



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK mini exhibition 2014**

**9 August 2014
Bangkok, Thailand**

Introduction

Thailand is one of the top ten non-EU countries sending students to the UK for higher education. (HESA) and is one of the biggest markets in East Asia for ELT. The British Council Education UK exhibition is the largest 'Study in the UK' fair in Thailand and is one of the largest in the BC-SIEM network.

The Education UK mini exhibition in August 2014 was attended by 2,000 prospective students and parents. 91% of the visitors said it was a high-quality event and 85% of them said the event delivered met their expectation.

This report is aimed to give an overview on visitors' profiles to the exhibition, how successful it is, and some key learning points. In addition to providing key statistics and information for exhibitors, the report will be useful for institutions which are considering attending the exhibition next year and for the British Council to do a self –assessment and to find the best ways to improve the next exhibition.

This report includes:

This **Introduction** which aims to provide an overview of the report.
Page 2

Key **Highlights** of the event including visitors numbers and profiles as well as media exposure.
Page 3 – 9

Details of the **Marketing** channel used to attract potential students, as well as parents visiting the fair.
Page 10 - 12

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
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Appendix: **List of exhibitors**
Page 16-17

Highlights

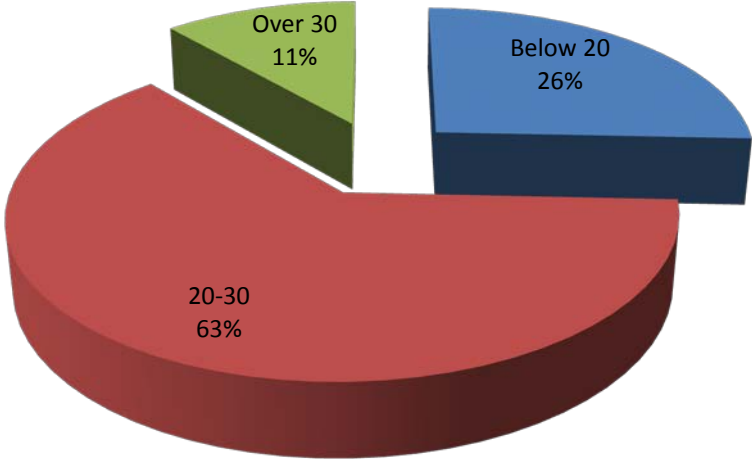
There were -

2,000 PARENTS & STUDENTS
33 BOOTHS,
2 PARTNERS

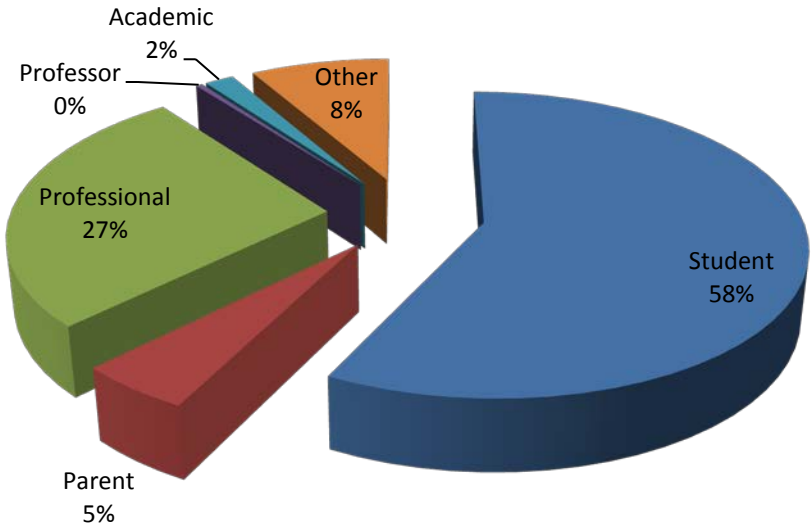
Attending the exhibition

Visitors' profile

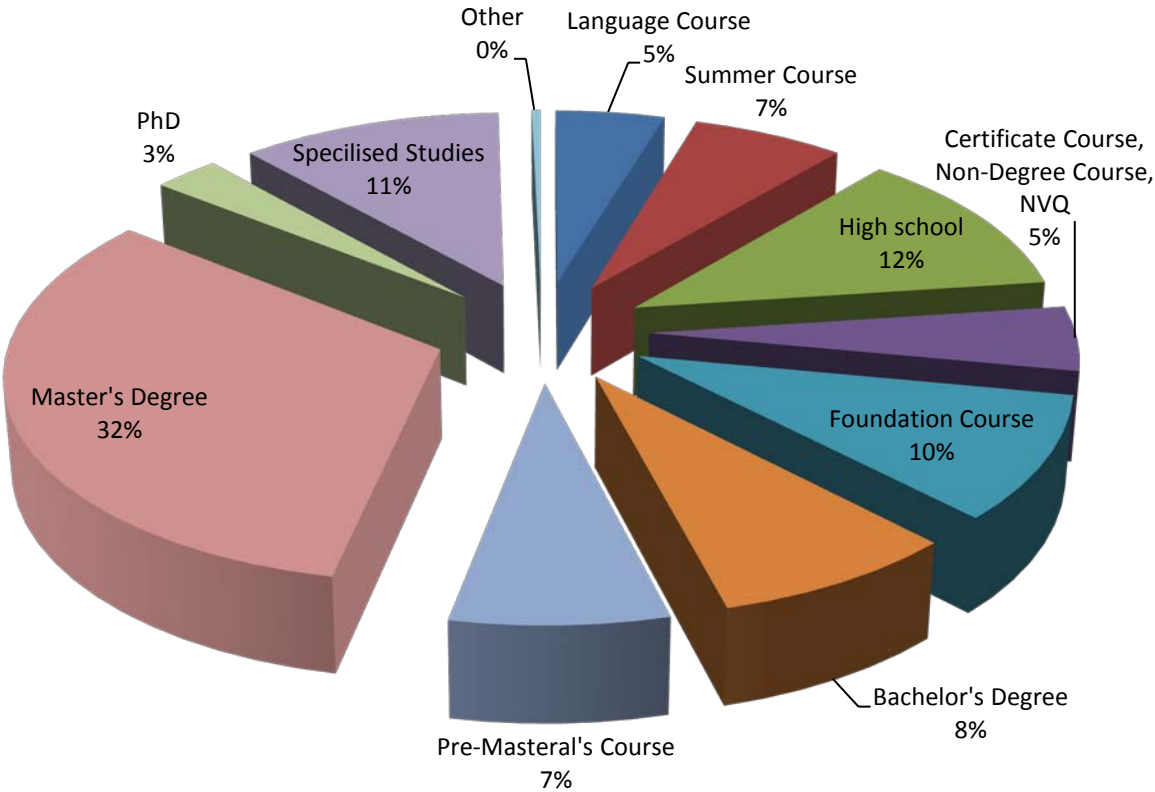
Majority of visitors were 20 – 30 years old.



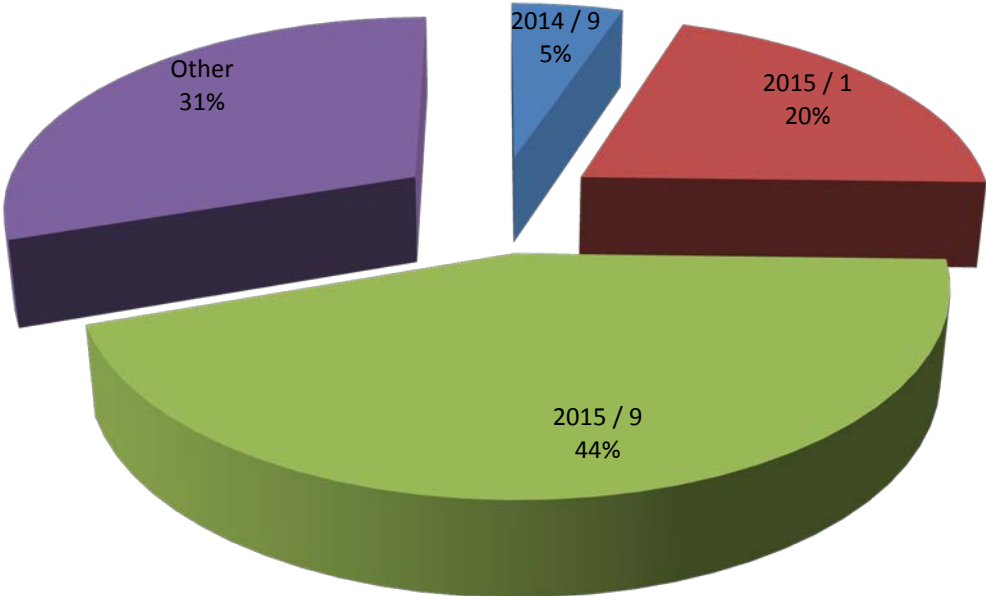
And most of them were students.



