

Education UK Exhibition Poland

Kraków 28 November 2014

Warsaw 29 November 2014

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1. Event fact file

Kraków

Venue and date	28 November 2014 Andel's Hotel Cracow ul. Pawia 3 31-154 Kraków Polska / Poland http://www.andelscracow.com
Opening hours	10:00 - 16:00
Stand costs	Education UK Partnership members: 1605 GBP (for both events in Kraków and Warsaw)
Unique feature to give added value	<ul style="list-style-type: none">• An opportunity for face to face discussion with representatives of UK institutions, including UCAS• 6 interesting seminars and presentations• Country brief for UK exhibitors on 27 November

Warsaw

Venue and date	29 November 2014 Stadion Narodowy/ The National Stadium Al. Księcia J. Poniatowskiego 1 03-901 Warsaw Polska / Poland http://www.stadionnarodowy.org.pl
Opening hours	11:00 – 18:00
Unique feature to give added value	<ul style="list-style-type: none">• An opportunity for face to face discussion with representatives of UK institutions and Polish graduates of UK schools and universities and UCAS• 10 interesting seminars and presentations plus Skype connection with Polish students in UK moderated by British Alumni Society members• A competition for students during the Fair for a slogan promoting education in the UK. The authors of 3 best proposals received prizes

2. Key statistics

Attendance UK institutions	Kraków Fair
	2014
Total number of visitors	770
Further Education	
Boarding Schools	1
Higher Education	32
IELTS/BC Poland	1
other	2
Total number of exhibitors	36

Visitors' primary market objectives	Kraków Fair
	2014
Undergraduate	81%
Postgraduate	18 %
PhD	1%

Attendance UK institutions	Warsaw Fair
	2014
Total number of visitors	1100
Further Education	
Boarding Schools	1
Higher Education	32
IELTS/BC Poland TC	1
British Alumni Society	1
other	2
	37

Visitors' primary market objectives	Warsaw Fair
	2014
Undergraduate	84 %
Postgraduate	15%
other	1%

*A full list of exhibitors can be found in Appendix 1



3. Impact of marketing plan

The audiences which the Fairs targeted included:

- **Secondary school students** aged 15 – 19 interested in undergraduate studies in challenging and creative learning environment
- **Parents of school age children**, medium to high income, with international outlook and strong focus on increasing their kids' educational opportunities.
- **Undergraduate students** aged 19 - 22, with interest to increase their educational opportunities and competitiveness on the labour market through postgraduate (masters and doctoral) studies
- **Graduates and young professionals** interested in enhancing their career with a period of study abroad, including online courses offer.

All these groups were represented at the Fairs although the majority of visitors in Kraków were the secondary school students age 15-18. There were many of them in Warsaw as well but 18+ and young professionals and parents came also in big numbers.

A big promotional campaign was also launched in various media . A full media plan can be found in Appendix 4.

4. Conclusions and follow up

4.1 Recommendations for institutions

As last year, it would be advisable to send seminar proposals much earlier (1 month before the event the latest) to enable the organisers to include this information in promotional materials and printed programmes of the Fairs.

Institutions are requested to make own arrangements for the transport of materials and equipment to both cities. This will be specified in 2015 Handbook.

4.2 Recommendations for British Council

Travel from Kraków to Warsaw should be by train and not by bus (too long)

Proper cloakroom needed in Kraków

Special zone should be organised for schools if they attend

To attract more 18+ students through better promotion at universities and students portals and radio stations.

The venue in Warsaw should be more central and better outside signage should be arranged



Appendix 1: List of participating institutions (Alphabetical Order)

No.	Institutions
1.	Bangor University (Wales, UK)
2.	BPP University
3.	British Alumni Society
4.	British Council / IELTS /CELTA
5.	Bucks New University
6.	Cardiff University / Cardiff Business School
7.	City University London
8.	De Montfort University, Leicester
9.	Edge Hill University
10.	INTO London, World Education Centre & INTO University of Stirling, London Campus
11.	Istituto Marangoni - the schools of fashion and design
12.	King's College London
13.	Lancaster University
14.	London Metropolitan University
15.	Northumbria University
16.	Nottingham Law School, Nottingham Trent University
17.	SOAS, University of London
18.	Southampton Solent University
19.	St Edmund's College
20.	Swansea University, College of Arts and Humanities
21.	The University Of Law
22.	The University Of Northampton
23.	UCAS
24.	UCFB
25.	UCL - University College London
26.	University Of Bedfordshire
27.	University Of Bradford
28.	University Of Chichester
29.	University Of Derby
30.	University Of East London
31.	University of Hull
32.	University Of Kent
33.	University Of Southampton



