



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition - Vietnam March 2016
10 - 13 March 2016**

Introduction

Thank you for your participation in the Education UK Exhibition - Vietnam March 2016.

This year, the March exhibition was brought to Hai Phong - one of growing markets for UK education, and was appreciated and well attended by students from two elite high schools in the city. In Hanoi, beside the public exhibition, there were three mini-exhibitions organised at three high schools which have a high number of students studying abroad, including both elite public and English-medium private schools. The school roadshow was a good opportunity for UK institutions to promote pathway courses directly to potential students.

Being consistent with our promotion effort on 'Employability' theme, there were a series of seminars and talks on related topics such as 'A GREAT career', 'Various pathways to UK universities for high school students' held throughout the exhibition. These wrap-around activities have received good feedbacks from students and parents.

Over the events in three cities (Hai Phong, Hanoi and HCMC), with participation of 35 UK institutions and 3 local Trans-National Education (TNE) providers, the events attracted 1,730 visitors. This report will provide you with summary of the event, including visitor's and exhibitor's feedback as well as other useful information. We trust that this report will enable you to report the return on investment benefits and assist with future decision making.

Finally, the British Council Vietnam highly appreciates your support and we are look forward to seeing you again at our coming exhibitions and other educational promotion activities during the year.

Best regards,

Phuong Pham | Education Marketing Manager, Vietnam

This report includes:

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Highlights

This exhibition was held at the following schedule:

City/ Date	Hai Phong 10 Mar 2016	Hanoi 11 & 12 Mar 2016				HCM 13 Mar 2016
Venue	Ngo Quyen High School	Marie Curie High School	Nguyen Tat Thanh High School	Vinschool	Pullman Hotel	Rex Hotel
Opening hours	14:30-17:00	13:30-15:00	15:30 - 17:00	08:30-10:00	14:30-17:30	14:30-18:00
Participating fee*	£780	£1,320				£1,200

* the above fees are inclusive of 20% UK VAT)

There were

37 INSTITUTIONS
1,730 PARENTS & STUDENTS

attending the exhibition

A number of events were successfully held prior and alongside the exhibition such as:

- An English Speaking Challenge was held with 6 high schools in Hanoi and attracted 300 students attending the final round
- A wider network of 3 elite high schools in Hai Phong, 10 in Hanoi and 15 in HCMC has worked with us to disseminate event information to their potential students
- An Agent Networking event in Hanoi with 80 meetings arranged to help exhibitors establishing working relationship with local agents

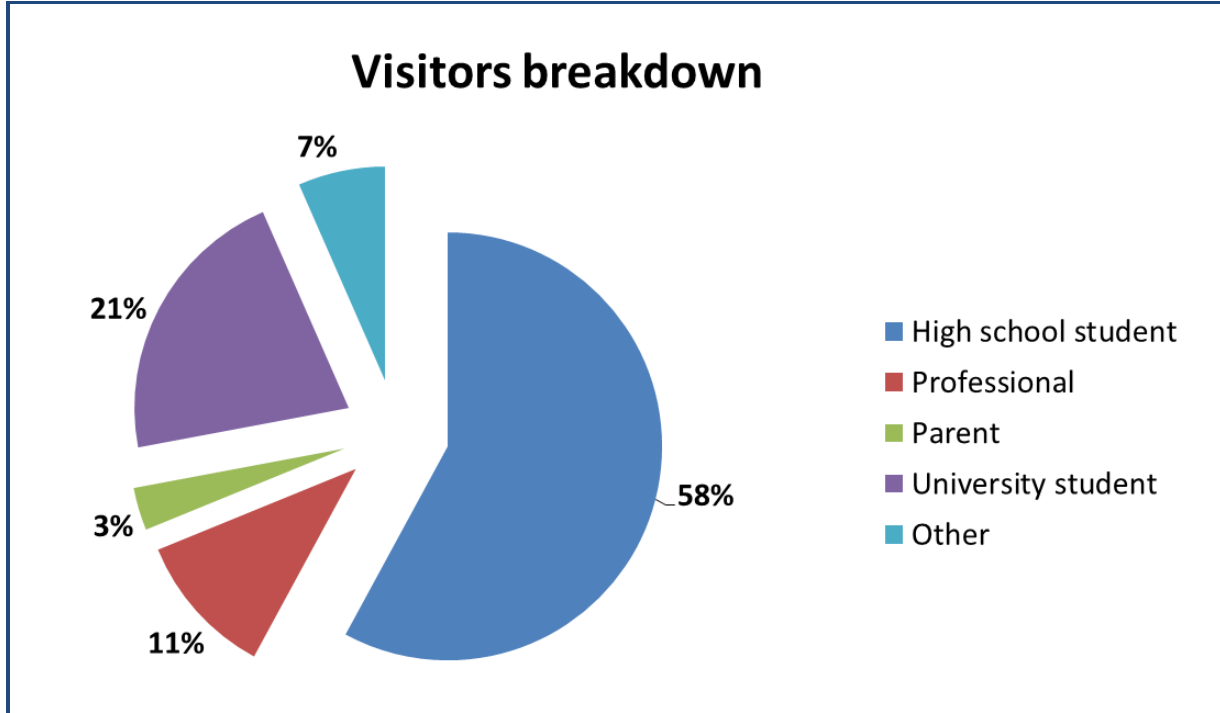
Online channels have been optimised in event marketing activities...



