



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**MBA and Business Postgraduate  
University Roadshow & Public Seminar**

**09-12 January 2017**  
**Vietnam**

# Introduction

Thank you very much for your participation in the MBA and Business Postgraduate University Roadshow & Public Seminar – Vietnam January 2017.

The MBA and Business Postgraduate University Roadshow & Public Seminar brought 15 UK universities to respectively three and two business-specialised universities in Hanoi and HCMC over 4 days, from 09 – 12 January 2017. The event reached over 480 prospective students who are interested in getting a UK qualification in business-related areas in the roadshow to universities. Besides, the public seminar which was organised at a public venue in each city in the evening session had successfully attracted around 180 students and young professionals to come look for MBA and Master courses in Business areas.

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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## Programme

City	Day	Time	Activity
Hanoi	Mon 09 Jan	09:30 – 11:00	Roadshow to Foreign Trade University
		14:30 – 16:00	Roadshow to National Economics University
	Tue 10 Jan	10:30 – 12:30	Roadshow to Thang Long University
		17:30 – 20:00	Public seminar
Ho Chi Minh City	Wed 11 Jan	AM	Travel to HCMC
		17:30 – 20:00	Roadshow to University of Economics HCMC
	Thu 12 Jan	09:30 – 11:00	Roadshow to Banking University HCMC
		17:30 – 20:00	Public seminar
			<i>Programme ends</i>

## Student's information

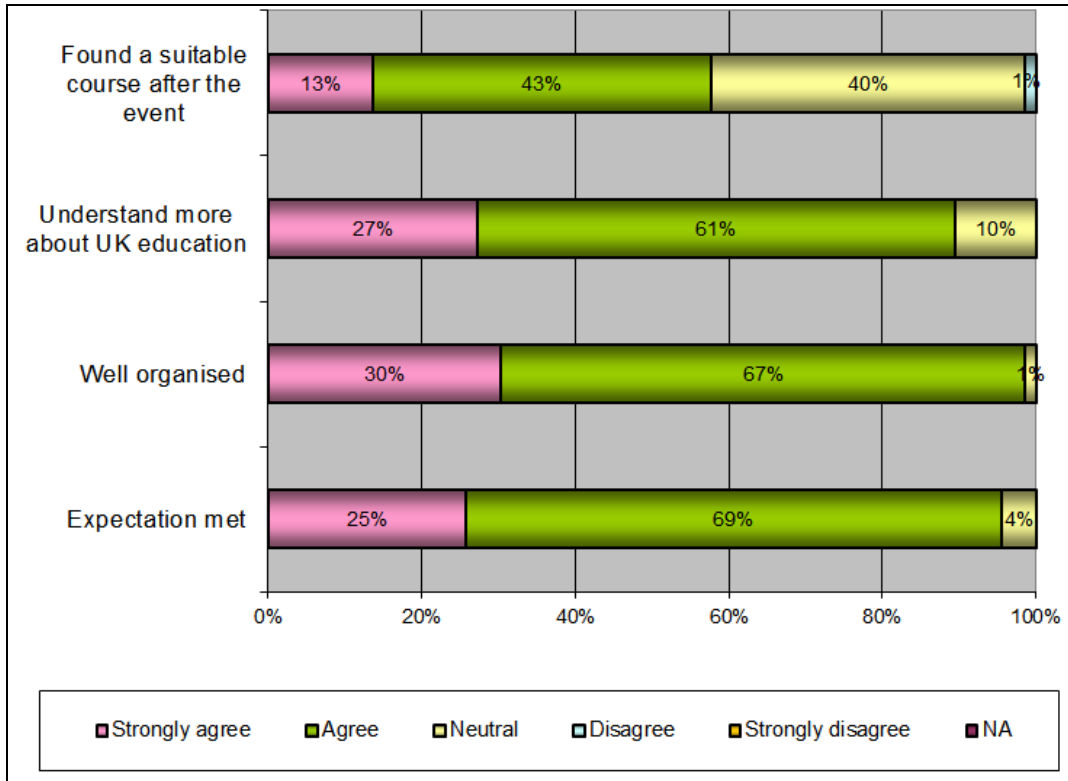
There were closed to 720 students from five elite universities in Economics and Business related subjects in HCMC and Hanoi.

