



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
International School Roadshow**

**03-06 October 2016  
Vietnam**

# Introduction

Thank you very much for your participation in the International School Roadshow – Vietnam October 2016.

The International School Roadshow took its tour to 8 international schools in Ho Chi Minh City and Hanoi over 4 days from 03 - 06 October. This event had the participation of delegates from 27 UK universities who took this opportunity to meet prospective students, build up relationship and strengthen links with international schools in Vietnam.

The roadshow reached 940 students studying GCSE, A Levels, IB programmes at 8 international schools. They had face-to-face counselling with representatives from UK universities and attended UK Education seminars.

This report is to provide you with brief summary of the event, including student information and exhibitor feedback. We trust that this report will enable you to report the return on investment benefits and assist with future decision making.

Finally, we highly appreciate your support, and look forward to working more closely with you in coming roadshow and a wide range of other educational promotion activities during the year.

Best regards,

Phuong Pham | Education Marketing Manager

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## Highlights

**2 cities**

**4 days**

**27 UK Universities**

**8 International schools**

**940 students**

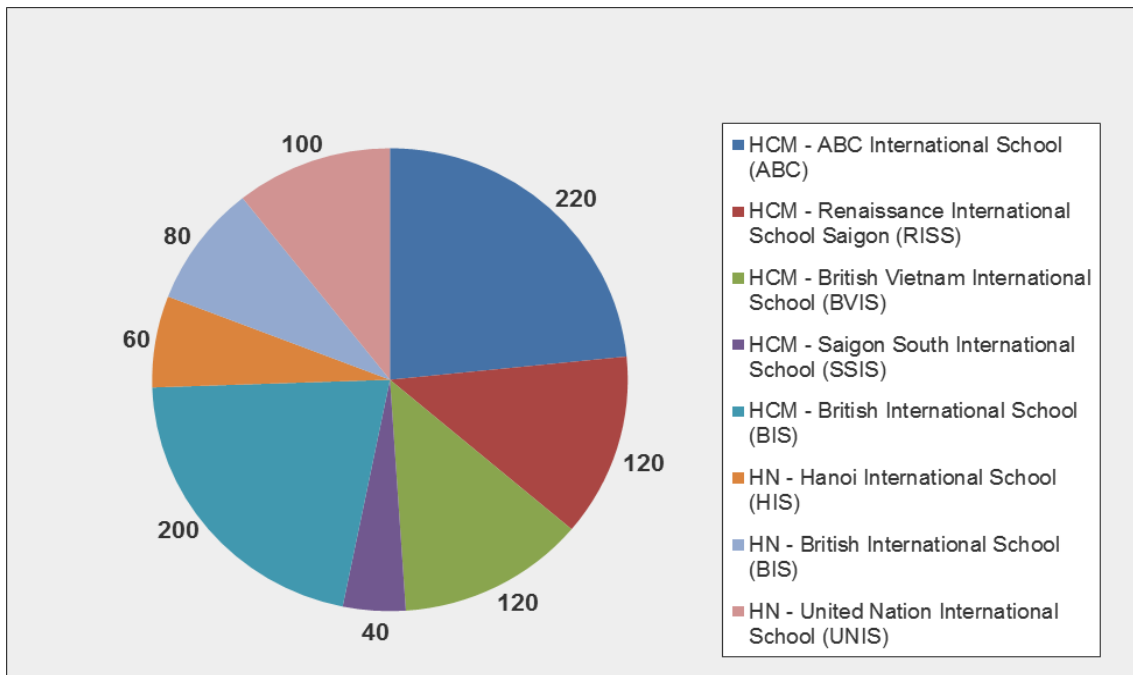
## Programme

City	Date	Time	School
Ho Chi Minh	03 October 2016	08:30 – 10:30	ABC International School (ABC)
		11:30 – 13:30	Renaissance International School Saigon (RISS)
		14:15 – 16:30	British Vietnam International School (BVIS)
	04 October 2016	12:00 – 13:15	Saigon South International School (SSIS)
		14:30 – 16:30	British International School (BIS)
Hanoi	05 October 2016	14:30 – 16:30	British International School (BIS)
	06 October 2016	08:30 – 10:30	Hanoi International School (HIS)
		12:40 – 14:00	United Nation International School (UNIS)

