

Brighter Prospects

European Higher Education Fair Manila 2012

14 November 2012

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1. Event fact file

Manila

Venue	Manila Peninsula Hotel, Makati City, 14 November 2012	
Opening hours	2pm to 8pm	
Stand costs	GBP 500 (inclusive of 2-nights stay at hotel)	
Unique feature to give added value	Participation of European Institutions	
Seminars	Time	14 November, Wednesday
	15:00	Erasmus Mundus Presentation
	15:30	Study in Austria (OeAD)
	16:00	Study in France / Learn French
	16:30	Study in Germany
	17:00	Italian Language Session
	17:30	Amsterdam Foundation Campus: Your pathway to a World Top 100 University
	18:00	Spanish Language Class
	18:30	Study in Sweden
	19:00	UK Scholarship Presentation
	19:30	Erasmus Mundus Presentation

2. Key statistics

Attendance	Manila
	Nov2012
Day 1	1622
Day 2	NA
Total number of visitors	1622
Further Education	1
Higher Education	6
Pre-university	1
UCAS	0
Visa	0
Total number of UK exhibitors*	8

*A full list of UK and non-UK exhibitors can be found in Appendix 1

Visitors' primary market objectives	Manila
	Nov2012
Bachelors	335
Masters	1011
PhD	208
Summer Courses	237
Certificate/non-deg/NVQ	258
Foundation	38
Demographics of visitors	Manila
	Nov2012
Male	560
Female	1039

Subject of Study	Manila
	Nov2012
Architecture/Urban Planning	101
Art/Culture	306
Business/Economics/Management	445
Computer Science/IT	112
Education	168
Engineering	130
Environment/Natural Resources	147
Fashion/Design	168
Humanities/Social Sciences	365
Language/Literature	284
Law	108
Media Communications	244
Medicine/Health	191
Political Science	153
Psychology	147
Science	187
Tourism and Hotel	110



3. Impact of marketing plan

This year, we pursued a different strategy using information from visitors at last February's Education UK Exhibition. For this event, we relied heavily on social media with very minimal newspaper advertisements on the 3 national dailies.

A Facebook page (Facebook.com/EHEFManila2012) was made for the event to centralize social media promotion. This was supported by a Twitter account of the same name. The Facebook page was launched two months ahead of the event and interest was sustained through regular postings of information about the participating institutions. By the event date, there were 2,100 facebook fans and 530 twitter followers. All promotional materials including advertisements and online postings indicated the Facebook page as the main event website.

A few other online media partners came in to support the event.

Exhibitors and the organizers were overwhelmed by the attendance. The social media campaign was partly the reason for the turnout. The other factor is believed to be the interest in European studies as well as the Erasmus Mundus Scholarship. The last European Exhibition was in 2008 and the local market has never had institutions from countries as France and Germany since then.

The event was strongly packaged as a scholarship fair to celebrate the 25th Anniversary of the Erasmus Mundus Scholarship. This also brought in the throng of visitors.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Typical of the Philippine market, it was noted that visitors still look for scholarship information when approaching institutions. It is suggested that subsequent exhibitors have ready information or fliers for visitors.

Subjects of interests indicated above should be noted. The recent changes in UKBA policies highlighted the clear interests among students from the Philippines.

4.2 Key recommendations for the British Council

The size of the venue was the main issue at this exhibition. Most exhibitors, and visitors, found it cramped.

As mentioned previously, the overwhelming attendance was not expected. A typical Education UK exhibition will have about 700 visitors. This one generated almost 2000. UK exhibitors were talking to students non-stop for 6 hours.

Considering the impact of online advertisements in this year's exhibition, more resources should be allocated to ensure more online presence and promotions compared to newspaper advertisements. We still acknowledge that newspaper advertisements target a different segment of the market—parents and high-level professionals.

Finally, the exhibition location is much better being in Makati at a hotel easily accessible from the main road.



Appendix 1: List of participating institutions

UK

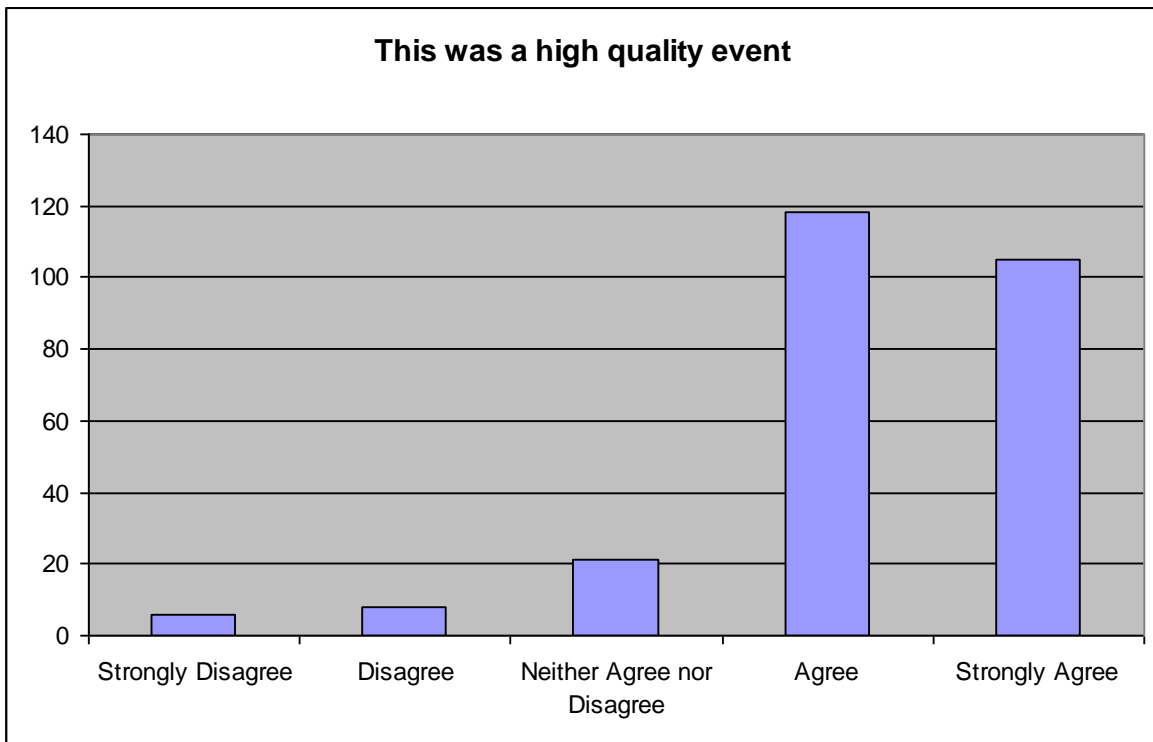
Anglia Ruskin University
Bradford College
Study Group International
University of East Anglia
University of Glamorgan
University of Huddersfield
University of Reading
University of the Arts London

Non-UK

Austria	OEAD
France	Mod'Art International
France	Audencia Nantes School of Management
France	Sciences Po
France	HEC Paris
Germany	DAAD - German Academic Exchange Service
Germany	Rheinland Institut
Germany	iUCE
Germany	German Institute of Science and Technology - TUM Asia
Italy	Istituto Europeo di Design
Netherlands	Amsterdam Foundation Campus
Spain	IE Buiness School
Spain	UNED
Sweden	Lund University



Appendix 2: Visitors' survey results





Appendix 3: Exhibitors' survey results

