

Higher Education Fair as part of L'Etudiant Study Abroad Fair

Paris, 31 January and 1 February, 2015

Contents

| | |
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| Contents..... | 1 |
| 1. Event fact file..... | 2 |
| 2. Key statistics | 2 |
| 3. Impact of marketing plan | 3 |
| 4. Conclusions and follow up | 3 |
| Appendix 1: List of participating institutions | 4 |
| Appendix 2: Exhibitors' survey results | 4 |
| Appendix 3: Advertising and promotion plan (media plan) | 4 |
| Appendix 2: Exhibitor's survey results | 6 |
| Appendix 3: Advertising and promotion/media plan in collaboration with L'Etudiant for Paris event..... | 11 |

1. Event fact file

Paris

| | |
|------------------------------------|---|
| Venue | L'Etudiant Study Abroad Fair, Porte de Versailles, Paris, 31 January and 1 February 2015 |
| Opening hours | 10.00-18.00 both days |
| Stand costs | £ 2200 (+ VAT) |
| Unique feature to give added value | Market briefing and networking cocktail on 30 January 2015 at British Council, Paris |
| Seminars | 16.00-17.00 Education UK panel with participation from British Council, IELTS, UK university representatives and UK university alumni (both days) |

2. Key statistics

| Attendance | Studyrama International Training and Careers fair, Paris | |
|---------------------------------|--|---|
| | 2014 | 2015 |
| Total number of visitors | 27,106 | 16,750 (official figure tbc in July) |
| Total number of UK universities | N/A | 21 |
| Total number of exhibitors | N/A | 21 |

| Visitor demographics | Studyrama International Training and Careers fair, Paris |
|----------------------------------|--|
| High school students | 40% |
| University students | 32% |
| Other (parents, professionals..) | 24% |

High school students can be further broken down into 56% final year or year 12 students, 34% year 11 students and 10% of year 10 students.

*A full list of exhibitors can be found in Appendix 1



3. Impact of marketing plan

The exhibition was organised as part of the L'Etudiant Study Abroad fair and as such the marketing campaign for the UK exhibition was integrated into the wider L'Etudiant campaign. This involved extensive press, radio and on-line advertising, a poster campaign in the Paris metro, distribution of magazines in all Parisian higher education institutions and secondary schools as well as interviews in the press. Education UK flyers and posters were distributed in all British Council teaching premises in Paris.

During the exhibition, handouts on IELTS, UCAS and the UK education system were made available on our British Council and IELTS stands.

An evening event was held the evening before the fair. This event was split into an hour long market briefing session for UK participating institutions followed by a networking event attended by HE agents, international school representatives, French universities and study abroad organisations.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Feedback from visitors suggested that institutions should be prepared to have up to date information to hand about equivalence of different types of French exams and grading systems. Many of the students did not understand the tuition fee system so it is good to have sheets prepared outlining how much EU students will pay and highlighting any scholarships that your institution has on offer to French students. Students were also keen to know average living costs and accommodation possibilities at each university. We produced a subject matrix which helped guide and direct students.

Some students were interested in Erasmus and Study Abroad options so it is important to have information on your institution's partnerships in France.

The Education UK panel was very successful on both days with over 100 participants in attendance on each day.

We would recommend the presence of alumni on your stand due to the volume of visitors and parents who may want to ask questions in French. It is also useful to have some information, such as details on student loans and tuition fees as well as living costs in French and your geographical location on a map.

As English language requirements have been highlighted by institutions as an issue with some prospective students, it is useful to have information on pre-sessional courses at the stand.

There were a higher number of postgraduate enquiries than at the Studyraina fair we attend in October (see breakdown on page 3). Institutions should be aware of this.



4.2 Key recommendations for the British Council

We will continue to partner with L'Etudiant in Paris. L'Etudiant is the number one organisation in this field and has a significant presence in France which will benefit future fairs.

The Education UK area was appreciated by both students, parents and institutions. The signage and specific marketing helped to ensure a good level of student enquiries. L'Etudiant are keen to repeat and possibly develop this set up for next year.

