

UK MBA/Postgraduate Roadshow 2014

1. Summary

The Education UK Roadshow was a 3-day event organised by the British Council in Colombia to promote UK as the best international study destination. This was a platform to reach the Colombian students seeking opportunities to study postgraduate and MBA degrees within the UK.

For the second consecutive year, the UK MBA/Postgraduate Roadshow took its tour of three of Colombia's major cities for international education, namely Medellin, Bogota and Cali from the 19th to 26th November 2014. This had the participation of 18 UK universities with 30 delegates who used this opportunity to recruit highly promising Colombians for Postgraduate degrees in the next academic year. The event registered close to 1000 applications from high calibre students who had to meet pre-requisites such as advanced English levels, excellent academic records and professional experience. Visiting UK delegates were very pleased with the quality of visitors and commented on the excellent levels of English and academic credits.

The Roadshow also opened doors for discussions towards institutional collaborations between Directors of International Relations officers from top universities in these cities. Bogota had the presence of 14 universities, among them, the Universidad de Los Andes, Universidad Nacional, Universidad del Rosario, La Catolica, Santo Tomas, Externado, whilst Medellin, with 8 local universities participating had the presence of Universidad Pontificia Bolivariana, CES, Universidad de Antioquia. Cali had an equally interesting set of meetings with 13 local Higher Education Institutes including the Pontificia Universidad Javeriana, Universidad del Valle and ICESI. Some universities, such as Reading and Birmingham city had follow-up meetings with local HEI after this session to firm up plans for partnerships.

Our local partners, ICETEX and Colfuturo, were also very instrumental in giving a better perspective on what is on offer to Colombian students, especially in terms of financing. Chevening and UK visas also presented information to delegates and students on processes for acquiring scholarships and visas. This event, was aimed not only at connecting Colombian students to UK institutes, but also created a platform for interaction and exchanges of best institutional practices.

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

- To strengthen the UK's reputation as a world leader for education and position the UK as the first choice for Colombian students planning to study abroad
- To encourage the brightest and best students from Colombia to assist to the event and enrol the universities' programs
- To create opportunities for UK education providers to expand and grow the market in Colombia and showcase promote British Higher Education programmes (MBAs and Postgraduate)

2. Programme

Date	Time	Location	Activity
<i>Tuesday, 18 November, 2014</i>	<i>Arrival in Medellin</i>		
<i>Wednesday, 19 November, 2014</i>	09.30–09.55	Hotel San Fernando Plaza (Medellín)	Set-up stands
	10.00–11.00		Welcome and Colombia Market Brief Presentation by ICETEX
	11.00–12.30		Speed Dates with Local Universities
	12.30–13.30		Lunch
	14.00–18.00		Meetings with prospective students
	19.30–21.00		Dinner Reception
<i>Thursday, 20 November, 2014</i>	<i>Travel to Bogota</i>		
<i>Friday, 21 November 2014</i>	09.30–09.55	Hotel Radisson (Bogotá)	Set-up stands
	10.00–11.00		Presentations by COLFUTURO, UK Visas & Chevening
	11.00–12.30		Speed Dates with Local Universities
	12.30–13.30		Lunch
	14.00–18.00		Meetings with prospective students
	18.10–18.30		Welcome drinks
<i>Saturday-Monday 22- 24 Nov. 2014</i>	<i>Free time</i>		
<i>Tuesday, 25 November, 2014</i>	<i>Arrival in Cali</i>		
<i>Wednesday, 26 November, 2014</i>	10.30	Hotel Marriot (Cali)	Set-up stands
	11.00–12.30		Speed Dates with Local Universities
	12.30–13.30		Lunch
	14.00–18.00		Meetings with prospective students
	19.00–21.00		Dinner @ El Platillo Volador (optional)
<i>Thurs. 27^h Nov. 2014</i>	<i>Departures</i>		

3. Dates and Venues:

3 mini fairs at Hotels in strategic locations within each city for easy access by visitors.

