



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
European Education Fair Taiwan 2014**

**17-19 October 2014
Taiwan**

Introduction

For the first time the European Education Fair Taiwan (EEFT) 2014 was held on Friday in Tainan, followed by the weekend in Taipei in response to the suggestion made last year. Despite the challenges of the logistic arrangements, the change of day/time and using venues with proximity to local institutions resulted in a positive outcome in terms of turnout and visitor quality.

The EEFT this year was well received by visitors and exhibitors. Visitors with comments 'good' or 'very helpful' on the information provided in the UK pavilion account for 90 per cent combined; 50 per cent and 77 per cent of exhibitors responded 'good number and good quality of visitors' for Tainan and Taipei respectively.

A diverse range of interest in disciplines other than business related studies, arts and design has been captured in the fair, giving a positive sign to promote specific faculties in near future.

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

This report covers:

This **Introduction** provides an overview of the report.
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Key **Highlights** of the event include visitor numbers, profiles and media exposure.
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Visitors' profile provides visitors' demographics and areas of interest.
Page 4 to 5

Marketing channels used for publicity.
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Visitors' Feedback explains methodology of surveys that we conducted and suggestions to the exhibition.
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Future Steps which the British Council in Taiwan should adopt or consider.
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Highlights

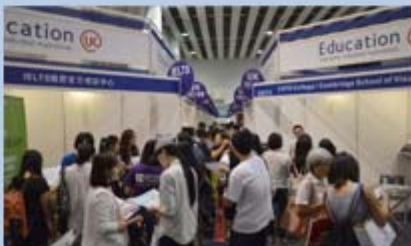
There were -

127 BOOTHS, 50 UK INSTITUTIONS

7,485 visitors (Tainan:725; Taipei: 6,760)