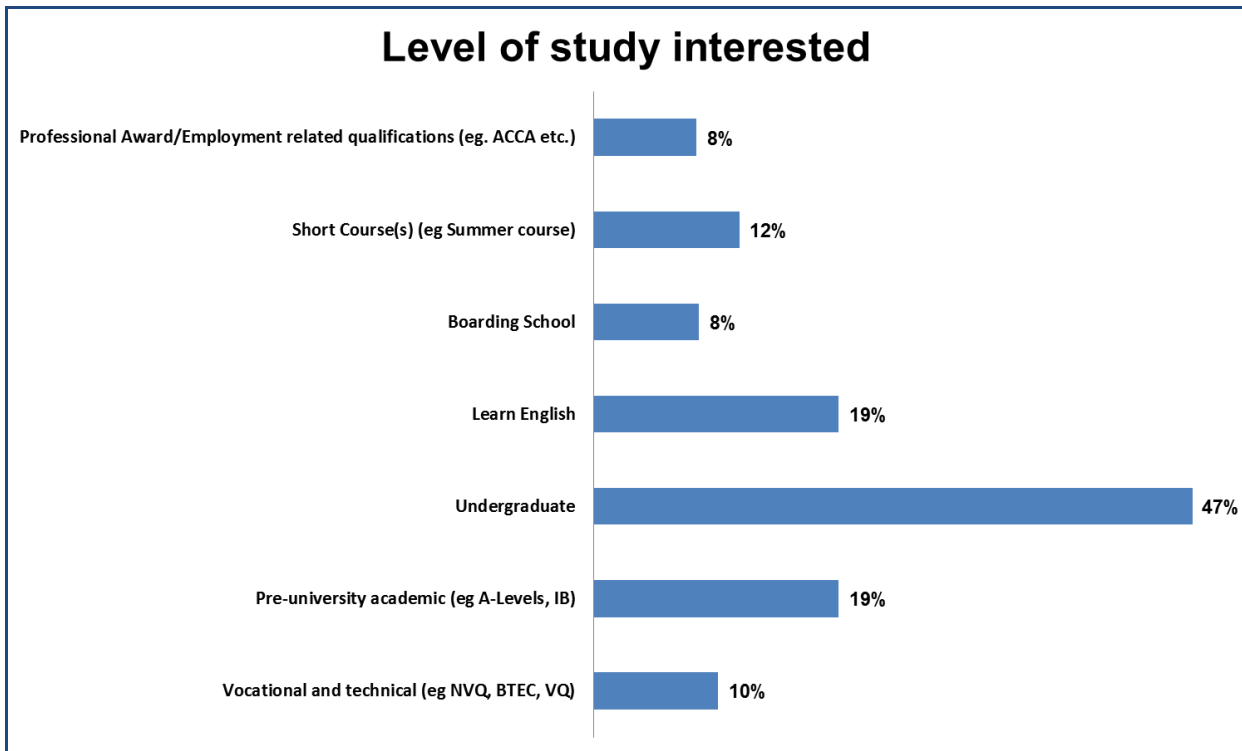
www.

