

# Autumn Roadshow 2014

Report

## 1. Education UK Roadshow

The Roadshow is a one week programme organised by the British Council Mexico to engage with UK prospective students at undergraduate and postgraduate level. It is a platform to profile UK institutions within the Mexican education market as the best study destination. The forum provided institutions the opportunity to promote the programmes available for prospective degree seeking international students.

The main **objectives** of the event were:

- Present the best and most complete offer of academic programmes from UK universities to Mexican prospective students.
- Position the UK as the preferred destination for Mexicans studying abroad.
- Consolidate the positive perception and awareness of British educational institutions.
- Promote the quality and cost effective elements of UK education.
- Showcase the variety of opportunities within the UK's education system: display the wide range of programmes from UG to PG
- Provide first-hand information to prospective students
- Project the UK as a dynamic destination at the forefront of technological and educational changes worldwide
- Provide personalised attention to students through "One-to-one" interviews with the UK institutions of their interest. Through this activity institutions can tutor serious prospects and advise them on their decision-making process for studying with them
- And the most important is to continue consolidating the UK education in Mexico.

The programme included the following activities:

- Traditional Mini fair organised by the British Council, the special characteristic of this fair is the high profile and well-targeted prospective students who attend to the event.
- Three fairs at the most important and well recognised Universities in Mexico, one based in Mexico city and two in Puebla.
- Three fairs at IB schools, all the students have a very high profile for studying in the UK.
- One fair in Mexico City in one very good high school in the city.
- Networking activities with agencies and other institutions focused on studying abroad.

**British Universities participating:**

	University
1	University of South Wales
2	Bath Spa University
3	University Of Bristol
4	De Montfort University
5	Keele University
6	King´s College London
7	University Of Kent
8	University Of Dundee
9	University Of Southampton
10	Hult International Business School
11	University Of Essex
12	University Of St Andrews
13	Durham University
14	Regent's University London
15	University Of Sheffield
16	Cardiff University
17	University of Westminster Business School
18	Study Group & UK Universities

**Mexican institutions participating in the programme:**

	Institutions
1	Universidad La Salle
2	Peterson School
3	Churchill College
4	Universidad Iberoamericana (IBERO Puebla)
5	Universidad de las Américas Puebla (UDLAP)
6	Greengates School Fair
7	Tomás Alva Edison School
8	Agencies: <ul style="list-style-type: none"> <li>- EDUPASS</li> <li>- Asociación Mexicana de Turismo Educativo (AMTE)</li> </ul>

## 2. Programme

Date and opening times of the fairs	
<b>Mexico City</b>	
Sunday 21 September	12:00 to 18:30
Monday 22 September	12:30 to 19:00
Tuesday 23 September	07:30 to 17:00
<b>Puebla</b>	
Wednesday 24 September	06:30 to 20:45
<b>Mexico City</b>	
Thursday 25 September	09:00 to 19:00
Friday 26 September	09:00 to 12:00

20 Sep	21 Sep	Sunday	22 Sep	Monday	23 Sep	Tuesday	24 Sep	Wednesday	25 Sep	Thursday	26 Sep	Friday
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### 3. Key Facts

Attendance to all events in the programme	
Universidad La Salle	275
Peterson School	120
Churchill College	120
IBERO Puebla	120
UDLAP	250
Greengates School	100
Tomás Alva Edison	400
<b>Total</b>	<b>1,385</b>

British Council Fair	
Registered	764
Attended	450
% of people who registered and attend	59%

Special informative sessions about studying in the UK in the different schools	
La Salle	71
Peterson	80
Churchill	50
Tomás Alva Edison	50
<b>Total</b>	<b>251</b>

### 4. Advertising and Publicity

The advertising campaign for the Roadshow was focused in promoting the event through the BC's communication channels. These are some of the promotion activities:

- E-mail newsletters to the Education UK Mexico database
- Facebook advertising campaign targeting specific market

**EducationUK Mexico**  
Publicada por Den Valenzuela [?] · 20 de septiembre

Sólo faltan unas horas para la Feria de Universidades Británicas, ¿ya te registraste?