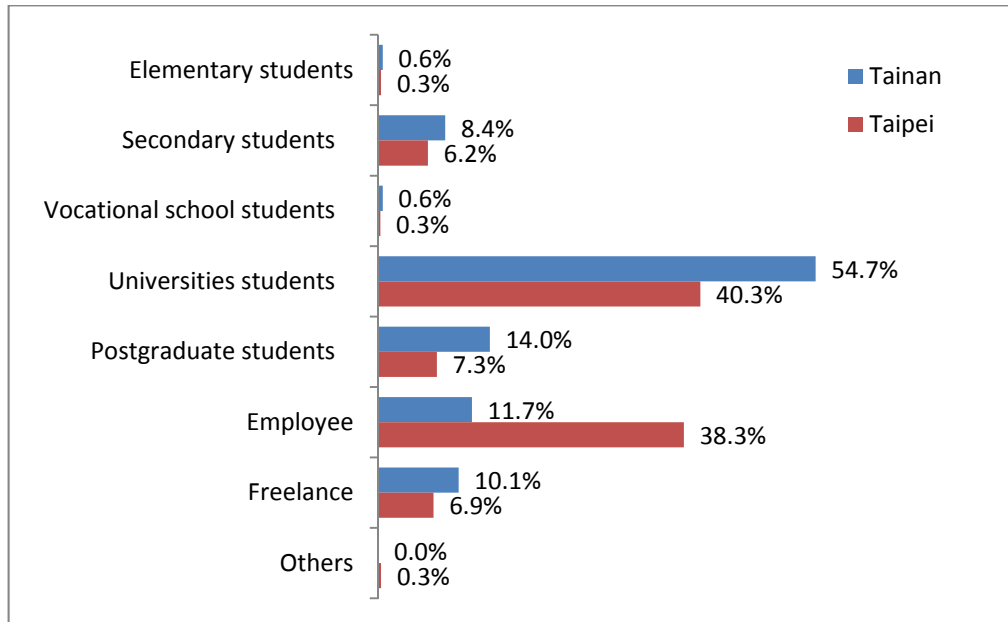
attending the exhibition

Event photos

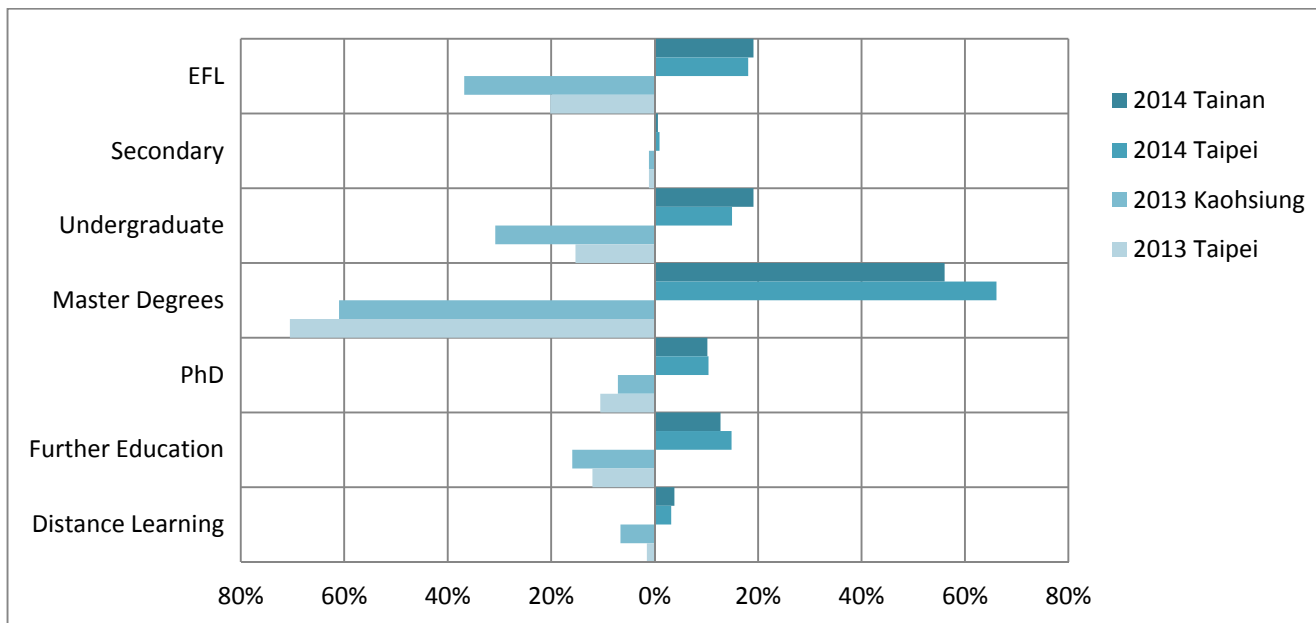


Visitors' profile

The majority of visitors (78 per cent) in Tainan are students, which suggests the timing is less convenient for working parents/employees. Visitor occupation in Taipei remains consistent with the age group last year, mostly at 19 to 22 and 23 to 30. (No. of responses Tainan/Taipei: 179/1,158)