Visitors' profile

46% of visitors are high school students and 29% of visitors are university students



No. of visitors: n = 887 survey responses (statistics collected at Hai Phong exhibition @ Ngo Quyen High School, Hanoi public exhibition @ Pullman Hotel and HCMC public exhibition @ Rex hotel)



Marketing

We spent

£20,000

on promotion

English Speaking Challenge with participation of 6 high schools in Hanoi

Exhibition information has been directly distributed to more than 300 students coming to the final round of the competition



Printed materials

9,000 invitation flyers distributed at local schools and British Council outreach activities
25 banners and 57 posters at local high schools



Online

- Web banner placed on 3 popular magazines;
- Dedicated event website/ FB campaign started 8 weeks before the event date

Direct marketing

- 4 email campaigns sent to BC student database;
- 900 SMS sent to students, parents registered to participate in the event

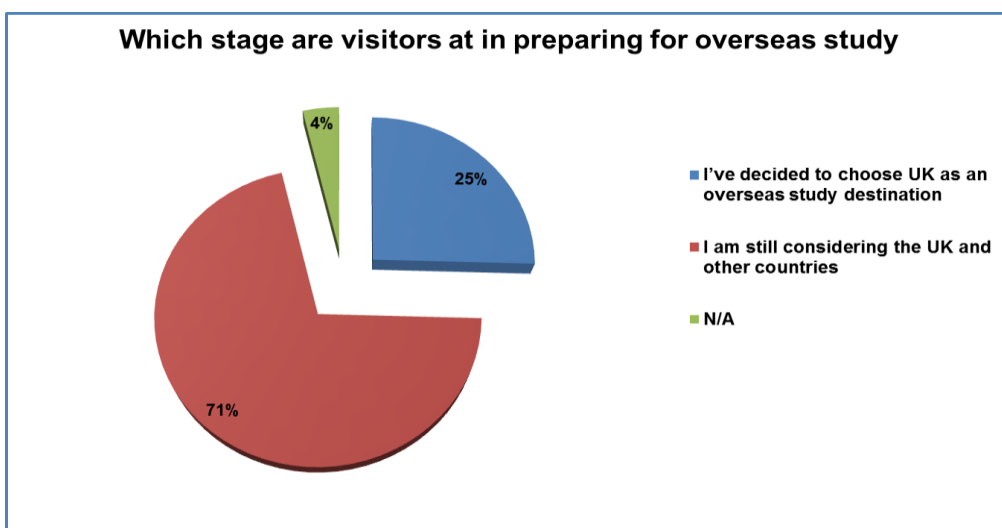


Visitors' feedback

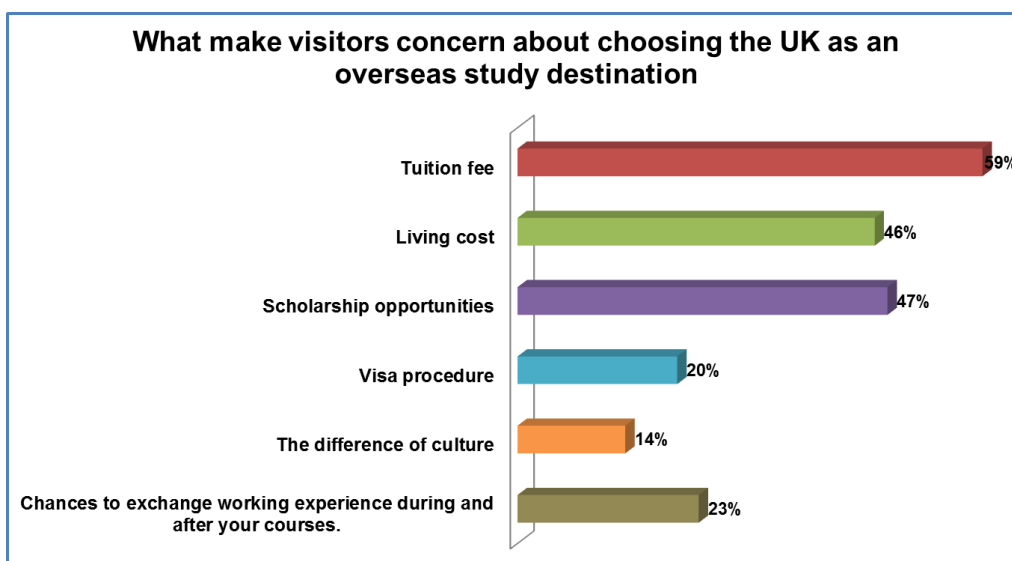
Methodology

We distributed a printed survey to the visitors during the exhibition and the visitors could get a lucky draw gift after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

25% visitors surveyed have chosen UK as overseas study destination when **71%** of visitors surveyed still considered the UK and other countries



Tuition fee, living cost and scholarship opportunities are still the top three concerns about choosing the UK



Suggestions from visitors

Main compliments

- It's a great event to find out information about UK institutions and opportunities to study in the UK
- The event was organised professionally
- Speakers were very good, shared perfect useful information
- This is the biggest and most fantastic event this year I've attended. Thank you so much!
- That was a great exhibition
- I find many useful activities alongside talking to UK institutions

Recommendations from visitors

- More activities to feature UK culture would be great
- British Council should expand the exhibition to more provinces so that more people can access to UK Education information and find out their study opportunity
- An information session about costs relating to UK study: fixed costs (i.e. tuition fee) and incurred costs (i.e. living costs) would be very helpful
- The event should have more seminars on career orientation to help students prepare and choose right courses
- Education activities like this one should be held more regularly

Exhibitors' feedback

Main compliments

- Impressed with the team's setup and arrangement as usual. Well organised!
- A very successful event
- Seminars are well attended with good questions and interactions from parents and students