¡No dejes pasar esta magnífica oportunidad!

Conoce las licenciaturas, ingenierías y posgrados que el Reino Unido tiene para ti, regístrate en: <http://bit.ly/EducationRoadshow>.



2325 personas alcanzadas Promocionar publicación

Me gusta · Comentar · Compartir 62 5 Compartida 19 veces

**EducationUK Mexico**  
Publicada por Den Valenzuela [?] · 17 de septiembre · Editado

Recuerda que este 21 de septiembre se llevará a cabo la feria de universidades británicas en el hotel Fiesta Americana Grand Chapultepec.

¡No dejes pasar la oportunidad y #EstudiaEnReinoUnido!

Conoce más en: <http://bit.ly/EducationRoadshow>



119 872 personas alcanzadas Promocionada

Me gusta · Comentar · Compartir 1204 49 Compartida 80 veces

**EducationUK Mexico**  
Publicada por Den Valenzuela [?] · 4 de septiembre

¿Te gustaría conocer Londres? ¡Estudia en el Reino Unido y vive una experiencia inolvidable mientras viajas y te preparas para un futuro brillante! Te invitamos este 21 de septiembre a conocer todas las carreras, ingenierías, maestrías y doctorados que 19 universidades británicas tienen para ti. Regístrate en <http://www.britishcouncil.org.mx/events/fall-roadshow-2014>



17 480 personas alcanzadas Promocionar publicación

Me gusta · Comentar · Compartir 70 16 Compartida 89 veces



- Promotion within the participating institutions
- British Council social media
- British Council website

 **British Council Mexico**  
15 de septiembre

¿Listo para la aventura de tu vida?

¡Las universidades británicas te esperan!

Conócelas en nuestra feria el próximo 21 de septiembre.

... Ver más



Me gusta · Comentar · Compartir

 2249  28  Compartida 114 veces

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

Subject	Argument	Actions
Exchange programmes	Mexican students are more used to internships rather than studying abroad they are more interested in one semester or 1 year in exchange.	Continue the promotion of the education in the UK and give the correct information to the students about the careers and programmes.
Focus of the Roadshow	Some international officers think the Roadshow is getting every year more focused in postgraduate level.	We need to have a balance between PG and UG schools and universities.
Final programme on time	British Council Mexico did a few changes before the arriving of the officers; this caused some confusion and misunderstandings.	The earliest they have the final programme ready the better.
Accommodation	The hotel didn't fulfil their expectations	Try to find a balance between price and facilities.
Schools in Mexico	Some schools don't have the profile we are looking for, even it has become a tradition to go to these schools we need to find new ones.	Select different schools for the next year, especially for: Tomás Alva Edison school and Greengates,.
UK still need to build profile	Some students in schools didn't even know what was the fair about or what means to study in the UK.	British Council brief them in conferences but this is the first time this happens so probably the students still don't get the idea. We need to continue with this activity in the future events.

## 6. Main concerns of students about the institutions

- They have always questions about scholarships and exchange programmes
- There are also always questions about the process to study in the UK
- A highly part of the assistants were interested in postgraduate studies in the UK
- Students who have a strong profile they don't care about the prices they care about the subjects in every career, students who would like to study in the UK but don't have the enough resources for do it are very aware of the high costs of studying and living in the UK
- According to previous reports of Roadshow in 2013, this year we have seen much more interest from students to the United Kingdom as a destiny for study rather than other years, which means



the engage with the Mexican market and the British universities has been growing with this exhibitions.