We will try to secure the presence of UCAS at the event next year as a large number of enquiries centre on the application system and technicalities of the process.

The market briefing and networking event was appreciated by those UK institutions who arrived in time to participate.

We are currently negotiating prices for participation in a L'Etudiant postgraduate fair and other L'Etudiant fairs across France.

We have advised L'Etudiant of feedback concerning their new visitor registration application which was being used for one of the first times at the event.

Appendix 1: List of participating institutions

Appendix 2: Exhibitors' survey results

Appendix 3: Advertising and promotion plan (media plan)



Appendix 1: List of participating institutions

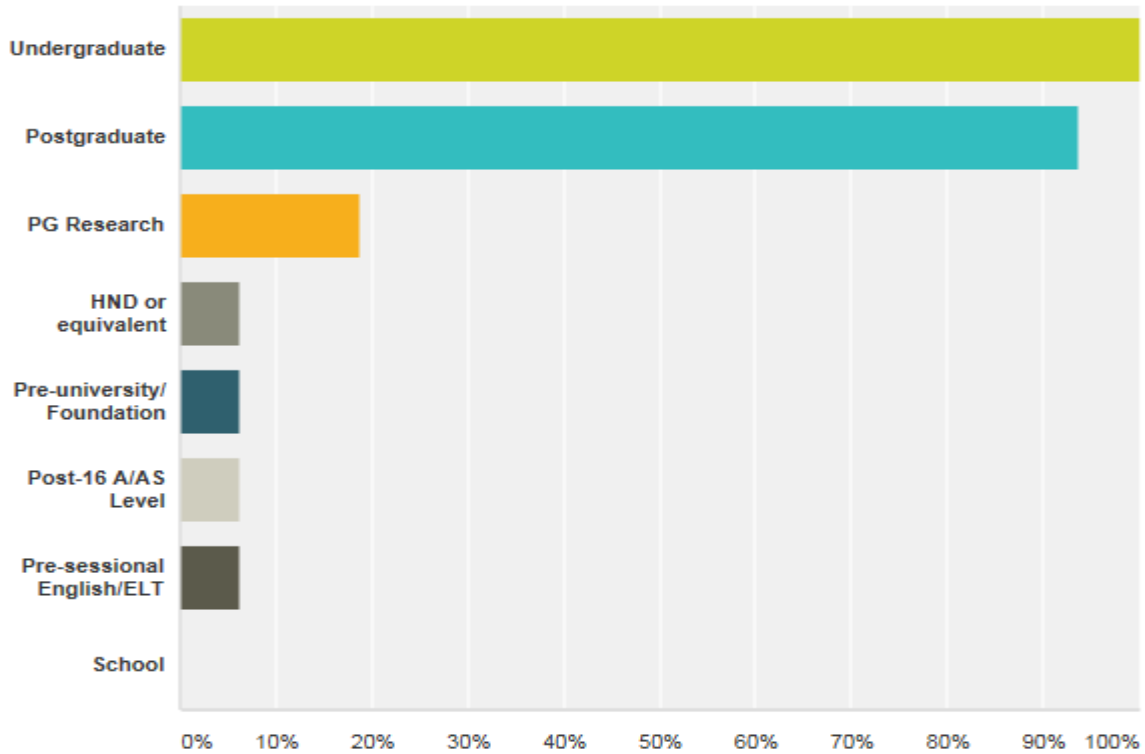
- Anglia Ruskin University
- Birkbeck, University of London
- Cardiff Business School, Cardiff University
- City University London
- Goldsmiths, University of London
- Hult International Business School
- Kingston University London
- London Metropolitan University
- Middlesex University London
- SAE Institute
- University College Birmingham
- University College of Football Business
- University of Derby
- University of East Anglia
- University of Essex
- University of Kent
- University of Law
- University of Lincoln
- University of Northampton
- University of Northumbria
- University of South Wales



