



Education UK Exhibition Brazil 2014

São Paulo, Rio de Janeiro and Belo Horizonte

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1. Event fact file

The UK Universities 2014, organized by the British Council in Brazil, is the largest UK Higher Education exhibition in Americas and one of the most important in the world. This year, under the GREAT Campaign umbrella, 76 UK institutions were present in São Paulo, Rio de Janeiro and Belo Horizonte, interacting with thousands of students willing to take courses in the UK.

São Paulo

Venue	Hotel Tivoli São Paulo – Mofarrej, 08 November 2014
Opening hours	1300–1900
Stand costs	£ 1,920.00 + VAT
Seminars	IELTS – British Council Career plan for engineering students - University of Birmingham Science Without Borders – Universities UK and CNPq Preparing your Personal Statement - University of Nottingham Visas – UK Visas and Immigration Scientific research in the UK – University of Warwick Career opportunities in sport business – UCFB Studying in Scotland – Scottish Universities

Rio de Janeiro

Venue	Espaço Franklin, 10 November 2014
Opening hours	1400–2000
Stand costs	£ 1,940.00 + VAT
Seminars	IELTS – British Council Studying in Scotland – Scottish Universities Science Without Borders – Universities UK and CNPq Scientific research in the UK – University of Warwick Visas – UK Visas and Immigration Pacifying Vila Cruzeiro: research collaboration – University of Reading Career opportunities in sport business – UCFB Arts & Design courses and portfolio – University for the Creative Arts

Belo Horizonte

Venue	Hotel Mercure BH Lourdes, 12 November 2014
Opening hours	1400–2000
Stand costs	£ 1,710.00 + VAT
Seminars	IELTS – British Council How to apply for a postgraduate programme in the UK – University of Sussex Science Without Borders – Universities UK and CNPq Preparing your Personal Statement - University of Nottingham Visas – UK Visas and Immigration Career opportunities in sport business – UCFB Studying in Scotland – Scottish Universities Arts & Design courses and portfolio – University for the Creative Arts

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2. Organisation BC-SIEM Team

Gustavo Mattos
Business Development Manager

Adriana Sorrenti
Education Promotion Officer

Carolina Sterza
Education Promotion Intern

3. Key statistics


		2014	2013	2012	2011	2010
REGISTRATIONS	São Paulo	3,157	4,265	2,750	1,200	1,100
	Rio de Janeiro	2,394	2,619	1,500	700	650
	Belo Horizonte	1,646	-	-	-	-
	Total	7,197	6,884	4,250	1,900	1,750
VISITORS	São Paulo	1,348	1,595	1,300	550	520
	Rio de Janeiro	908	741	580	350	310
	Belo Horizonte	633	-	-	-	-
	Total	2,889	2,336	2,000	900	830
EXHIBITORS	Higher Education	76	70	46	27	20
	Partners	8	10	3	4	1
	Total	84	80	49	31	21

Visitors' primary market objectives (pre-registrations)	São Paulo				Rio				BH
	2014	2013	2012	2011	2014	2013	2012	2011	2014
Level of study									
Undergraduate	1191	1793	1428	450	1020	1312	863	308	819
Postgraduate Taught	1703	1692	1790	810	1176	908	855	470	686
Postgraduate Research	447	214	470	190	334	150	291	124	249
Main subjects of interest									
BioSciences	11%	12%	11%	8%	12%	13%	9%	7%	15%
Business	21%	15%	20%	22%	17%	14%	15%	20%	14%
Creativity	24%	26%	27%	31%	23%	17%	23%	29%	18%
Education	14%	12%	9%	11%	14%	12%	10%	11%	14%
Law and Humanities	10%	18%	15%	15%	12%	27%	20%	19%	11%
Science & Tech	19%	17%	18%	12%	19%	17%	23%	13%	29%

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

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There was a notorious decline in the number of students interested in Undergraduate level programmes from 2013 to 2014. The impact was mostly in São Paulo, due to the National Secondary Education Examination (Enem), which was coincident to the exhibition date.

On the Postgraduate level, growth has been steady and constant year by year. Master courses with duration of 1 year are attractive to Brazilian students – a benefit that was strongly promoted in our marketing campaign.

The influence of the Science Without Borders scheme is still visible, since Science & Tech field responds for 19% of students' interest.

Following the trends of previous years, students are also highly interested in the Creativity and Humanities areas, confirming the UK as the main destination for Design & Innovation and Social Sciences in a global level and demonstrating potential for self-funded fees.

However, considering that Science & Tech and BioSciences together reach 30% in São Paulo, 31% in Rio and 44% in Belo Horizonte, the Exhibitions are not dependent on SwB prospective students (less than 50%). In addition, there is an absolute growth in the overall number of visitors interested in Postgraduate Taught programmes. Thus, it is possible to assume that there is a significant number of prospective students not linked to SwB programme, which means that they can be self-funded.

4. Impact of marketing plan

A full promotional report is available in Appendix 5

- Considering market trends, this event exhibition followed a more focused approach to promoting UK Higher Education in Brazil. The focus was emphasised on online media, together releases to the press.
- This edition was GREAT-branded, following the global UK's country-brand campaign.
- By receiving registrations 6 weeks prior to the exhibition, this enabled us to control the flow of applications and measure the impact of every promotional effort. The number of students pre-registered was very significant in the three cities, showing the success of the campaign.
- Final audience number shows that the overall promotion strategy exceeded initial expectations, in all venues. 2014 edition outnumbered last year's event by 5%.
- There was also a positive feedback in online media, as follows:

O Tempo - Local newspaper in Belo Horizonte.

<http://www.otempo.com.br/cidades/capital-mineira-ir%C3%A1-receber-em-novembro-feira-de-interc%C3%A2mbio-1.939136>

<http://www.otempo.com.br/interessa/sa%C3%BAde-e-ci%C3%A2ncia/maior-feira-de-educa%C3%A7%C3%A3o-brit%C3%A2nica-das-am%C3%A9ricas-chega-a-bh-1.935264>

Date: 21st October 2014 and 28th October 2014

Reach: 63083

Audience Profile: A and B classes.