Date	City	Venue – Address	Hours for visitors
19 Nov 2013	Medellin	Hotel San Fernando Plaza	14.00 – 18.00
21 Nov 2013	Bogotá	Hotel Radisson	14.00 – 18.00
26 Nov 2013	Cali	Hotel Marriot	14.00 – 18.00

4. Participating UK Institutions:

1	BPP University
2	De Montfort University
3	Middlesex University
4	University Of Essex
5	The University Of Nottingham
6	Hult International Business School
7	University of Dundee
8	University of the West Of England
9	University of St Andrews
10	University Of Reading
11	University Of Kent
12	Northumbria University
13	Birmingham City University
14	Queen's University Belfast
15	Sheffield University Management School
16	University of Strathclyde
17	Cardiff Metropolitan University
18	University of Northampton (Business School)

5. Participating Local Higher Education Institutes

Medellin	Bogota	Cali
Colegiatura	Universidad Católica de Colombia	Universidad del Valle
Universidad CES	Universidad de los Andes	Universidad Icesi
Universidad Pontificia Bolivariana	Pontificia Universidad Javeriana	Universidad San Buenaventura

EAFIT Escuela de Ingeniería de Antioquia	Universidad Santo Tomas	Universidad Santiago de Cali
Corporación universitaria de ciencia y tecnología de Colombia	Universidad Pedagógica Nacional	Pontificia Universidad Javeriana Cali
Universidad Santo Tomas	Universidad Cooperativa de Colombia	Instituto Departamental de Bellas Artes
Inst. Universitaria CEIPA	Universidad Libre	ICESI
Universidad Nacional de Colombia	Universidad Piloto de Colombia	Univ. Autonoma
	Corporación Universitaria Iberoamericana	Corporación Universitaria Centro Superior UNICUCES
	Universidad Externado de Colombia	Copr.Univ. de los Andes
	Universidad Católica de Colombia	Instituto Universitario Antonio José Camacho IUAJC
	Universidad Sergio Arboleda	Universidad Cooperativa de Colombia
	Universidad del Rosario	Fund. Univ.Catolica Lumen
	Universidad La Gran Colombia	

6. Visitors Information:

We had very high quality visitors at this fair who had the right educational background and who were interested in Higher Education in the UK, mostly young professionals. Close to 1000 registered and these were allotted individual time slots after they had been pre-selected based on criteria below:

- High English level (advanced preferred)
- Have completed undergraduate degree or in process of completion
- High academic records
- Interested in studying a postgraduate or MBA degree in the UK
- Ready to study as soon as possible (preferably in 2015)

NB: See statistics on responses to these criteria above in section 5:

Meetings Pre-Scheduled Per University

Bogota	Medellin	Cali
33%	28%	15%

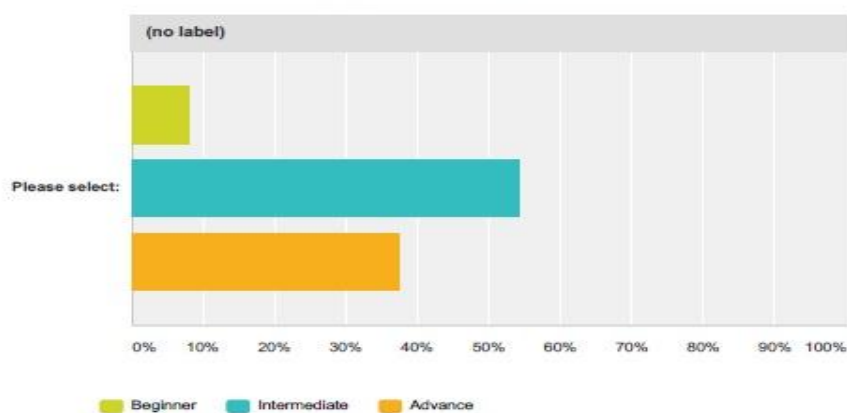
Out of 1000 registered, **76.87% were pre-selected** based on the criteria of levels of English, possession of an undergraduate degree, readiness to study within the academic year 2015-16 as well as criteria listed on page 4.