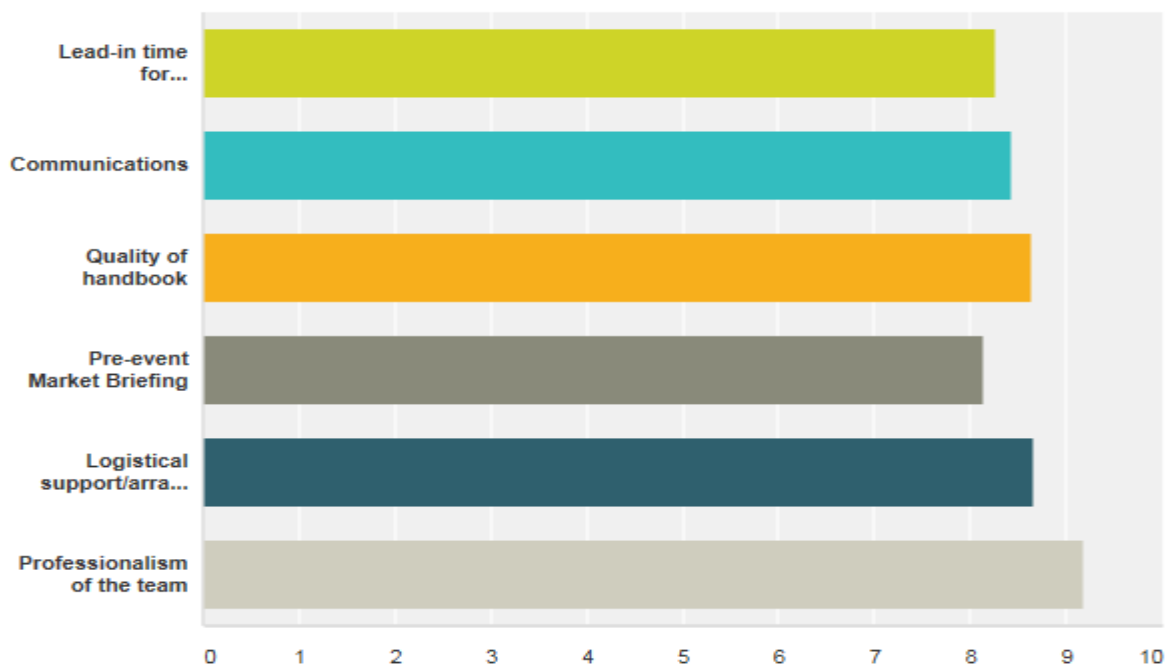
Appendix 2: Exhibitor's survey results

16 questionnaires were returned out of 21

1. What is your primary market interest in this event?

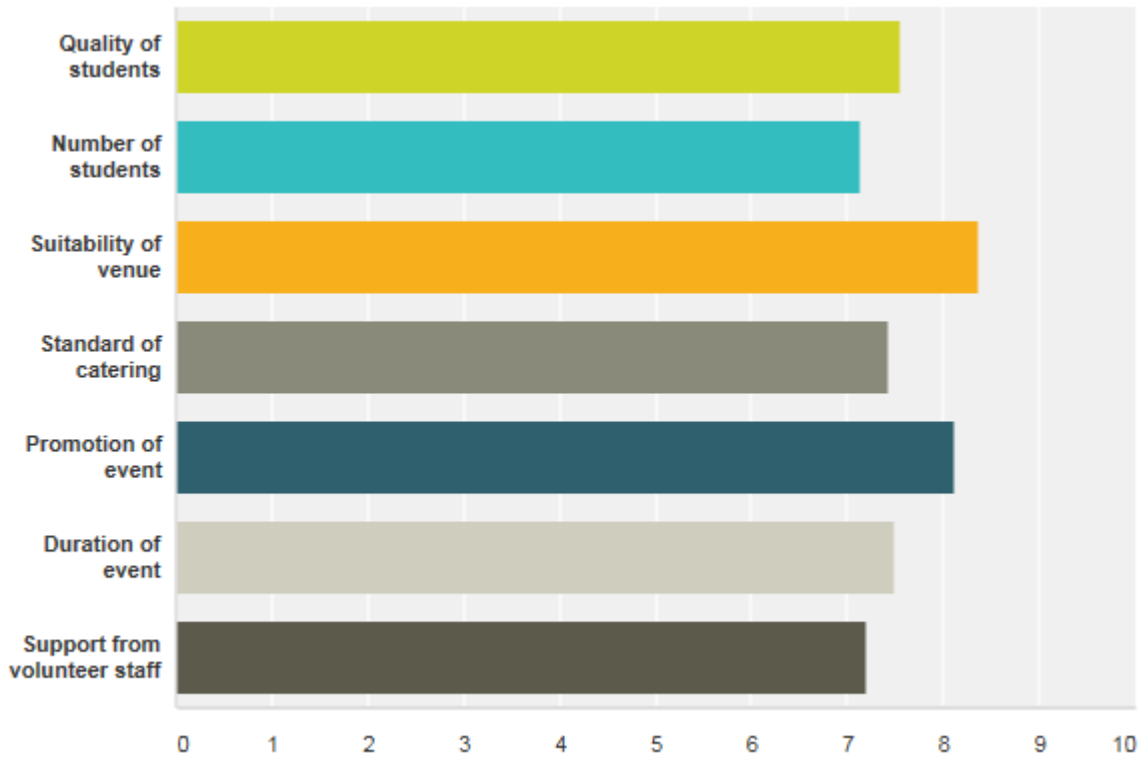


2. Please rate the following aspects of the British Council.





3. Please rate the following aspects of the event you participated in.



4. Have you been to any non British Council events organised in France previously?

9 institutions answered yes, 7 institutions answered no.