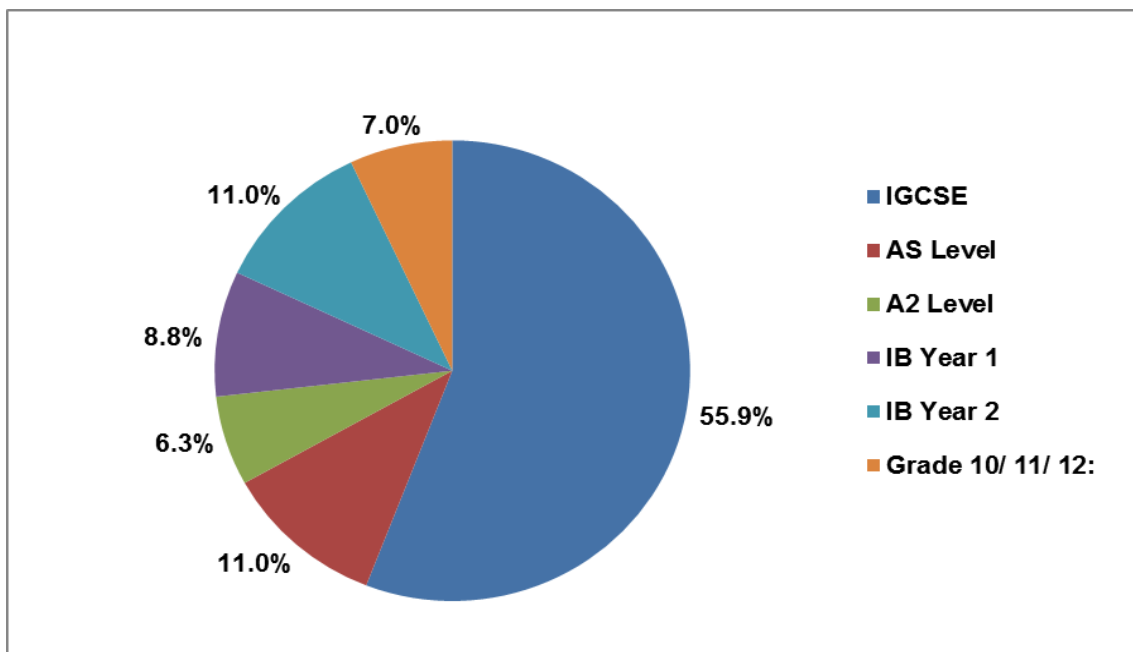
## Student's information

There were closed to 940 students from 8 international schools in HCMC and Hanoi.

Here's the break down to number of students from each school:

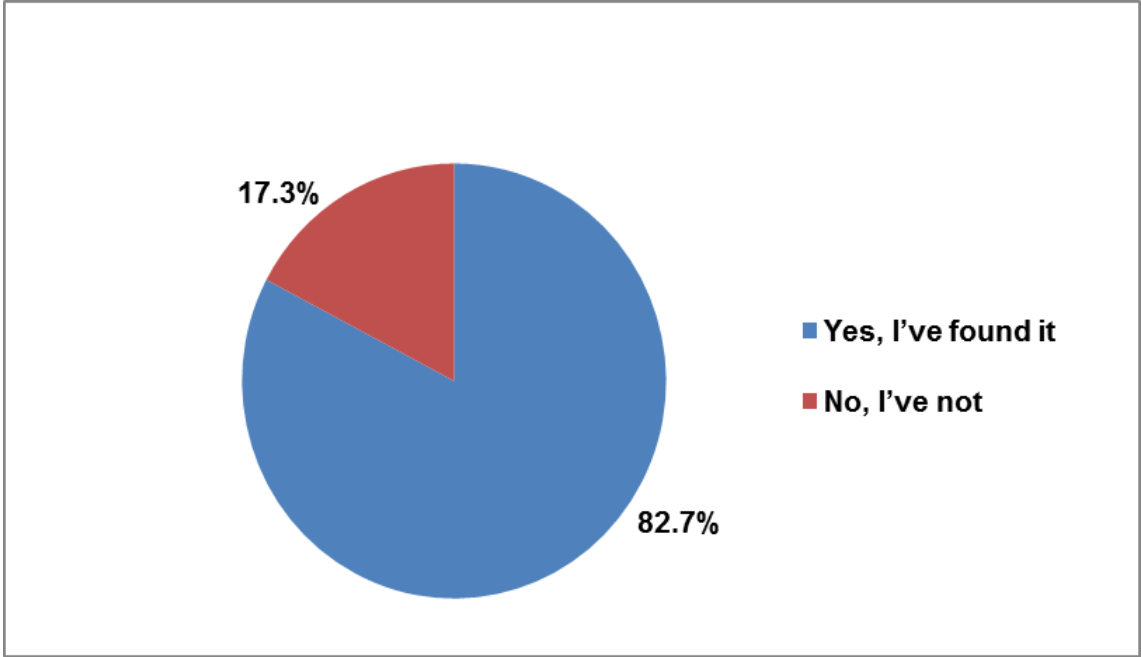


Details about students' grade and curriculum are:



(n = 282 survey responses collected from information sheet)

After the event, **82.7% of students** who completed the survey form said that they **have found the courses that met their expectation**:



## Exhibitor's feedback

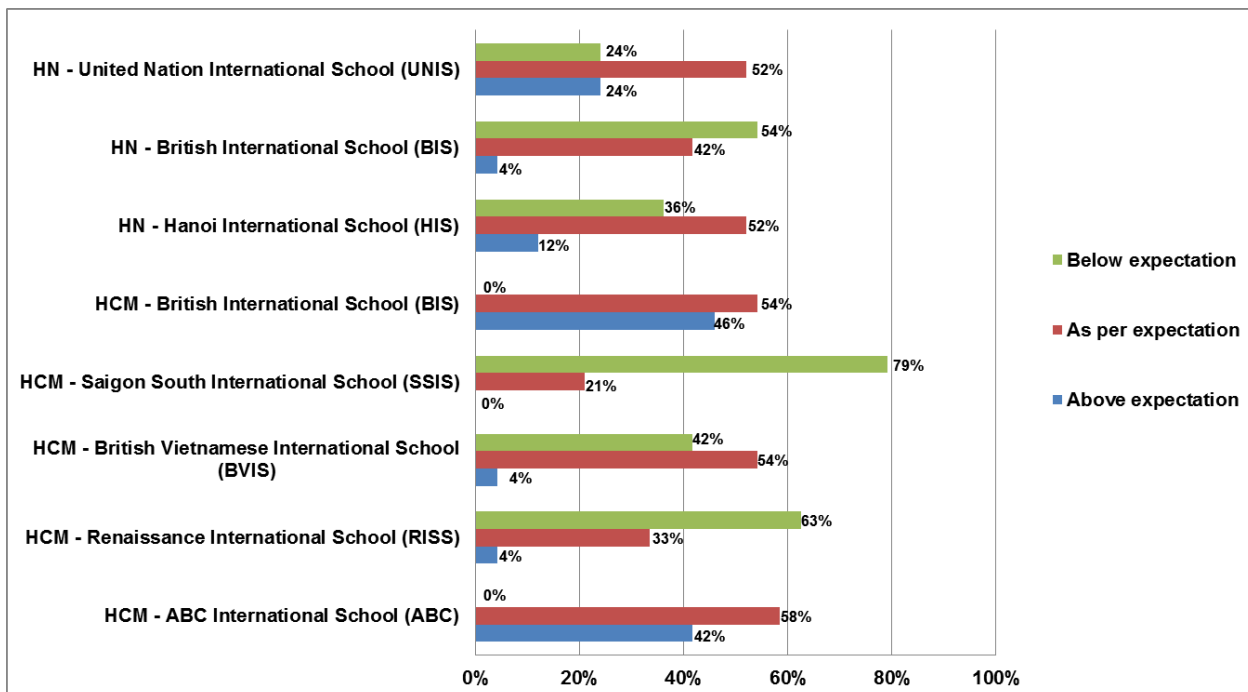
### Main compliments

- Overall BC staff are really nice and helpful. Thank you!
- A very good and helpful team
- High quality schools with high achieving, ambitious, and delightful communication students. All very welcoming and good sources of potential students