Demographics of visitors at UK MBA/Postgraduate Roadshow 2014

Age	
16 – 20	7%
21-25	37%
26 +	55.7%

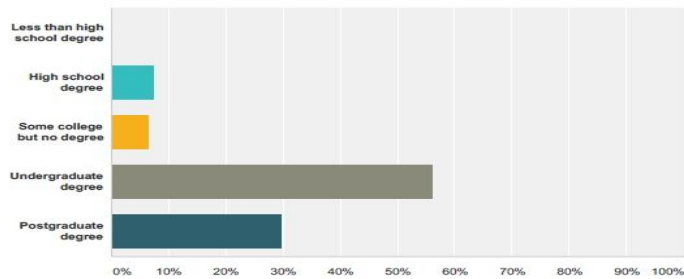
Q13 What is your english level?

Answered: 653 Skipped: 286



(no label)	Beginner	Intermediate	Advance	Total
Please select:	8.12% 53	54.36% 355	37.52% 245	653

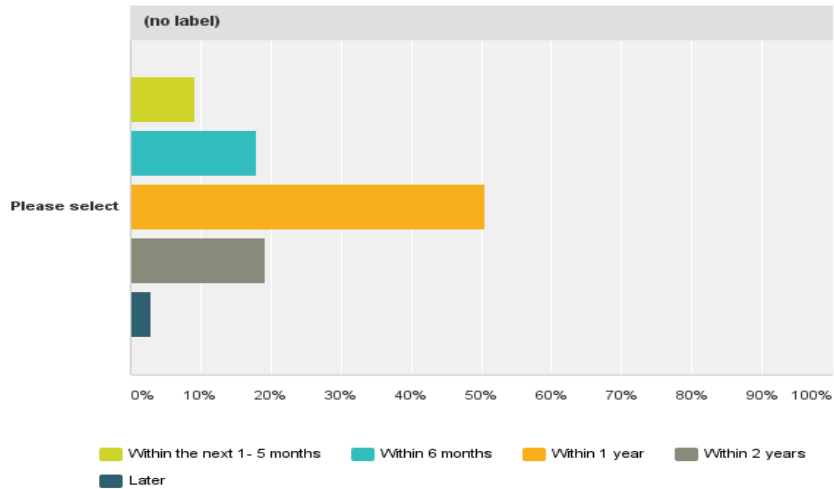
Q10 What is the highest level of school you have completed or the highest degree you have received?



Answer Choices	Responses
Less than high school degree	0.31%
High school degree	7.35%
Some college but no degree	6.43%
Undergraduate degree	56.20%
Postgraduate degree	29.71%
Total	

Q4 When do you plan to start your MBA/Masters?

Answered: 689 Skipped: 250



How do you plan to finance your education?

Answer Choices	Responses
I will probably apply for a loan	81.04% 547
I am able to finance my studies	12.44% 84
I already have a scholarship	6.52% 44
Total	675

7. Advertising and PR

The advertising campaign for the Roadshow was focused in promoting the event through the BC's communication channels and the local institutions involved. Calls for registrations were done in English to ensure the calibre of visitors expected. Below are some of the promotion activities:

- Working with independent media for free press
- PR activities with local media contacts and local institutions (including interview on TV, Radio and magazines)
- Via local universities networks in 3 cities and Funding Bodies networks
- Promo on British Council corporate website with profiles of attending Universities
- Social media campaign (Facebook, linked-in and Twitter) reaching our target group
- Through teaching centre & Exams networks in Bogota, Cali & Medellin
- Print: Posters/cupholders for cafeterias/page markers distributed at fairs, exams centres in 3-cities as well as office reception area.
- External Education Fairs & Presentations on UK HE
- Targeted Mail shots to over 25,000 constant contacts
- Circulated mails to contacts in over 333 companies in the 3 cities
- Monthly Newsletter
- Promotional info on TV in reception area of BC office (with approx. 930 visitors a day)
- Information on Roadshow voice recorded and played (on hold) for all calls coming through to BC
- Link of event in Email-signature of Education team and customer services.