Government of Belo Horizonte – The Government of Belo Horizonte events page.

<http://www.belo Horizonte.mg.gov.br/evento/2014/11/uk-universities-2014-belo-horizonte>

UFRJ – The Federal University of Rio de Janeiro events page.

<http://www.eventos.ufrj.br/?event=uk-universities-2014>

Date: 10th November 2014

Exame – The website of the leading business magazine in Brazil.

<http://exame.abril.com.br/carreira/noticias/feira-aproxima-76-universidades-britanicas-dos-brasileiros>

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<http://exame.abril.com.br/carreira/noticias/10-cursos-curiosos-que-voce-nao-imagina-que-existem>

Date: 10th October 2014 and 05th of November 2014

Reach: 150 000

Audience Profile: A and B classes, mainly the Brazilian business community.

INFO – The most influential publication on technology, science and innovation in Brazil.

<http://info.abril.com.br/noticias/carreira/fotonoticias/10-cursos-curiosos-que-voce-nem-imagina-que-existem.shtml>

Date: 06th November 2014

Reach: 103 112

Audience Profile: A and B classes, also the science and innovation community in Brazil.

O Estado de São Paulo – One of the most influential newspapers in the state of São Paulo.

<http://www.noticiahoje.com.br/NoticialImpresso.aspx?ID=17820730.126105.12994453>

Date: 12th October 2014

Reach: 202 360

Audience Profile: A and B classes.

MSN Notícias – The news website of the Microsoft's MSN portal.

<http://www.msn.com/pt-br/noticias/brasil/feira-aproxima-76-universidades-brit%C3%A2nicas-dos-brasileiros/ar-BB8Aop0>

Date: 10th October 2014

iBahia – A Globo.com website (Globo is the largest communication network of Brazil) for news and info about the state of Bahia.

<http://www.ibahia.com/detalhe/noticia/cidades-brasileiras-receberao-feira-de-educacao-britanica/?cHash=3c8bcf0758d2eb13d46284bdcee0c204>

Date: 11th October 2014

What Magazine – Clipping Website.

<http://whatmagazine.com.br/viewers/news.php?search=UK+UNiversities&mag=CONCURSOS>

Date: 10th October

Oportun@idade – A website in which projects and events are published.

http://www.oportunidade.com/interna/home_destaque/prepare-se-feiras-de-intercambio-do-segundo-semester

Universia – The website of one of the largest network of university cooperation.

<http://noticias.universia.com.br/destaque/noticia/2014/10/16/1113347/edico-2014-uk-universities-participaco-76-universidades-inglesas.html>

Date: 16th October 2014

Jornal Tudo BH – News website and printed newspaper on Belo Horizonte.

<http://www.jornaltudobh.com.br/tudo-mais/bh-recebe-pela-primeira-vez-feira-de-educacao-britanica/>

Date: 21st October 2014

Reach: 38000

Audience Profile: A and B classes

Portal Terra – One of the leading news website of Brazil.

<http://noticias.terra.com.br/educacao/conheca-10-cursos-que-voce-nunca-imaginou-que-existissem.8c4cae664c689410VgnVCM10000098cceb0aRCRD.html>

Date: 06th November 2014

Catraca Livre – Website that selects the best free opportunities in services around the main metropolitan areas in Brazil.

<https://catracalivre.com.br/sp/educacao-3/gratis/feira-promove-encontro-com-representantes-de-universidades-britanicas/>

Date: 06th November 2014

O Globo – Leading newspaper in Rio, from Globo comms network.

<http://oglobo.globo.com/sociedade/educacao/universidades-britanicas-promovem-feira-de-educacao-no-rio-de-janeiro-14470866>

<http://oglobo.globo.com/economia/emprego/british-council-apresenta-dez-cursos-inusitados-durante-feira-de-educacao-14486140>

Date: 06th November 2014

Reach: 267 542

Audience Profile: A and B classes.


Estado de Minas – One of the main newspapers in Minas Gerais.

http://www.em.com.br/app/noticia/especiais/educacao/2014/11/05/internas_educacao,586982/conheca-10-cursos-que-voce-nunca-imaginou-que-existissem.shtml

Date: 05th November 2014

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Reach: 74 453
Audience Profile: A and B classes.

5. Experience UK Now Campaign

The *Experience UK Now* Campaign is a cultural contest that runs parallel to the Exhibitions. It aims to bring people to the Exhibitions, offering an all-expenses-paid 2-week programme to experience the campus life in the UK.

In this 2014 edition, participants were asked to send a photo/picture that shows his/her will to study in the UK. The winners are going to be selected by the British Council's Education UK team according to the quality of the artwork, creativity, and the approach to the focus of the campaign.

With two participating universities this year, Aberystwyth University and Edinburgh Napier University, there will be two winners, who will also produce GREAT-branded marketing material for both Higher Education Institutions and the British Council.

A brief history of the campaign:

Edition	Participating HEIs	Method
2014	Aberystwyth University Edinburgh Napier University	Photo / Picture
2013	Bangor University Swansea University University of Stirling	Artistic expression
2012	Glasgow Caledonian University University of Strathclyde	Complete: "Keep Calm and..."
2011	King's College London University of Reading	Tweet

6. Conclusions to follow up

6.1 Key recommendations for institutions

- Institutions are encouraged to book places in the exhibition as soon as it is launched, because even with a projected increase in available spots, there would be tough competition once again. Now that Brazil is launching a new series of exhibitions (in March), it is always important to be informed about future opportunities in Brazil.
- Important updated information was sent out to all representatives. However, despite the effort to communicate those changes, especially to the provisional schedule, the information was not widely disseminated as expected. It is recommended that the representatives constantly check the messages before their flights.
- The handbook always contains essential information and details on how the exhibition will be executed. It was clear that some representatives did not read the Handbook, nor the Welcome Pack.