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

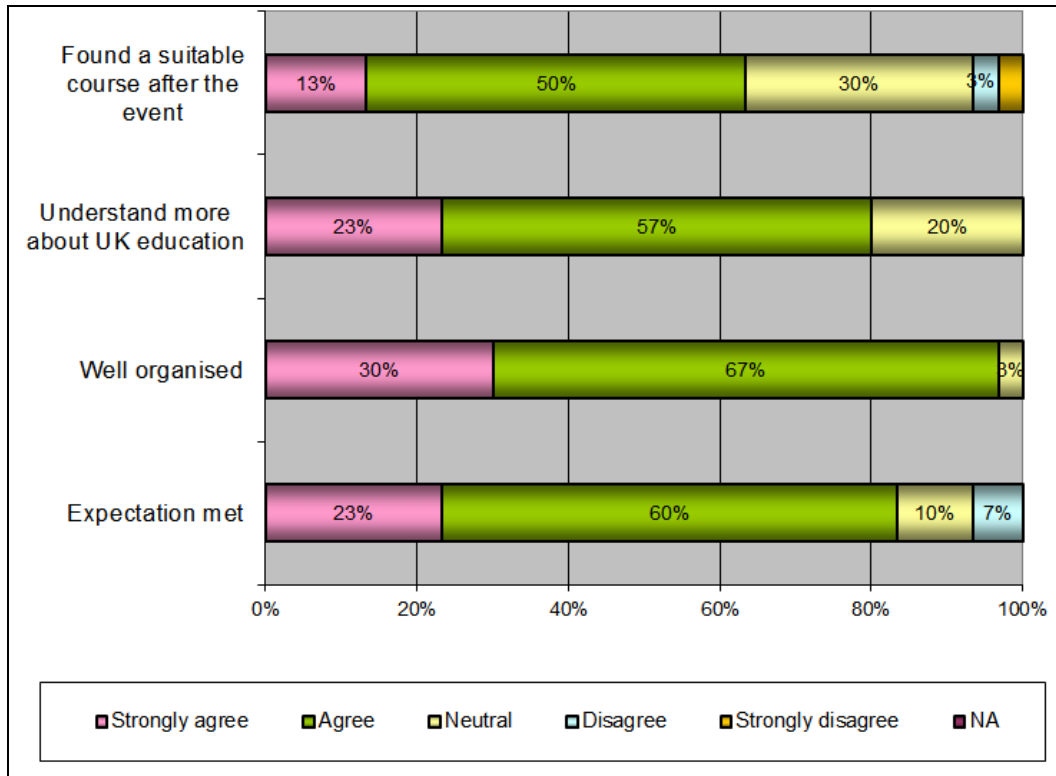
City	University	Number of students
Hanoi	FTU - Foreign Trade University	120
	NEU – National Economics University	100
	TLU – Thang Long University	120
	Public Seminar	100
Ho Chi Minh City	UEH – University of Economics	8
	UBH – University of Banking	120
	Public Seminar	80

At public events in Hanoi and HCMC, we survey visitors' feedbacks on event expectation and event arrangement.

