



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK School Tour and Exhibition Taiwan 2017

**9-11 March 2017
Taipei, Taiwan**

Introduction

The first run of the Education UK School Tour reached out to five schools in two days, followed by the public facing exhibition which received 400 visitors. Feedback has been positive about the school visits although the selection of schools was not entirely satisfactory. The one-day exhibition, however, showed no signs of growth in visitor numbers which led to limited opportunities to engage serious students.

The overall assessment of visitors to the exhibition was as follows: 32 per cent rated it 'disappointing', with the remainder shared almost evenly between 'good quality only' (26 per cent), 'good number only' and 'good number and good quality' with 21 per cent respectively.

Subjects of interest were as diverse as expected at undergraduate level, where business related studies, creative arts and design were most sought after by visitors, according to the visitor registration results and exhibitors' feedback.

Further details on visitors and exhibitors' survey results can be found on the following pages.

This report covers:

Introduction providing an overview of the report.
Page 2

Key **Highlights** of the event including visitor numbers, profiles and media exposure.
Page 3 to 4

Visitors' profile providing visitors' demographics and areas of interest.
Page 5 to 6

Marketing channels used for publicity.
Page 7

Visitors' Feedback highlights the methodology and results of surveys that we conducted.
Page 8

Exhibitors' Feedback providing exhibitors' overall assessment of the event and suggestions to the British Council
Page 9

Future Steps which the British Council in Taiwan should adopt or consider.
Page 10

Appendix: **List of exhibitors**
Page 11

Highlights

There were -

22 BOOTHS, 21 UK INSTITUTIONS

400 visitors (Total VRS registrants: 271)

attending the exhibition

Event photos (exhibition)



There were -

8 UK INSTITUTIONS, 5 LOCAL Schools
150 students

participating in the school tour

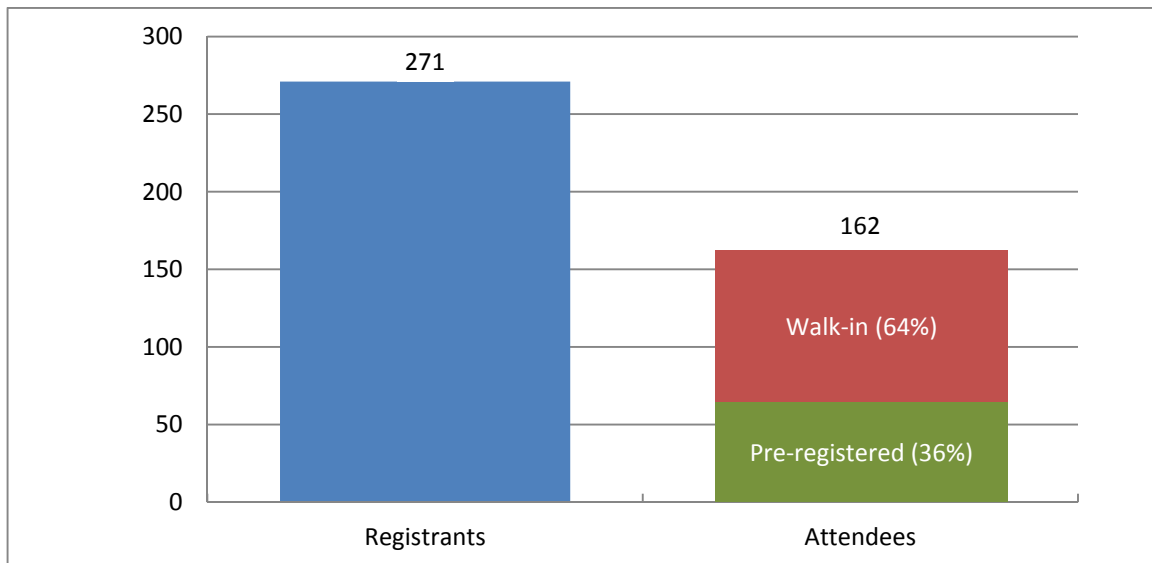
Event photos (school tour)



