

Conversion events 2015: India

Introduction:

The British Council in India concluded its first 'conversion' sessions for students interested in studying in the UK.

The sessions were aimed at those students interested to apply for a September 2015 entry to a UK institution.

The objective of this event was also to assist UK institutions to engage with their existing enquirers through one-on-one interactions to better ensure students are ready to take the next step towards enrolment in the UK institution.

The event was promoted through various digital platforms to students who have attended British Council events over the last one year. Additionally, a few UK institutions invited their respective offer holders to counsel them about student life in the UK

The conversion event was organised in June as the period from June to August is ideal for UK Institutions visiting India to conduct face to face meetings with prospective students through local education agents, schools or at the British Council. June to August is also a crucial time for students as they are in the midst of choosing the right institution from the multiple offers they would have received. Through this event we facilitated the students' decision making process by providing them with a face to face engagement opportunity with UK institutions

The events were held across India at the following British Council offices:

- Kolkata: 5 June
- Bangalore: 7 June
- Chennai: 10 June
- Mumbai: 12 June
- Delhi: 14 June

The conversion event had a twofold objective; the prime purpose was to engage with new prospective students through individual counselling sessions so fresh students could be converted into applicants. The other aim of the event had participating UK institutions invite their respective students to convert existing enquirers into applicants.

However the student registration data indicated over 90% registration was from the new prospective students

The following UK institutions participated at the events:

Kolkata:

- Aston University
- Bradford University
- Nottingham Trent University
- University of Portsmouth

Bangalore:

- Aston University
- BPP University
- Bradford University
- Durham University
- Glasgow Caledonian University
- Liverpool Hope University
- Nottingham Trent University
- York St John University

Chennai:

- Aston University
- Bradford University
- Liverpool Hope University
- Leeds Beckett University
- Nottingham Trent University
- Northumbria University
- University of Portsmouth
- York St John University

Mumbai:

- Aston University
- Bradford University
- Durham University
- Leeds Beckett University
- Nottingham Trent University
- Northumbria University

Delhi:

- Aston University
- Bradford University
- Durham University
- University of East Anglia
- University of Essex
- Leeds Beckett University
- Mountbatten Institute
- Nottingham Trent University
- Northumbria University

Marketing of the event:

The event was entirely publicised through the digital and social media marketing medium and received a highly positive response.

1. [Education UK India website:](#)

The Education UK India website is British Council's official student facing website in India for students looking to apply in the UK. The site is popular amongst the student community with 68088 annual visitors in 2014-15 and all programmes managed by SIEM India are promoted through this website. The conversion events promotion page on the site had over 1540 page views over a 2 week period.

2. [Education UK Facebook campaign](#)
The event was promoted for a period of one month on the Education UK Facebook page to 6881 India followers and the posts received more than 50,000 likes.
3. Google Promotions:
We promoted the events for over a period of 3 weeks on Google and had 700,000 impressions on Google
4. British Council Twitter handle
The event was promoted through the British Council Twitter handle over 20 days with event hashtag #EDUKCounsellingDays and reached more than 28000 followers with over 154000 timeline deliveries.
5. Targeted email shots
 - a. Targeted email shots were sent to all local contacts for further dissemination to students. The promotion was carried out across more than 300 Indian schools and HEI's across the country. School counsellors were encouraged to visit the event on behalf of their students interested in studying an Undergraduate degree in the UK.
 - b. We connected with more than 21000 students through the GREAT campaign over the last year. Email shots were sent to these students to inform them about the event.
 - c. More than 15000 students who had visited the Education UK exhibitions in the last two years were informed about the conversion events through emailers.
 - d. Emailers were sent to IELTS, library, teaching centres and other relevant British Council databases
6. Promotional flyers and brochures were placed at the front desks at British Council offices across the country.
7. Appointments and Tele calling:
The registration form was designed in a way that students could choose to meet specific UK institutions offering a course of their interest. Appointment allocation was done based on the institution(s) selected and choice of subject and degree level made by each student.

Across all 5 cities, **390 students** registered for the conversion sessions. Students that registered for the event were contacted/pre-counselled on email and through a tele-calling exercise.

Event logistics and format of the event

The event was delivered in two parts at the British Council premises which included seminars and counselling sessions running in parallel throughout the day in each city.