Hanoi Public Event: n = 67 survey responses



HCMC Public Event: n = 32 survey responses



## Exhibitor's feedback

### Main comments:

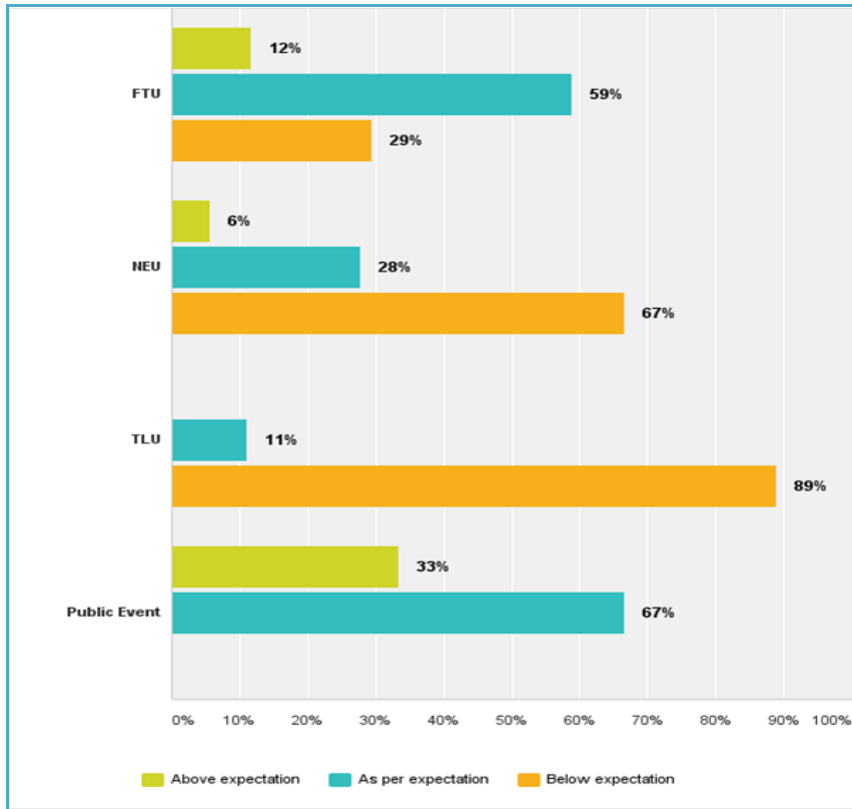
- The mix of events is good to spread our name in the universities
- For both the HN and HCM public seminars I spoke to a number of good students. The university visits were less well attended and not very effective.
- The events need to be more targeted to final year students especially with university visits.
- I love the presentations by the universities & collaboration possibilities, but the number of students is too small.
- The public event was a big success with excellent quality students.
- Thanks for a good event and great to meet you. The public event at Lotte was the best bit, some super students & great to meet a Lancaster offer holder!

### Recommendations for future event

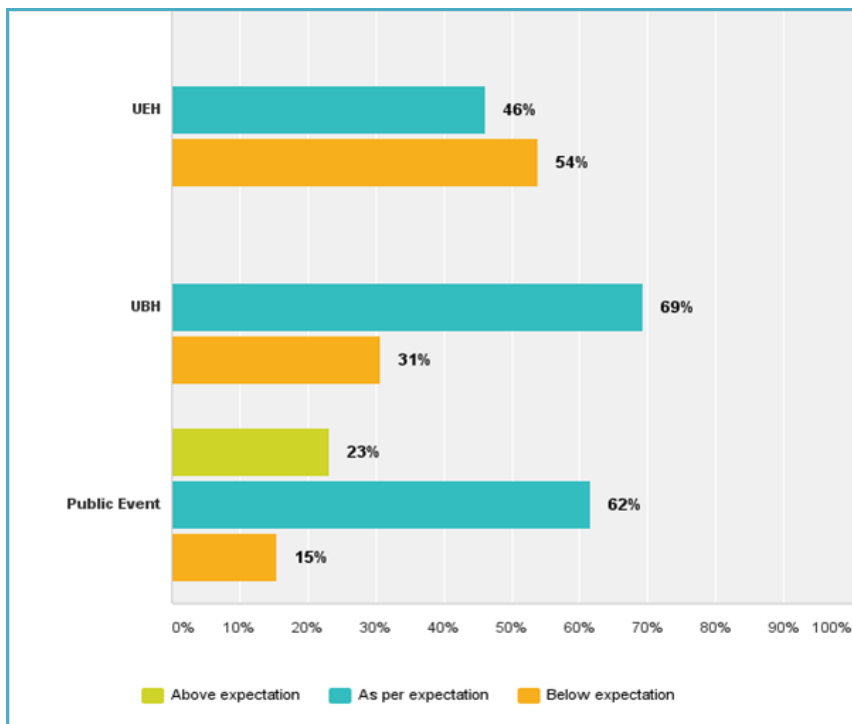
- Please have a Sat or Sunday event - 4 hours at hotel.
- Can we have details of who we are meeting at each university prior to the meetings taking place? e.g.: name, position, department.
- Break event for delegates to allow them a day of rest when travelling between Hanoi and HCMC
- It would be nice to be able to give a short presentation at each university as we did at Thang Long University. Consider to change the timing of the event April or Spring would be better for us. If possible it would have been good to present to students in classrooms at UEH as we did at Thang Long University in Hanoi.

What is exhibitor’s assessment of student NUMBER for university roadshows and public event?