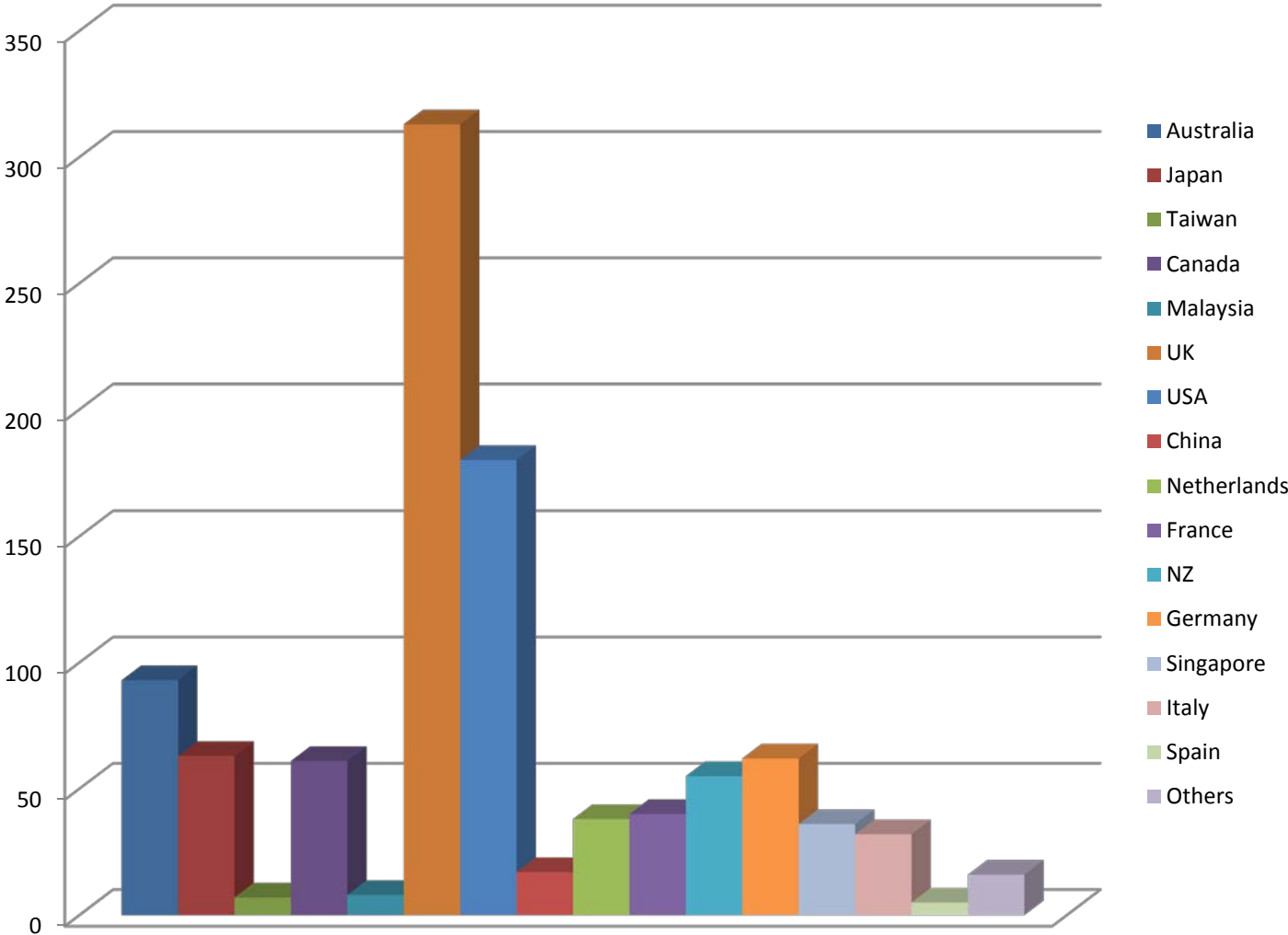
The majority of our visitors **were looking for Master's degree**. A lot of them were also looking for **High School, specialized studies, and foundation courses**.



