



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
UK Universities 2015
Education UK Exhibition Brazil

October 03th, 05th and 07th

São Paulo – Tivoli Mofarrej Hotel
Belo Horizonte – Mercure Lourdes Hotel
Rio de Janeiro – Sofitel Copacabana Hotel

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Introduction

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, themed around the HE market, hosted representatives from 58 UK institutions (listed below) that positively engaged with prospective students and visitors, providing the audience with information and educational opportunities.

The event attracted nearly 1,800 visitors thanks to an off and on-line combined marketing campaign (details listed below in section V). A series of seminars were delivered covering topics such as post-graduation, scholarships and living and studying in the UK. Also, parallel events were held in order to leverage partnerships including networking meetings between British and Brazilian universities and visits to high profile secondary schools.

We, the British Council Brazil Team, highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both exhibitions and also a range of targeted activities during the year. We hope to see you again at the next exhibitions.

Regards,

Education Team Brazil

British Council Brazil Education Team

Claudio Anjos

Director Education & Society

Fernanda de Medeiros

Deputy Director Education

Eduardo Dias

Project Manager - Education

Thalita Crompton

Education Project Officer

Carolina Sterza

Education Project Intern

Highlights

The UK Universities 2015 exhibitions took place in late 2015 and were, therefore, part of a bigger picture of political and economic changes in Brazil.

The political instability and economic downturn which had been going on since early 2014 led to escalated outcomes, such as inflation, devaluation of the Brazilian currency and loss of credibility of the market before foreign investors. In order to restrain the budget and reduce the expenditure, several austerity measures were taken by the Brazilian government, under the lead of President Dilma Rousseff, to reduce expenditure in mid-2015. These measures encompassed the grant-cut of many governmental funding schemes for the Higher Education sector, such as the discontinuity of the Science without Borders and CAPES and CNPq scholarships.

Apart from that, the exchange rate, then of £1 to R\$ 6, red-flagged many students to think more carefully before taking an important decision such as studying abroad.

The attendance at the Exhibitions, however, was greater than expected and the numbers were even bigger than those recorded in periods prior to Science without Borders (2011: 900 attendants | 2015: 1,749) demonstrating that the UK was still a desirable study destination. Moreover, all seminars on specific regions of the UK, presented during the exhibitions, reached their maximum capacity of attendees, which reiterates that students still had a keen interest in the country and its academic life.

The already established image of quality and excellence of the UK Higher and Further education has been built and reinforced over the past decade through several action of the British Council, such as the exhibitions, Study in The UK Guide production and on-spot events and publicity promoting the UK.

Also, according to exhibitors' feedback – which you will see further on – the quality of students was a key aspect of the UK Universities 2015 fairs given the fact that most of them were better prepared, with strong English language skills and were assertive as to the courses they intended to pursue as a next step to their career.

The exhibitions were held at the following places and time

Venue(s)	Tivoli Mofarrej Hotel, São Paulo - 03 October
Opening hours	13:00 - 19:00
Stand costs	£ 1900.00 + VAT
Parallel Services	Country Market Presentation and Speed Networking with local Universities on the 1 st Oct and Visit to 2 niche schools on the 2 nd Oct

Venue(s)	Mercure Lourdes Hotel, Belo Horizonte - 05 October 2015
Opening hours	13:00 - 19:00
Stand costs	£ 1710.00 + VAT
Parallel Services	Speed Networking session with local universities on the 5 th Oct.

Venue(s)	Sofitel Copacabana Hotel, Rio de Janeiro - 05 October
Opening hours	13:00 - 19:00
Stand costs	£ 1910.00 + VAT
Parallel Services	Speed Networking session with local universities on the 7 th Oct.

- Services included in the Stand Cost:
 - Country Market Presentation
 - Visit to two niche schools in Sao Paulo
- Charged Services
 - Speed Networking Session with Local Universities - £ 350 per city
 - Seminars delivered during the exhibitions - £ 100 per city
- A wide range of topics were covered in the Seminars, including:
 - IELTS and its advantages
 - Study in London / Wales
 - Chevening Scholarships
 - Different Post-graduate types
 - Internationalisation of Education
 - Social Sciences in the UK
 - Student life in the UK – A Brazilian Perspective
 - MA and MBA in the UK with 6 months of experience