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6.2 Key recommendations for the British Council

- Rio venue was not really suitable for an exhibition. Originally an English fabric production company, then turned into an events venue, Espaço Franklin did not reach British Council's standards nor the exhibitors' expectations.
- A market briefing should be included in the exhibitions package. Many questions about the exhibitions could be clarified if there was a printed version of the General Briefing included in the Welcome Pack. For the next editions, it can be offered again in a face-to-face presentation. The in-depth paid marketing briefing will be offered as an extra SIEM service.
- Belo Horizonte exhibition should be place between São Paulo and Rio de Janeiro, so that representatives have better flight options back to the UK.

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Appendix 1: List of participating institutions

	Institution	São Paulo	Rio de Janeiro	Belo Horizonte
1	Aberystwyth University	X	X	X
2	Aston University	X	X	
3	Bangor University	X	X	
4	Birmingham City University	X	X	X
5	Brunel University, London	X	X	
6	Cardiff Metropolitan University	X		
7	Cardiff University	X	X	
8	City University	X	X	
9	De Montfort University	X	X	X
10	Durham University	X	X	
11	Edge Hill University		X	X
12	Edinburgh Napier University	X	X	X
13	Glasgow Caledonian University	X	X	X
14	Goldsmiths, University Of London	X	X	X
15	Heriot-Watt University	X	X	X
16	Hult International Business School	X	X	X
17	Imperial College London	X	X	
18	Into Newcastle University	X	X	
19	Into University Partnerships	X		
20	Keele University	X	X	
21	King's College London	X	X	
22	London School Of Economics And Political Science (Lse)	X	X	
23	London South Bank University	X	X	X
24	Loughborough University	X	X	X
25	Manchester Metropolitan University	X	X	
26	Met Film School	X	X	X
27	Middlesex University	X	X	X
28	Nottingham Trent University	X	X	
29	Plymouth University	X	X	
30	Queen Mary University Of London	X	X	X
31	Queen's University Belfast	X	X	X
32	Ravensbourne	X	X	
33	Regent's University London	X	X	
34	Royal Holloway, University Of London	X	X	
35	Study Group International	X		
36	Swansea University	X	X	X
37	The University Of Edinburgh	X	X	X
38	The University Of Hull	X	X	X
39	The University Of Manchester	X	X	
40	The University Of Northampton	X	X	X

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41	The University Of Nottingham	X	X	X
42	The University Of Reading	X	X	X
43	The University Of Sheffield	X		X
44	The University Of York	X	X	
45	UCFB College of Football Business	X	X	X
46	University College Birmingham	X	X	
47	University College London	X	X	X
48	University For The Creative Arts	X	X	X
49	University Of Aberdeen	X	X	X
50	University Of Birmingham	X	X	X
51	University Of Brighton	X	X	X
52	University Of Bristol	X	X	
53	University Of Chester	X	X	
54	University Of Derby	X	X	X
55	University Of Dundee	X	X	X
56	University Of East Anglia	X	X	X
57	University Of Exeter	X	X	
58	University Of Glasgow	X	X	X
59	University Of Kent	X	X	
60	University Of Leeds	X	X	X
61	University Of Lincoln	X	X	X
62	University Of Portsmouth	X	X	X
63	University Of Roehampton	X	X	X
64	University Of Salford	X	X	X
65	University Of South Wales	X	X	
66	University Of Southampton	X	X	X
67	University Of St Andrews	X	X	X
68	University Of Stirling	X	X	X
69	University Of Strathclyde	X	X	X
70	University Of Sunderland	X	X	X
71	University Of Surrey	X		
72	University Of Sussex	X	X	X
73	University Of The Arts London	X	X	
74	University Of The West Of England	X	X	
75	University Of Warwick	X	X	
76	University Of Westminster	X	X	X

Partners

BELTA – Agents association	English UK
Chevening Scholarships	UK Visas & Immigration
CNPq – Research Funding Body	Universities UK
Cultura Inglesa – English Schools’ chain	Visit Britain (with brochures)

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Appendix 2: Partners' Testimonials

BELTA – Agents' Association

BELTA and the British Council have a strong partnership developing numerous projects together. The UK Universities exhibitions are a great opportunity to increase the marketing reach of the members of the association. It is important to highlight that BELTA considers this fair extremely important, because it is an opportunity to represent partners, such as student travel agencies, which are some of the major players in this segment in Brazil. The event brought together a great number of recognized universities and a selected group of visitors. This year, BELTA had a great opportunity to promote the association in São Paulo, Rio de Janeiro and Belo Horizonte.

Bruno Pontes
Marketing Officer

CNPq

It is important for CNPq to attend to events such as the UK Universities exhibitions, since it is a Brazilian Government Agency for research support, aiming to increase Science, Technology and Innovation. It is the second time I participate as a member of the Science Without Borders (SWB) Programme team. The invitation of the British Council was opportune due to the fact that the application of undergraduate students had closed and we had already started the preselection phase, where students have many questions about internal processes. Furthermore, I realised that there are more people interested in postgraduate scholarships than last year and, maybe, it is due to the word-of-mouth effect from returning students and the fact that there are more scholarships available in this modality. Despite being in different cities and having different experiences, I had crowded rooms at the moment of the seminars in all venues. The CNPq and SWB team are grateful for the invitation, and thanks British Council team for providing this new opportunity to present and spread the word of the SWB Programme with the same professional competence and care as the very first time.

Jane Vieira
Science and Technology Analyst

Chevening Scholarships Brazil

“Participation in the Sao Paulo, Rio and Belo Horizonte UK University Fairs was an important part of this year’s Chevening promotional efforts. It was a great opportunity to meet prospective candidates, answer questions and share the opportunity Chevening offers for people with leadership potential interested in studying in the UK. There was an excellent turn out in each of the cities.

Bringing together such a large number of institutions and services connected to further studies in the UK is an excellent way to show case the scholarship programme and encourage Brazilians to consider UK Universities as an option for further education.”