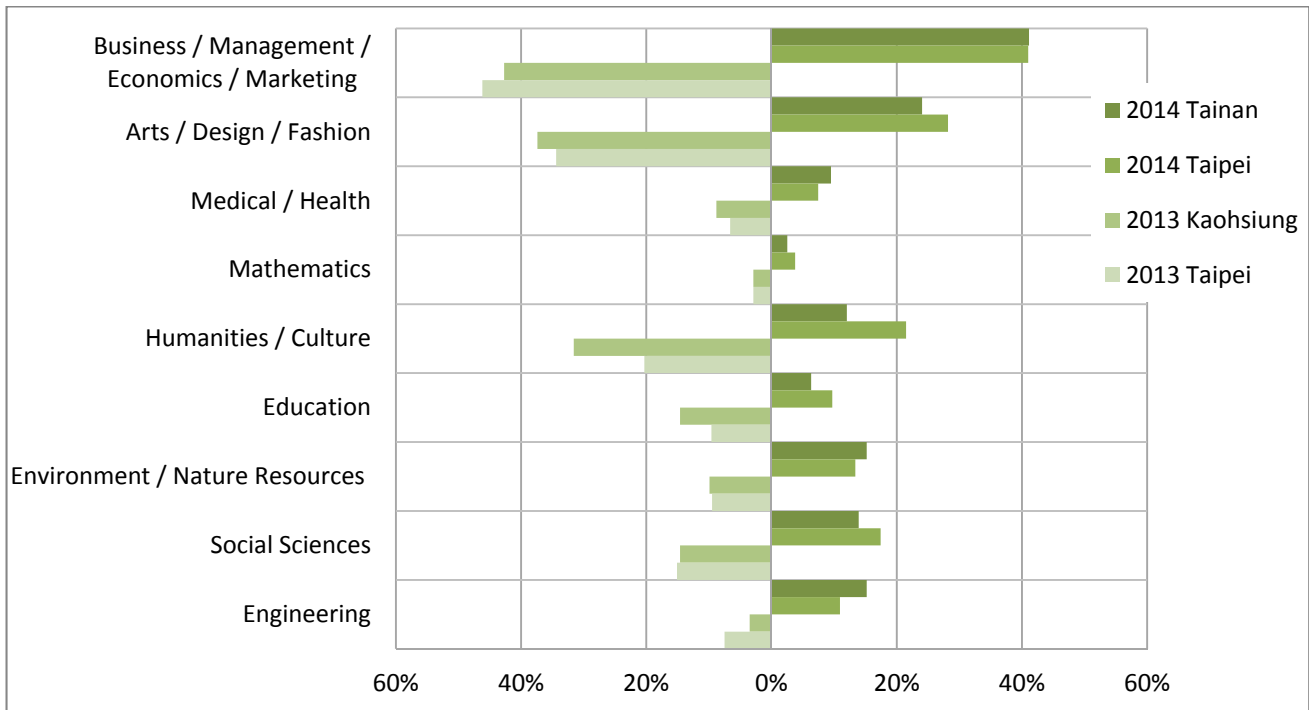


Other than master degrees, visitors' interest in other levels of study is comparatively balanced this year regardless of geographic locations, meaning Taiwan could be seen as a potential market for promoting a wide range of education offerings available in the UK. (No. of responses Tainan/Taipei: 157/1,056; please note that visitors could choose more than one interested level of study, hence the percentage may not add up to 100 per cent)

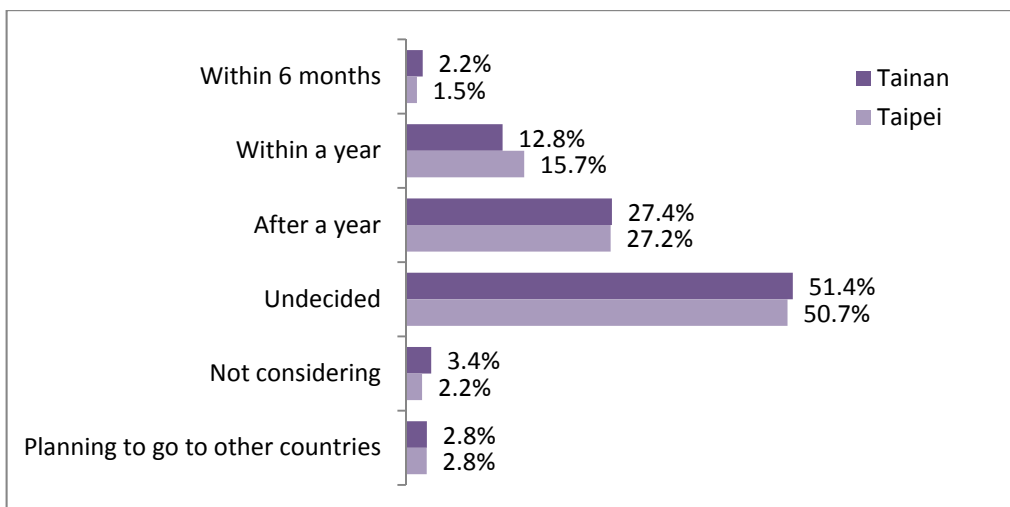


Visitors' profile (cont.)

With oversupplied local provision of courses relating to business/management and arts/design, visitors were less attracted by these subjects, while there was a slight increase in interest in medical/health, environment/natural resources and social sciences. As the venue in Tainan is next door to the National Cheng Kung University that is known as a leading institution in engineering/IT, this suggests a notable growth in engineering as shown below. (No. of responses Tainan/Taipei: 158/1,061; for this question multiple choices are allowed)



According to exhibitors' feedback, whilst there were visitors who came prepared, it is challenging to turn enquiries to actual enrolments- less than 20 per cent of visitors had already confirmed their departures for the UK, which could imply that growth in student numbers is not anticipated in the coming years. (No. of responses Tainan/Taipei: 179/1,158)