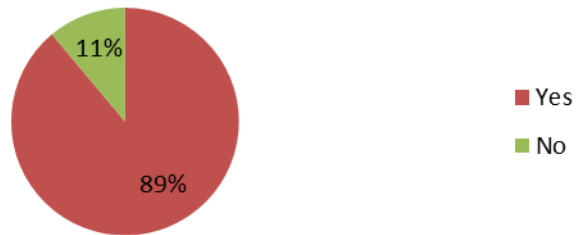
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We consider we have been opening doors for the British education in Mexico , we have been working in communications with students and also in promoting the UK as a top destination to study abroad, we need to continue with this work in order to establish the UK in Mexico.



## 7. Exhibitors' feedback

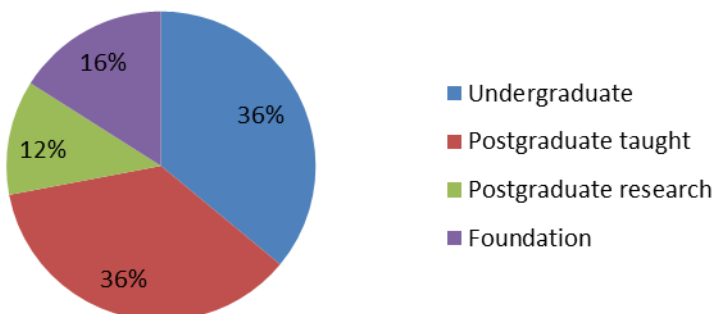
**Has your institution attended to the Roadshow before?**



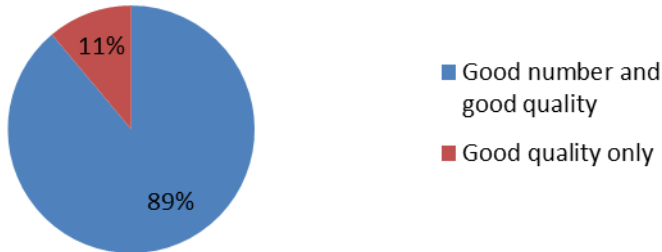
**What was your main aim in coming?**



**What was your primary market interest in this event?**



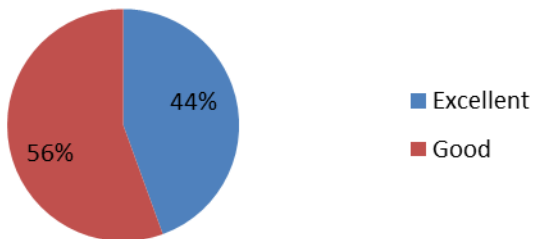
**What is your assessment of the students during the whole Roadshow?**