Caroline MacDonald
Chevening Scholarships Coordinator

Universities UK

“The British Council fairs continue to grow in popularity with an increasing number of students and universities attending. The fairs have helped us showcase the SwB UK programme to a large number of students and we were delighted to see an increasing number of students interested in postgraduate study coming to talk to us this year; in particular many former SwB students looking to come back to the UK to complete their PhD. As in previous fairs, the British Council gave SwB UK a prominent speaker slot and stand in all of the three cities which was immensely helpful in promoting the scheme. The BC team were very supportive and helpful throughout the fairs which were delighted to be involved in, and we look forward to attending future fairs!”

Rachael Sara-Kennedy
Strategic Partnerships Lead
Universities UK

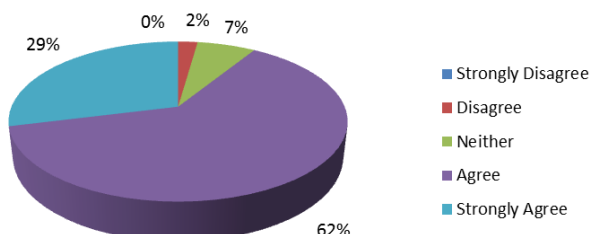
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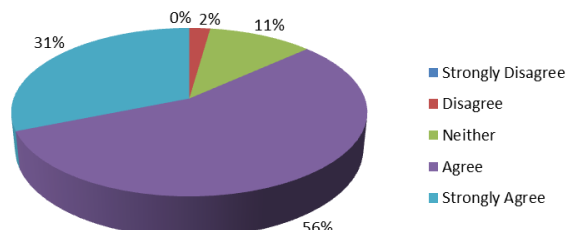
Appendix 3: Exhibitors' survey results

1) General Organisation/Overall summary

These events met my expectations

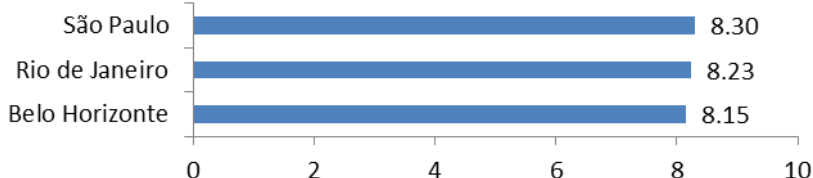


Overall, these were high quality events



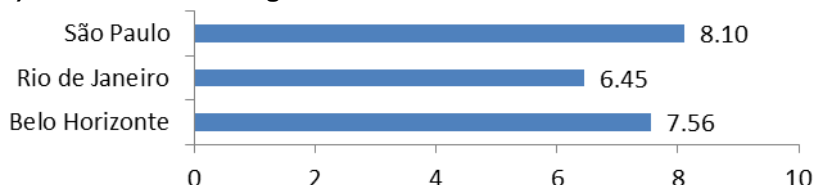
Adding up “Strongly Agree” and “Agree” percentages, it reached 91% of met expectations and 87% of the exhibitors agreed that the *UK Universities 2014* exhibitions were high quality events. The British Council Brazil team is happy with the feedback, bearing in mind there is always room for improvement.

2) Duration of event



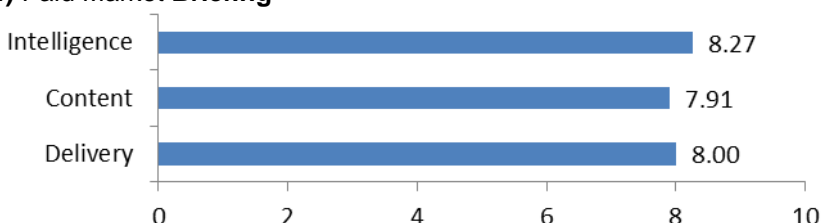
In all three cities, the duration of the event was ranked above average, showing that they are adequate to the exhibitors' expectations. There were some few mentions that the event in Rio and Belo Horizonte should be slightly reduced, as the last hour was quieter.

3) Standard of catering



This reflected a quality below expected in Rio compared to São Paulo and Belo Horizonte standards. This will be taken care of in the next editions.

4) Paid Market Briefing



The detailed Market Briefing was a paid service, and its evaluation was made according to the feedback of attending institutions. Overall, it reached expectations in intelligence, content and delivery. There was also a suggestion that the consolidated data should be more explored, in terms of practical impacts on the sector. Another remark was that

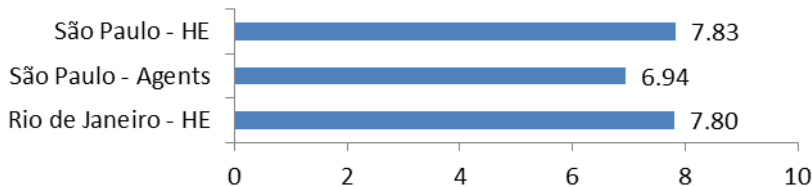
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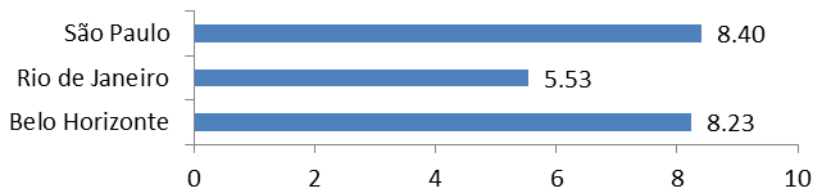
the briefing should be included in the exhibitions fee. Please note that a General Market Briefing was available in print form attached to the welcome pack. For future editions, we will revisit this format in order to accommodate a face-to-face presentation.

5) Parallel Events – “Speed Datings”



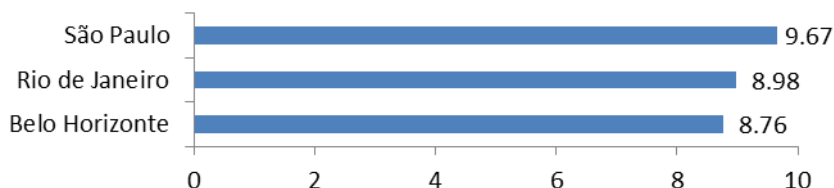
These parallel events were designed in order to offer a maximum good use of representatives' time in Brazil. These services were also extra, so that each representative could book it, according to his/her own strategy. This was the first time British Council Brazil team organised these events, reaching an overall score 7. On the feedback forms, there were direct mentions to the length of the events, considering longer timeslots, in order to keep up the flow of the conversations.