Marketing

We spent more than

NTD\$ 2.65M

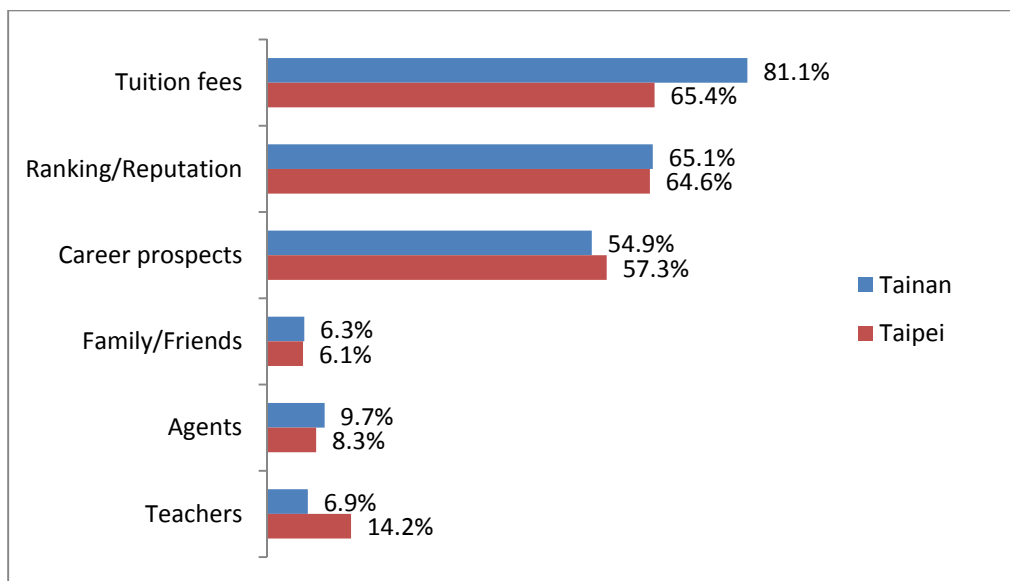
on promotion (EFT and UK-focused campaign)



Visitors' feedback

Visitors' feedback was collected through the British Council's visitor survey (paper-based) carried out at the EEFT 2014. The survey aims to evaluate the quality of the event as well as to identify important factors that play a role during students' decision making process.

No. of visitors' survey collected in Tainan / Taipei: 179 / 1,158



Looking at the visitors' survey results on 'influencers when choosing an institution and subject area', it indicates a closing gap between 'career prospects' and 'ranking/reputation', meaning for UK institutions that employability could become as equally important as ranking when communicating with local audiences. Gaining access to parents and teachers may be worth doing, for agents are not the only influencer carrying weight in terms of word of mouth.

Please be advised that visitors can choose more than one influencer so that the percentage does not add up to 100 per cent.

Suggestions from visitors

- Have the event held on weekends in Tainan.
- Provide more information on rankings of institutions and their faculties.
- On-site student interviews with academics.
- Invite alumni to share study experiences.
- Provide advice on career development after graduation.
- Space for seminar rooms and corridors can be improved.

Exhibitors' feedback

The following survey results were generated by the questionnaires that the British Council collected in Tainan and Taipei. (No. of exhibitors' survey collected in Tainan/Taipei: 20/47)

Main compliments

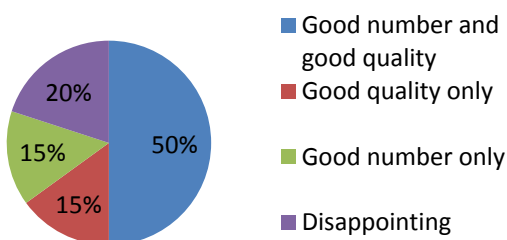
- Good number and good quality of visitors generally, better than last year.
- Stand assistants are very supportive and useful.

Main complaints (*responses on following page*)

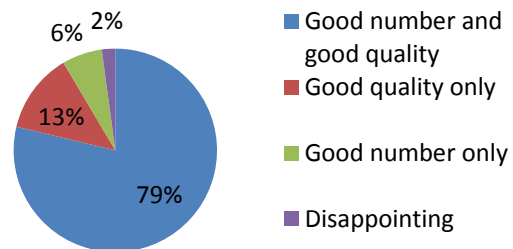
- The stand design/location in Tainan is not useful.
- The exhibition in Tainan and Taipei is cramped for space, causing roadblocks and inconvenience for visitors and exhibitors.
- It would be better to have the event on weekends; a weekday is not good for people who have work (e.g. parents).
- Wi-fi does not work or intermittent/ sanitary problem of the toilet in Taipei venue.