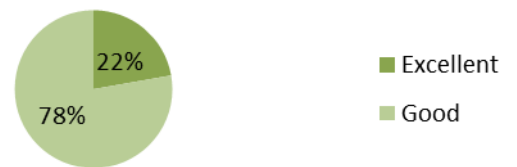
**INDIVIDUAL FEEDBACK FROM UNIVERSITIES AND SCHOOLS**

**BC FAIR**

**What is your assessment about the British Council Fair ?**

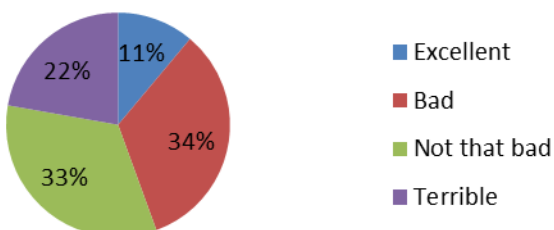


**What is your assessment of the visitors in this fair?**

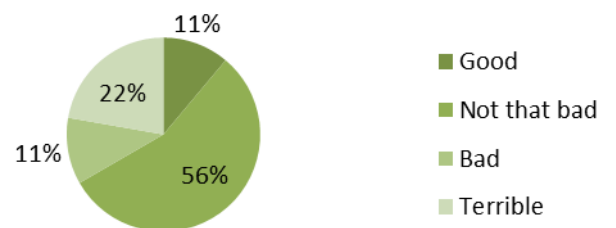


**La Salle Fair**

**What is your assessment about La Salle Fair?**

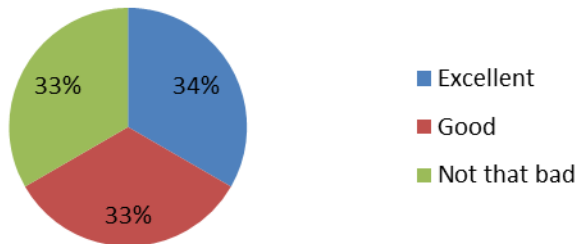


**What is your assessment of the visitors in this fair?**

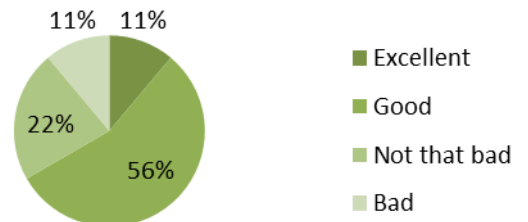


Peterson School

**What is your assessment about Peterson School fair?**

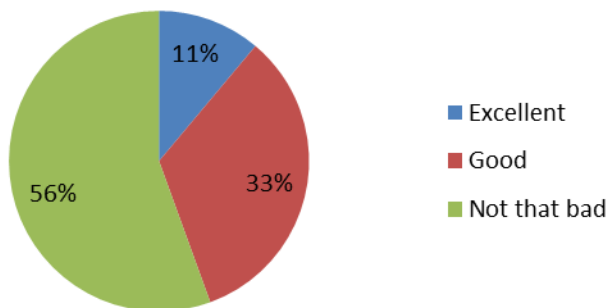


**What is your assessment of the visitors in this fair?**

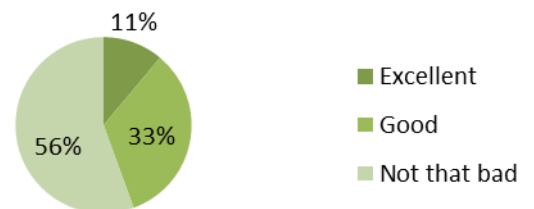


Churchill School

**What is your assessment about Churchill College fair?**

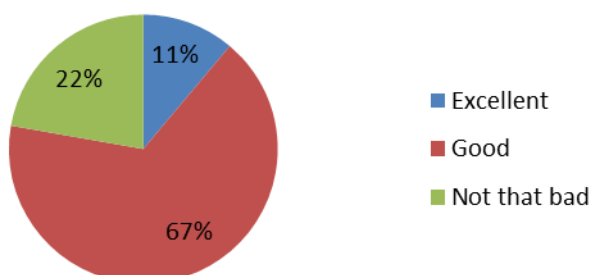