Clippings of Media Coverage



DIARIO OCCIDENTE, lunes, 27 de octubre de 2014

Reconocimiento

El cabalero Alejandro Enriquez Marulanda, estudiante de Medicina de noveno semestre de la Universidad Icesi de Cali, fue calificado como el mejor médico interno de Colombia 2014 por la Asociación Colombiana de Facultades de Medicina, Ascofame, con el propósito de reconocer las calidades académicas de los estudiantes de último año o médicos internos de los programas de Medicina ofrecidos en el país. Al examen se presentaron 386 internos aspirantes de todo el país.

Convocatoria

Diecisiete de las mejores universidades del Reino Unido estarán en Cali el 26 de noviembre con el fin de conocer en persona a los colombianos interesados en mejorar su perfil profesional y perfeccionar sus estudios a través de un posgrado, MBA o maestría. El evento está dirigido a profesionales que están interesados en mejorar su carrera profesional. Las inscripciones para asistir al evento son hasta el 31 de octubre a través de la página web <http://www.britishcouncil.co/>

The screenshot shows the homepage of 'guia academica.com'. At the top, there are navigation tabs for 'Inicio', 'Noticias de educación', 'Universidades y cursos', 'Ayuda', and 'Servicios para instituciones'. A search bar asks '¿Qué desea aprender?' with a 'Buscar' button. Below this, there's a section for 'Noticias de Educación' with a featured article titled '17 universidades del Reino Unido visitarán Colombia en busca de talentos nacionales'. The article includes a photo of a man with his hands raised and text about the event. On the right side, there are social media sharing options and a 'SÍGUENOS' section with icons for Facebook, Twitter, and YouTube.



Interview CM& TV

The screenshot shows a newsletter titled 'PR Gregados' from the 'Facultad de Comunicación'. The main headline is 'Boletín Informativo Egresados: "Regresando a la U"'. Below the headline, there's a date 'Lunes, 16 de octubre de 2014' and a sub-headline 'UNIVERSIDADES DEL REINO UNIDO BUSCAN PROFESIONALES EN COLOMBIA'. There is a photo of a woman with a British flag. To the right, there is a 'Archivo del blog' section with a list of dates and topics like '2014 (24)', 'octubre (7)', 'octubre 14', 'CONVOCATORIA Y FERIALES PARA PROYECTOS ADONOS...', '¿QUÉ NO ES FLOSOFOFÍA? LA NUEVA PUBLICACIÓN DE...', 'ESTE FIN DE SEMANA SON LAS OLIMPIADAS DE VIDEO J...', 'NUEVA EDICIÓN DE LA REVISTA ANTES...', 'PROGRAMA DE CORPORATIVOS A UNA SEMANA DE LA TERCER...', 'RECONSTRUCCIÓN DEL PROGRAMA COMERCIO Y RELACION...', 'BECAS PARA MAESTROS EN CREARTE SONAR, TONOLÓGICAS...', 'BECAS PARA ESTUDIOS DE INGENIERIA Y TECNICO EN IN...', 'PROGRAMA CHALE DE COLECTIVIDAD DIGITAL Y SOCIAL M...', 'OMAR RINCÓN ESTARÁ PRESENTE EN EL ENCUENTRO DE PER...'.

The screenshot shows the website for 'renata Colombia'. The header includes the logo and navigation links: 'SERVICIOS/STAR', 'PROYECTOS', 'DIVERSIFICACIÓN', 'QUIÉNES SOMOS', and 'CONTACTEMOS'. Below the header, there's a 'Calendario de Transmisiones' for November 2014. The main content area features a section titled 'Diecisiete universidades del Reino Unido visitarán Colombia en busca de talentos nacionales' with a sub-headline 'Ocupa el momento, 17 Octubre 2014 13:42'. There is a small image of a UK flag and text about the event. On the left, there are social media links for Facebook and Twitter. At the bottom, there are logos for 'Red Nacional Académica de Tecnología Avanzada RENATA' and 'Red Nacional Académica de Tecnología Avanzada RENATA'.