The seminars were organised on the below topics:

- Welcome and Study in UK by British Council – Focussing on all aspects of “why UK” – session was delivered by British Council staff member
- Session by University Career Advisor via Skype – career advisors from UK were connected through Skype to speak to students on global career opportunities after gaining a qualification from a UK institution
- Session by UK Visas and Immigration: in the cities of Chennai, Mumbai and Delhi – officers from UKVI delivered sessions on Tier 4 visa applications to students.
In Mumbai, we had the privilege of a visit by Mr Kumar Iyer (British Deputy High Commissioner, Mumbai and Director General UK Trade and Investment, India). Kumar spoke to students during the visa session in Mumbai and highlighted the quality of education every UK institution offers to its International students.

City-wise visitor figures

Students met representatives from the respective UK institutions as per their individual appointment slot. At each city, delegates met more than 8 to 12 students at their respective tables.

In Kolkata, out of the 65 registrations, 58 confirmed appointments were made and 51 i.e. 87% students came for the event as per their appointment schedule. There were 8 walk-ins at the event as well.

In Bangalore, out of the 65 registrations, 34 confirmed appointments were made and 28 i.e. 45% students came for the event as per their appointment schedule. There were 20 walk-ins at the event.

In Chennai, 79 students registered for the event, 42 confirmed appointments were made and 31 i.e. 39% students came for the event. There were 10 walk-ins in total.

In Mumbai, 62 students registered for the event, 45 confirmed appointments were made and 37 i.e. 82% came for the event. There were 14 walk-ins at the event

In Delhi, 113 students registered for the event, 96 confirmed appointments were made and 55 i.e. 57% students came for the event. There were a total of 21 walk-ins at the event.

Visitor profile analysis:

Registration data analysis

- The below table provides a snapshot of the students' profile that came for the event. This is the first time an event was created to convert enquires and applicants into offers holders. It was observed that enquires from fresh applicants was higher for 'undergraduate courses' as compared to 'post graduate courses'. In Mumbai the ratio of students enquiring for UG courses was higher than all the other cities.

Expected level of study in the UK			
City	UG (%)	PG (%)	PhD (%)
Kolkata	27	72	7
Bangalore	26	66	8
Chennai	32	53	17
Mumbai	40	50	10
Delhi	30	66	15

- The below data is indicative of how many new applicants attended the conversion events. The below data indicates, the ratio of new students was higher than the existing enquirers or applicants.

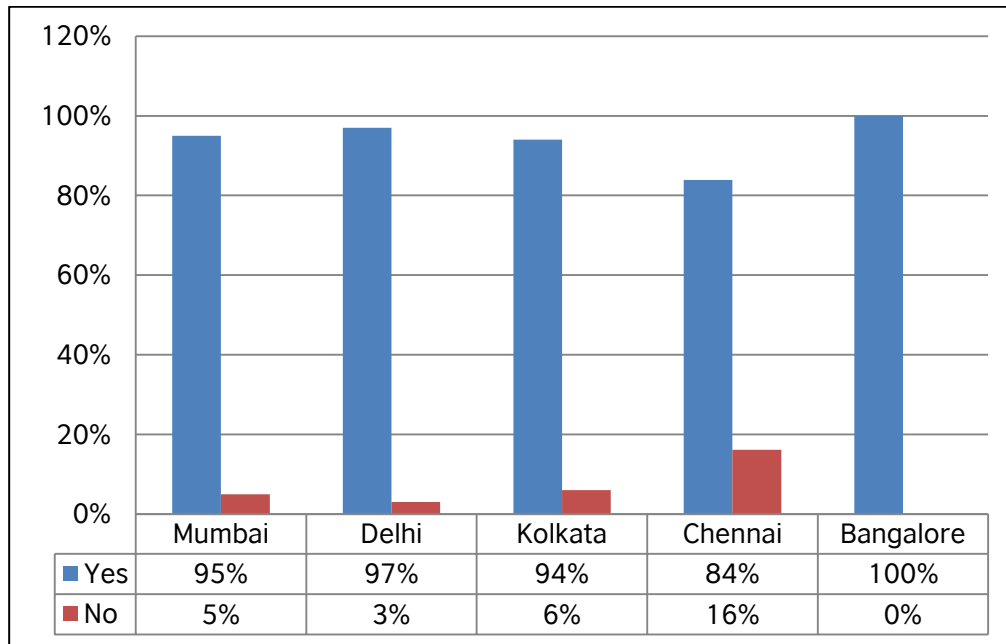
Fresh applicant or already applied to the UK (in %)					
	Kolkata	Bangalore	Chennai	Mumbai	Delhi
Fresh applicants	100	74	93	79	78
Applied to the UK	0	26	7	21	22