5. If you have, who were the organisers?

QS, CIS Tour, Studyrama, L'Etudiant

6. How does this compare to that event?

| | | |
|--|--------|---|
| The British Council event was better | 33.33% | 3 |
| The British Council event was worse | 0.00% | 0 |
| I didn't prefer one event over the other | 66.67% | 6 |

7. Have you attended events organised by the British Council in France previously?

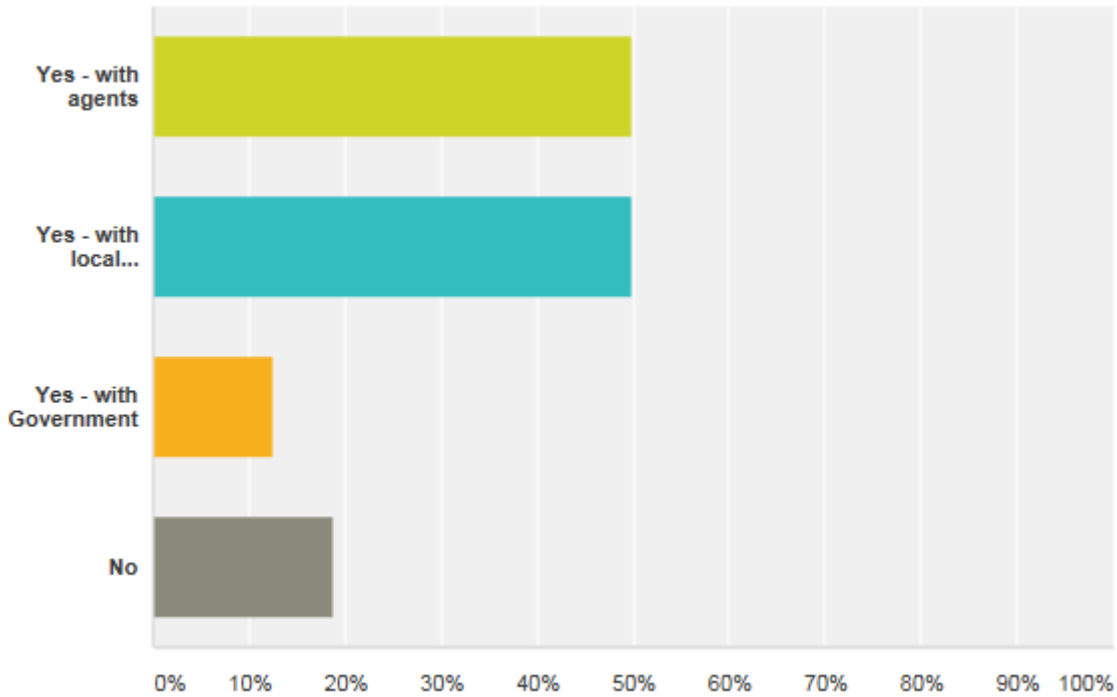
5 institutions answered yes, 11 institutions answered no.