In Hanoi

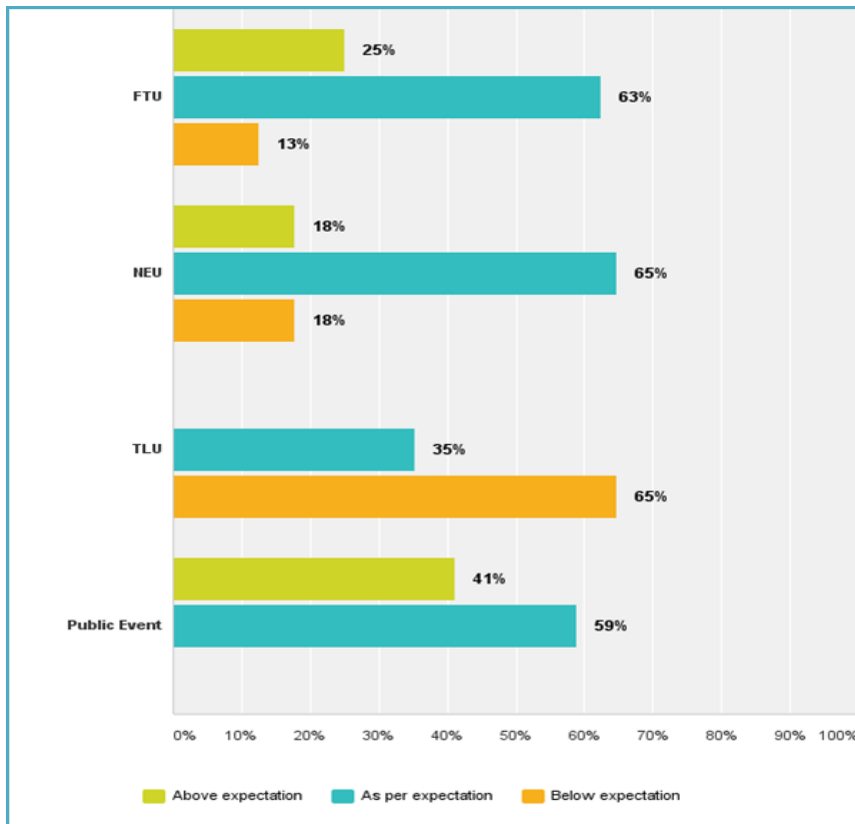


In HCMC

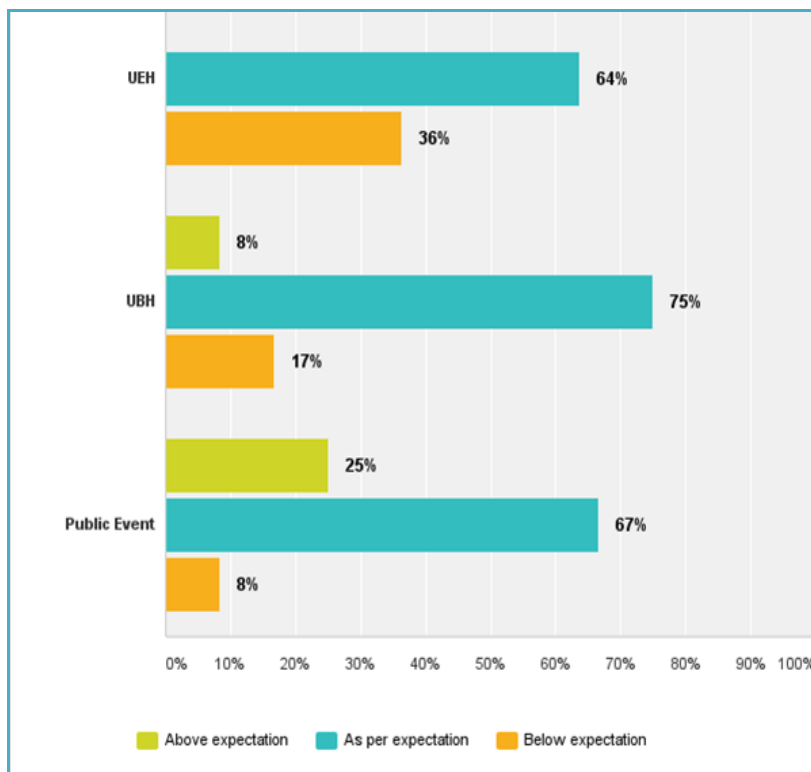


What is exhibitor’s assessment of student **QUALITY** for university roadshows and public event?