69% of the visitors were considering studying abroad within 1 year

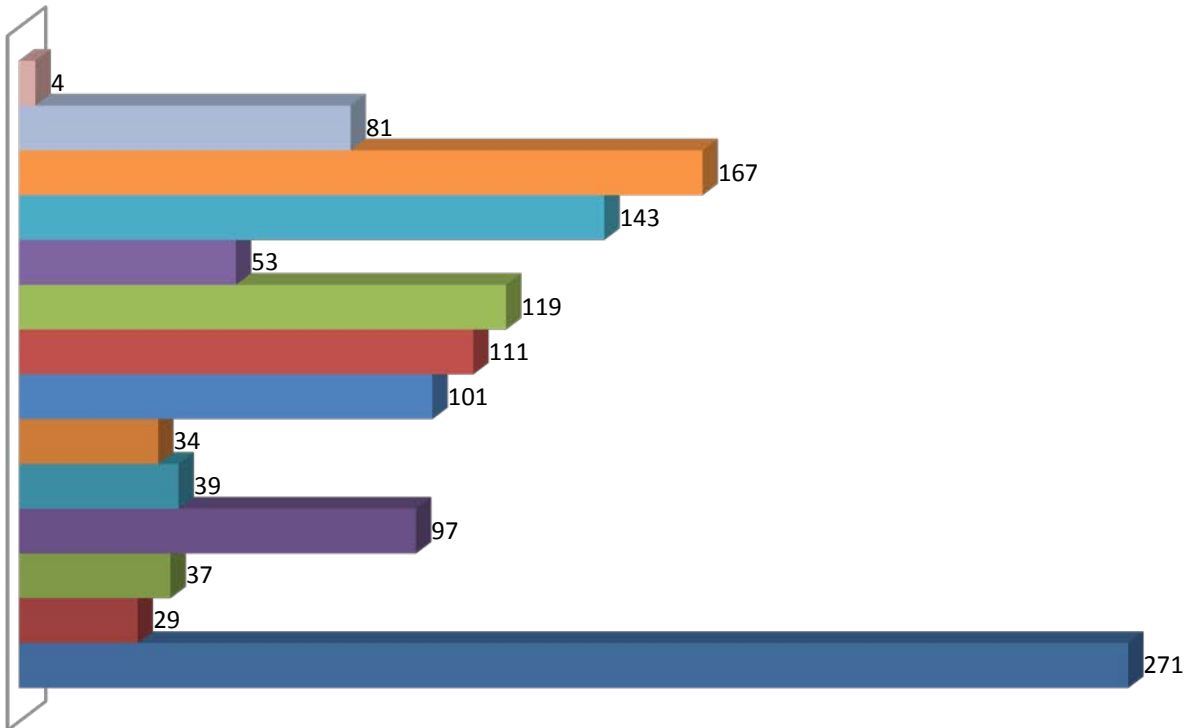


UK is the number one country of choice.



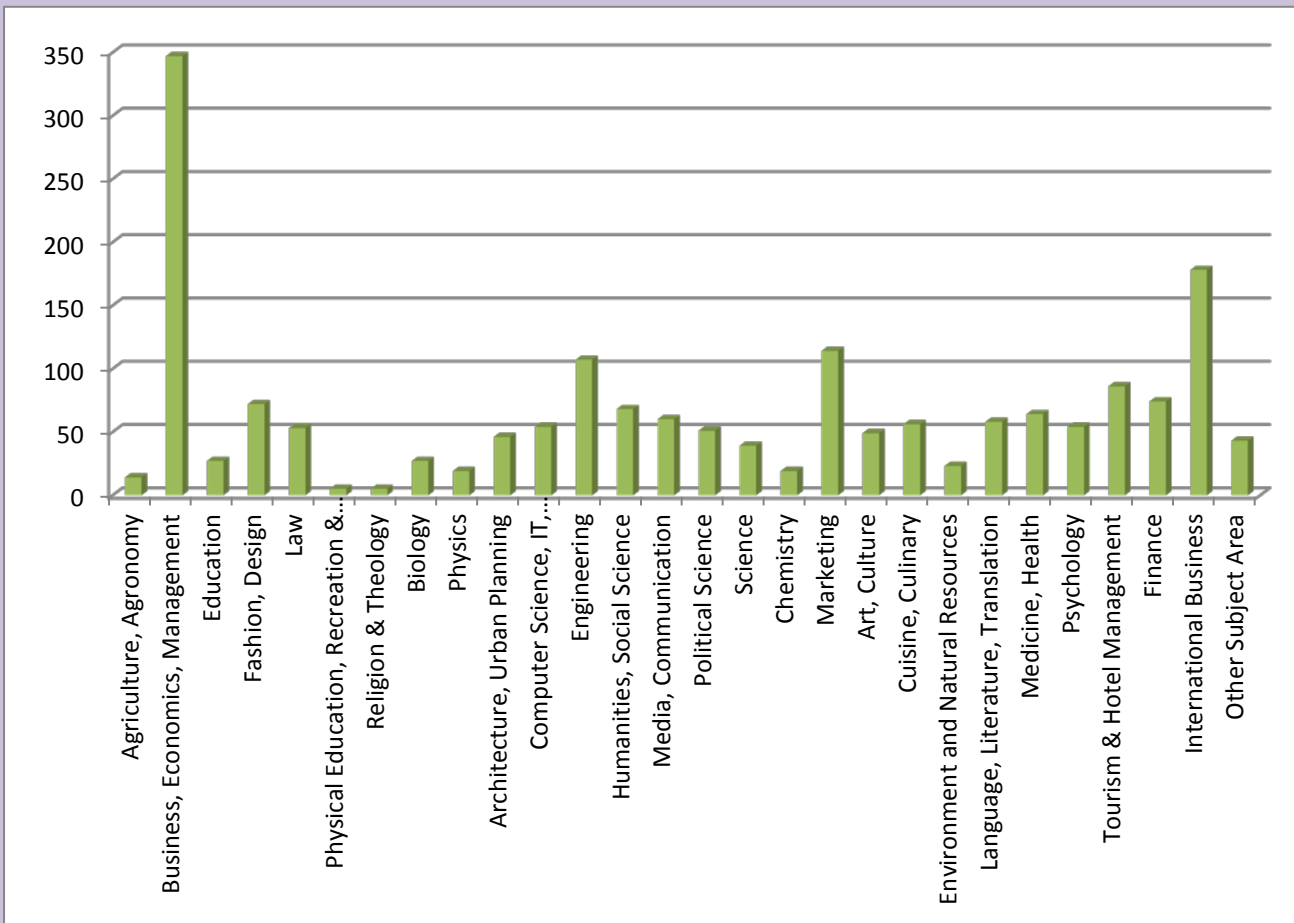
High academic standard is the number one motivation. The majority of the visitors said they expect studying abroad will give them a chance to study a foreign language, to have a better job opportunity, and to travel in many different countries.