6) Suitability of Venue



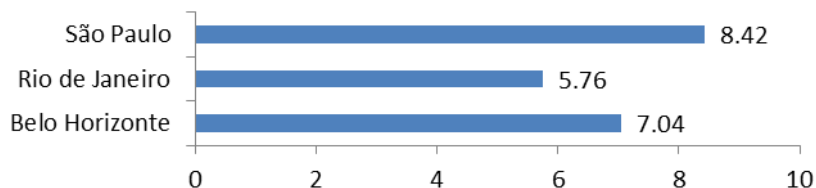
Again, the quality in Rio was too low compared to São Paulo and Belo Horizonte standards. The venue in Rio is a historical building protected by the local government, a former British fabric factory, which was turned into an events venue, with some limited facilities compared to hotels. Due to major events in Brazil in 2014 (World Cup and general elections), the regular calendar of the cities was squeezed between there big events so the availability of venues was limited. This venue in Rio was a good option in location and size. However, the support for events such as *UK Universities 2014* was not enough. The British Council Brazil team will work on that to offer a better venue in Rio.

7) Interpreters / Stand Assistants



The Stand Assistants is a particular asset of *UK Universities* exhibitions in Brazil. Some of them have been working with us for any years, and the British Council team tries to organise them with the same institutions year after year. This is by far the highest score in the feedback form, which shows a good work of British Council Brazil team.

8) Exhibitors' Lounge



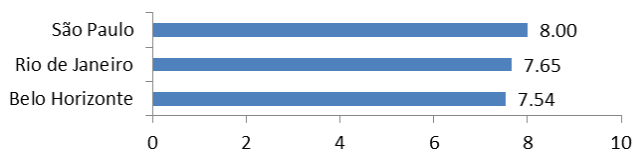
Following the suitability of the venue, Rio de Janeiro again ranked way below compared to the other two cities.

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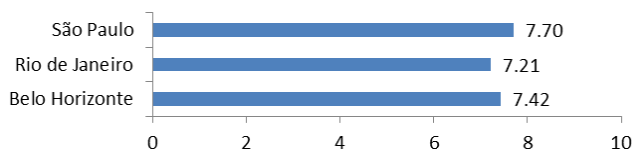
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9) Quality and Number of Visitors

Quality

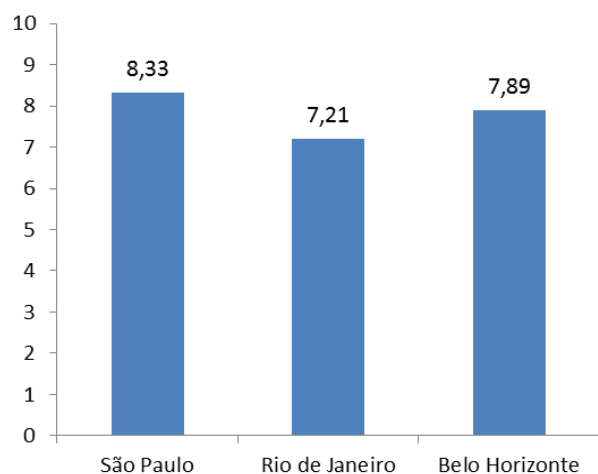


Number



The perception of the visitors was good, as both quality and number of visitors reflected the same pattern, although the quality feedback was a little bit higher than the numbers. This shows a good effort of the British Council Brazil team to bring the best students, with good level of English, to the exhibitions.

10) Overall rate of the events

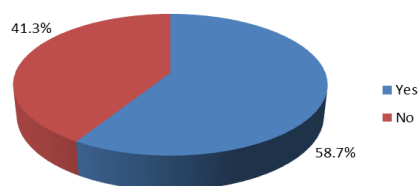


Considering all aspects presented, the British Council Brazil team calculated averages for each city.

It was possible to predict that Rio ranked the lowest, following the feedbacks regarding the venue itself, catering and temperatures. In São Paulo and Belo Horizonte, the exhibitions counted with all the support of hotel / conventions centre infrastructure, reflecting in good service and catering.

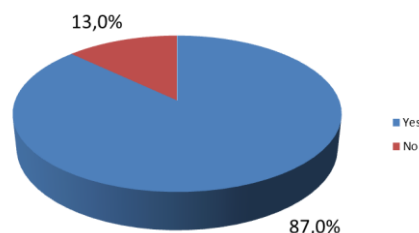
There were some direct mentions to the National secondary education examination (it happened on the same day of the exhibition in São Paulo). Due to World Cup and elections, the events calendars were squeezed to the time before or after the general elections, and the exhibition dates were set before the announcement of the examination. In 2015, the British Council Brazil team will try to avoid these dates and will work on bringing Rio de Janeiro and Belo Horizonte standards as high as São Paulo.

11) Have you attended events organised by the British Council in Brazil previously?



UK Universities 2014 brought some the institutions for the first time. Even though with more than half are returning institutions, the overall feedback of first comers is aligned with the institutions that often visit Brazil in a regular basis.

12) Was the (calendar) timing of this event right for you?



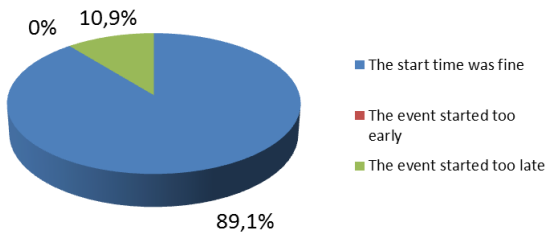
Although 87% agreed that early November was a good timing, *UK Universities* is traditionally an October event. In 2014, general elections pushed further the events to November. For the following edition, the exhibition will be organised back in October.