In Hanoi

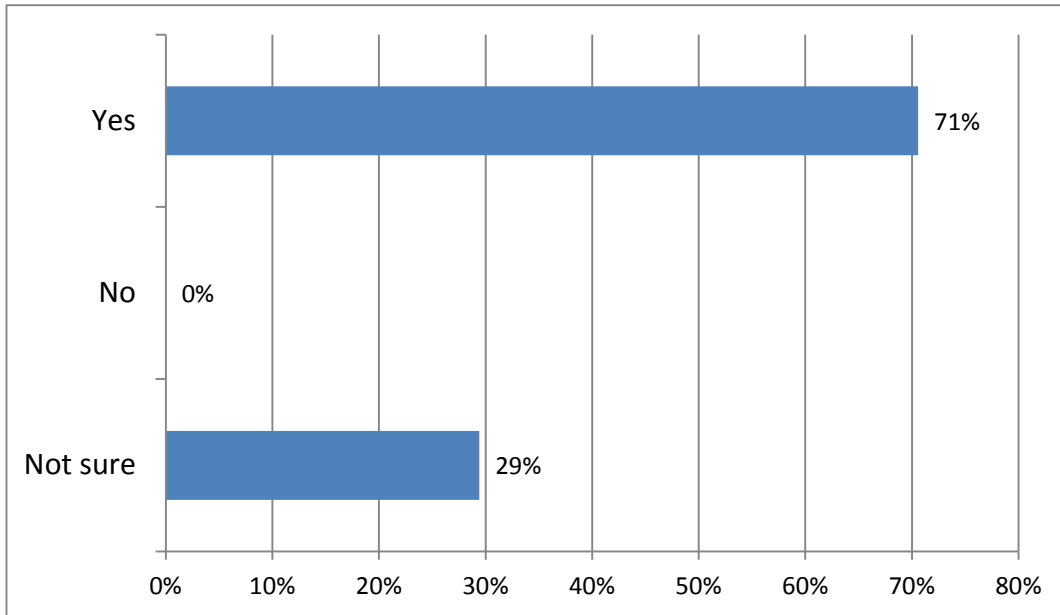


In HCMC



Did you find this event worth attending?