8. Would you consider coming back to the next British Council exhibition in France?

14 institutions answered yes, 1 was undecided and 1 said no.



9. Have you developed new links or built on existing feeder or agent relationships by coming?



10. What recommendations have you got for the future of this particular event for British Council?

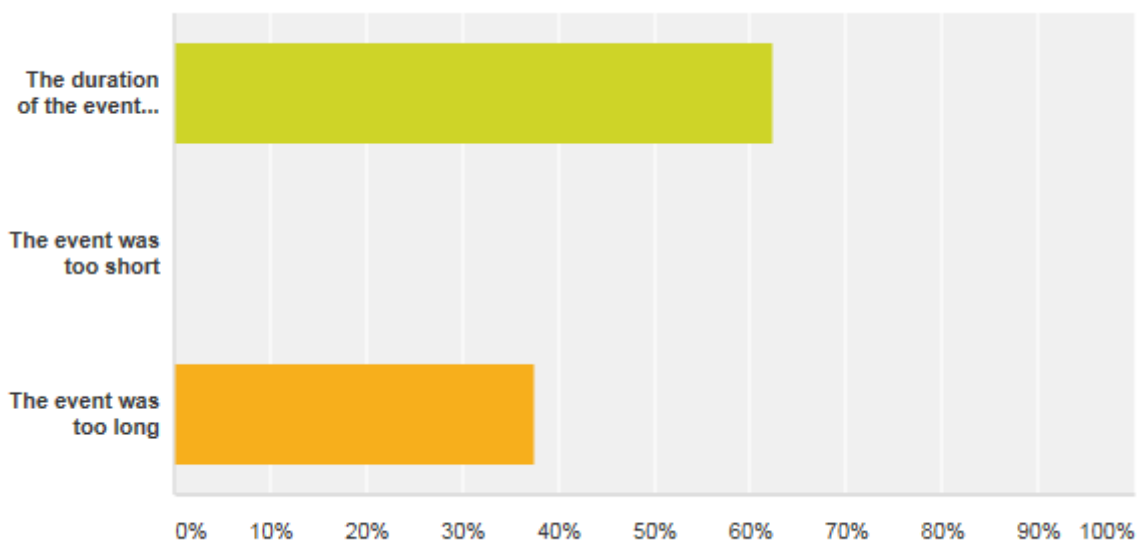
I liked being with the other UK institutions as part of a 'UK Pavilion'. Definitely give feedback re website requirements and the limitations at UK unis. Try another city - Lyon? Or maybe Cannes or Val d'Isere?!

Would it be possible to run pre-event online campaigns to register interest in meeting delegates? Perhaps a social media / complementary website campaign with registration form such that the BC could provide a list of x number of leads who have expressed an interest in meeting you at the event... This could help capture interested prospects who can't make the event for some reason.

11. Was the date of this event right for your institution?

16 institutions answered yes.