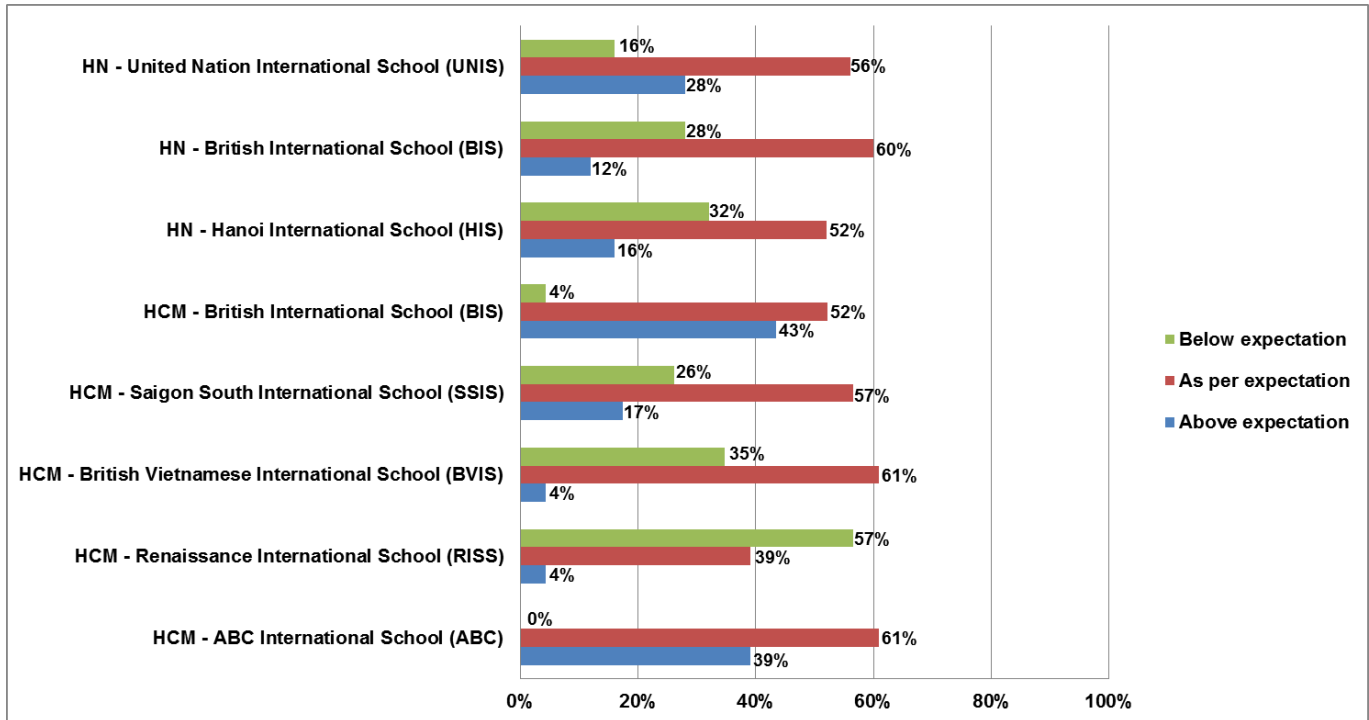
### Recommendations for future event

- Outside venue was uncomfortable. Venue in library was not ideal as our visit was during lunch break and no food was allowed.
- Pre-departure handbook came a bit late.
- Tie those in with other BC events so don't have to go to Hanoi and then back to HCMC. Do all the events in HCMC then go to Hanoi and Danang.
- It would be useful to have a counsellor training / briefing sessions with all school counsellors one evening before the tour starts. As this gives counsellors better knowledge about UK education Unique Selling Point (USP) and university profiles.