Overall assessment of the visitors:

Tainan

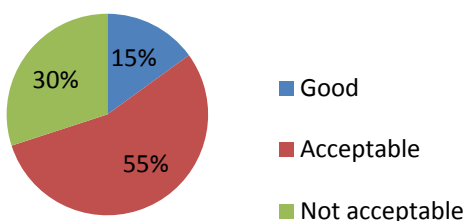


Taipei

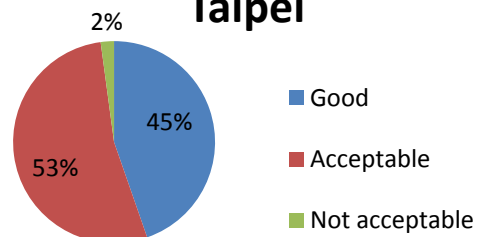


Quality of the venue at Zenda Suites in Tainan / National Taiwan University Sports Centre in Taipei:

Tainan



Taipei



Future steps

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

British Council

- With proximity to local institutions, two venues used this year attracted better quality visitors though they may not be spacious to cater for amenities and good stand visibility. This has been reviewed by the event organising committee and agreed that an alternative venue is required should the EEFT 2015 take place in Tainan together with re-design the floor plan (e.g. moving seminar rooms upstairs) for the venue in Taipei. There have been some suggestions that we use the TWTC Exhibition Hall 3 again, which is likely but will depend on the number of participating institutions. This is a decisive factor for the event organiser to judge whether it would be worthwhile hiring an expensive venue while compromising the budget on event promotion.
- In response to the feedback on timing, the EEFT 2014 started at noon on Friday which was well attended comparing with foot traffic at 16.00 to 20.30 on Monday last year. However a weekday is inconvenient for people who have work, therefore the fair next year is proposed for Friday and Saturday in Taipei, followed by Sunday in Tainan or Kaohsiung. It is anticipated that visitor numbers in the southern part of Taiwan will grow.
- Quality of Wifi and other facilities: Wifi hot spots were provided in the Taipei venue as per the number of institutions rather than exhibitors; hence the quality of connection varies from stand to stand which may have one exhibitor or four accessing Wifi. For the toilet, exhibitors can use ones on the second floor or the other one on ground floor to avoid long queues and sanitary concerns. That said, information on facilities should be more clearly indicated in the pre-departure briefing notes.

UK institutions

- Institutions attending with academics are advised to inform the British Council prior to the event so that meetings with local institutions or interviews with students may be arranged in or around the EEFT. This can be viewed as one of institution's selling points in addition to ranking, employability, student experience and/or other strengths such as facilities.
- Missing/late arrival of freights was noticed and some of them could not be tracked. This year some freights were retained by the customs officials at the airport in Taiwan, resulting in additional costs for inspection and delay in delivery. To prevent such disappointment, all boxes should be correctly labelled following the instruction given by the exhibition handbook and should be sent within the suggested timeline.

Appendix: List of exhibitors

Booth No. (Tainan)	Booth No. (Taipei)	Institution
Independent schools and colleges		
3	3	Astrum Colleges
5	5	Bellerbys Colleges
	11	Cambridge Education Group
11	18	EF Academy- International Boarding Schools
12	19	EF Education First
Further education colleges		
	24	Gower College Swansea
14	27	Highbury College Portsmouth
Higher education institutions		
1	1	University of Aberdeen
2	2	University of the Arts London
4	4	Bangor University
	5	Birkbeck, University of London & London FoundationCampus
6	7	Bournemouth University
	8	University of Bradford
	9	University of Birmingham
	10	Brunel University London
7	12	University College Birmingham
	13	University for the Creative Arts
	14	University of Cumbria
8	15	De Montfort University
9	16	University of Derby
10	17	University of East Anglia
13	20	University of Exeter
	21	Falmouth University
	22	The Glasgow School of Art
	23	Goldsmiths, University of London
	25	University of Greenwich
	26	Heriot-Watt University
	28	Hult International Business School
	29	University of Kent
	30	Kingston University London
15	31	University of Leeds
	32	Leeds Beckett University
	33	University of Leicester
16	34	University of Lincoln

	35	University College London (UCL)
17	36	Manchester Metropolitan University
18	37	The University of Manchester
	38	Newcastle University
19	39	Norwich University of the Arts
	40	Nottingham Trent University
	41	Oxford Brookes University
	42	Queen Margaret University, Edinburgh
	43	Sheffield Hallam University
	44	The University of Sheffield
	45	SOAS, University of London
20	46	University of Sunderland
	47	University of Surrey
21	48	University of Sussex
22	49	University of Warwick
23	50	University of the West of Scotland