**What is your assessment of the visitors in this fair?**

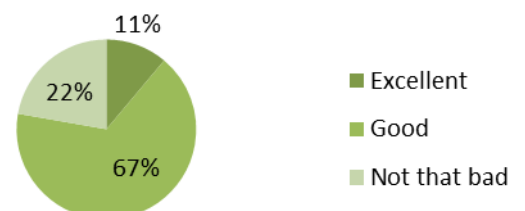


IBERO

**What is your assessment about IBERO fair in Puebla?**

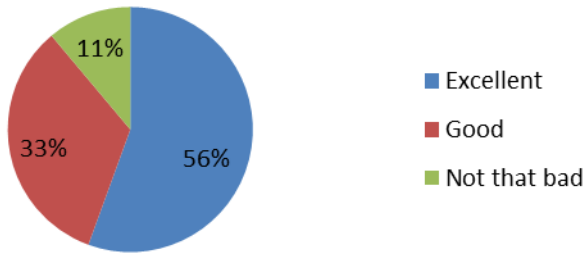


**What is your assessment of the visitors in this fair?**

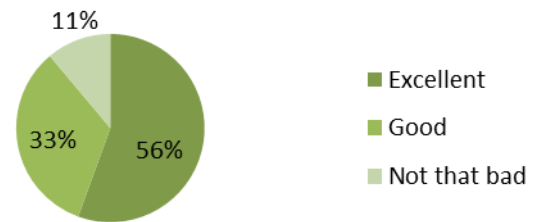


UDLAP

**What is your assessment about UDLAP fair un Puebla?**

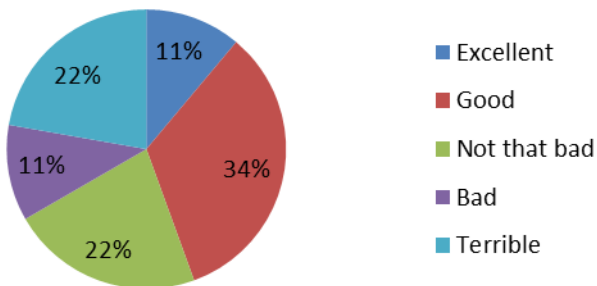


**What is your assessment of the visitors in this fair?**

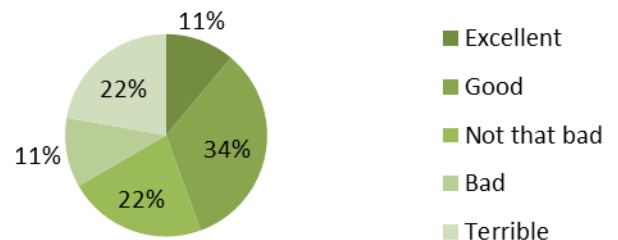


Greengates

**What is your assessment about Greengates School fair?**

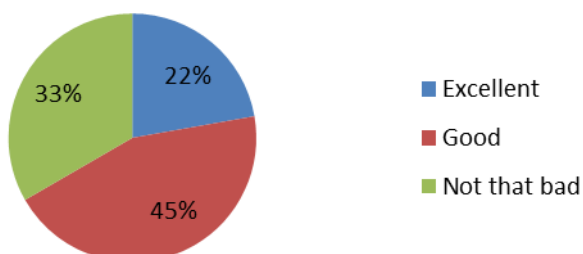


**What is your assessment of the visitors in this fair?**

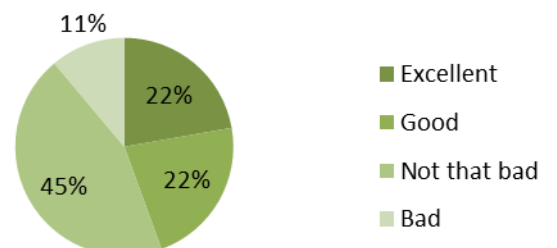


Tomás Alva Edison

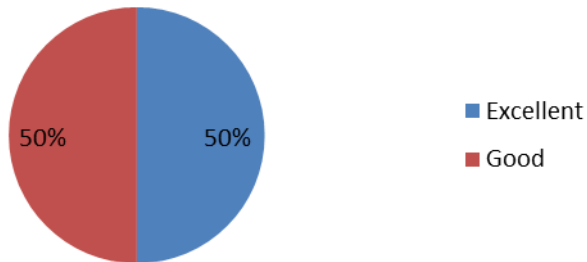
**What is your assessment about Tomás Alva Edison fair?**



