

Pre-departure briefings 2017 – Indian students all set to start their student life in the UK

SIEM India delivered pre-departure sessions across eight cities in India addressing over 600 students who had received offers from UK institutions. During the pre-departure sessions we provided guidance to these students on how to prepare for an exciting and culturally diverse student life in the UK.

These sessions were delivered in Delhi, Mumbai, Hyderabad, Chennai, Bangalore, Pune, Ahmedabad and Kolkata in the month of July. 11% increase was recorded in the number of students that attended the pre-departure sessions this year as compared to 2016 pre-departure sessions and a 39% increase as compared to the sessions held in year 2015.

There were three associate sponsors at the pre-departures. Representatives from Etihad Airways, Axis Bank and Mizzigo-travel light made a presentation highlighting the various student offers at these sessions.

We welcomed parents as well and addressed their concerns, queries and anxieties around sending their kids to study abroad.

The session at each city started with a welcome address and was followed by a series of presentations that covered the following themes - preparing for the journey, travel, dealing with immigration, securing finances, sorting out accommodation and meals as well as completing medical formalities. Some of these sessions included advice from experts through multimedia presentations and videos. During each session we played GREAT videos which covered experiential talks from current students present in the UK.

The main highlights of pre-departure sessions were the alumni and UKVI interactions.

The presentation delivered by the UK Visas and Immigration representative on 'do's and don'ts' while applying for a student visa was appreciated by all students. In some cities these sessions were delivered face to face while in others these were delivered through Skype.

Interactive and fun sessions with alumni in each city put students at ease as they discussed concerns around safety, accommodation, eating out, cultural shifts, amongst other things. This went on to be the most enjoyable session for the students.

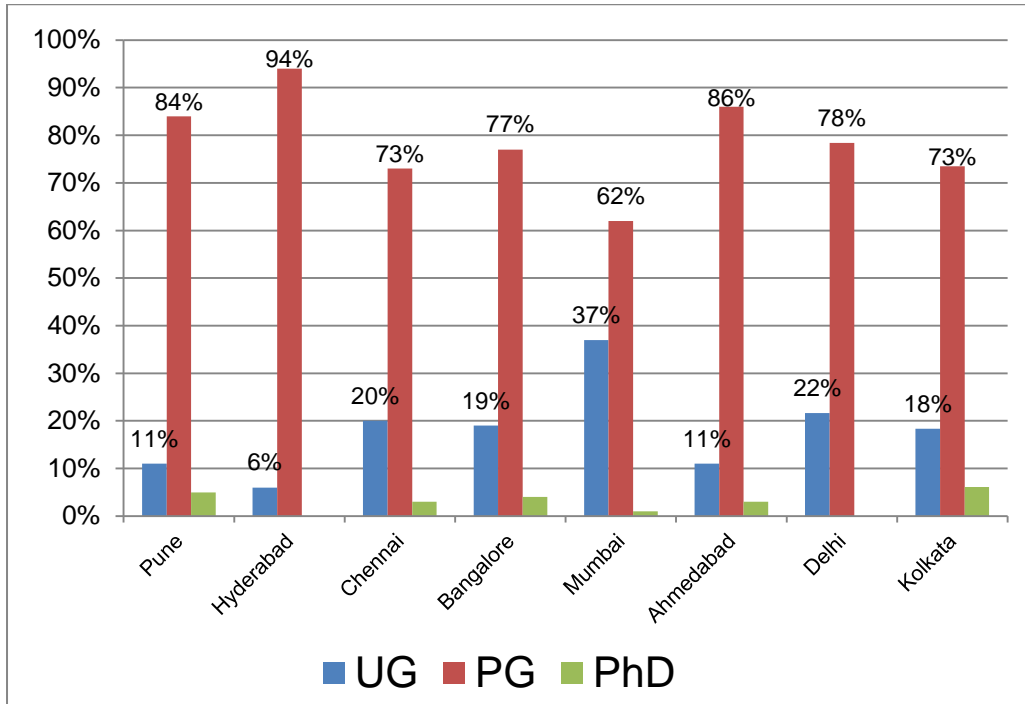
The pre-departure sessions were mainly promoted used the Google search and display network and via FaceBook.

