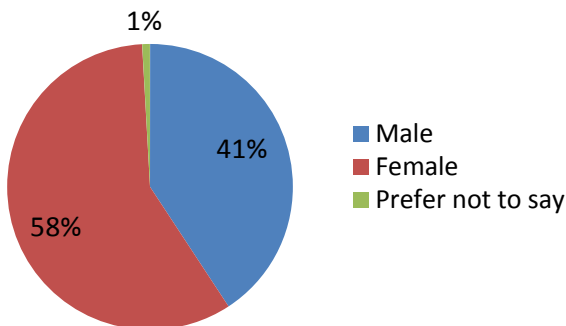
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

34 Exhibitors
481 registrants
471 visitors (+47% on 2016)

Stand cost: 955 GBP

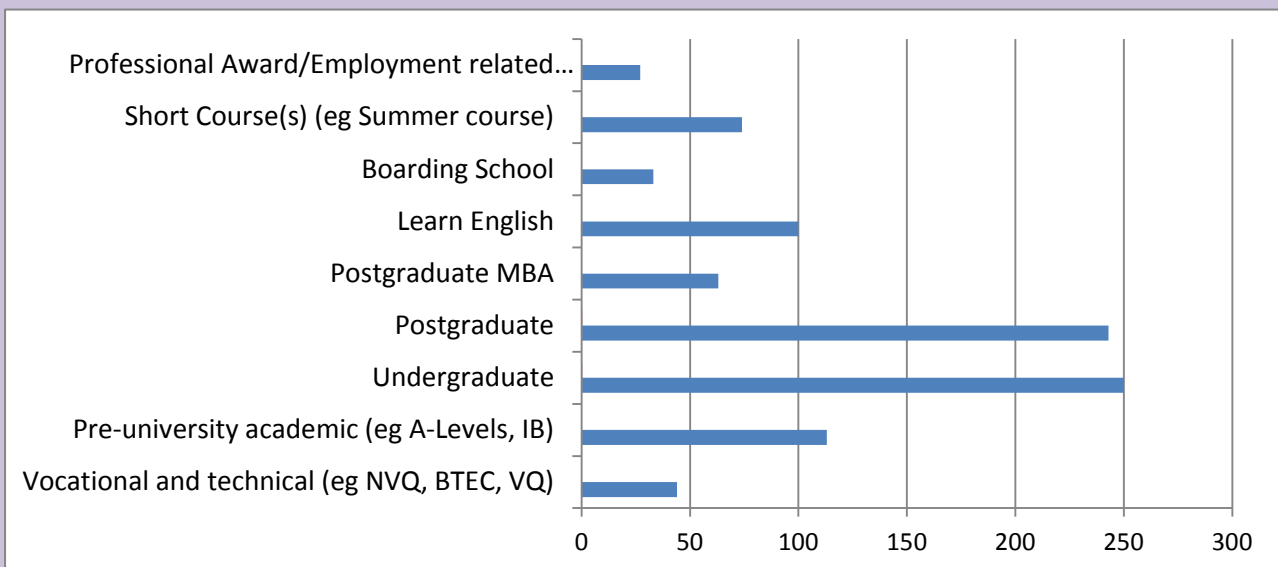
Visitor demographics



There was a notable increase in the number of parents attending compared to 2016.