The screenshot shows the website for 'Universidad de Antioquia Internacional'. The main headline is 'UK MBAs y Posgrados - Roadshow'. Below this, there's a date 'Fecha: MIÉRCOLES, 19 de NOVIEMBRE de 2014' and a time 'Hora: 02:00 PM'. The location is 'Lugar: Hotel San Fernando Plaza, Carrera 42A # 1-15, Medellín'. There is a photo of a group of people. To the right, there's a 'Próximos eventos' section with a list of dates and topics like '18 de octubre: Feria Global del Emprendimiento', '19 de octubre: UK MBAs y Posgrados - Roadshow', and '21 de octubre: Encuentro de Experiencias Periféricas Innovadoras en el ámbito Universitario'. At the bottom, there's contact information for the university.

Martes, 18 / 11 / 2014 **NOTICIAS** | **PLUSES** | **REGISTRO (MIRADA)** | **TRANSCURSOR** | **MAPA DEL SITIO** | **¿QUIÉNES SOMOS?**

universia | COLOMBIA Noticias de actualidad

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NOTICIAS - ESTUDIOS DE FOSGRADO

Universidades del Reino Unido buscan profesionales en Colombia

08/10/2014

El Roadshow UK MBAs y Posgrados vinculará a 17 de las más destacadas universidades del Reino Unido con los profesionales colombianos que buscan un título de posgrado, MBA o maestría en ese país.

Impresora Enviar

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1. ¿Cómo hacer una reseña?
2. ¿Quiénes son los profesionales con mejores salarios?
3. Los 5 avances tecnológicos que marcarán el 2014
4. ¿Cuáles son los estados de la materia?
5. Tips como presentar una hoja de vida

De 11:00 a.m. a 12:30 p.m. se realizarán ruedas de universidades, en las que las universidades visitantes del Reino Unido y las colombianas (Pontificia Bolivariana y East de Medellín, entre otras) ofrecerán a los profesionales asistentes la oportunidad de tener entrevistas personales con los Funcionarios de Admisiones de esas universidades y de identificar cuáles son las mejores oportunidades de estudio a ese nivel para ellos en el Reino Unido.

Lee también

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- **4 razones de doctorado para estudiar en**

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MAGA

Event Calendar 2015

Euro Posgrados **BRITISH COUNCIL** **Euro Posgrados** **BRITISH COUNCIL**

Exposición de Estudios de Posgrado en el Reino Unido y la Feria de Euro Posgrados

Este evento se realizará en el marco de la Feria de Estudios de Posgrado en el Reino Unido y la Feria de Euro Posgrados en Bogotá, Colombia, el día 17 de noviembre de 2014. El objetivo de este evento es conectar a los profesionales colombianos con las universidades participantes, a través de entrevistas personales en inglés con los oficiales de admisión y representantes de las oficinas de admisión.

Este será un excelente oportunidad para los interesados en estudiar maestría en el Reino Unido en el 2015-2016.

Programación

10:00 AM - 12:00 PM - **Recepción**

Universidad Piloto de Colombia

UNEMPLOTO ADMISIONES PROGRAMAS BIENESTAR RELACIONES INTERNACIONALES INVESTIGACION

Join us at the UK MBAs and Posgrad Roadshow in Colombia

Dear student,

We are pleased to invite you to meet eighteen of the top UK universities at the UK MBAs and Posgrad Roadshow, taking place in November 2014 in Colombia.

By attending this event you will have one-to-one meetings with the Admission Directors to receive expert advice on how to boost your career through your postgraduate studies and obtain information on admission and student exchange processes.

Choose the city closest to you and Register now!

IDENTIFICADO **OVIT** **observa** **Alertas**

OVIT TRANSFERENCIA TECNOLOGÍA HERRAMIENTAS COLABORACIÓN AYUDA

DIECISIETE UNIVERSIDADES DEL REINO UNIDO VISITARÁN COLOMBIA EN BUSCA DE NUESTROS MEJORES PROFESIONALES

El Roadshow UK MBAs y Posgrados vinculará a 17 de las más destacadas universidades del Reino Unido con los profesionales colombianos que buscan un título de posgrado, MBA o maestría en ese país.