- As the event was promoted extensively through various digital channels, email shots by the British Council and Facebook promotion worked very well for this event

How did you come to know about the event (in %)					
	Kolkata	Bangalore	Chennai	Mumbai	Delhi
Email by UK institution	3	24	6	21	29
Email by British Council	75	63	63	41	33
Through Education UK India site	9	5	16	19	17
Through Facebook	21	9	15	21	21

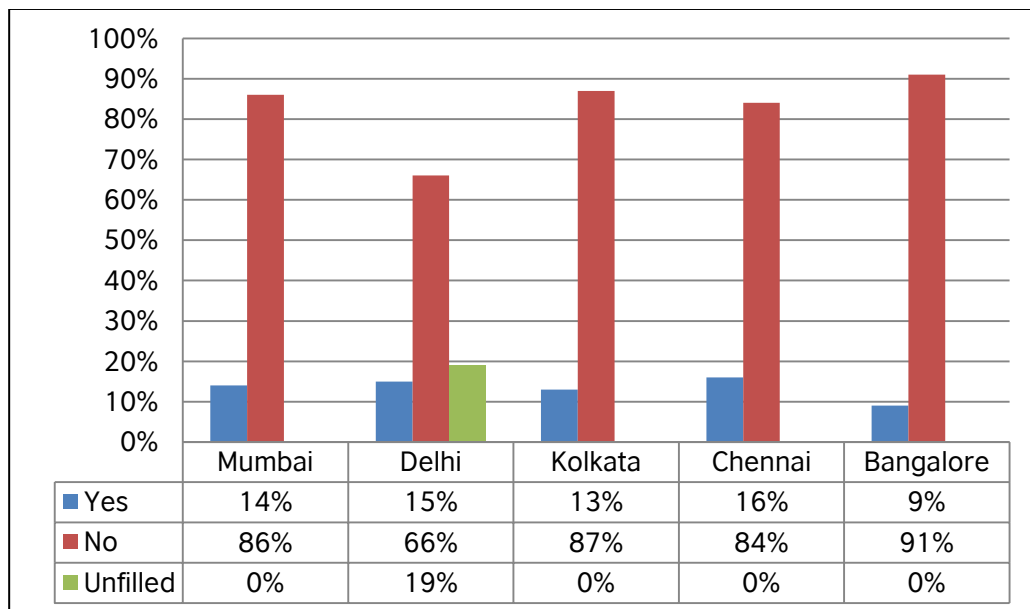
Feedback analysis: visitors

Did you get all the information you were seeking?



The above graph indicates that most students were able to get the information they were seeking on attending the conversion events

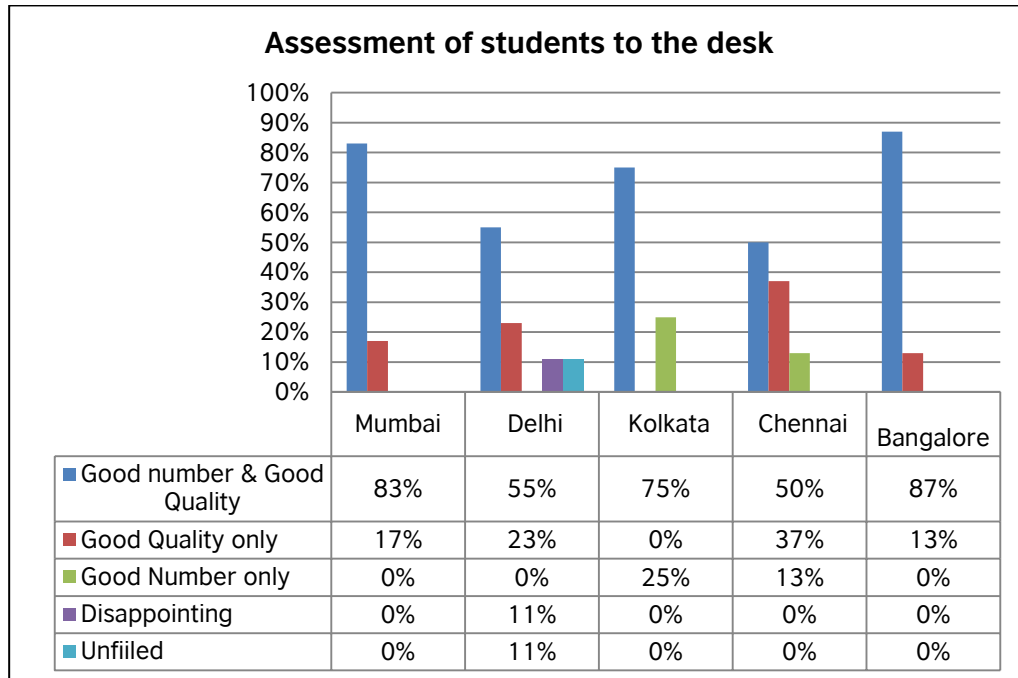
Did you receive an admission offer at the event today (Conditional or unconditional)?