**What is your assessment of the visitors in this fair?**

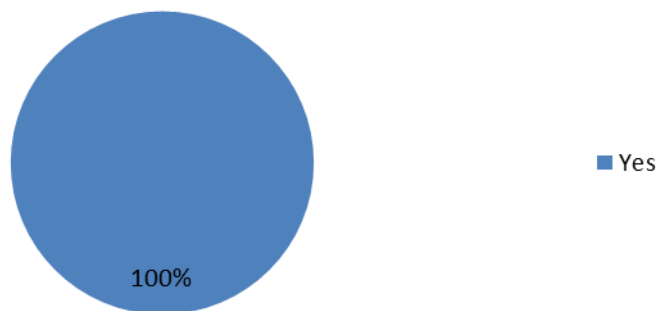


### What do you think about Friday networking activity?

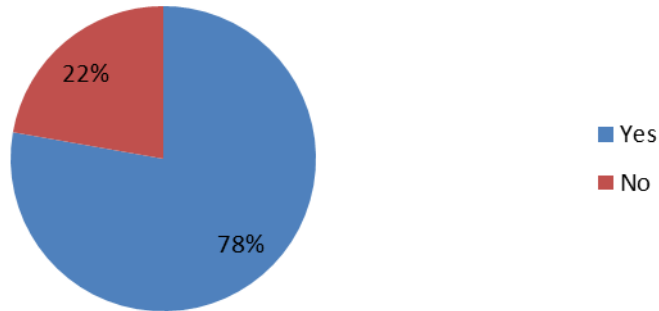


### General information

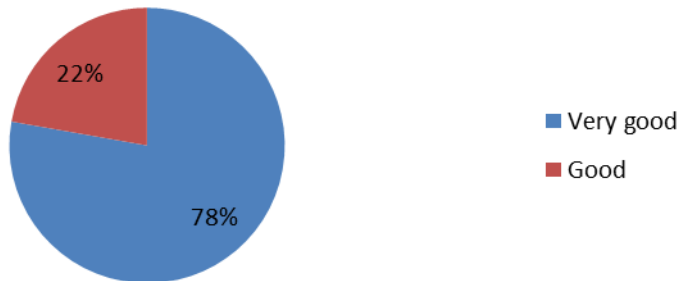
### Autumn Roadshow fulfilled your expectations?



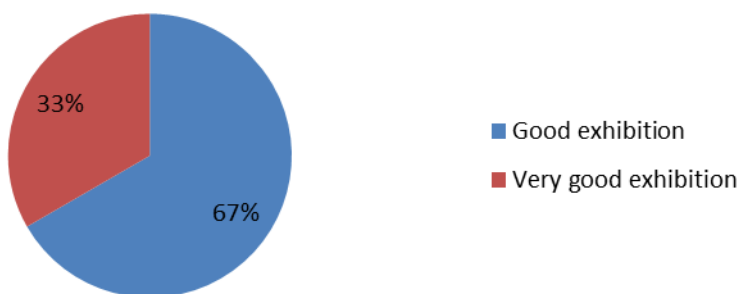
**Have you developed new links or built on existing feeder or agent relationships by coming?**



**How do you rate the support to your business needs from British Council before and during the event?**

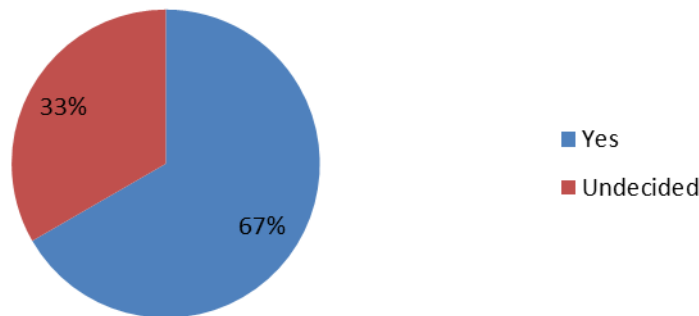


**Please give your overall assessment of the Autumn Roadshow**





## Will you be attending this event next year?



## 8. Mexican institutions in this programme

### La Salle University

La Salle University is an institution inspired by the Institute of the Brothers of the Christian Schools, a lay religious organization with 350 years of history, true to the spirit and charisma of Saint John Baptist de La Salle, present in 80 countries with 76 Universities and Business Centers and over a thousand schools from preschool to graduate school, serving a population of one million students with over 75 thousand teachers. To belong to La Salle is to join a worldwide network of leading institutions where academics are connected to the business world, the needy are linked to those who can support them, the emotional is joined with the rational, and aspiration with the appropriate method.