Highlights of the Digital campaign:

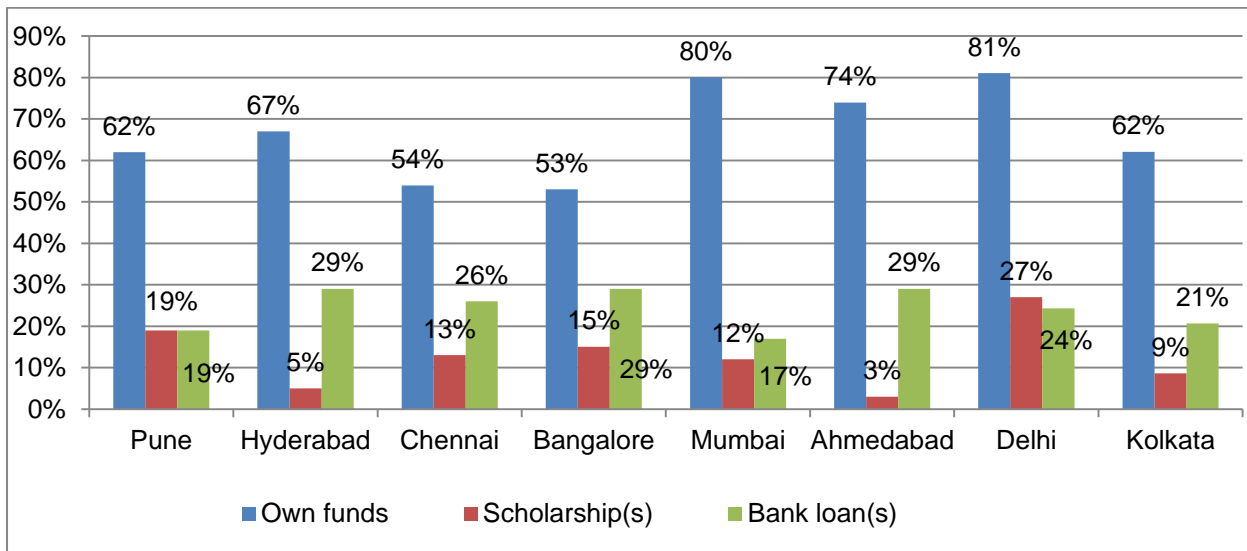
- Campaign period was for a period of 5 weeks
- Registrations via Facebook campaign delivered higher registrations as compared to Google Search and Display campaign
- Age group 18-24 delivered higher impression and click share, from the overall target age group targeted for the campaign
- Parents showed better response than student population in the Google display campaign

Some interesting facts: from analysis of feedback forms from students who attended the pre-departure sessions:

India is still predominantly a PG market. Across all cities maximum students that attended the pre-departures were going to study a PG course in the UK



As per data received by students that attended the pre-departures, most students look at self-funding options, followed by bank loans and then scholarships



The top three motivational factors for students to choose the UK for further studies are the quality of Education, Ranking of the institution and better career prospects.

What are the other factors that motivated you to apply to the UK								
	Pune	Hyderabad	Chennai	Bangalore	Mumbai	Ahmedabad	Delhi	Kolkata
Quality of Education	80%	46%	38%	43%	81%	80%	86%	38%
Ranking of institution	44%	21%	22%	23%	47%	77%	68%	21%
Better career prospects	28%	11%	25%	12%	30%	26%	59%	13%
Duration of the course	24%	7%	8%	10%	27%	37%	16%	16%
Application process	8%	4%	3%	0%	8%	6%	8%	4%
Lower tuition fees	3%	7%	1%	5%	5%	3%	5%	2%
Scholarships opportunities	8%	0%	2%	5%	12%	3%	14%	6%
Any other options	0%	4%	1%	2%	5%	3%	5%	0%
Unfilled	10%	0%	0%	0%	7%	6%	0%	0%

In most cities students applied to UK institutions directly and not through agents.

How did you apply to the institution								
	Pune	Hyderabad	Chennai	Bangalore	Mumbai	Ahmedabad	Delhi	Kolkata
Directly	44%	71%	48%	58%	59%	77%	70%	59%
Through agents	51%	24%	50%	35%	29%	14%	27%	37%
UK institution India office	5%	6%	0%	4%	0%	3%	0%	0%
Any other, please specify	0%	0%	0%	4%	4%	0%	0%	0%
Unfilled	7%	0%	5%	0%	8%	6%	3%	4%

Except in Pune, in most of other cities parents were the key influencers for choosing the institution. This indicates that parents should be involved in events and briefings to help students in choosing the country and institution

Who helped you in the decision making process while choosing a UK institution								
	Pune	Hyderabad	Chennai	Bangalore	Mumbai	Ahmedabad	Delhi	Kolkata
Agents	44%	10%	32%	17%	32%	14%	27%	19%
Local school/college counsellors	14%	20%	8%	21%	30%	17%	24%	15%
Parents	25%	35%	30%	34%	37%	60%	62%	44%
Friends	14%	25%	17%	7%	23%	26%	24%	13%
Other source(s),	3%	10%	11%	3%	12%	11%	11%	5%

Photographs taken at the sessions



Pre-departure briefing at Bangalore



A full house in Kolkata



Alumni session in Pune



UK Visas session in Chennai and Mumbai