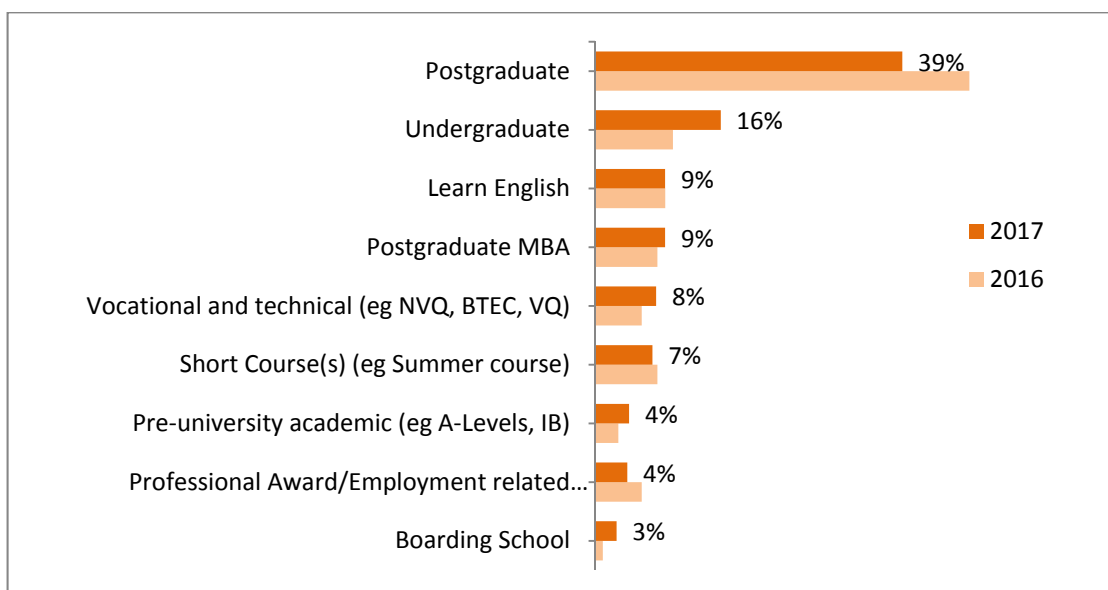
Visitors' profile

It was noticed that visitor demographics were somewhat different compared with last year, albeit based on a much smaller base. More students in age group 11-20 (25 per cent as opposed to 15 per cent in March 2016) attended, most likely due to the school tour and school specific promotion. Half of the visitors (52 per cent) were in age group 21-30 which is consistent with previous years. The focus of these two age groups focused on PGT and, increasingly, on UG qualifications.

Please note the turnout as shown below only logs the number of QR codes generated, hence the actual number of visitors was slightly higher than this as it was not compulsory for visitors accompanied by friends/families to register individually when entering the exhibition venue.