- Other
- Learning a foreign language
- Scholarship offered
- International recognition of qualification
- Friends and relatives there
- Cultural environment
- Competitive tuition fees
- Overseas work opportunities
- Having a better job opportunity
- Travelling in many different countries
- Wide variety of courses and institutions
- Safe environment
- Parent's decision
- High academic standard



Visitors' preferences

Subject preference



Business and Management related courses have always been the top subject area of choice. **International Business, Marketing, and Engineering** are also popular among Thai students.

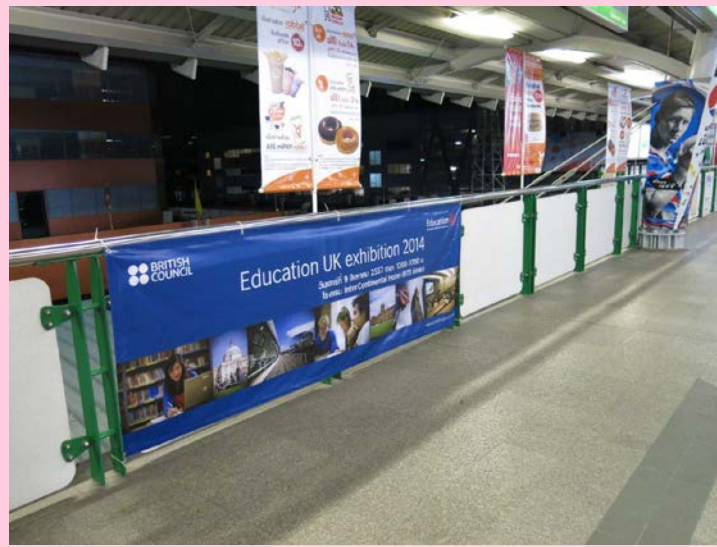
Marketing

We spent more than

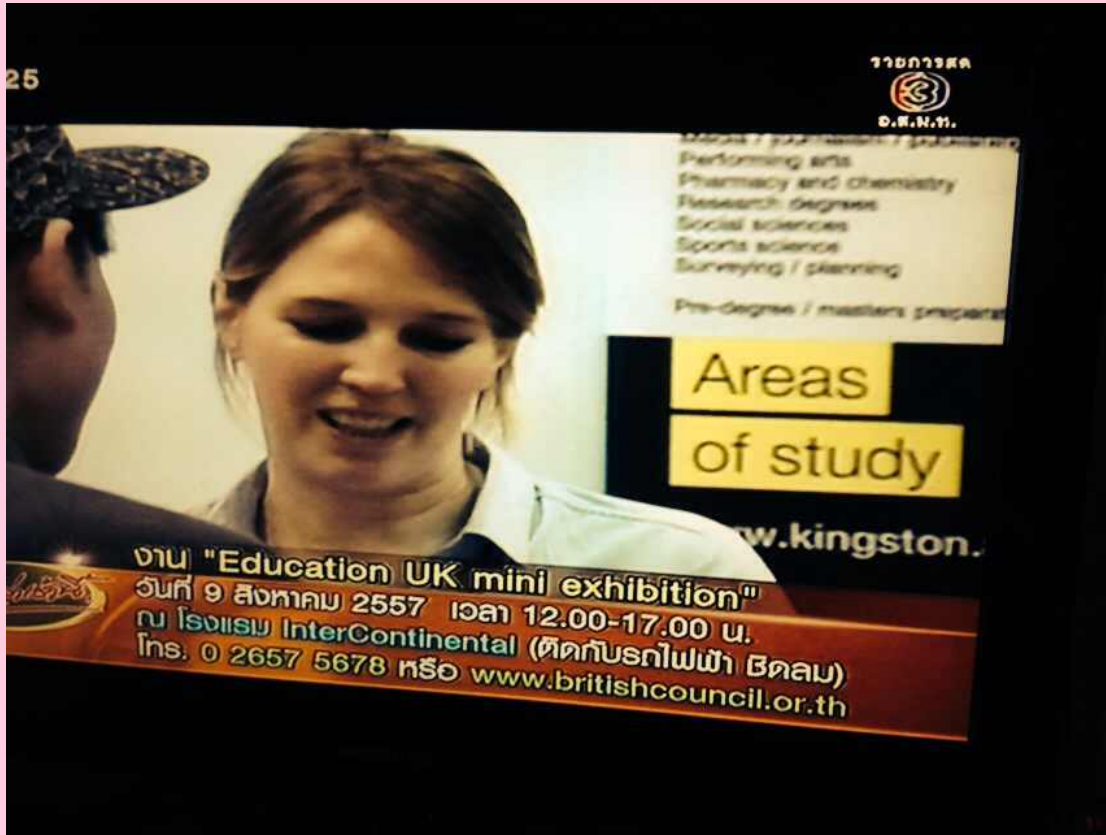
THB 1 million

on promotion

Outdoor: Banner displays on BTS stations and advertising on Shaker Screen, which is an outdoor digital LED screen located in the middle of Siam Square