Fecha: **17 de Noviembre de 2014**

Contenido Relacionado **Contenido relacionado y recomendado**

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Los 6 links que te dejó cuánto sabe Google de

Universidades del Reino Unido buscan profesionales en Colombia

El Roadshow UK MBAs y Posgrados vinculará a 17 de las más destacadas universidades del Reino Unido con los profesionales colombianos que buscan un título de posgrado, MBA o maestría en ese país.

How Shane Smith Built Vice Into a \$2.5 Billion Empire

Disney's Frozen apparently inspired a color-changing bra

Eventos internacionales

Expo-Estudiantes Posgrados en Europa

Este evento, organizado por el British Council, reunirá a 18 de las mejores universidades del Reino Unido con sus respectivos directores de admisión, de los cuales se podrá recibir asesoría o información sobre sus procesos de admisión y de intercambio de estudiantes.

Lugar: Hotel San Fernando Plaza - Cr. 50 # 1-15. Fecha: miércoles 19 de noviembre de 2014. Hora: 10:00 p.m. - 6:00 p.m.

Encuétranos en:

Dirigirse a: Dirección de Relaciones Internacionales, Universidad de Tecnología, comunicaciones@inter@udea.edu.co, www.udea.edu.co/internacional

Clic para suscribirse al boletín

Boletín Alma Global / Edición 043 / Marzo de 2014. Publicación de la Dirección de Relaciones Internacionales de la UdeA.	Boletín Alma Global / Edición 042 / Febrero de 2014. Publicación de la Dirección de Relaciones Internacionales de la UdeA.	Boletín Alma Global / Edición 041 / Noviembre - Diciembre de 2013. Publicación de la Dirección de Relaciones Internacionales de la UdeA.
Boletín Alma Global / Edición 040 / Edición especial De País en País. Publicación de la Dirección de Relaciones Internacionales de la UdeA.	Boletín Alma Global / Edición 039 / Septiembre - Octubre de 2013. Publicación de la Dirección de Relaciones Internacionales de la UdeA.	Boletín Alma Global / Edición 038 / Agosto de 2013. Publicación de la Dirección de Relaciones Internacionales de la UdeA.

8. Exhibitors' feedback

Overall, the Roadshow was rated positively for being a high quality event. Some positive feedback from exhibitors includes:

"Helpers were excellent" – **Donna Houghton, Regional Manager (Americas) at De Montfort University**

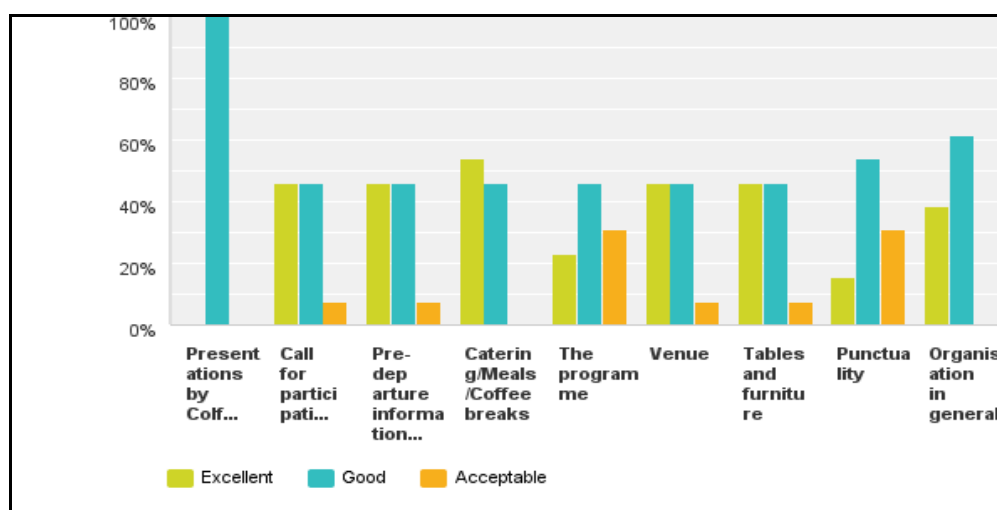
"Very impressed with quality of students" – **David Broomby, International Officer at the University of Sheffield**