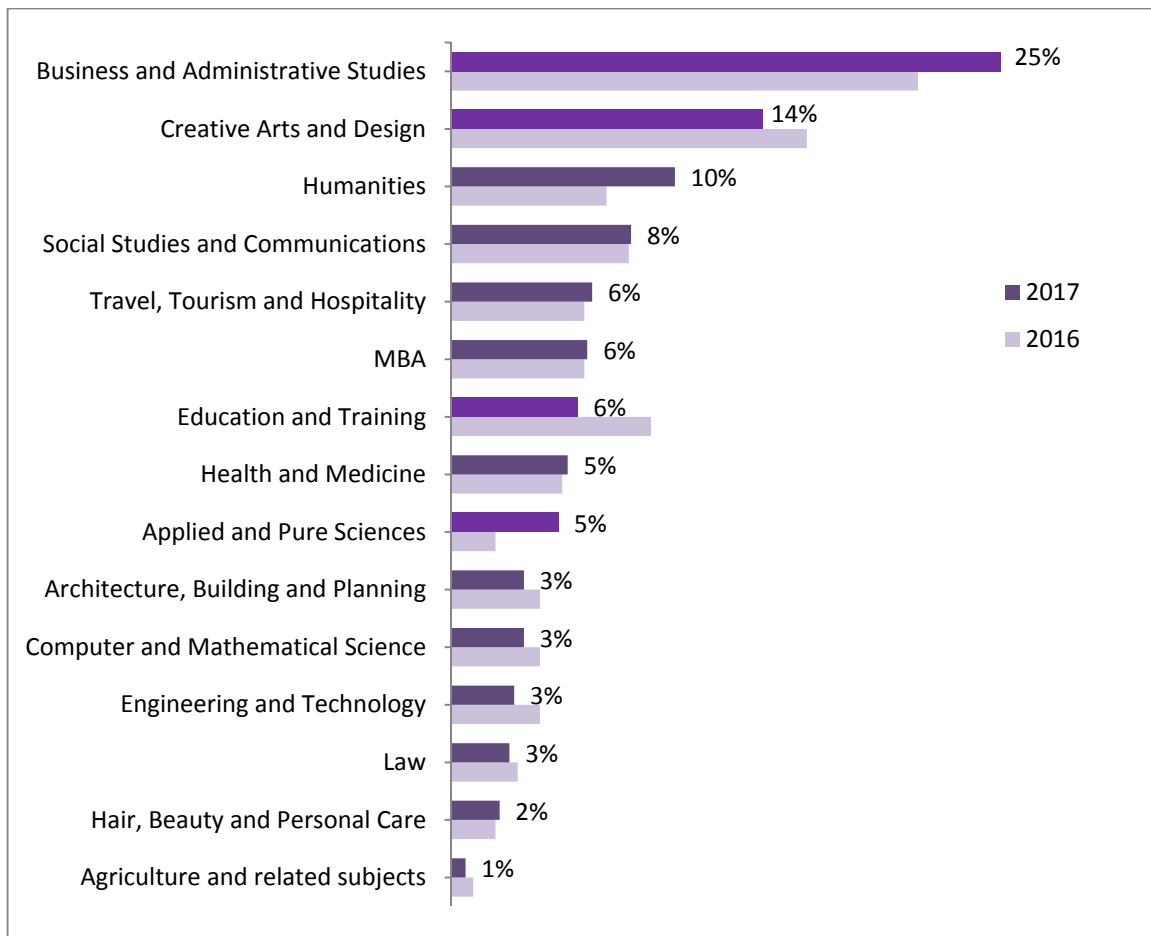


Market trends (overseas UG enrolments have doubled in last five years but PG have continued to decline), with the school tour playing a role in the increase in interest in undergraduate studies. However a decline in interest for PG studies was also captured. Marketing strategy in this case will have to change, provided Taiwan's student mobility to the UK moves gradually from a traditional route (PGT) to more study options, such as student exchange and dual degree programmes. (No. of VRS counts: 434)



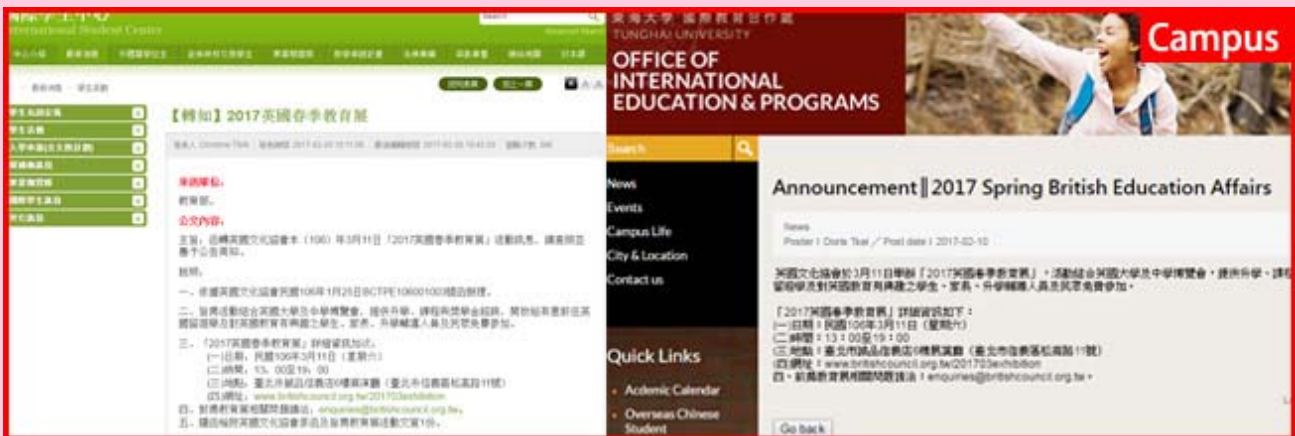
Visitors' profile (cont.)