### Peterson School

The Peterson Schools is a private, international, co-educational, non-profit establishment located in Mexico city. The academic program is evaluated and accredited by the Independent Schools Association of the Southwest. It has offered the International Baccalaureate Organization Diploma Program since 2004 to students in the last two years of high school. The Peterson Schools is a member of the Association of American Schools in Mexico (ASOMEX), of Instituciones de Enseñanza Particular de la República Mexicana (IEPRM), as well as member of National Association of Independent Schools (NAIS).

### Churchill College

Since it opened in 1998, The Churchill School has had a highly qualified teaching team which is in permanent training. In 2003, Churchill College opened as the logical continuation of the success achieved at the School, offering international and personalized education with study programs given in English. Their main goal is to successfully form students who can overcome challenges in their future lives. The programmes seek to prepare students to study independently, think critically, work in teams, take advantage of technology and master the English language. One of the key elements in the philosophy of the College is the desire to "open doors" for the future by providing graduates with as many skills and recognized certifications as possible. The School is also a member of the International Baccalaureate (IB),

an institution that is dedicated to promoting excellence. In the same way, the Churchill School is an UNESCO school.

### **IBERO Puebla**

The Universidad Iberoamericana is a Higher Education Institution, whose core is the human being, not only as a student and a professional, but also as a person and social, political, cultural and religious being. The Ibero's objective is to train men and women to be whole. This quality implies having professional excellence, learning to think on one's own, being able to find causes worthy of dedicating one's life to, and making one's own decisions.

IBERO is one of the biggest and more well-known universities in Mexico.

### **Universidad de las Américas Puebla (UDLAP)**

Universidad de las Américas Puebla is located in the greater metropolitan area of Puebla, in the state of Puebla. UDLAP offers close to 100 academic programs that meet high quality standards in both traditional and distance learning modalities. The programs are multidisciplinary, innovative and modern, imparting the knowledge and skills that our future alumni will use in their professional careers. UDLAP has academic cooperation agreements with more than 300 universities located in 30 different countries. All UDLAP students are encouraged to spend a semester or year studying abroad. They also offer dual degree programs at the undergraduate and graduate level with universities in Spain, United States, France, Canada and Germany.

UDLAP is committed to high educational standards, and has been accredited By the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) since 1959. UDLAP's international accreditation with SACS was reaffirmed in 2005 for the next 10 years, making us one of five institutions in Latin America that have earned this academic recognition. Their alumni are truly export quality.

### **Greengates School**

Founded in 1951, Greengates School, an infant-to-high school operating on a single large and green campus, is located in Balcones de San Mateo, within the NW of Mexico City. Their high school now has about 300 students. (In the final two years, all their students follow the I.B full Diploma programme. The prior two years follow the University of Cambridge Exam Board 'IGCSE' curriculum and final exams.) Typically, of these high school students some 75 are seniors. (About 10 fewer in 2012, in 2013 it will total some 85.) Again, a typical year will see about 65% of graduates head abroad, mostly to colleges and universities in the U.S, Canada and the U.K. Still others head to other European countries, or within Asia. Almost all our graduating students will attend college. The list of destinations always is extensive and includes many of the very best U.S institutions.

### **Tomás Alva Edison**

Tomás Alva Edison School, funded in 1983, is a private, middle class school located in Mexico City, which provides education from preschool through high school to a student body of 2000. Tomás Alva Edison High School is made up of 450 students who are completing their last three years of college preparation. TAE High School is certified by the National Autonomous University of Mexico (UNAM) and is part of what is called the "Incorporated System for Private Schools." TAE Middle Schools (Us equivalent of 7-9<sup>th</sup> grade) has score the highest in Mexico City for two consecutive years on the national standardized ENLACE exam mandated by the Secretary of Education of Mexico. It is recognized as one of the top 10 schools in the country according to the leading universities.

## 9. An illustration of the different mini Fairs at Schools and University



**British Council Fair**





**Fairs at the different schools and universities**