"...BC staff and helpers were very helpful throughout the day. Good organisation" - **Stefanie Eminger, Senior International Officer, University of St Andrews**

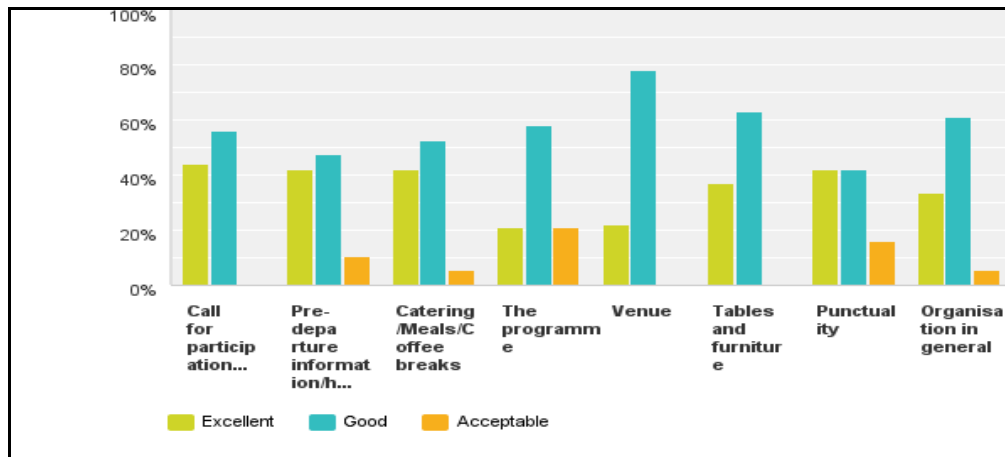
"...Overall quality of students was very high. Most have great academic records and I've had some good leads." - **Head of Student Recruitment & Marketing Sheffield University Management School.**

"The event was well organized and we've had some good leads." **Rafael Minauro, In-Country Commercial Manager for Colombia, BPP University**

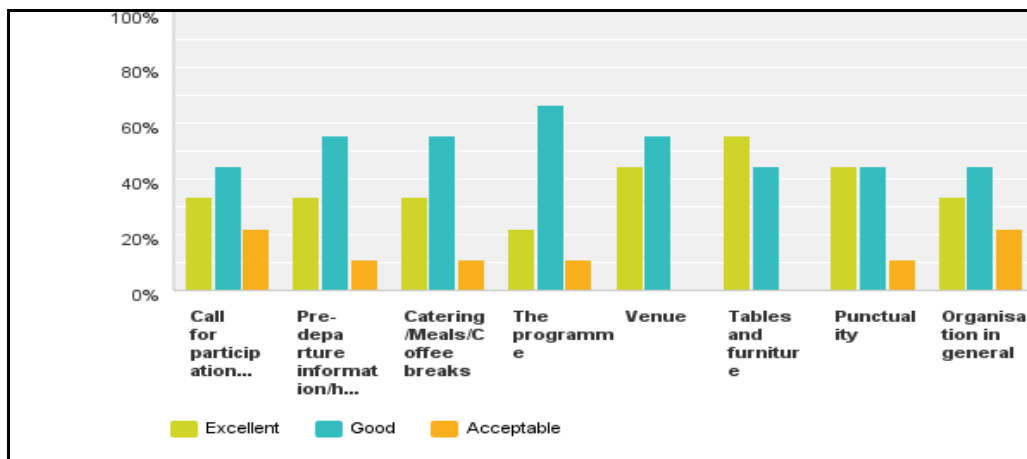
Please rate the following aspects of the Education UK MBA Roadshow in Bogotá