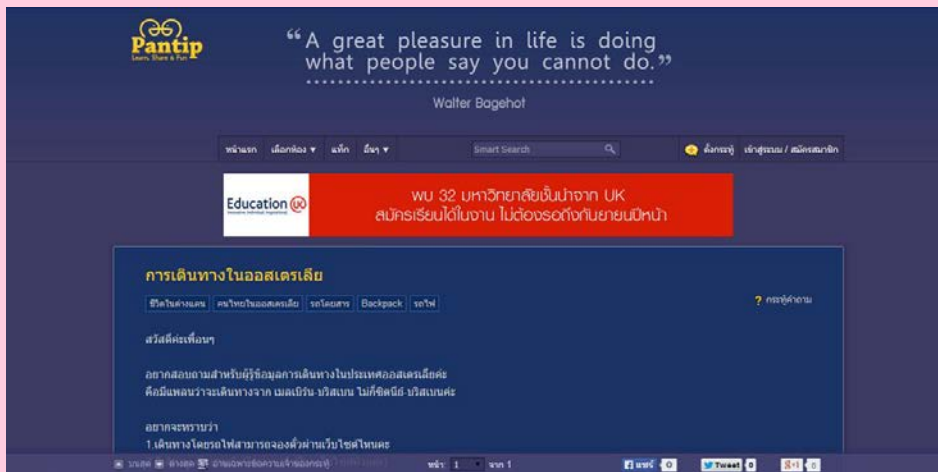
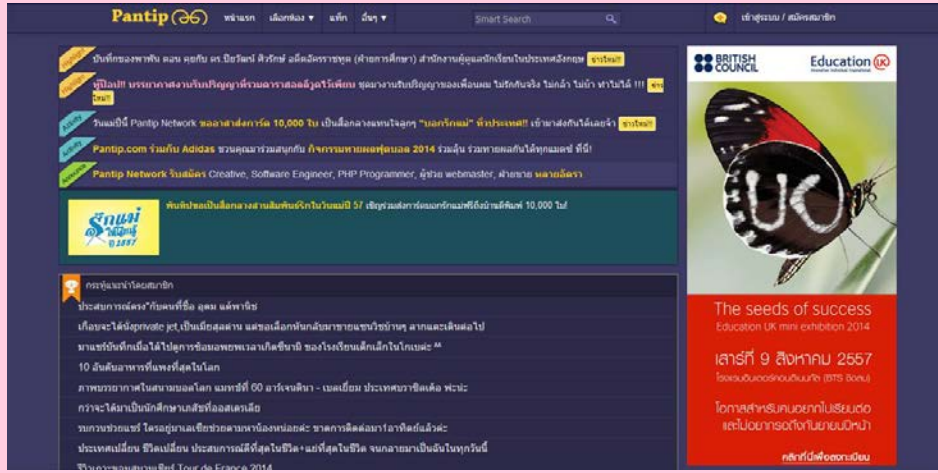
TV adverts on, Ruang Lao Chao Nee, Thailand's highest ranking news programme




Advertising on Thairath newspaper, Thailand's number one national daily newspaper



On-line: We place online ads on Pantip.com, Scholarship.in.th, and Wegointer.com to reach our target audience



British Council e-news


BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

The seeds of success
Education UK mini exhibition 2014
วันเสาร์ที่ 9 สิงหาคม 2557 เวลา 12.00-17.00 น.
โรงแรม InterContinental (BTS ซิดลม)

เตรียมพร้อมสู่การศึกษาต่อที่สหราชอาณาจักรก่อนใครในงาน
Education UK mini exhibition 2014