There were direct mentions on ending the event in Rio, which offers more international flights options than Belo Horizonte. This will be taken into account for 2015. However, the final order of cities depend on the availability of the venues.

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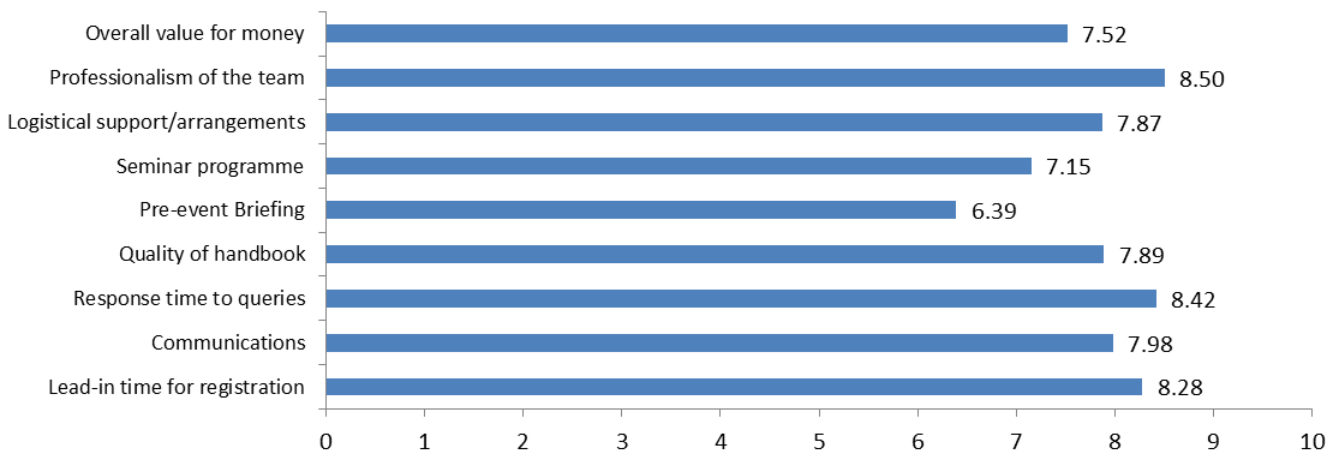
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13) How was the (day) timing of the event?



Almost 90% of the institutions agreed that the start time was fine. Some representatives alleged the event started too late. In Rio de Janeiro and Belo Horizonte (weekdays), it happened one hour later than São Paulo (Saturday), so it would be possible for prospective students who are already employed, and students who study full-time to attend the exhibition. There were direct mentions on reducing the exhibitions in one hour. Considering the planning of the events, there would be no difference in terms of costs. Thus, in order to keep the standard of six hours, exhibitions during the week are shifted one hour later.

14) British Council team's support



This graph depicts that *Professionalism of the team*, *Response time to queries* and *Lead-in time for registration* were the best points of the British Council Brazil team, which all ranked above 8. This reflects the hard effort of the local team to deliver a good event for both exhibitors and visitors. On the other hand, there is still a lot to improve regarding the *Pre-event Briefing* (mentioned previously on item 4), and the *Seminar programme*. For the next edition, the British Council Brazil team will work on these matters.

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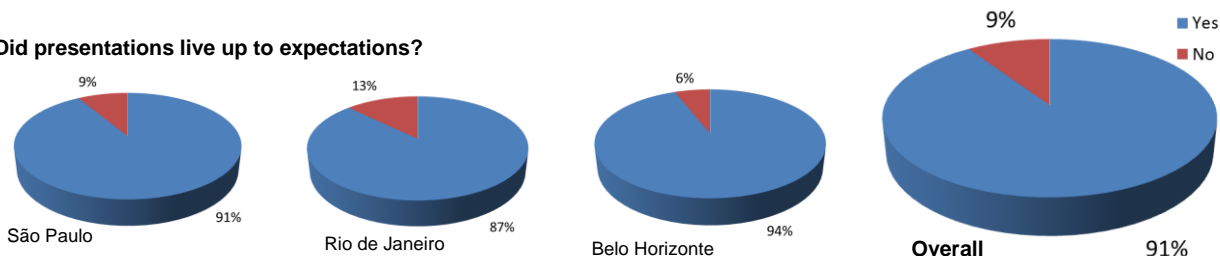
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Appendix 4: Visitors' survey results

Seminars

All seminars were focused on generic themes (for example, life in the UK, Portfolios, Personal Statement, etc.). Those seminars had a positive impact on students, considering the fact that the presentations were more informative than commercial. Putting together the three cities, satisfaction was high.

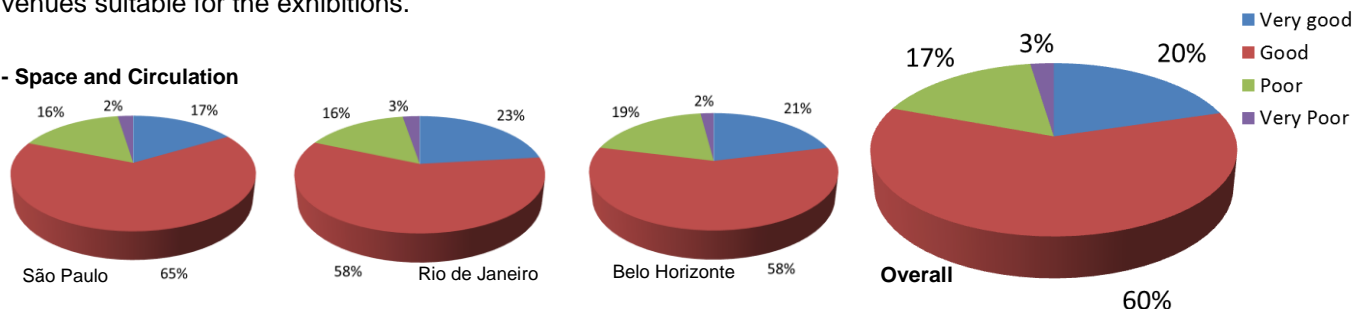
- Did presentations live up to expectations?