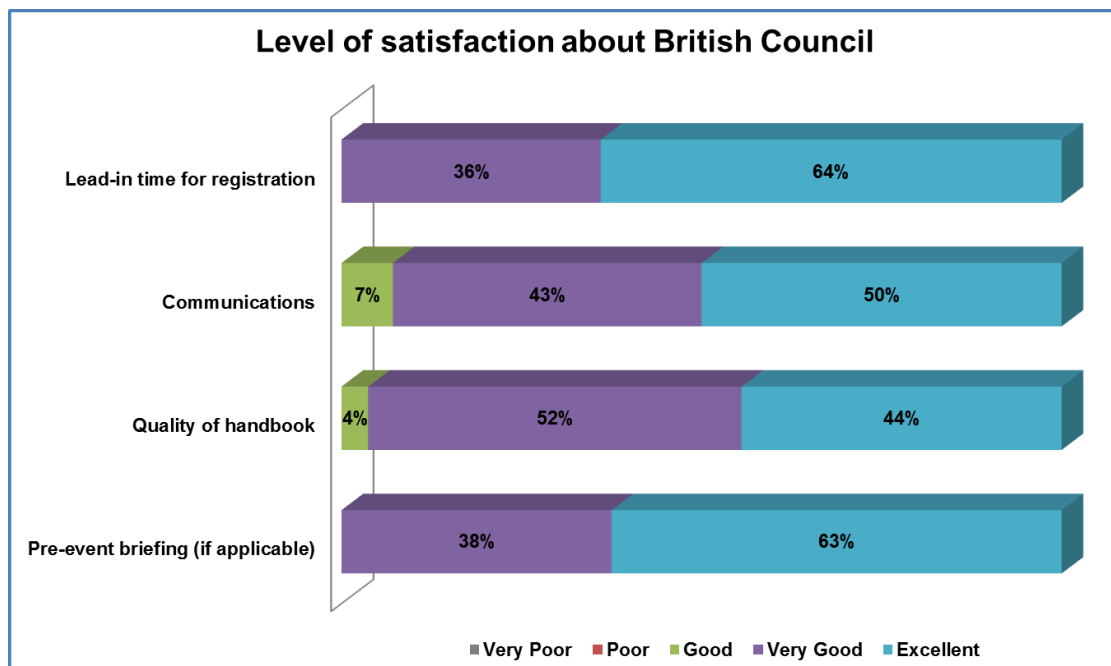
Main complaints

- Exhibition room temperature was very cold
- Roadshow event to high school in Hanoi: students are too young and not potential as I expected