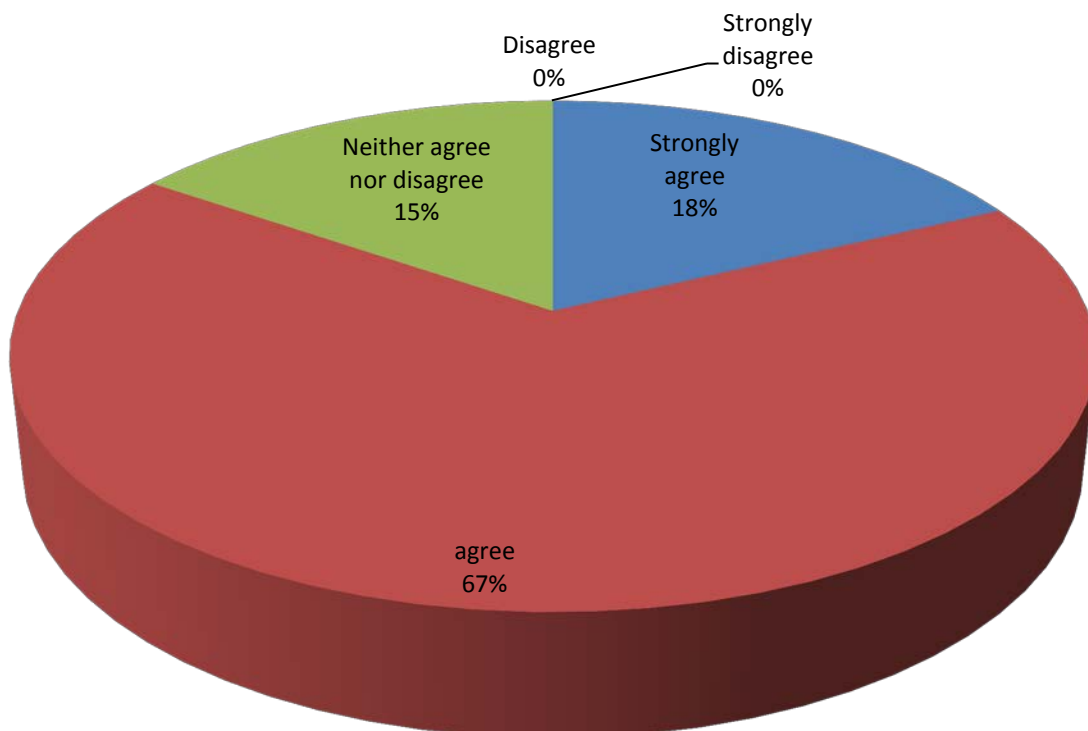
- พบกับตัวแทนของมหาวิทยาลัยชั้นนำจากสหราชอาณาจักรกว่า **32 สถาบัน**
- เข้าร่วม **สัมมนา** หลากหลายหัวข้อเพื่อเตรียมพร้อมก่อนศึกษาต่อที่สหราชอาณาจักร เช่น
 - IELTS Workshop
 - University Pathways Programmes
 - How to write an effective personal statement
 - หลักสูตรศิลปะและการออกแบบ
 - เทคนิคการสมัครเรียน
- สำหรับผู้ที่ไม่ขอารอถึงปีการศึกษาหน้า มีหลักสูตรมากมายที่ยังเปิดรับในเทอมกันยายน **2557** และหลักสูตรที่เปิดรับช่วงมกราคม/กุมภาพันธ์ **2558**

Visitors' feedback

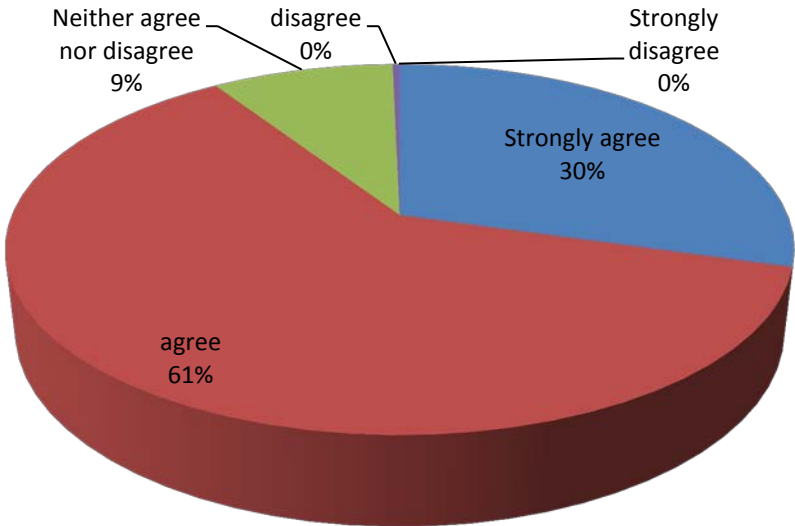
Methodology

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

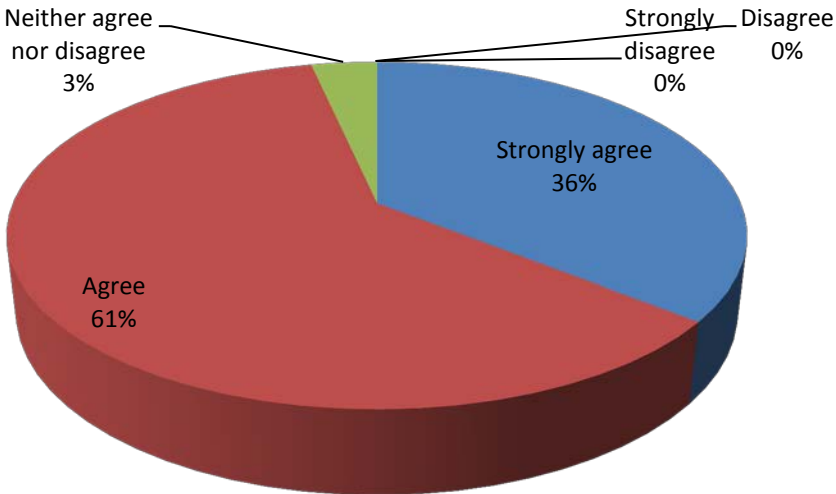
85% of visitors agreed that the event was delivered accordingly to their expectation