The chart below indicates that employability is now being weighted more than ever when it comes to study overseas. A shrinking of the student population and graduates with arts and design qualifications being in oversupply in Taiwan means there are uncertainties as to career prospects; on the other hand, increasing interest has been driven by the enormous job opportunities for business degree holders and local industry demands for applied and pure sciences, which put relevant subject areas (purple coloured bars) in the spotlight.
(No. VRS counts: 457)



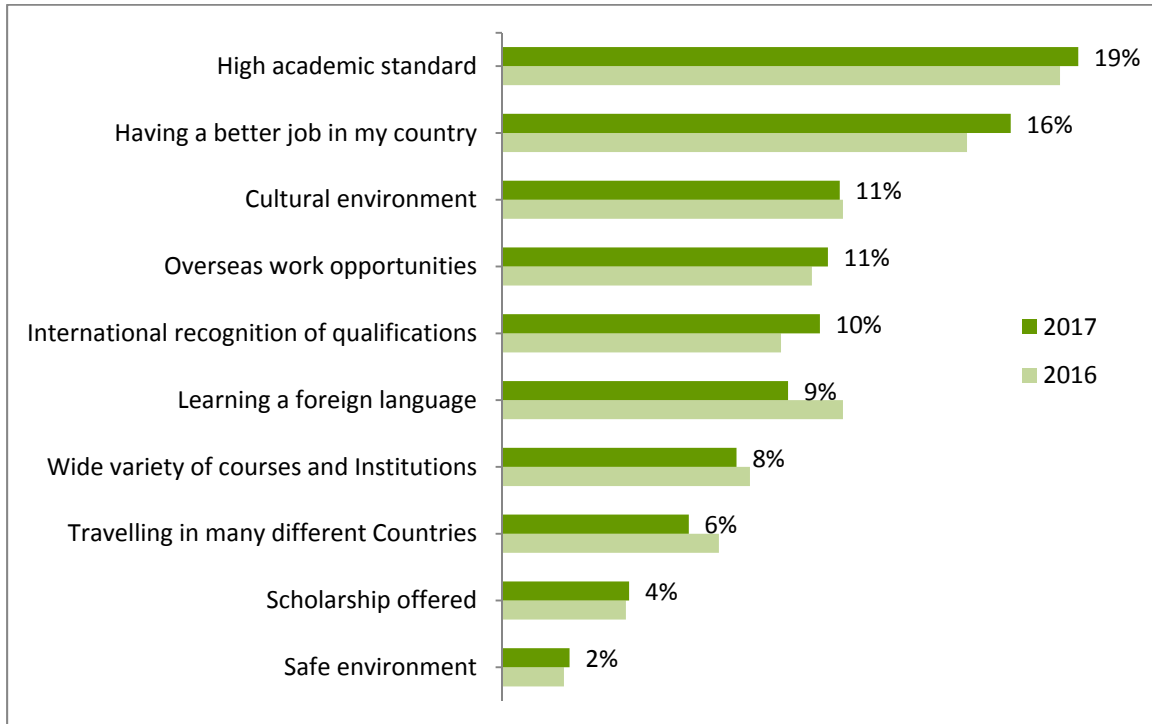
Marketing

We spent **£ 9.5K** on promotion, accounting for nearly 40 per cent of the overall exhibition costs.