34.	University Of The Arts London
35.	University Of Wales Trinity Saint David - London
36.	University Of West London
37.	University Of Westminster



Appendix 2: Visitor's survey results

Kraków 28 November 2014 (23 answered questionnaires)

We are constantly trying to improve the quality of the work we do and we place great importance on the views of the people we work with. Please help us to improve and develop our services further by completing this brief questionnaire. Your responses will remain anonymous.

1. To what extent has this event met your expectations?

Not met at all	Hardly met	Partially met	Met	Exceeded
<input type="checkbox"/>	<input type="checkbox"/>	5	16	2

2. How would you rate the organisation of this event?

Very bad	Bad	Neither good or bad	Good	Excellent
<input type="checkbox"/>	<input type="checkbox"/>	1	12	10

3. Please tick one box to indicate the extent to which you agree or disagree with this statement:

I have acquired new knowledge and/or skills by taking part in this event.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	2	13	8

4. How likely is it that you would recommend the British Council to a friend or colleague?

Circle **one** number on a scale between 0 and 10 where:

0 = Very unlikely to recommend; 10 = Very likely to recommend



0	1	2	3	4	5	6	7	8	9	10
						3	4	4	7	6

Very unlikely to recommend

Very likely to recommend

5. General comments: What did you like? What do you think should be improved?

- Invited guests and presented information were interesting.
- I liked the great variety of presented information. The number of seats for listeners should be increased.
- There could be more prestigious universities. Some of representatives were Polish – it makes contact easier.
- Very pleasant people, students from the UK.
- Low fees for the academic year.
- I would put the university ranking with the study programmes at the entrance.
- The access to the venue was very good except rooms where presentations were held.
- Great presentations and seminars. Also possibility to talk with representatives of universities was great.
- Organization and accessibility to materials was super.
- Representatives were nice and helpful.
- There should be more seats for participants.
- Organization and the location of the venue were good. Next time there should be more universities from various regions.
- Representatives of universities were really nice.
- There should be a cloakroom.
- Universities were great.
- I liked the possibility to take part in presentations and to talk with representatives from different types of universities.
- A cloakroom and the way participants form lines to stands should be improved.
- It was nice that there was time to talk about everything.



6. Are you interested in studying a UK qualification/UK Course?

Yes – 21 people

Maybe – 1 person

7. Which level of study are you interested in?

- University
- Postgraduate, MA + informal education
- Teacher Erasmus exchange, post-doctoral study
- Undergraduate
- Undergraduate BA

8. What subjects are you interested in studying?

- Translation Studies
- Studies in Science
- Architecture
- Marketing, Management, Business
- Physics, Chemistry
- Biochemistry
- English Literature
- Cognitive science, Criminology, Law, Creative Writing
- Biomedical Science
- Medicine or Biology
- Economics, Physics
- Politics and Economics, International Relations
- History
- Sociology
- Engineering
- Sound Engineering
- Jewish Studies, Israel Studies, Middle East Studies, Gender Studies, Queer Studies, Sociology, Social Studies
- Performing Arts (Acting and Directing), Management, Cultural Management
- Film management

9. How did you learn about this event?

Internet	Social Media	Television	Radio	Adds on the tram	Friends	Other
12	4	0	0	1	2	5 (Teacher)

Other information:

For statistical purposes, please circle one of the answers



10 – Your age group	5-11	12-18 14	19-24 5	25-34 1	35+ 1
11 – Your gender	Female 18	Male 2		Other 1	
12 – Your employment status	Employed in private sector	Employed in public sector 1	Employed in an NGO	Student 18	Other 1

Warsaw 29 November 2014 (59 answered questionnaires)

1. To what extent has this event met your expectations?

Not met at all	Hardly met	Partially met	Met	Exceeded
<input type="checkbox"/>	<input type="checkbox"/>	3	43	12