12. How was the timing (day) for your institution?





13. What learning points have you picked up for your institution?

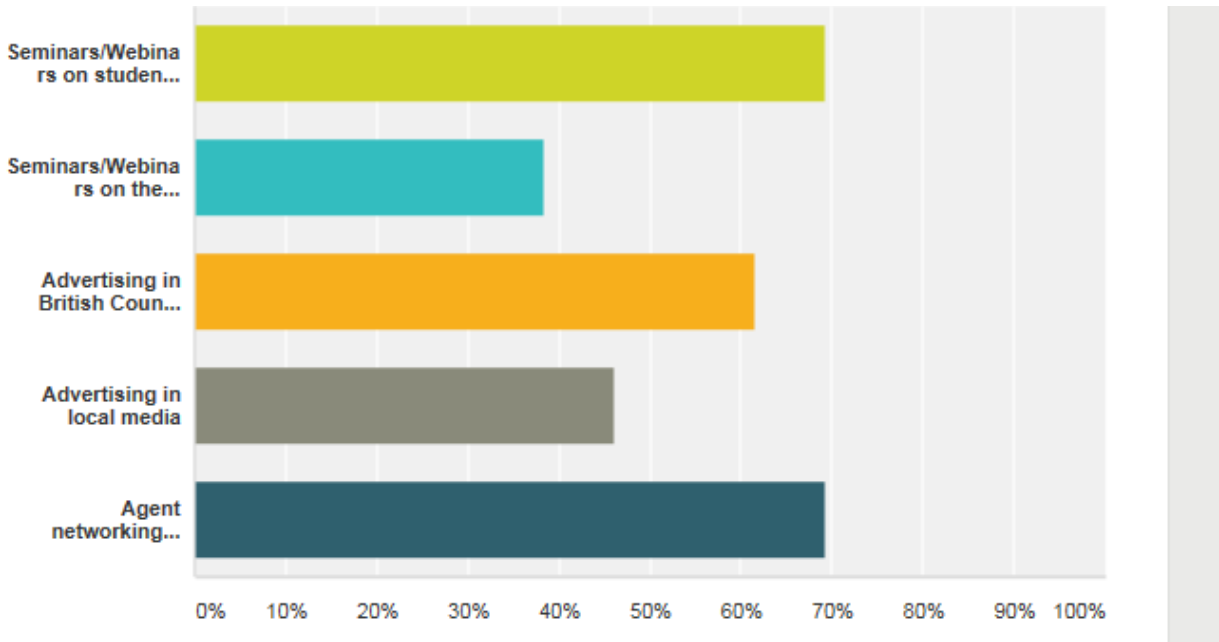
English language levels are a challenge - further promotion of pre-sessional courses would be beneficial for us. Targeted recruitment for postgraduate courses which are of interest to French students would be a good way to build on numbers.

We have been active in this market for a long time but we appreciated the up-to-date marketing information from the British Council and the British Council support during the fair.

Social media and expo / salon combination campaigns that work well in other countries don't appear to work so well in France...! Getting the right salon is a challenge for us. Attending the "artistiques" salons means prospective students are interested in the right subjects but probably not thinking about studying overseas - whereas the "partir a l'etranger" events have far fewer students looking for creative media subjects... The fact that L'Etudiant held these two events the same weekend was somewhat frustrating.