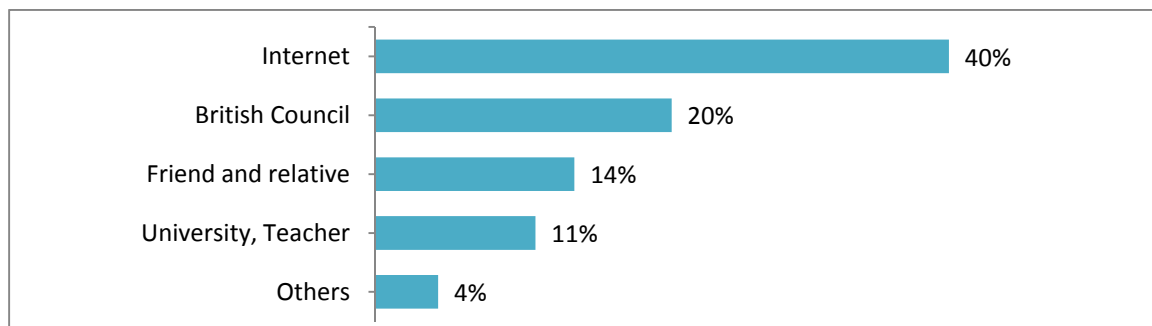


Visitors' feedback

Visitor demographics including age, occupation, study preferences and motivation factors are collected through the British Council's Visitor Registration System (VRS). A paper form is also used to survey visitors' level of satisfaction about the event. **(No. of VRS registrant)**



The top five motivation factors remained consistent in order compared with the same time last year, except for 'Learning a foreign language'. The UK was very strong in terms of motivation but faced fierce competition from its European counterparts and increasingly from universities based in the East Asia region. **(No. of VRS counts: 780)**



Taking a look at key 'Source of Information', visitors relied predominantly on the Internet which was just 9 per cent less than all other sources combined. Outdoor promotion is not specified in the VRS but most likely it is recorded as 'Others'. **(No. of VRS counts: 298)**

Exhibitors' feedback

The following survey results were generated by the questionnaire returned to British Council. (No. of exhibitors' survey collected: 19)

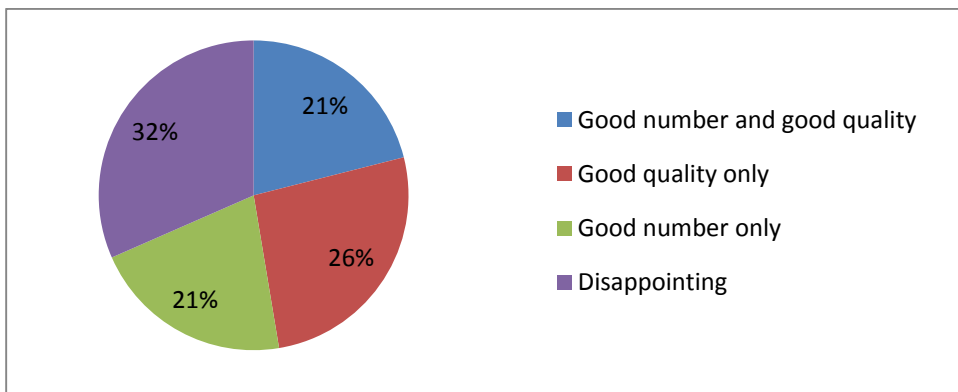
Main compliments

- For new comers it is useful to hear the market information.