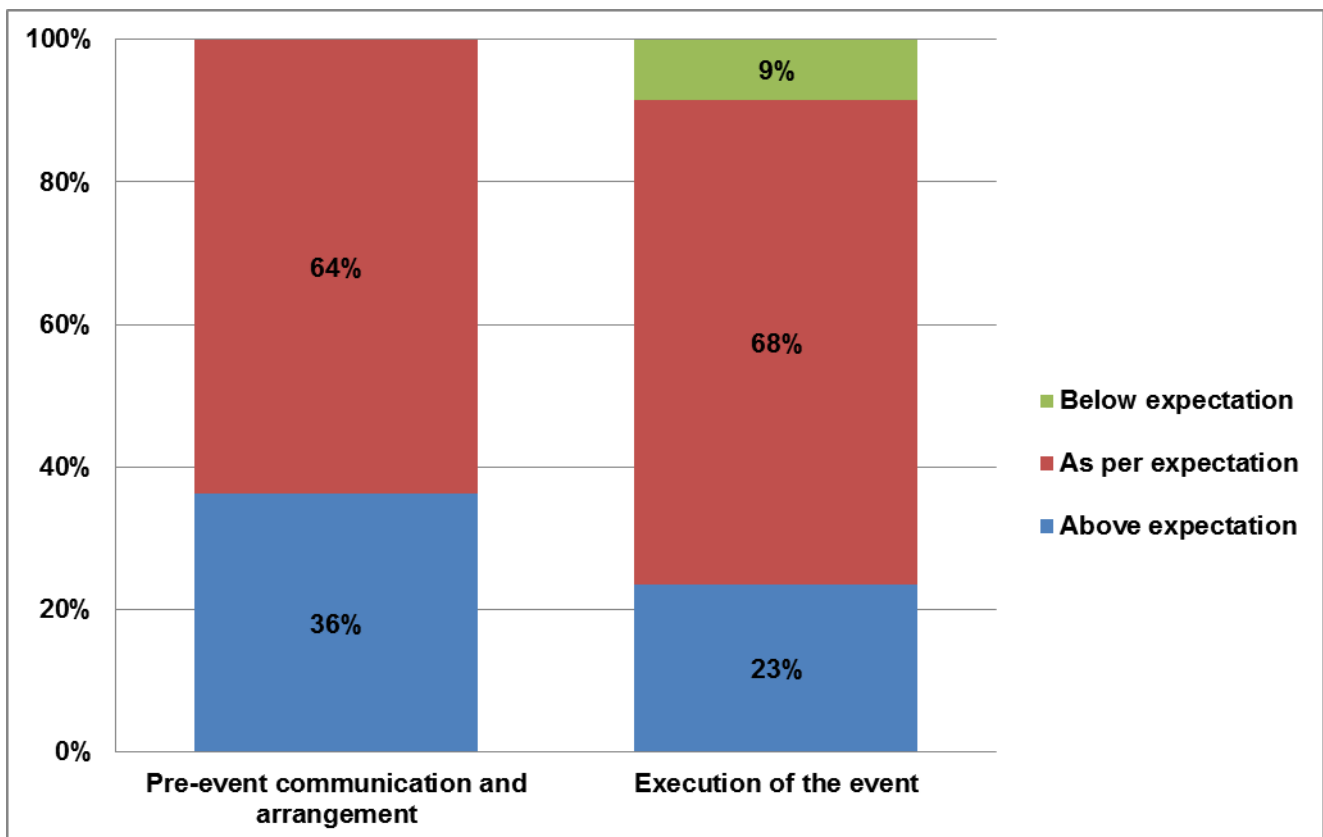
### What is exhibitor's assessment of student NUMBER for schools?