Event Structure

Venues were generally approved, as the feedback followed the same distribution in the three cities. There is still some work left to do, considering the fact that in all three cities, an average of 20% of the visitors didn't consider the venues suitable for the exhibitions.

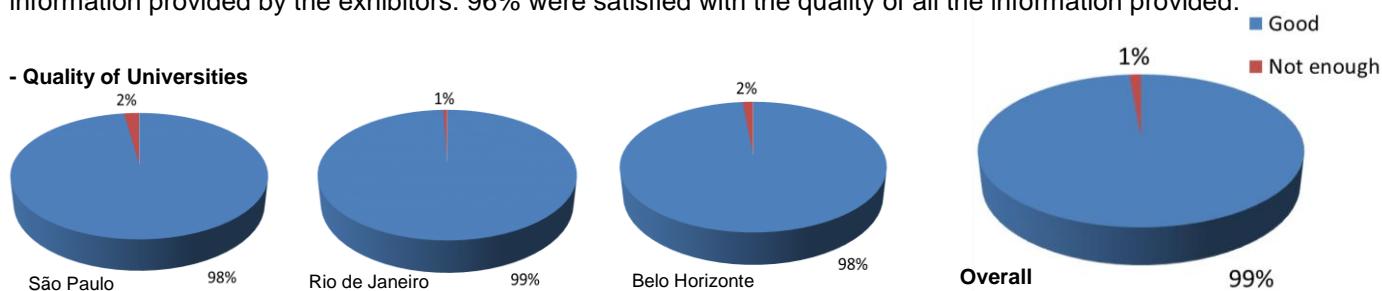
- Space and Circulation



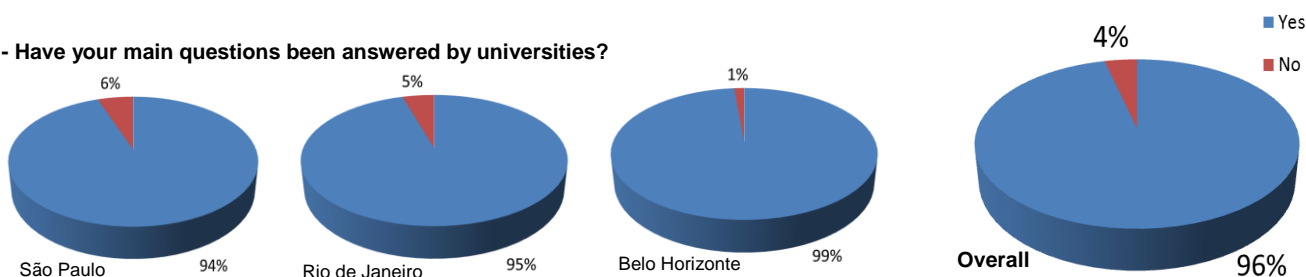
Exhibitors

This was the largest group of UK universities attending one single event in Americas, and the audience recognized their quality. Overall, 99% of students were satisfied with their quality. The visitors were also satisfied with the information provided by the exhibitors: 96% were satisfied with the quality of all the information provided:

- Quality of Universities



- Have your main questions been answered by universities?



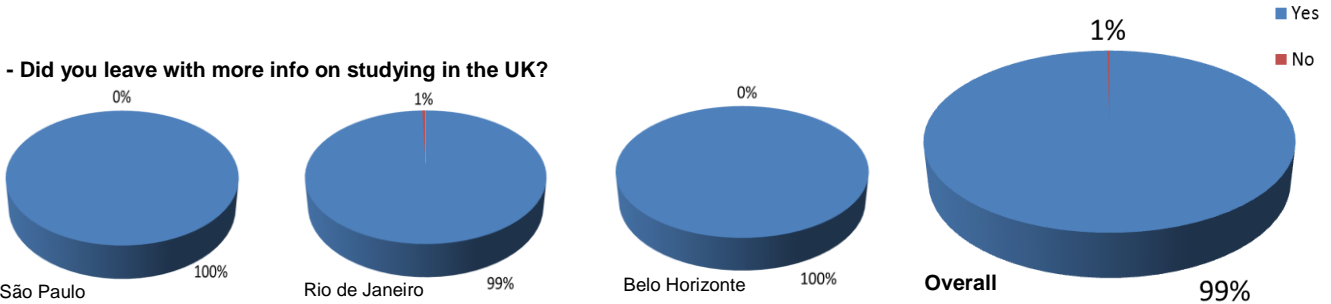
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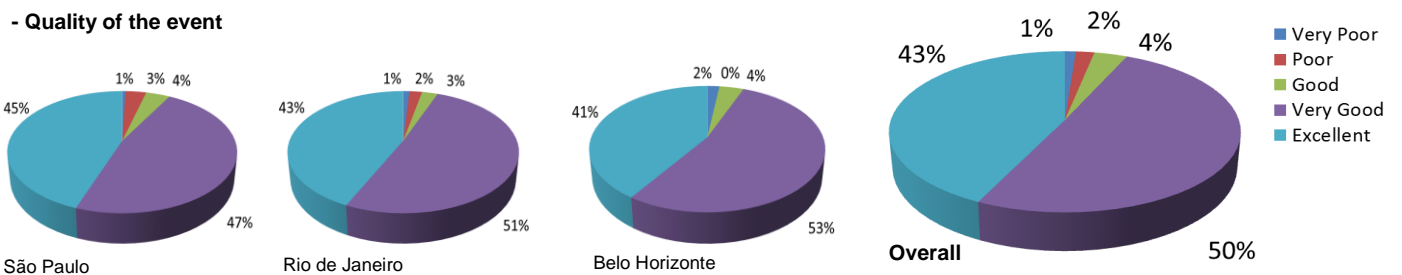


Organization

The British Council Team aims to make UK Universities the best showcase for students looking for British universities and the best physical information centre for prospective students. To reach this target, we count with the support of government institutions and key partners of the international education sector. With their booths and seminars, they help the British Council to deliver accurate up-to-date information about scholarship programmes, visa procedures, English proficiency exams and training, and where to find international education consultants. In general, all the information provided during the event was useful to the visitors, reaching 99% of satisfaction, fulfilling the goal of the exhibition:



The best indicator showing improvement from the students' perspective is the overall rating of services received: 97% considered it "Excellent", "Very Good" or "Good", considering the three cities combined. Each percentage was solid in every city:



Visitors' Suggestions

Students were asked to comment about improvements. Suggestions show that they would like an event with even more universities, with direct mentions to Cambridge, Newcastle, Northumbria, Oxford, Surrey (in Belo Horizonte) and universities from Northern Ireland. Students as usual said that more information about scholarships should be available, even the ones granted by the university.