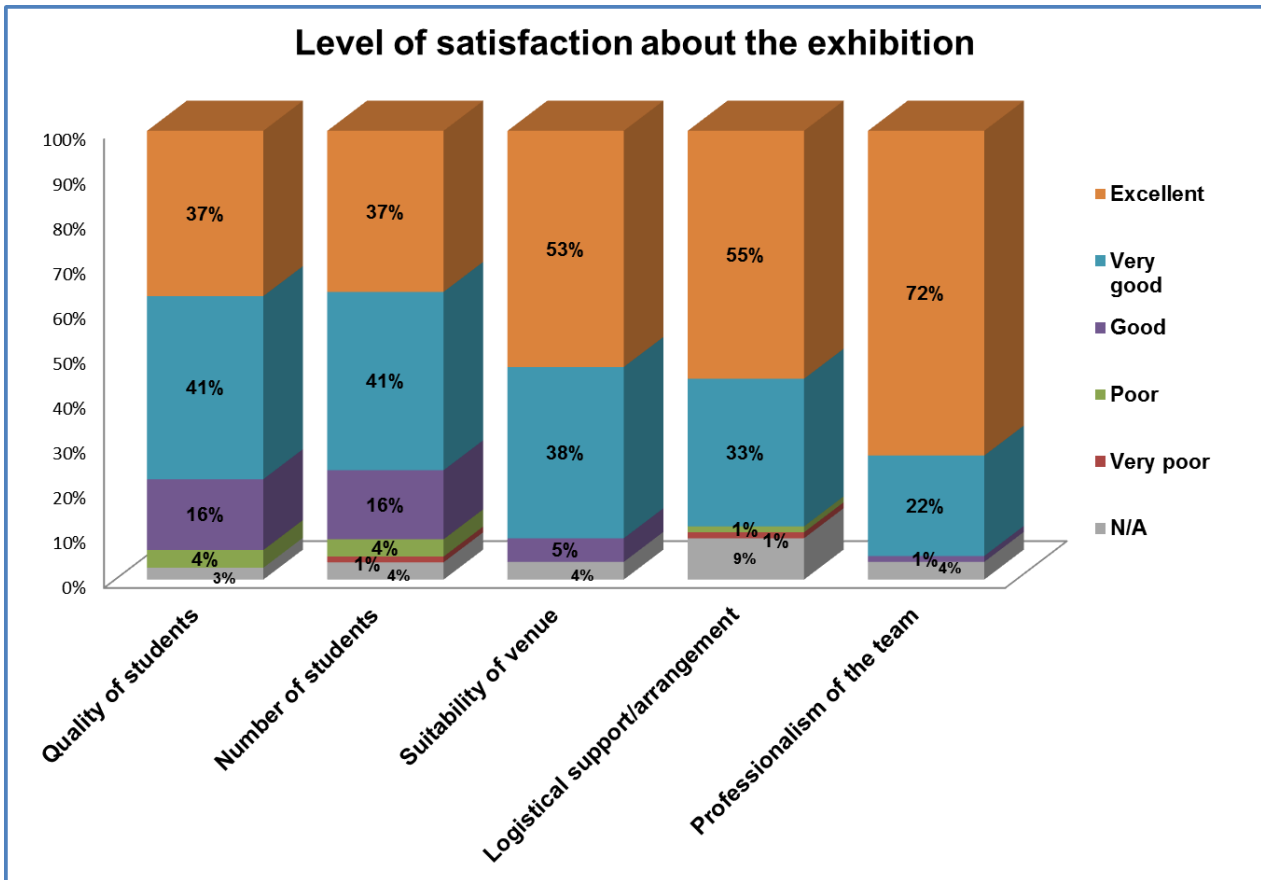
Recommendations for future event

- More information about Vietnamese market drivers, trend, etc, would be helpful. Possible clarity needed about institutions in advance i.e. a book of exhibition for visitors which shows fees.
- The cost seems rather high for a non-profit organization.