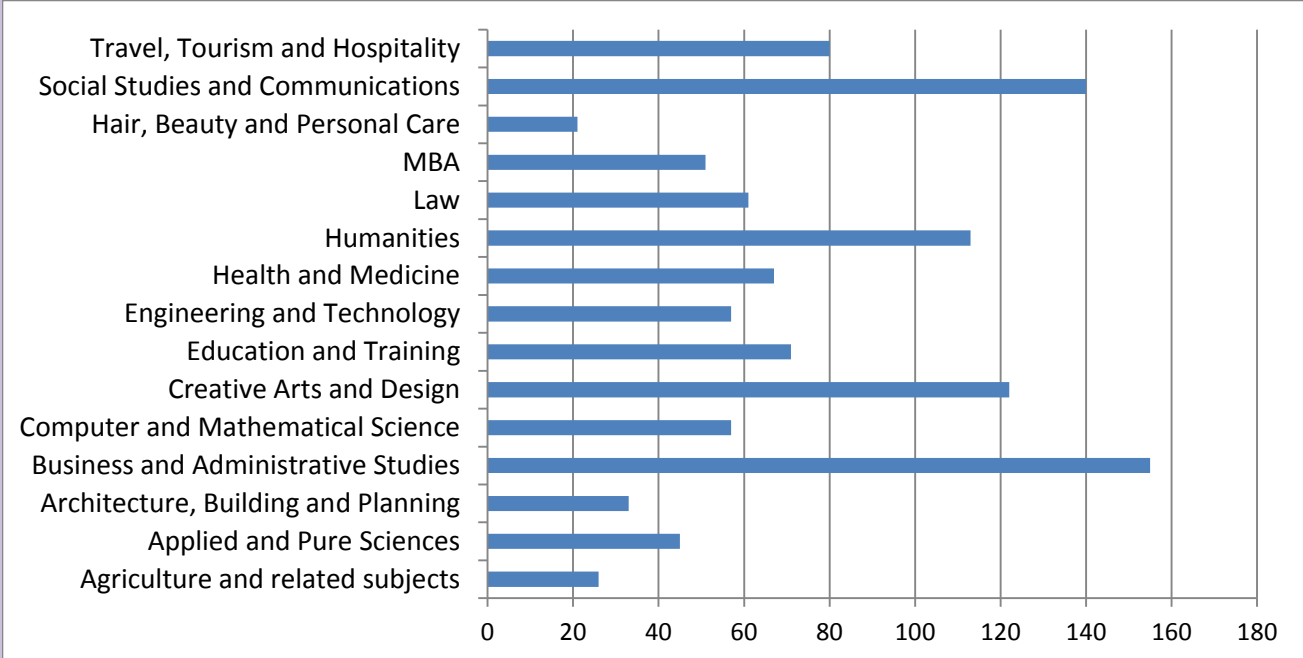
Visitors' preferences

Level of Study



There were enquiries for **all levels of study**. There was a notable increase in interest in **pre-university academic courses and boarding schools** compared to 2016.

Subject preference



Social Studies and **Business and Administration** remain the most popular subject areas. Interest in **Creative Arts and Design** and **Health and Medicine** was up on 2016.

Marketing

In addition to promoting on the British Council Japan website (50,000 PV/month) and in our monthly e-newsletter, which goes out to +2,500 prospective students, we advertised the exhibition through the following channels:

DIGITAL

Event website: 10,800 unique users and +45,000 page views (Dec 26th 2016 – Mar 31st 2017)



イギリス留学をお考えの方へ - 英国留学フェア2017、3/27開催
 Ad www.education-uk-fair.jp/英国留学フェア
 イギリスから30校以上の教育機関代表が来日し個別相談に対応。登録キャンペーン実施中
 個別相談コーナー・留学経験者の体験談・奨学金セミナー・英国ビザ相談コーナー



Google listing ad

Google display ad

Social media promotion



+200,000 reached

PRINT



Advert in Mainichi Weekly newspaper: readership 48,000



Flyers sent to +2,000 schools and universities across Japan

www.britishcouncil.org/siem

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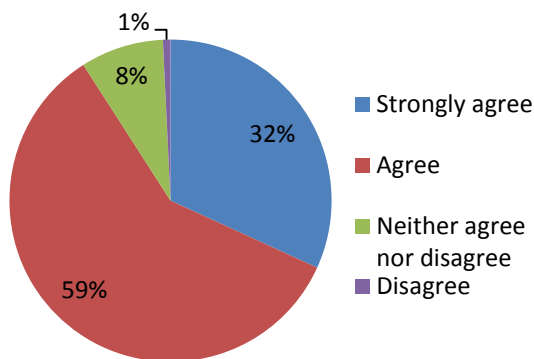
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Visitor feedback