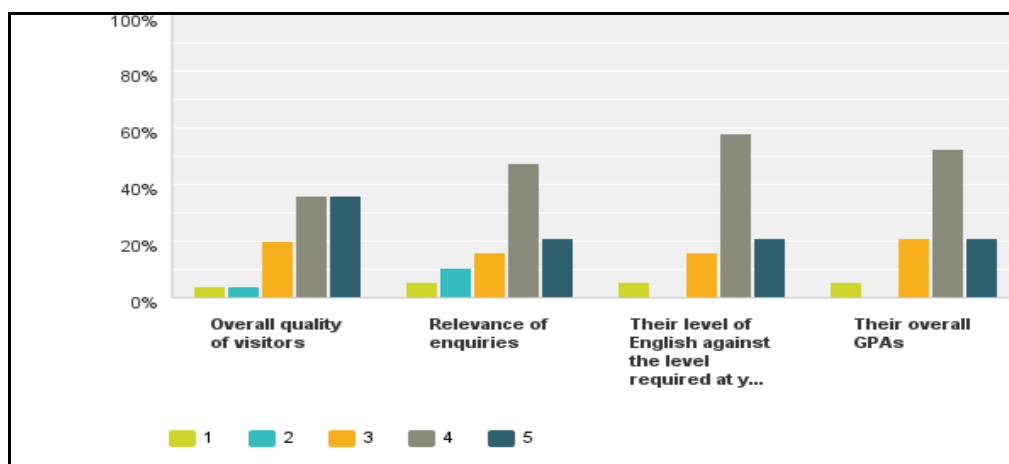
Please rate the following aspects of the Education UK MBA Roadshow in Medellin



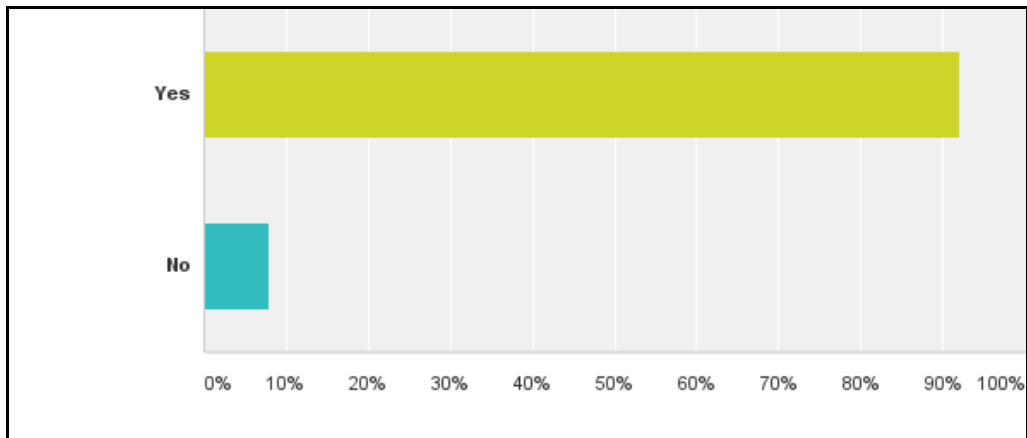
Please rate the following aspects of the Education UK MBA Roadshow in Cali



Please rate the following with regards to the enquiries from visitors (1=Poor; 5=Excellent)



Would you sign up for another Education UK MBA/Postgraduate organized by the British Council?



*Responses from attendees in Medellin

9. Photos of the Education UK Roadshow





10. Students comments about institutions

- There are always questions about scholarships so it is important to have a table with information on how to apply for a scholarship.
- Some had backgrounds in fields that weren't related to business and wished to explore possibilities of changing and wished some universities had been more receptive in that sense.
- Information provided by universities were very useful.
- Event was very well organized and very little waiting time due to schedules assigned.

11. British Council – Future recommendations

- Through feedback from similar fairs held in the past, a filter was used to attract and assign students per time-slots to universities. This will be re-looked at in the future to assign batch meetings within a time slot to avoid delays from visitors.
- Venues selected were excellently located to ensure easy access by visitors from various parts of the city. Weather conditions however, weren't anticipated and will be considered for future activities.
- Overall logistics and organisation in general was rated very positively from exhibitors most of whom had a good time despite the hectic schedule. We do accede to the fact that not all officials are interested in meetings with local educational stakeholders and will consider this as an optional activity for the future.
- The Roadshow was rated positively for being a high quality event.