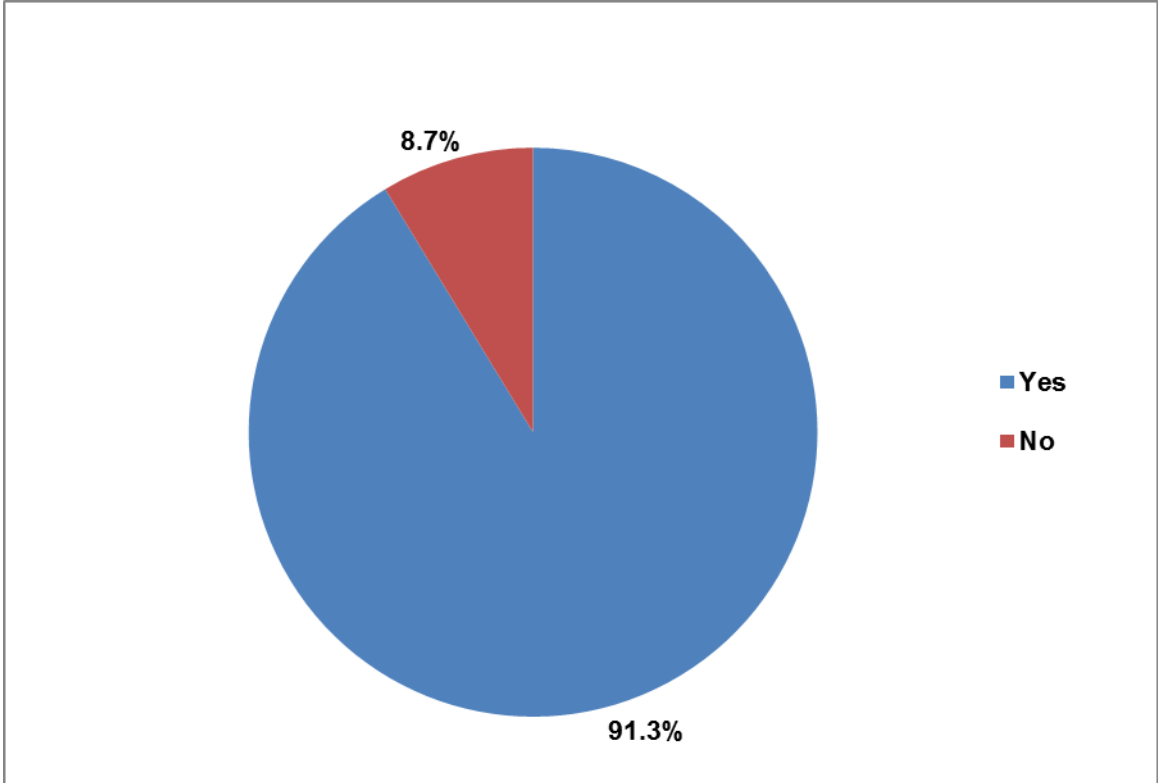
What is exhibitor’s assessment of student QUALITY for schools?