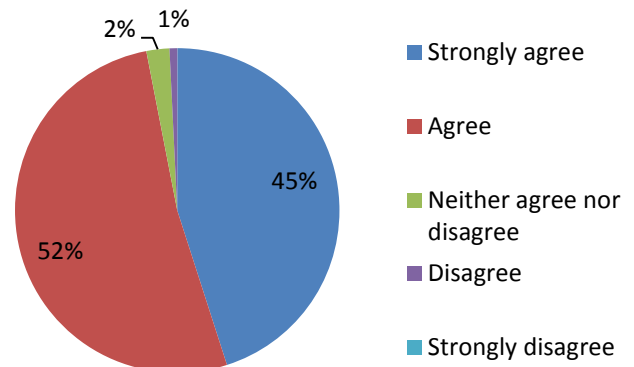
Methodology

All visitors received a printed questionnaire, which they were encouraged to complete before leaving in return for a free GREAT campaign clear file. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitor reactions to the exhibition and the decision making process. Response rate: 28%

91% of respondents said it was a **high quality** event



97% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- I would like to have more information on boarding schools, A-levels and IB programmes
- It would be better to hold this in a larger space as there wasn't much room at the booths. Perhaps you could have a reservation system for the popular booths?
- It would be great if you could hold this event over two days including a Saturday or Sunday
- It would be good if a greater number of universities could attend
- It would be better if it started earlier
- It was a very informative event!

Exhibitor feedback

Responses from 27 institutions

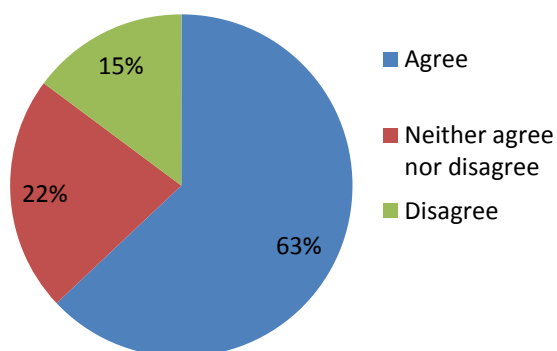
Main compliments

- The briefing was useful - I rarely attend BC briefings as they tend not to be relevant, but yours is helpful
- My first experience of a BC fair and I was very impressed with the organisation of the event and the market briefing
- Great support from BC staff!
- It was really busy this year!
- Lots of enquiries from genuinely interested prospective students

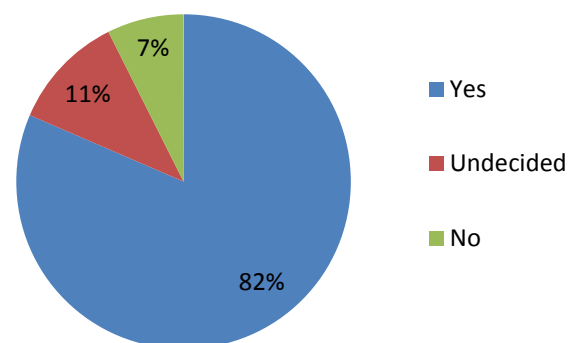
Main complaints

- It was very busy with little room for some universities. A bigger venue would be better.
- Better to be in a hall to let students browse around.
- An earlier start would be better as we had a lot of enquiries

The number of quality enquiries received made **a good return on the investment** of attending



We are **interested in attending a similar event** in the future



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

- Some visitors and exhibitors commented that the opening hours were too short. Given the large attendance, we will consider starting the event earlier next year to ease congestion during the first half of the event.
- There were calls for more information on boarding schools. In response to this feedback and given the general upturn in the boarding school market in Japan we will aim to incorporate a boarding school seminar in the spring 2018 programme.
- With attendance up significantly on the previous year, space within the venue was at a premium. We endeavored to make the institution booth areas as comfortable as possible by reducing the number of stands. While this had some effect, we acknowledge that the British Council is by no means ideal for an event of this nature. We will, therefore, continue to scope potential external venues with a view to switching locations for future exhibitions.