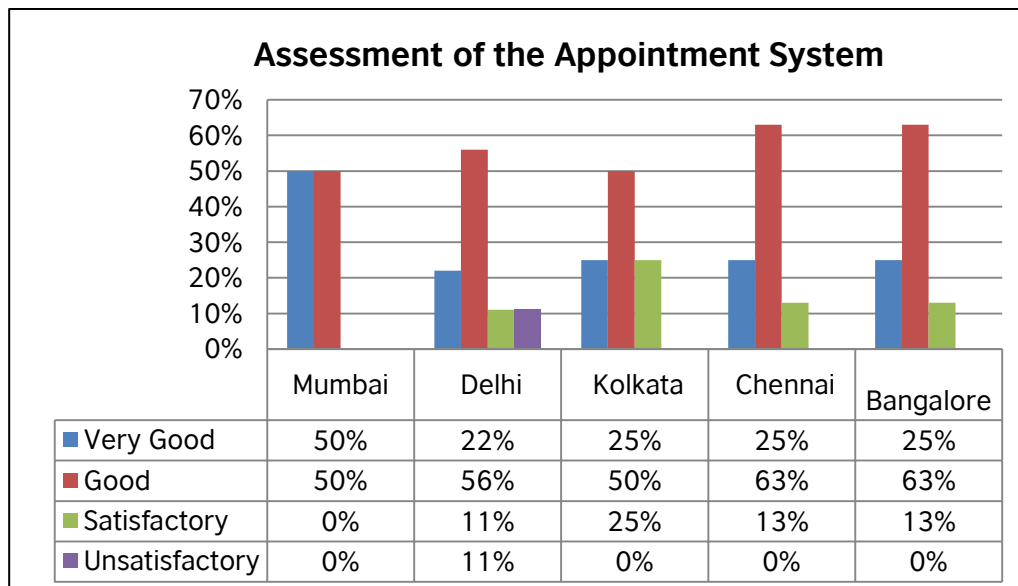
More than 15% students received an offer from a UK institution by attending the conversion events.

Feedback analysis: Delegates

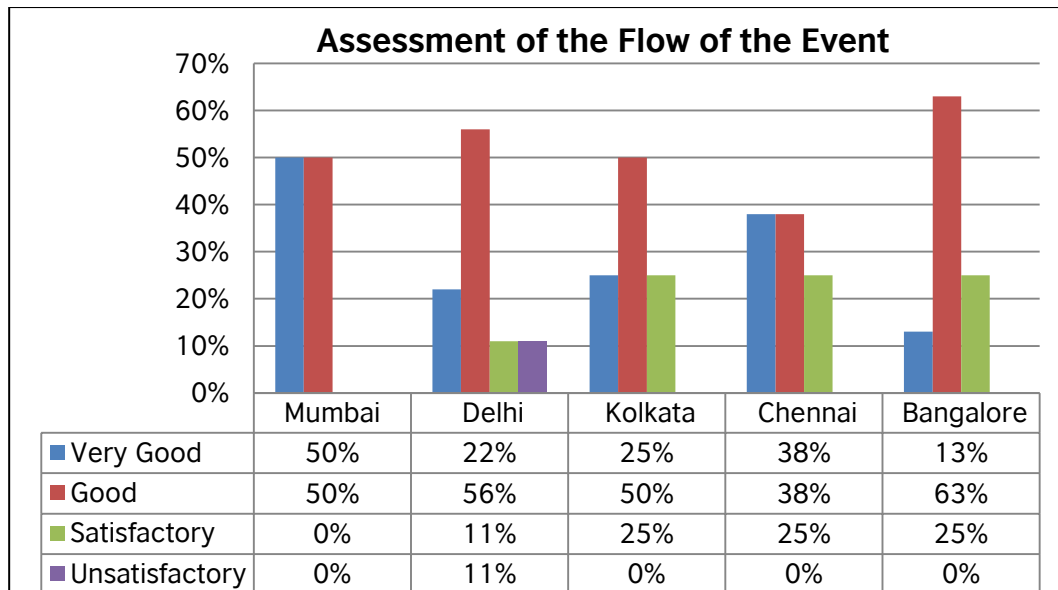
The below graph indicates the overall assessment of visitors at each city. In Mumbai 83% and in Bangalore 87% delegates were extremely positive about the quality of students and the number of students they met respectively.