2. How would you rate the organisation of this event?

Very bad	Bad	Neither good or bad	Good	Excellent
<input type="checkbox"/>	<input type="checkbox"/>	3	29	27

3. Please tick one box to indicate the extent to which you agree or disagree with this statement:

I have acquired new knowledge and/or skills by taking part in this event.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	6	24	28

4. How likely is it that you would recommend the British Council to a friend or colleague?

Circle **one** number on a scale between 0 and 10 where:

0 = Very unlikely to recommend; 10 = Very likely to recommend

0	1	2	3	4	5	6	7	8	9	10
	1		1			1	4	16	9	27


Very unlikely to recommend

Very likely to recommend



5. General comments: What did you like? What do you think should be improved?

- There should be more computer stands to talk with alumni of British universities.
- It was good that I could talk with representatives of different universities.
- Not every representative was well prepared.
- University of Cambridge and University of Oxford were not there.
- There should be more universities regarded as prestigious.
- There should be free access to water and possibility to buy something to eat.
- There should be more universities from Scotland
- There should be more seats in conference rooms.
- I liked the organisation of the event, large number of representatives from different universities. Universities from Scotland were lacking.
- There should be more talks with students.
- Interesting presentations and the possibility to get information about the educational offer, but the entrance to the Fair's venue was poorly organized.
- Presentations were very good.
- I liked the way presentations were delivered.
- There should be more seats and brochures.
- Signs and information about transport possibilities should be improved – there were mistakes.
- Organisation and information were good.
- I liked everything.
- I liked the workshop “Professions of the 21st Century”, organizers were friendly and helpful
- Workshops and talks with representatives of universities were very good.
- Reliable information about studying but no information about scholarship programmes.
- Information how to get to the Fairs should be better.
- Long lines, maybe two representatives for each stand will improve the system.
- Nice atmosphere and professional organization. The lack of seats for participants.
- Presentations were very interesting, they helped me a lot.
- Talks in English - it's a very good idea.
- I regret that there was no Cambridge University stand.
- More stands of top universities.

- 
- There should be a representative from each department.
 - The stands of universities were very well prepared, there was a wide range of study programmes.
 - There should be more universities' stands , because there are lines.
 - There should be more universities with leading positions in the rankings.
 - You should seek cooperation with more universities.
 - Seminars were good. I think there should be even more representatives of different universities from the top 30 ranking.
 - More signs with directions.
 - I liked presentations, they were interesting and comprehensive.
 - Organisation of Education Fairs for young people is a great idea.
 - I liked presentations, speakers and the level of information.
 - Good organization, interesting topics of presentations, huge number of stands, but some universities that are important for me were not there (ex. Queen Marry Imperial). A projector instead of TV should be used during presentations. It would increase visibility.
 - The possibility to talk with students was good.

6. Are you interested in studying a UK qualification/UK Course?

Yes – 51 people

No – 1 person

Maybe – 2

7. Which level of study are you interested in?

- Undergraduate
- Postgraduate
- College
- Master of Engineering
- Sport/ Business
- Master's Degree – Behavioural economy / Psychology / Sport Undergraduate

8. What subjects are you interested in studying?

- Art, Fashion, Law
- History, Law, Development Studies
- Engineering, Renewable Energy
- Criminology x 2

- 
- Art x 3
 - Engineering x 2
 - Chemistry
 - Finance, Business, Management
 - Management, Business, Economics
 - Animal Studies
 - Computer Science x 2
 - English Language and Literature
 - Neuropsychology
 - Architecture, Design
 - International Relations
 - Business, Psychology, Journalism and Media Studies
 - PR Studies
 - Psychology, Music Therapy,
 - Music and Theatre
 - Finance, International Business
 - Sport Studies, Fashion, Politics
 - Marketing, International Management
 - Economics
 - Medicine, Finance
 - Sport Studies, Business
 - Business
 - Geography x 2
 - English and Creative Writing
 - Marketing
 - Media Production
 - Linguistics and Translation Studies
 - Astronomy
 - Events management
 - Biotechnology
 - Informatics x 2
 - Engineering, Sound Engineering
 - Informatics, Engineering
 - Computer Science, Engineering
 - Art and Design