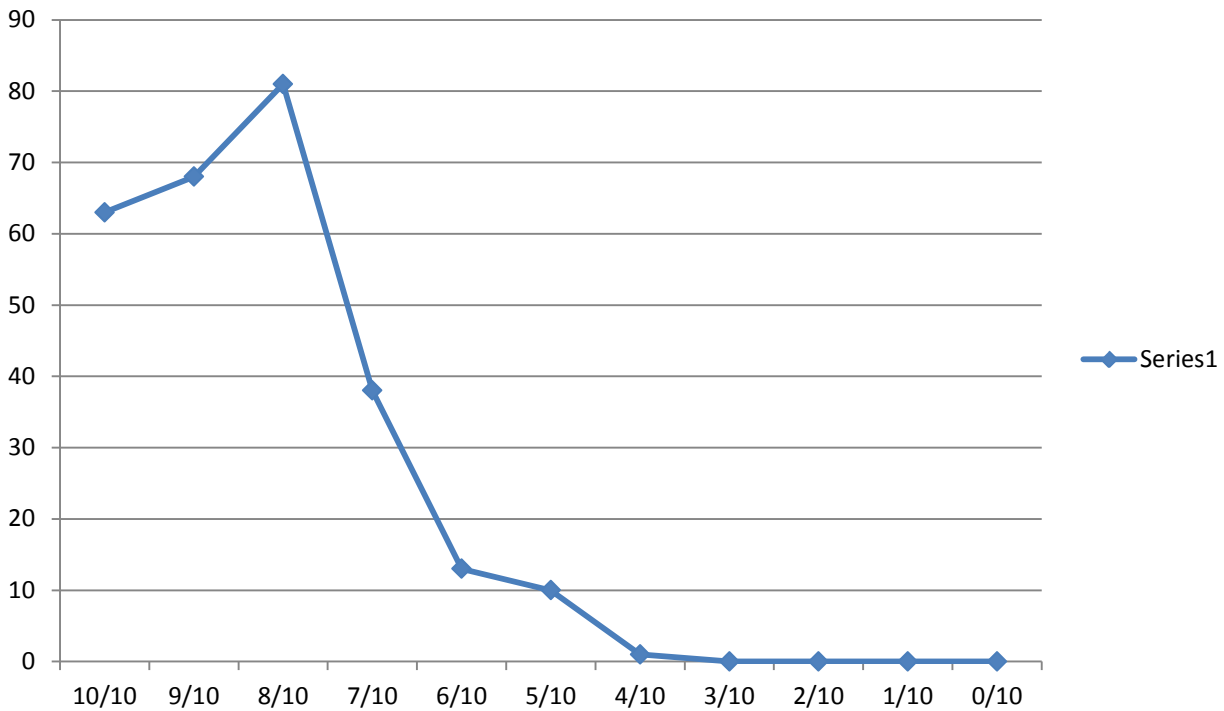
91% of visitors said it was **a high-quality event**



97% of visitors agreed that **British Council Thailand** was a **Leading Organisation.**



The majority said they were **8/10** likely to **recommend this event to friends.**



Suggestions from visitors

Suggestions for upcoming exhibitions

About the seminars

- More seminars for students of different disciplines
- More PR on seminars

Suggestions for exhibitors

- More staff at each booth

Appendix: List of exhibitors

No.	Exhibitors
1	Abbey DLD Group Of Colleges
2	University Of Aberdeen, Scotland
3	Anglia Ruskin University
4	Astrum Colleges
5	Bath Spa University
6	BPP University
7	Brunel University
8	CATS College
9	CASS Business School, City University London
10	City College Plymouth
11	University For The Creative Arts
12	De Montfort University
13	University Of East London
14	EC Language Centres - UK (London-Cambridge-Oxford-Brighton-Manchester-Bristol)
15	EF Education First
16	Unicentres (Eurocentres University Pathways)
17	UCFB
18	University Of Hertfordshire
19	Hult International Business School
20	INTO
21	The University Of Manchester
22	Middlesex University, London
23	Newcastle College
24	University Of Northampton
25	Northumbria University, Newcastle
26	Nottingham Trent University
27	Sheffield Hallam University
28	University Of Southampton
29	University Of South Wales
30	St Edmund's College
31	University Of Surrey
32	University Of Westminster
33	York St John University

Business partners

1. Kasikorn Bank
2. UKVI, the British Embassy Bangkok