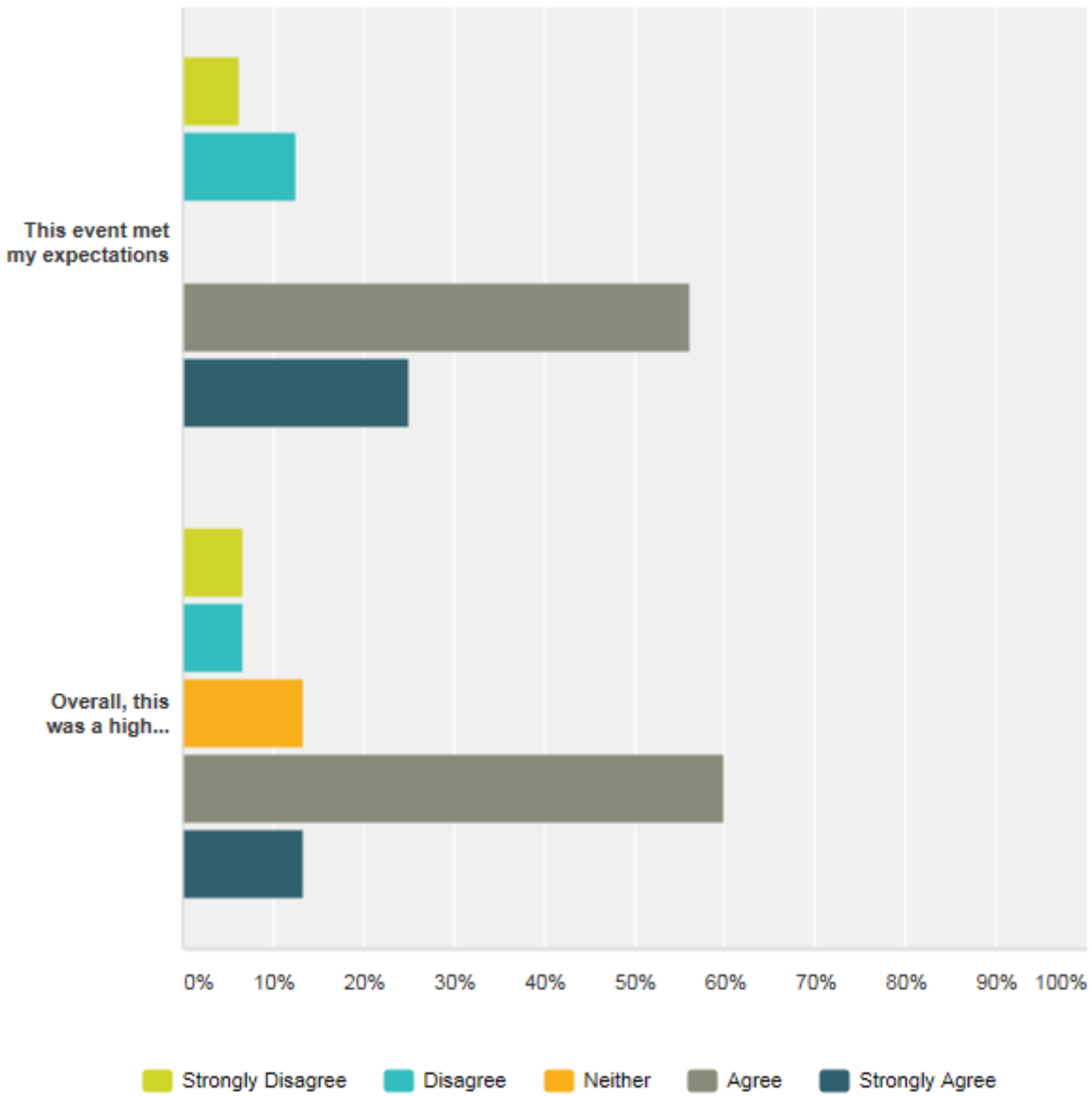
It would be good to have information translated to French for parents as well.

14. What other services in France would interest you in the future?





15. Overall summary





Appendix 3: Advertising and promotion/media plan in collaboration with L'Etudiant for Paris event

Press: Insertions in the following publications

Le Moci – 30/10 – Salon Partir Etudier à l'Etranger

L'Hôtellerie Restauration – 08/01 – Rencontre avec un conseiller en recrutement de l'Institut d'hôtellerie et de tourisme du Quebec (ITHQ) au Salon Partir Etudier à l'Etranger

Nanterre Info – 01/01 – Salon Partir Etudier à l'Etranger

L'Echo Républicain – 19/01 – Salon Partir Etudier à l'Etranger

L'Echo Républicain – 26/01 – Salon Partir Etudier à l'Etranger

Toutes les Nouvelles de Versailles – 28/01 – Salon Partir Etudier à l'Etranger

Le Courrier des Yvelines – 28/01 – Salon Partir Etudier à l'Etranger

L'Officiel des Spectacles – 28/01 – Salon Partir Etudier à l'Etranger

Pariscope – 28/01 – Salon Partir Etudier à l'Etranger

Direct Matin – 30/01 – Salon Partir Etudier à l'Etranger

Le Journal du Dimanche – 01/02 – Salon Partir Etudier à l'Etranger

Radio: Promotional campaign on NJR, France Inter and Virgin Radio

External advertising: 400 posters on the Parisian subway stations, 2,449 posters Paris and region City Halls and councils, 799 posters in the bus network


Emailing to High schools, Higher education system and universities, Classes prépas, Student Information Centers,

Telemarketing: 1,978 calls

Distribution of invitations and posters : 300 000 lycéens Passes and 210 000 student Passes + 150 000 student Passes in the monthly l'Etudiant magazine giving free entrance on the fair