- Games Programming and Games Development
- Art and Design, Computer Graphics, Game
- Law, Psychiatry, Marketing
- International Law
- Informatics, Business
- Performing Arts
- Environmental Engineering, Mechanical Engineering
- Education Studies, TEFL
- Business, Marketing, Sport Studies
- Engineering, Economics
- Business, Art, Science
- Behavioral Economics, Psychology
- Economics, Technical Studies
-

9. How did you learn about this event?

Internet	Social Media	Television	Radio	Adds on the tram	Friends	Other
23 (mail from the British Council)	12	0	1	5	19	4 (British Council course)

Other information:

For statistical purposes, please circle one of the answers

10 – Your age group	5-11 1	12-18 34	19-24 15	25-34	35+ 5
11 – Your gender	Female 33	Male 21		Other 1	
12 – Your employment status	Employed in private sector 5	Employed in public sector	Employed in an NGO	Student	Other



Appendix 3: Exhibitors' Survey results

Kraków 28 November 2014

How do you evaluate the exhibition venue?

o Excellent **15**

COMMENTS:

✓ But it was so cold

✓ Table a bit small

o Good **10**

COMMENTS:

✓ could have done with a little more space but good, central location

o Adequate **5**

o Poor

o N/A

How do you evaluate attendance?

o Excellent **8**

o Good **15**

COMMENTS:

✓ Numbers were good

o Adequate **5**

o Poor **3**

COMMENTS

✓ for boarding schools

✓ quality of students was poor

o N/A

Enquiries were mainly about:

o UG **30**

o PG **6**

o Other **1** (foundation)

o N/A



Number of serious enquiries (roughly)

o UG **647**

COMMENTS:

- ✓ 90%
 - ✓ 5 approx. ready to apply in 2016 – 17 no students ready to apply in 2015
 - ✓ Mixture of UG and PG majority seemed fairly serious approx. 40-50 at a guess
- o PG **148**
- o Other **6** (PhD)
- o N/A **1**

Did *this event* meet your expectations?

- o Better than expected **14**
- o Exactly as I expected **9**
- o Not as good as I expected **6**


COMMENTS:

more to do with our product not being a fit with market - INTO

- o None of the above, I didn't know what to expect **3**

Any other comments:

- ✓ Overall an excellent event
- ✓ Transport between Kraków & Warsaw not ideal...
- ✓ Great location
- ✓ Better if all in one room. Quite a few young children, more PG would be good. Information confirming details came through fairly late.
- ✓ I expected to see a few more students in Kraków, especially those looking for 2015 entry. But overall it was an okay event. Good venue but turn the A/C off for next event ☺ And a nicer location would be better as we were right in the corner.
- ✓ I was very disappointed as my table cloth was lost in transit.
- ✓ Very good attendance of my presentation 80 pp, possibility to give an interview to local TV.
- ✓ We got the train with no delays. I heard the bus was tough ride. Presentation attendance was great. Long day without break. Presentations weren't announced. We visited a lot of schools – none knew about the event.
- ✓ Again, expected more attenders. Good venue. Excellent food.

- 
- ✓ There were too many 14-16 year old children at the event; they came without parents in large groups and took up a lot of time. Future events should be advertised at 17+ age group. The room was small and the tables were also small. I would have liked more support on the day.
 - ✓ I did not receive the journey instructions email. I wanted to present but I didn't get the email. The couch journey was exhausting. I thought the students were great. I would definitely attend again.
 - ✓ The journey to Warsaw was not organised well. The arrival time in Warsaw was far too late considering the length of the Krakow event and the expectation to start the following event at 11 am the next day.
 - ✓ Good
 - ✓ As expected, visitors were not interested in boarding schools, so not suiting exhibition in the current form. Maybe a separate event for schools would work better.
 - ✓ Going by bus around 6 hours is not the most convenient way to travel from Kraków to Warsaw, BC should suggest other options. Should have been more space to put stands and bigger tables to put materials in Warsaw.
 - ✓ Train should be used between Kraków and Warsaw. Problem in transporting exhibition banners. They were broken on arrival

Warsaw 29 November 2014

How do you evaluate the exhibition venue?