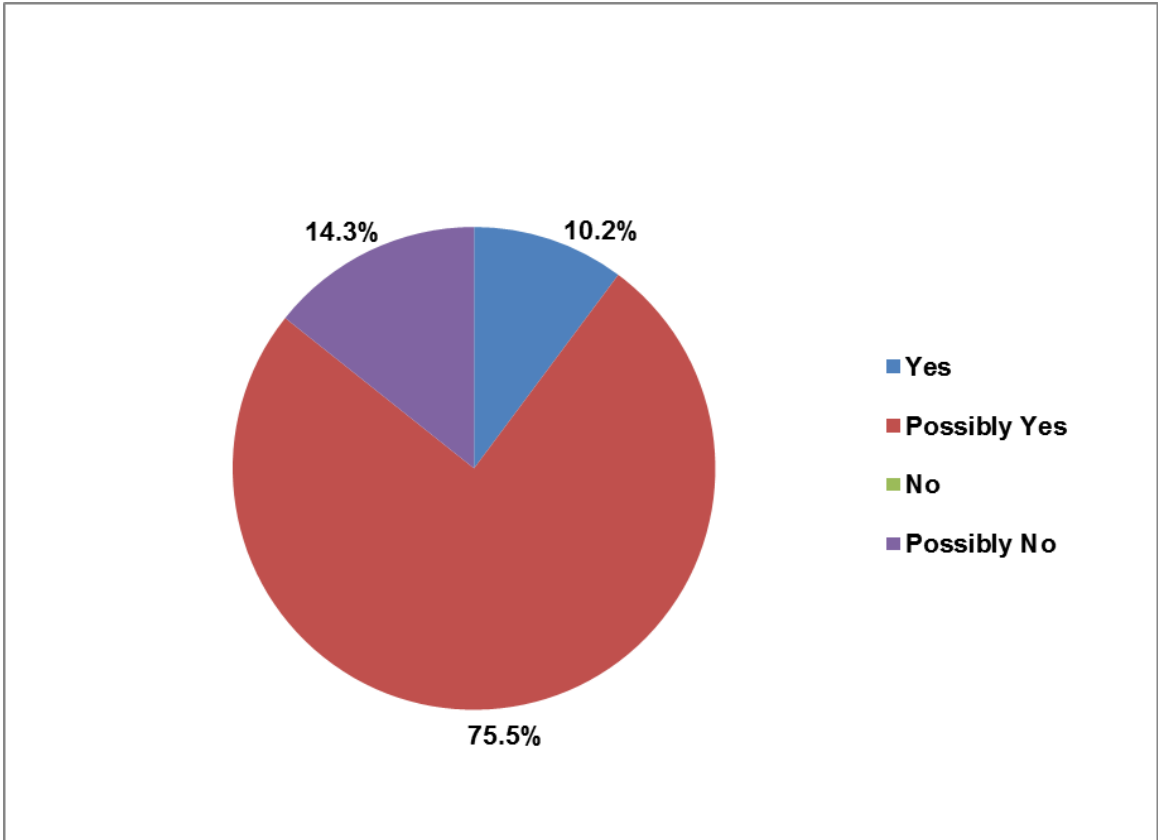
In terms of event management, how do exhibitors rate the quality of each activity below?



Did you find this event worth attending?



Will you be attending this event this time next year?





## Future steps for British Council

- **Pre-event communication:** To improve communication about logistics arrangements, pre-departure pack will be sent to exhibitors at least 2 weeks in advance for the next roadshow
- **Working with international schools:** we will continue to work with schools that were rated good in this year's event, meanwhile extend partnerships with other potential and better-targeting international schools.  
Besides, suitability of event venue at school and flow of students should be taken into account when working with international school hosting the roadshow.  
Especially, it is important to get agreement of selected international schools in hosting only UK University Fair on the event day
- **Event planning:** We will tie the International School Roadshow with the Education UK Exhibition to ensure that exhibitors can maximize their time in Vietnam by completing all events in one city before moving to the next one. Please follow us on BC-SIEM website for updates on the next International School Roadshow – Oct 2017.

## List of exhibitors

#	Institution	#	Institution
1	Arts University Bournemouth	14	Nottingham Trent University
2	University of the Arts London	15	Plymouth University
3	BPP University	16	The University of Reading
4	University of Brighton	17	University of Southampton
5	University of Essex	18	Staffordshire University
6	The Glasgow School of Art	19	St. George's, University of London
7	University of Gloucestershire	20	University of Sunderland
8	University of Greenwich	21	University of Surrey
9	Hult International Business School	22	University of Warwick
10	Imperial College London	24	University of the West Scotland
11	Liverpool John Moores University	25	University of Westminster
12	New College of the Humanities	26	The University of Winchester
13	Norwich University of the Arts	<b>UK Qualification Provider in Vietnam</b>	
		27	London School for Design and Fashion

## Photos of the roadshow

Please visit and enjoy some of very nice moments captured by our student helper. The folder is shared at:

<https://drive.google.com/drive/folders/0B02A96n67JKFUXFtNTZHS0RsUVk>