Visitors' also suggested more bags to carry brochures, info available in Portuguese, and food/drink facilities in both venues. In São Paulo, Rio and Belo Horizonte, water, air conditioner and the size of the seminar room were the main complaints, respectively.

Visitors also needed more information on specific programmes, with direct mentions to PhD, postgrads, music programmes, research in technology and professional summer courses.

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Appendix 5: Advertising and promotion plan (media plan)

The Campaign

Education UK team split the target audience into two groups:

Group 1

- Students from A,B classes interested in studying abroad
- Good knowledge of English
- In search of world-class education (UG, and Postgrad/Masters/MBA)
- Career oriented – Humanities and STEM areas

Group 2

- Students interested in SWB scholarship programme - UFMG, UFRJ, USP, UFABC, UNICAMP
- Only STEM areas (UG, and Postgrad/Masters/PhD)
- Focus on university/academic career

Social Media Networks

During the online campaign, we faced two main challenges: Presidential election campaign, which had begun on the 6th July, lasting until 24th October and the national exam to enter HE institutions, ENEM, scheduled to happen on the same day of the exhibition in São Paulo.

The campaign strategy focused on digital advertising only, with two stages: a national campaign (from 6th to 23rd October) and then we narrowed it down onto a regional campaign, targeting São Paulo, Rio de Janeiro and Belo Horizonte metropolitan areas. We set students profile with the age range 18-35, English speakers.

In order to reach both groups, a combination of niche and general messages were designed to better address the students. We focused on the Science Without Borders programme, Masters, MBA, and a general message about the experience in living and studying in the UK.

The campaign ran from 01 October until 12 November, on Facebook and Google adwords.

On LinkedIn, a more professionally-oriented tool, the strategy was to use a different kind of approach by using discussions groups to feature the event as a career-enhancing opportunity.

Newspapers and Magazines

Traditional media is becoming less effective every year, so the strategy was **not** to go for traditional media once again.

Education UK resources

The database was the main promotional resource for UK Universities 2014. In this edition, a **hotsite** was launched in the British Council's portal with one main page and general details with the following breakdown:

- Registration information
- List of all 76 visiting institutions, separated by venue
- Seminars programme
- Campaign descriptor, with rules, prizes and links to sponsoring institutions
- Maps with directions to the venues
- British Council FAQ leaflets on various subjects, a good way for pre-event preparation

The mandatory pre-registration for UK Universities is done via the website, through a customized system to collect information from all students.

This database now counts **42,000 students** registered to receive UK education promotional mail. More than two thirds of these names are located in the states where exhibitions will take place. Different e-newsletters were sent out highlighting both the event and the *Experience UK Now* campaign.

Partners also helped with their online mailing, **Belta** (agents association), **EduExpo** (commercial exhibitions company) and **Universia**.

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Social Media Samples



facebook

Campaign	Reach	Impressions	Clicks	Actions	Website Clicks
Science Without Borders	124,928	143,747	8,610	7,606	101
Master degree	587,724	779,286	19,626	17,530	1,027
Career change	586,934	783,034	20,517	18,326	511
Live and Study	279,221	345,035	14,036	12,452	925
	1,578,807	2,051,102	62,789	55,914	2,564

Google AdWords

Ad	Clicks	Impressions
Do you want to study abroad?	16	23,457
Postgrad abroad	23	25,840
UK Universities 2014	134	83,445
Study in the United Kingdom	46	26,382
UK Universities 2014	40	32,172
Science Without Borders	817	135,935
Study in London	11	24,569
Study in England	69	49,859
--	1,156	401,659

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Appendix 6: Photos

São Paulo



Mr Richard Turner, Consul General in São Paulo

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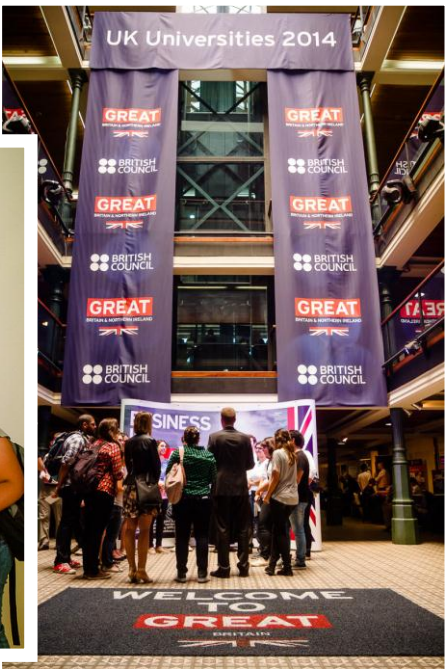
British Council, FCO and UKVI Brazil teams



Rio de Janeiro



Mr Jonathan Dunn, Consul General in Rio, with former Science Without Borders students





IELTS representative delivering a seminar



UKVI representative delivering a seminar about Tier 4 visas



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Belo Horizonte



British Council, FCO, UKVI and Chevening Brazil teams



Mr Alex Ellis, UK Ambassador to Brazil



British Council Brazil team and stand assistants



Mr Alex Ellis, UK Ambassador to Brazil, with former Science Without Borders students

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