Post-event report for

Study UK Fair

16 February 2019
Palazzo delle Stelline, Milan

Introduction

*Thank you taking part in the Study UK Fair in **Italy** in **February 2019** at the **Palazzo delle Stelline** in Milan.*

The purpose of this report is to summarise the event, provide visitor and exhibitor feedback and other useful information. The report will enable readers to report on and determine return on investment as well as assist with future decision making.

The event targeted the Higher Education market and hosted representatives from 50 UK institutions (see Appendix), who engaged positively with prospective students and visitors by providing information on educational opportunities and subject choices. In addition, there were specific talks on a range of themes to help students in their decision making (when and how to apply to a UK university, study opportunities in creative industries and STEM education in the UK).

*The event attracted over **1,800 visitors** largely due to an in-depth marketing campaign (details listed below in the marketing section).*

At British Council we greatly appreciate the support from the UK Institutions and hope that we can continue to provide valuable marketing services both in terms of exhibitions and arrange of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Filomena Casamassa, Partnerships and Projects Manager | British Council, Italy

www.britishcouncil.org/siem

Highlights

This exhibition was held at the following venue/time/date

Venue	Palazzo delle Stelline
Opening hours	10:00-17:00
Stand cost	£1,995

There was a 50% increase in visitors compared to last year.

Attendance	Milan	
	2018	2019
Students with their families and teachers	1,200	1,800

A number of successful seminars were held, covering topics including

- Applying to a UK University
- Careers in the Creative Industries
- IELTS and its advantages.

Visitor Analysis

75% of visitors were looking for <u>Undergraduate Higher Education</u>

20% of the visitors were interested in <u>Postgraduate Courses</u>

Of the visitors were <u>20% male,</u> <u>80% female.</u>

Which school / university do you attend? PUBLIC SCHOOL DEVE ESSERE STATE SCHOOL

Answered: 275   Skipped: 19

Public school	66.18%
Private school	23.27%
International school	12.73%
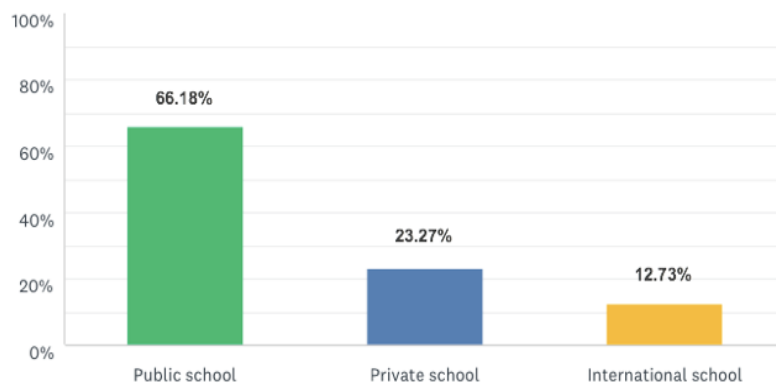
Which study subject are you interested in?

Business Economics Management
Arts Engineering Medicine
Science Design Psychology Fashion
Marketing International Relations Law Film Studies
Architecture Languages Criminology
Communication Mathematics Philosophy
Physics Biology History Journalism English Language
Tourism
Drama Technology Literature Music Computer Science
Finance Humanities

Italy is the third largest EU country, after Germany and France, for sending students to the UK (over 16,800 students studied in the UK in 2017-18).

The large number of visitors to the exhibition is a clear indication that the Milan Fair has become an important annual meeting for the Italian market, and that our visitors want to learn about the wide range of UK study opportunities.

We reached our target of 2,000 online bookings and had over 1,800 visitors. A significant rise compared to last year.

Feedback from visitors confirms that the fair is a valid opportunity for students and parents to access knowledge and information about UK HE opportunities.

- 93% agreed or strongly agreed that they better understand their options for studying at a UK university

All negative comments from visitors referred to queues, lack of space and the need for more universities. See below examples:

- Please schedule appointments with desks during registration
- More delegates from universities and less waiting times
- Shorter interviews to reduce waiting times
- More seminars
- Bring the event forward to November/December
- Please organise the event at a larger venue
- Please provide more seating corners
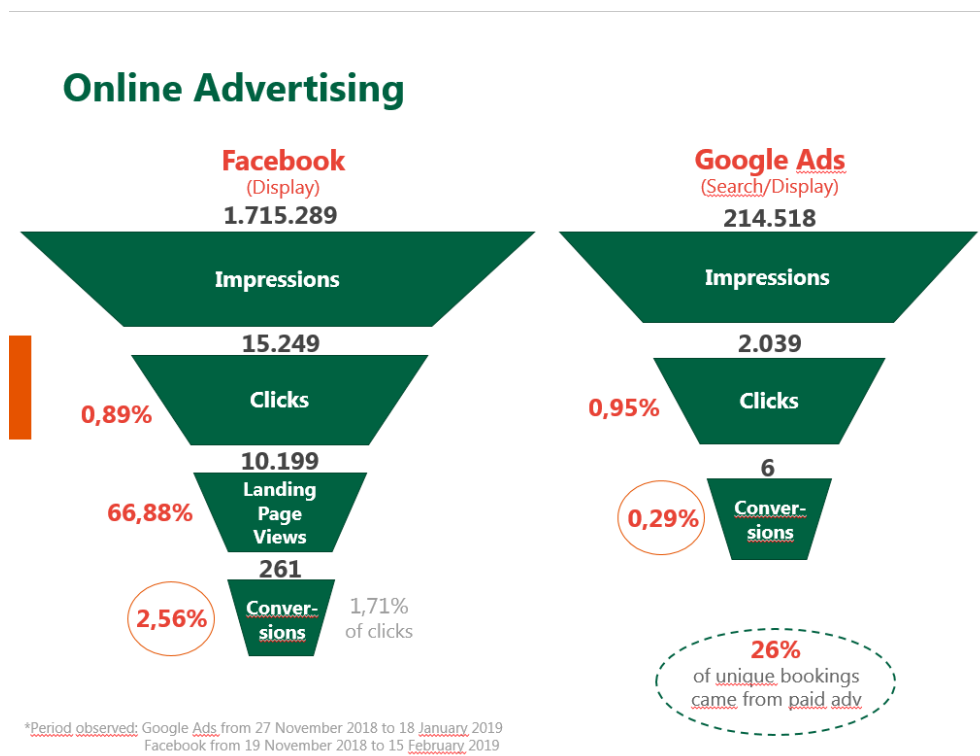- Found everything I needed at the exhibition – Thanks!