UK institutions

- This year's event welcomed a higher proportion of visitors interested in boarding school and pre-university academic courses (e.g. A-levels, IB) than the previous year. This reflects the growing interest in these areas within Japan more generally. With this upturn in interest we encourage more boarding schools and A-level/IB providers to consider participating at future exhibitions.
- A number of visitors commented on long wait-times for certain booths. We encourage institutions to limit the time they spend speaking with each booth visitor or consider counseling multiple students concurrently.

Thank you to all institutions for participating in this Exhibition and we hope to see you at our autumn event (scheduled for 21st October 2017).

Appendix 1: List of exhibitors

Participating Institutions	
Ashbourne College	St Lawrence College
Birkbeck, University of London	St Mary's University, Twickenham
Central College Nottingham	Swansea University
Edge Hill University	The University of Sheffield
EF Academy	University of the Arts London
EF Education First	University of Birmingham
Hult International Business School	University of Bristol
Imperial College London	University of East Anglia
Instituto Marangoni London	University of Essex
Kaplan International	University of Kent
King's College London	University of Leeds
Kingston University	University of Plymouth
Loughborough College	University of Salford
Mander Portman Woodward	University of Southampton
Robert Gordon University	University of Warwick
SOAS, University of London	Writtle University College
Staffordshire University	University of Wolverhampton

Seminar Programme	
17:10 - 17:40	Mastering the English Language – a guide to studying at English language schools in the UK
17:50 - 18:20	All you need to know about studying at universities in the UK – a comprehensive guide
18:30 - 19:00	Alumni Talk Show - discussion with Japanese graduates of UK universities
19:10 - 19:25	Scholarships seminar – delivered by the Japan Student Services Organisation (JASSO)
19:35 - 19:50	From studying in the UK to working at an international organisation - how to develop your career after studying abroad. Session delivered by the Ministry of Foreign Affairs
20:00 - 20:40	IELTS Seminar – Introduction to the IELTS English language test and demo lesson on IELTS skills
17:10 - 17:40	Mastering the English Language – a guide to studying at English language schools in the UK

Appendix 2: Breakdown of marketing plan

PAID PUBLICITY

1) Event website <http://education-uk-fair.jp/>

The Exhibition was promoted through a dedicated microsite which was live from late December 2016 through to the end of March 2017. The website received over 10,000 unique users and more than 45,000 page views during this period.

2) Print

An advert was placed in the Mainichi Weekly newspaper (readership: 48,000), which is an English language publication popular among those interested in studying abroad.

3) Google Adwords / Display ad

Used throughout March to ensure the Education UK Exhibition came out top in Google searches for 'UK Education Fair'.

4) Social Media

Several rounds of paid promotion through Facebook reaching over 200,000 users.

PUBLICITY THROUGH BRITISH COUNCIL MARKETING CHANNELS

1) Press release

A press release sent in February 2017 resulted in free introductions on around 20 major websites, including Asahi Digital (18m unique users/day).

2) Flyer distribution prior to the event

Flyers were distributed to over 2,000 institutions including schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at external study abroad fairs/seminars in which the British Council participated as well as to students studying English at the British Council.

3) E-mails to registered enquirers: +2,500 subscribers

Details of the event were e-mailed to approximately 2,500 individuals registered on the British Council Japan's database of prospective study abroad students. Event details were also sent to the Japan Network for International Education's mailing list of +300 member institutions.

4) British Council Japan website

The exhibition was promoted through a special event page contained within the British Council Japan website. Promotion ran from late December 2016 to the day of the event.

5) Social media

The event was publicized regularly through the British Council Japan Facebook page (15,100 likes), British Council Arts Facebook page (2,700 likes), British Council IELTS Facebook page (5,200 likes) and through the British Council Japan Twitter account (13,200 followers) and British Council Japan Arts Twitter account (8,100 followers). The Ministry of Foreign Affairs and the British Embassy in Japan, Visit Britain, and a large number of Japanese universities also promoted the event through their respective social media channels.

Two rounds of paid promotion through Facebook and Twitter combined with free promotion through the above accounts generated a total reach of over 250,000.