This was the first time we introduced an appointment system at our events and it garnered positive feedback from participating delegates



Most delegates across all cities were pleased with the flow and logistics of these events



Way forward and feedback for British Council

- Feedback from most delegates indicated that the event was successful for them; however delegates met a substantial number of students who were looking at 2016-17 entry instead of 2015 entry. Since the event was focused on getting students for the September 2015 entry, delegates gave feedback that we should include a pre-entry filtering mechanism to eliminate students looking for an admission in future years and not immediate year.
- Some delegates have commented that we should have a pre-counselling session with registered students before the commencement of the event so that they are better researched on the courses offered by participating UK Institutions. We shall work on a method to have a pre-briefing with students to inform about the courses offered by participating institutions before the event so that students are well researched/informed before they meet the delegates.

Annexure I: detailed feedback from participating delegates

	Mumbai	Delhi	Kolkata	Chennai	Bangalore
Good number and Good Quality	83%	55%	75%	50%	87%
Good Quality only	17%	23%	0%	37%	13%
Good Number only	0%	0%	25%	13%	0%
Disappointing	0%	11%	0%	0%	0%
Unfiled	0%	11%	0%	0%	0%
Kindly provide feedback on I. Appointment System					
Very Good	50%	22%	25%	25%	25%
Good	50%	56%	50%	63%	63%
Satisfactory	0%	11%	25%	13%	13%
Unsatisfactory	0%	11%	0%	0%	0%
II. Flow of the Event					
Very Good	50%	22%	25%	38%	13%
Good	50%	56%	50%	38%	63%
Satisfactory	0%	11%	25%	25%	25%
Unsatisfactory	0%	11%	0%	0%	0%
III. Promotion of the event					
Very Good	33%	11%	0%	13%	25%
Good	50%	78%	100%	63%	75%
Satisfactory	17%	0%	0%	25%	0%
Unsatisfactory	0%	0%	0%	0%	0%
Unfiled	0%	11%	0%	0%	0%
I. Before the event					
Very Good	67%	22%	75%	63%	87%
Good	33%	67%	25%	37%	13%
Satisfactory	0%	11%	0%	0%	0%
Unsatisfactory	0%	0%	0%	0%	0%
II. During the event					
Very Good	83%	22%	75%	63%	88%
Good	17%	67%	25%	38%	13%
Satisfactory	0%	11%	0%	0%	0%
Unsatisfactory	0%	0%	0%	0%	0%
Conditional Offers					
1-4	33%	33%	0%	25%	0%
5-10	0%	0%	0%	0%	0%
Unfiled	67%	67%	0%	0%	0%
Unconditional Offers					
	Mumbai	Delhi	Kolkata	Chennai	Bangalore
1-4	17%	22%	0%	25%	0%
5-10		0%	0%	0%	0%
Unfiled	83%	78%	0%	0%	0%

None					
	Mumbai	Delhi	Kolkata	Chennai	Bangalore
1-4	17%	0%	0%	63%	0%
5-10	0%	0%	0%	0%	75%
Unfilled	83%	100%	0%	37%	0%
6 - A Did the event meet your expectations					
Agree Strongly	100%	11%	0%	0%	0%
Agree	0%	78%	100%	50%	88%
Disagree	0%	11%	0%	50%	0%
Strongly Disagree	0%	0%	0%	0%	0%
Unfilled					13%
6 - B Overall, the event was a high quality event					
Agree Strongly	0%	22%	25%	0%	13%
Agree	83%	56%	75%	100%	75%
Disagree	17%	22%	0%	0%	0%
Strongly Disagree	0%	0%	0%	0%	0%
Unfilled					12%
6 - C I have acquired knowledge about the Market from participating at the event					
Agree Strongly	17%	0%	0%	25%	0%
Agree	67%	67%	75%	50%	63%
Disagree	16%	0%	0%	25%	13%
Strongly Disagree	0%	0%	0%	0%	0%
Unfilled		33%	0%	0%	25%
7 - Would your institution consider attending a similar event next year?					
Yes	50%	45%	75%	38%	50%
No	0%	11%	0%	13%	0%
Undecided	50%	44%	0%	50%	38%
Unfilled	0%	0%	0%	0%	12%