- The exhibition should have finished an hour later in Hanoi and exhibitors are encouraged to travel to HCM on Sunday morning.

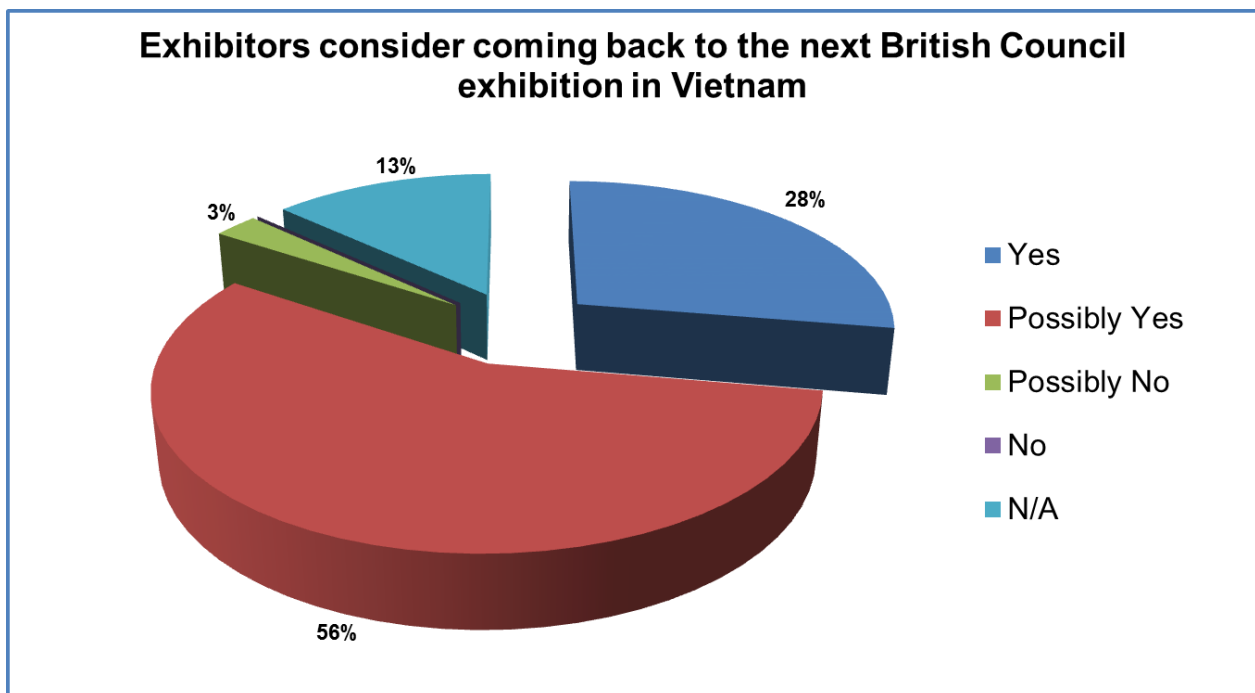
What is exhibitors' assessment about the British Council?



What is exhibitors' assessment about the overall exhibitions?



Will exhibitors consider coming back to the next British Council exhibition event?