- o Excellent **14**
- o Good **15**

COMMENTS:

- ✓ Excellent at Kraków, adequate at Warsaw (too cold)
- ✓ Bit big for a fairly small event

- o Adequate **4**
- o Poor **1**
- o N/A

How do you evaluate attendance?

- o Excellent **12**
- o Good **11**

COMMENTS:

- ✓ Hoped for more

- o Adequate **10**

COMMENTS:

- ✓ Numbers were good, but not enough students applying to universities for 2015

- 
- o Poor
 - o N/A

Enquiries were mainly about:

- o UG **34**
- o PG **4**
- o Other **2** (secondary school opportunities)
- o N/A **2**

Number of serious enquiries (roughly)

- o UG **713**
- o PG **129**
- o Other **4** (foundation)
- o N/A **2**

COMMENTS:

- ✓ UG – 90%, PG – 5%, OTHER – 5%
- ✓ 60% serious enquires

Did *this event* meet your expectations?

- o Better than expected **11**

COMMENTS:

- ✓ Regarding number of students


- o Exactly as I expected **14**

- o Not as good as I expected **6**

- o None of the above, I didn't know what to expect **2**

Any other comments:

- ✓ Perhaps Kraków took some students away from Warsaw
- ✓ Would prefer it in a hotel
- ✓ Suggest a video conference with Polish students at a UK university
- ✓ I would have expected more student enquires, especially for 2015. BC staff is really helpful.
- ✓ Exhibition room was nice and spacious. The venue is not easy to get to. As an exhibitor I found it difficult to find the correct gate and also the room. There were no signs outside. Transport should have been organised by British Council. Bad venue choice. The exhibition was also quite long.



Shorter hours for next exhibition. Not enough (almost none) students who are applying to university in 2015. All students are applying in 2016-18.

- ✓ I expected more attenders. Great hotel poor food.
- ✓ Good attendance to my presentation 50pp. Exhibition hall and seminar room were a little too cold.
- ✓ Presentation attendance was great as it was announced. Not much info on where the event is.
- ✓ First time attending fairs in Poland and we would definitely come back. There were plenty of students, but most were looking for 2-3 years ahead so we may not see results for a while.
- ✓ Maybe city centre hotel would be better, Intercontinental would be good. Schools zone is necessary otherwise lost opportunity for boarding schools
- ✓ Overall a very good event
- ✓ Was placed in the corner of the room at both events, which wasn't great. It was good that UCAS attended. The transport arrangements worked well. It was also good to be in venues with Wifi
- ✓ A room with all the universities would be more inviting to students, a venue in a hotel more appropriate.
- ✓ Lunch only running for 1 hour is not enough time for multiple people to find time to leave stand and eat. However, would also like to thank the staff for their helpfulness and approachability. Very good joining instructions.



Appendix 4: Advertising and promotion

In order to reach the target groups British Council used a variety of promotional methods:

- British Council Poland website: 372,777 unique visitors per year
- Facebook: reaching **26,500 fans**
- Electronic newsletter with information on Fairs and possibilities of studying in the UK, including specific offers from individual universities.
 - Reach: **18,500 subscribers**.
- Targeted mailing by BC to 1700 secondary schools in Poland
- Targeted mailing to International Cooperation Offices (136) and Career Offices (174) in Polish universities; Libraries (199) and Language Schools (150)
- BAS (British Alumni Society) website about 3000 visits per week and Facebook (275 fans)
- Wide media coverage: Radio Campus, Polish Press Agency, Gazeta Wyborcza (the largest Polish daily) and its education supplement Edulandia, Polish Regional TV in Kraków and in Warsaw, Metro daily and Students World, Nasze Miasto, students portals – dlaStudenta.pl and dlaMaturzysty.pl
- Facebook ads campaign

- Posters and leaflets distributed in schools and displayed all around both cities
- Video spots in trams in both cities
- Production of infographics about the benefits of studying in the UK – distributed in schools and universities and during the Fairs
- A competition for students during the Fair for a slogan promoting education in the UK. The authors of best proposals received prizes

From promotional point of view the fairs went very well.

We've had three media patrons: Gazeta Wyborcza/Edulandia, dlaStudenta.pl, dlaMaturzysty.pl. They have provided different promotional activities (sending e-newsletters, online promotion, promotion on Facebook).