Marketing

In response to last year's feedback we introduced some new actions which were key in allowing us to reach our goals:

- Bookeo as a booking platform, easy to use for customers and trackable on Analytics
- A tracking tool for online campaigns to maximise conversions
- Early planning and started the campaign one month earlier
- A well-balanced marketing approach, including online and offline tools

We implemented different activities to promote the fair among the target audiences.

Due to a poor performance of the Google Search Campaign in the first two months, we decided to allocate a smaller budget to the Google Display Campaign and then stop it completely when we saw that it gave a low conversion rate.

Facebook had a better performance and a good conversion rate, so we decided to invest most of the budget in social marketing.

Online Advertising

Facebook
(Display)
1.715.289
Impressions
15.249
Clicks — 0,89%
10.199
Landing Page Views — 66,88%
261
Conversions — 2,56%
1,71% of clicks

Google Ads
(Search/Display)
214.518
Impressions
2.039
Clicks — 0,95%
6
Conversions — 0,29%
26% of unique bookings came from paid adv

*Period observed: Google Ads from 27 November 2018 to 18 January 2019
Facebook from 19 November 2018 to 15 February 2019

The success of the campaign this year is demonstrated through the conversions, due to better campaign management and better timing.

A total of €13,000 was spent on marketing for the fair

Direct Marketing
DEM

95,6% of the 8.605 emails sent were delivered. 85,7% and 4,6% of emails delivered were respectively opened and clicked on.

Outdoor

Exhibitor Feedback

Some positive feedback from the exhibitors:

- Appreciated the opportunity to give a talk. Nice large seminar room and a good number of people attending the presentations. A great brand building opportunity.
- Best fair in terms of quality and organisation.
- The interpreter was a fantastic support.
- Thank you for another successful event!

Some suggestions from exhibitors:

- Popular universities should be given more space for their queues
- More talks needed on the application process, personal statement, etc
- Start event at 9am and finish earlier
- Provide notebooks and pens so that visitors are able to take notes and students' contact details

Key statistics from exhibitor feedback:

- 100% of exhibitors would recommend or strongly recommend the Milan Fair as a recruitment opportunity

- 90% agree or strongly agree that the fair is value for money

- 90% are likely or highly likely to return to Milan next year

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- For next year's exhibition, we will explore the possibility of increasing the number of presentations and having extra space at the venue.

- We will consider allocating the most popular universities in larger spaces in order to cope with queues. Lunch hours will be extended.

- This is the second year we've been using the Palazzo delle Stelline and according to the feedback we received, the venue is well suited to the fair; it's centrally located, with wide spaces which facilitate the flow of visitors, and it has hotel facilities. We will continue using it for next year.

- 80% of exhibitors found the networking event with local agents on the previous evening very useful. This is an opportunity to provide an additional service to the exhibitors and to give a platform for UK institutions and agents to meet up, and to identify possible collaborations.

UK Institutions

- In order to reduce queues, institutions should consider having two representatives per stand and ask for an interpreter.

The above report indicates that was a successful event. We will build upon the lessons learned and we hope to achieve even more at our next event in March 2020.

We hope to see you there!

Appendix

List of exhibitors (Alphabetical Order)

1	Abbey DLD Colleges	26	Istituto Marangoni
2	Abertay University	27	University of Kent
3	Aberystwyth University	28	Lancaster University
4	Anglia Ruskin University	29	London Metropolitan University
5	Arts University Bournemouth	30	Middlesex University London
6	University of the Arts London	31	MPW Schools and Colleges
7	Bangor University	32	Navitas UK Foundation Programs
8	Bimm Institutes	33	Newcastle University
9	Birmingham City University	34	Oxford Brookes University
10	Bournemouth University	35	University of Plymouth
11	University of Bristol	36	University of Portsmouth
12	Cambridge Regional College	37	Queen Mary, University of London
13	City, University of London	38	University of Reading
14	Coventry University	39	Regent's University London
15	CSVPA - Cambridge School of Visual and Performing Arts	40	Richmond The American International University in London
16	David Game College, London	41	University of Roehampton, London
17	University of Derby	42	SOAS University of London
18	University of East Anglia	43	University of Southampton
19	ESCP Europe Business School	44	St Mary's University
20	University of Essex	45	University of Surrey
21	University of Exeter	46	Swansea University
22	Falmouth University	47	UA92
23	Goldsmiths, University of London	48	UCL (University College London)
24	University of Greenwich	49	University of Warwick
25	University of Hertfordshire	50	University of Winchester