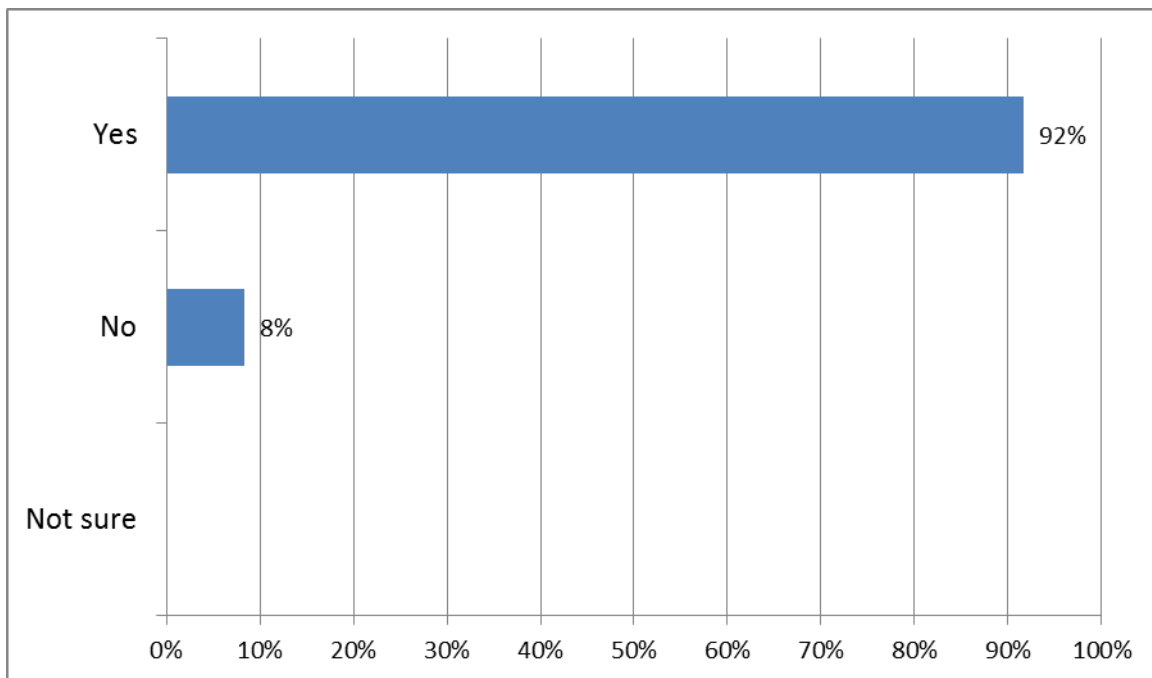
Hanoi



The feedback forms, in fact, only give “Yes” and “No” options. Those who are in the “Not sure” category provided the following comments:

- A little patchy – some events better than others
- I would have preferred greater numbers
- Not sure – will see if collaborations