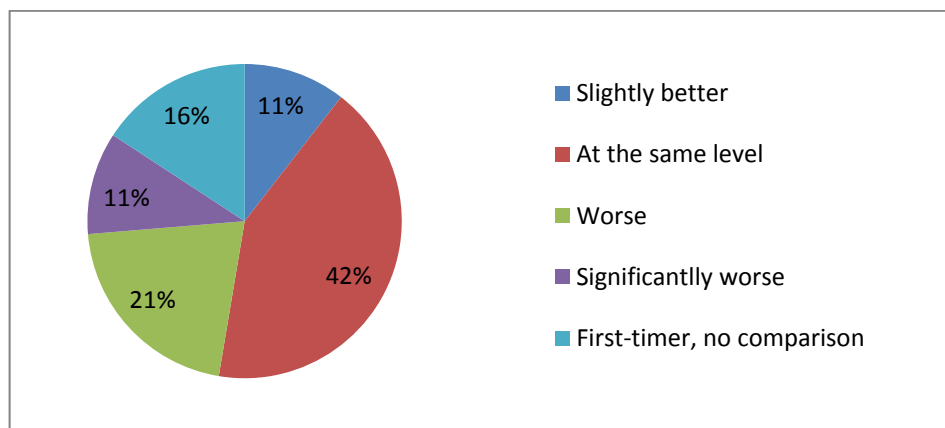
Main complaints (*responses on following page*)

- More marketing can be done to increase foot traffic.
- Not providing value for money.
- It was very quiet in the last two hours.

Overall assessment of the visitors:



Compared with other events in which you participate, the event is:



Future steps

Suggestions made by exhibitors and responses from the British Council in terms of event improvements are as follows:

British Council

- **Marketing:** there were a couple of exhibitions running prior to the British Council's whose promotions overlapped in terms of timeframe and marketing channels, posing challenges for not only budgeting, but also more content marketing. With the budget constraints, the British Council is advised to engage more proactively with official bodies and key influencers (parents, agents and school counsellors) on a frequent basis, both digitally and face to face, in order to build on their impression of British Council branding rather than counting on exhibition participation fees which could fluctuate with the number of institution sign-ups.
- **Foot traffic:** following the exhibitors' feedback last year, the exhibition went from two-days to one day on Saturday this year because Sunday was far less attended than Saturday last year. It was obvious that longer hours did not attract more visitors, hence it was reasonable to close the event at 6 PM as suggested. Foot traffic was also affected by the number of institutions, with obviously the more institutions in attendance the better in order to attract a larger audience.
- **School Tour:** Marketing tips or detailed school profiles could have been included in the pre-departure information for UK institutions. While schools following Taiwan's curriculum may be interested but it would be more effective for institutions to attend that the British Council is able to assess the students' English proficiency and level of interest in studying in the UK.
- **Logistic:** VRS was used but it was not well promoted that most exhibitors were not aware of it. It was noticed as well that some copies of printed exhibition guides could be provided for those (maybe parents) who may be less familiar with using an electronic edition. These are being noted and can be readily improved in the upcoming event.

UK institutions

- British Council would be keen to know the rationale behind some UK institutions not being interested in delivering seminars in the exhibition this year. Topic specific seminars can be helpful to engage visitors and good for pre-event promotion - we look forward to more institutions signing up for seminars with topics of visitors' interest (which will be indicated by British Council).
- We appreciate that institutions apply for exhibitions in different markets and cancel some events when they realise that they have no staff available to attend. There will be costs occurred in cancellations made after the given deadlines, thus institutions are strongly suggested to check their travel itinerary with colleagues or teams with responsibility managing events.

Appendix: List of exhibitors

No. of stands	Institutions
01	Aberystwyth University
02	Astrum Colleges
03	University of the Arts London
04	Bellerbys College
05	Birmingham City University
06	Cardiff Metropolitan University
07	University College Birmingham
08	De Montfort University
09	International House London
10	Istituto Marangoni
11	University of Kent
12	Northumbria University
13	Nottingham Trent University
14	The University of Nottingham Ningbo China
15	University of Plymouth
16	Henley Business School, University of Reading
17	Regent's University London
18	Sheffield Hallam University
19	Staffordshire University
20	Swansea University
21	University of Warwick