Communication in l'Etudiant Agendas (950 000 copies)

L'Etudiant and Express-Roularta Group e-mailing databases (over 2 million contacts)



Web campaign: 36 articles online

<http://www.evous.fr/Salon-Etudiant-Paris-formation-inscriptions-informations-1174839.html>
<http://www.salonsparis.cci-paris-idf.fr/manifestation-7/man-0000006141.htm>
<http://www.britishcouncil.fr/evenements/salon-partir-etudier-etranger-2015>
<http://www.educationuk.org/france/articles/education-uk-salon-etudier-etranger/>
<http://www.etudiantdeparis.fr/agenda/18e-edition-du-salon-letudiant-partir-etudier-letranger>
http://www.ac-versailles.fr/public/jcms/p1_39913/salons-orientation-en-ile-de-france-2014/2015
<http://www.ville-dugny.fr/content/salon-de-letudiant-partir-etudier-letranger>
<http://www.orientation-pour-tous.fr/Salon-Partir-etudier-a-l-etranger,3157.html>
<http://sortir.telerama.fr/evenements/salons/salon-de-l-etudiant-partir-etudier-a-l-etranger,182493.php>
<http://etudier-en-france.fr/2015/01/etudiantes-en-france-voulez-vous-etudier-letranger/>
<http://www.leboost.com/75-paris/agenda/exposition/salon-de-l-etudiant-partir-etudier-a-l-etranger-227685.html>
<http://www.diplomeo.com/actualite-calendrier-des-salons-etudiants-en-janvier-france>
<http://www.expressroulartaservices.fr/marques/letudiant-evenement/>
<http://www.annonceetudiant.com/a/evenements/salon-partir-etudier-a-l-etranger-paris-%2815eme-arrondissement%29-682340.php>
<http://www.onisep.fr/Mes-infos-regionales/Ile-de-France/Dossiers/Agenda-salons-forums-portes-ouvertes/Salons-et-forums-de-l-orientation-en-Ile-de-France>
<http://www.guidedelamobilite.com/salon-partir-etudier-a-letranger/>
http://www.mairie-etampes.fr/viewPageEvent.html?page=salon_etranger_etudes
http://www.gazette-salons.fr/_salon-de-l-etudiant-partir-etudier-a-l-etranger/informations-pratiques-salon-de-l-etudiant-partir-etudier-a-l-etranger-paris
<http://www.ecole-de-commerce.com/agenda/evenement-salon-partir-etudier-a-etranger-paris-6145.html>
<http://www.orientation-carriere.com/articles/salon-etudiant.html>

<https://www.foiresetsalons.entreprises.gouv.fr/fichemanif.php?manif=15750&decl=44>
http://fr.gongchang.com/todas/trade_shows/2014-11-08/125.html
<http://www.salons-online.com/data/event783.html>
<https://unaapestjames.wordpress.com/tag/salon/>
<http://www.vatel-brussels.be/en/hospitality-degrees/all-student-fairs/fairs-worldwide/22/FR>
<http://pvtistes.net/canada/agenda-ambassade-du-canada/>
<http://www.vatel.fr/en/campus/campus-paris/fairs/11/fr>
<http://www.vatel.ch/en/hospitality-degrees/all-student-fairs/fairs-worldwide/12/FR>
<http://www.bacplusdeux.com/agenda/evenement-salon-partir-etudier-a-etranger-paris-4837.html>
<http://www.vatel-madrid.es/en/hospitality-degrees/all-student-fairs/world-fairs/22/FR>
<http://www.kaplaninternational.com/fr/rencontrez-nous.aspx>
<http://www.puteaux.fr/Jeunesse/Bureau-Information-Jeunesse-BIJ/Agenda-des-salons-et-forums>
<http://www.sortiraparis.com/loisirs/salon/articles/68430-salon-partir-etudier-a-letranger-2015>
<http://www.france-canada.info/sessions-information-sur-les-etudes-au-canada/>
<http://www.lidem.eu/>
<http://www.apesia94.org/salon-partir-etudier-a-letranger/>

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