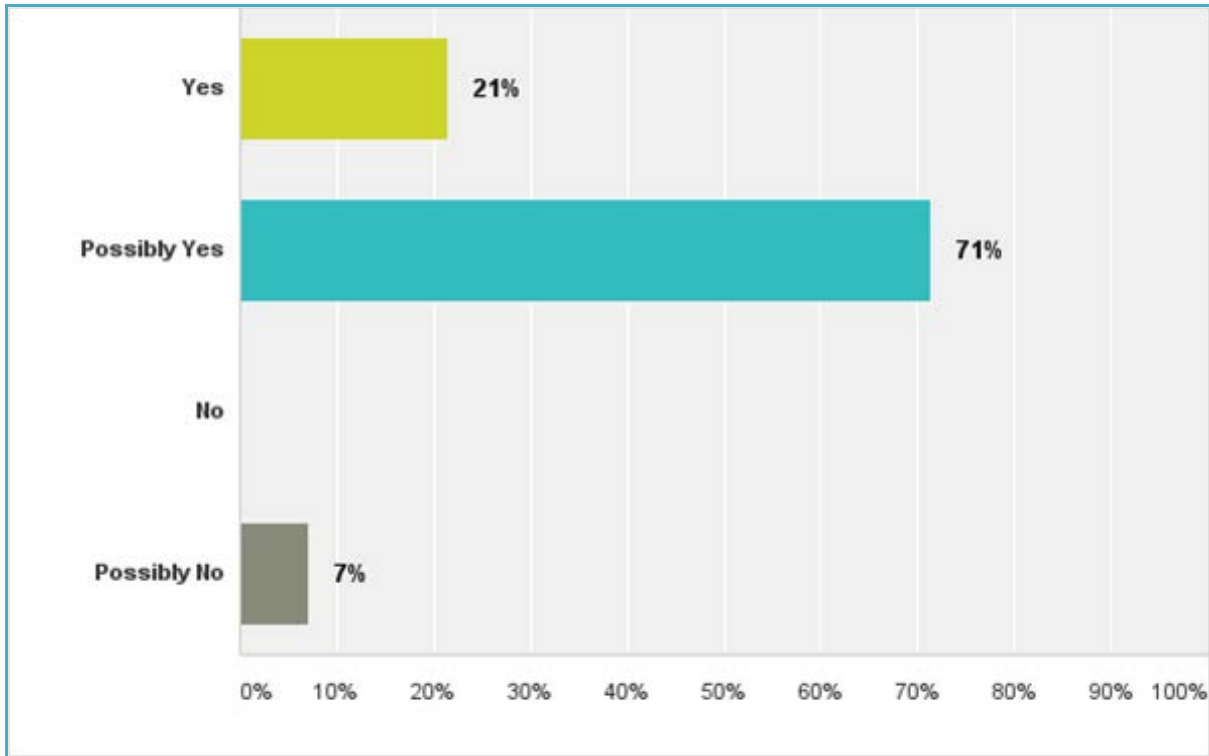
HCMC



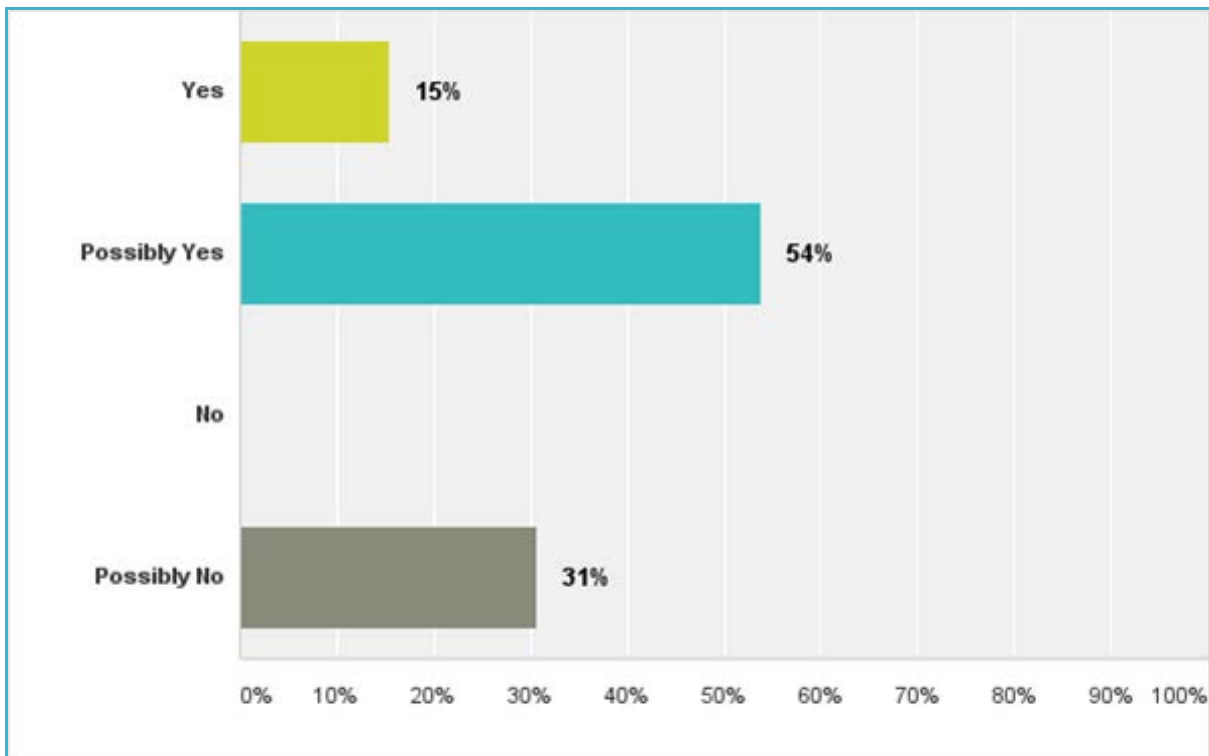


Will you be attending this event this time next year?

Hanoi



HCMC



## Future steps for British Council

- **Plan public events on Saturday/ Sunday:** According to feedbacks from exhibitors and participants, the public event during weekend when students are free from classes will allow more students to be able to participate in our events. Weekend events will also attract more young professionals to come and explore their further study opportunities. In addition, a few exhibitors suggest a different time of the year rather than January when we can attract final year students. We will take this point into careful consideration when it comes to the next event's planning stage.
- **Emphasize on internal marketing activities for local universities:** Roadshows to universities received low participation from their students, especially senior students. In order to improve student's attendance rate, we will strengthen works with counterparts at each university to get their commitment in delivering effective marketing activities to their students.
- **Modify event format:** From local universities' feedbacks, academic lectures are very much welcome, besides, this is also comments from our exhibitors to be an effective tool for them to raise institutional profiles. Experience on introductory presentations during short visits to classes at one of the universities visited also gained appreciation from exhibitors. Therefore, university visits will be a combination of partnership meetings, academic lectures, and short visits to classes. The counselling activity will be organised at public events which will be at a hotel in the format of a mini exhibition. By changing the event format, we expect to attract more target customers to the public session in the two cities.

## List of exhibitors

No	Institution
1	University of Bath
2	Bournemouth University
3	BPP University
4	The University of Buckingham
5	University of East Anglia
6	Lancaster University
7	Leeds Beckett University
8	Liverpool John Moores University
9	The University of Manchester
10	The University of Northampton
11	The University of Nottingham
12	Nottingham Trent University
13	Robert Gordon University
14	Staffordshire University
15	University of Sunderland
16	University of Worcester