Future steps

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

- **Participating cost:** All costs relating to the events have been taking into account on exhibition planning stage to make it a more effective and more efficient event. This has been proved by reduce in participating fee for March exhibition (-)3.6% for HN and (-)5.5% for HCMC. These practices will be considered for the next exhibitions.
- **Pre-event briefing content:** Information about market trend has been included in the market briefing session; however, there were some exhibitors could not attend due to different travelling schedule. We'll encourage more exhibitors to attend the market briefing session and have documents sent out to exhibitors soon after the event for your reference before meeting students at the exhibition.
- **Event promotional material:** All exhibiting institutions' profiles have been included in the information booklet handed to visitors on the event day. In future, beside generic information about institution, more details like tuition fee, academic strength, ect, will be collected from exhibitors and added to the event booklet.
- **Roadshow to high schools in Hanoi:** the roadshow to local high schools in Hanoi were not as good as we expected since number of students who are interested in UK education at these schools are limited and the difficulty in working with local schools. It was agreed that in future we will work with fewer but more targeting schools to ensure the quality of these institutional visits.

Exhibitors

- Agent networking was a great chance for exhibitors to learn about education agents and build relationship with them. However, some institutions have registered to attend the agent networking but didn't show up at the event given they weren't aware that the registration made by their admin staff. It is recommended that exhibitors should check with their colleague before the trip on the events he/she has registered for them as part of exhibition activities.
- Brochures delivery and working with appropriate freight forwarder: There were a few exhibitors who unexpectedly had to attend the exhibition without having their brochures delivered in advance. The problem was mainly because of their chosen freight forwarder failed to get their shipment through Custom Clearance. Therefore, it is important for exhibitors to check with your freight forwarder about their ability to deal with local Custom Clearance regulations and ensure that your freight will be delivered to exhibition venue without any additional cost or paperwork involved. Please be reminded that relevant information to 'Freight' is always included in our exhibition handbook and the pre-departure notes as well. Hence, exhibitors are recommended to refer to this section to choose appropriate freight forwarder and minimize risks of failure in getting shipment through Custom Clearance.

Appendix: List of exhibitors

No	Institution	City to attend		
		Hai Phong	Hanoi	HCMC
1	Aberystwyth University	✓	✓	✓
2	Anglia Ruskin University		✓	✓
3	University of the Arts London	✓	✓	✓
4	Ashbourne College		✓	✓
5	University of Bedfordshire		✓	✓
6	Bedstone College		✓	✓
7	Bellerbys College	✓	✓	✓
8	Bexhill College		✓	✓
9	University of Birmingham		✓	✓
10	Birmingham City University		✓	✓
11	BPP University	✓	✓	✓
12	Brockenhurst College		✓	
13	The University of Buckingham		✓	✓
14	Cambridge Education Group	✓	✓	✓
15	Cambridge Tutors College	✓	✓	✓
16	Cardiff Metropolitan University	✓	✓	✓
17	Cardiff University	✓	✓	✓
18	City and Islington College	✓	✓	✓
19	Coventry University		✓	✓
20	Edge Hill University	✓	✓	✓

21	Franklin College		✓	
22	University of Hertfordshire		✓	✓
23	John Leggot College	✓	✓	✓
24	Kaplan International Colleges		✓	✓
25	Kings Colleges		✓	✓
26	Leeds Beckett University	✓	✓	✓
27	Leicester College		✓	✓
28	Llandrillo Menai International		✓	✓
29	Loughborough College	✓	✓	✓
30	Navitas UK		✓	✓
31	Northumbria University	✓	✓	✓
32	Oxford International Education Group			✓
33	Pembrokeshire College		✓	✓
34	Staffordshire University	✓	✓	✓
35	Worksop College	✓	✓	✓
TNE providers				
1	ACCA		✓	✓
2	Banking University HCMC			✓
3	CitySmart Hotel Management	✓		

Appendix: Exhibition Photos

Please click at the link [HERE](#) to view some photos of the events