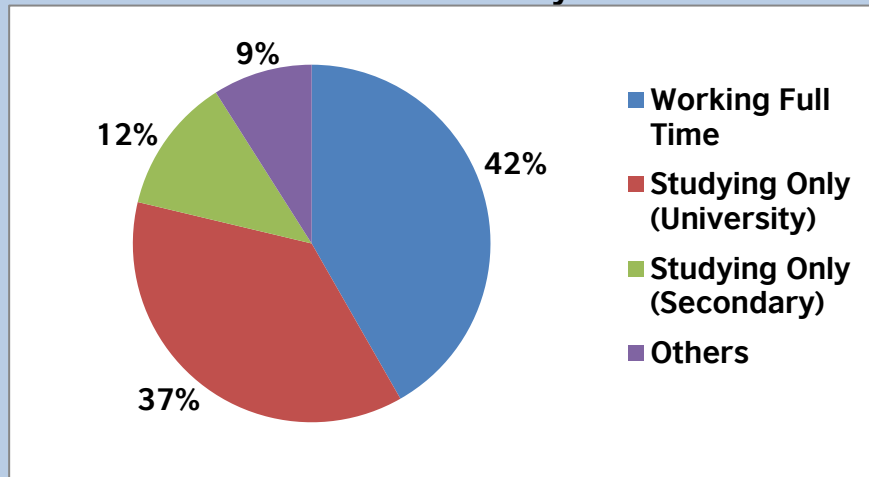
Visitors' profile

84% of visitors were under the age of 34.
 (51% of those age 16 to 24 and 33% age 25 to 34)

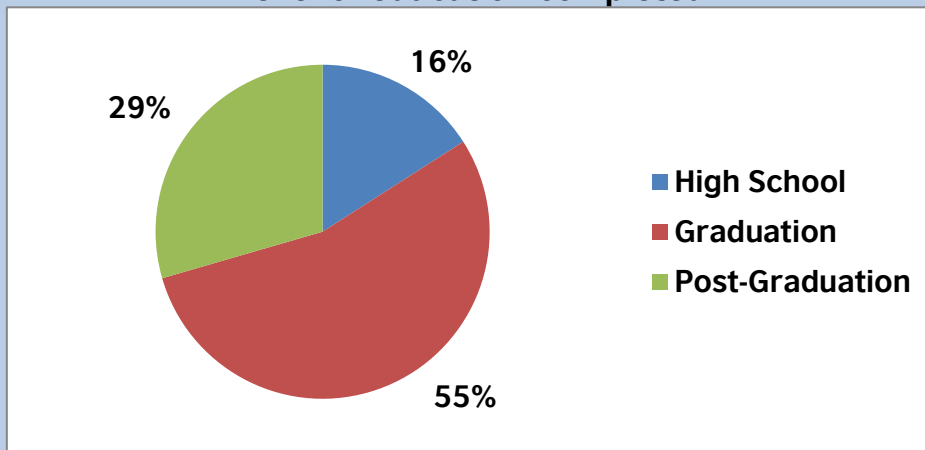
55% of the visitors had an Undergraduate diploma.

42% of the visitors were working full-time at the moment.

Current Activity



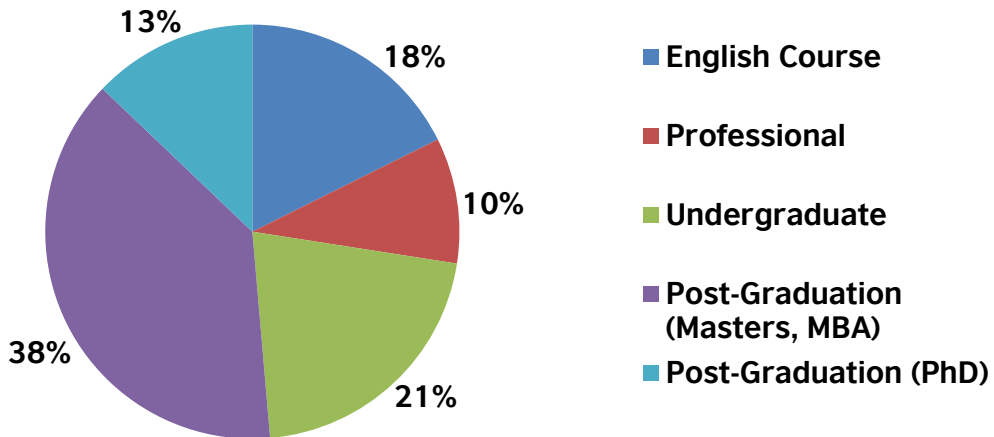
Level of education completed



Visitors' preferences

- Level of interest

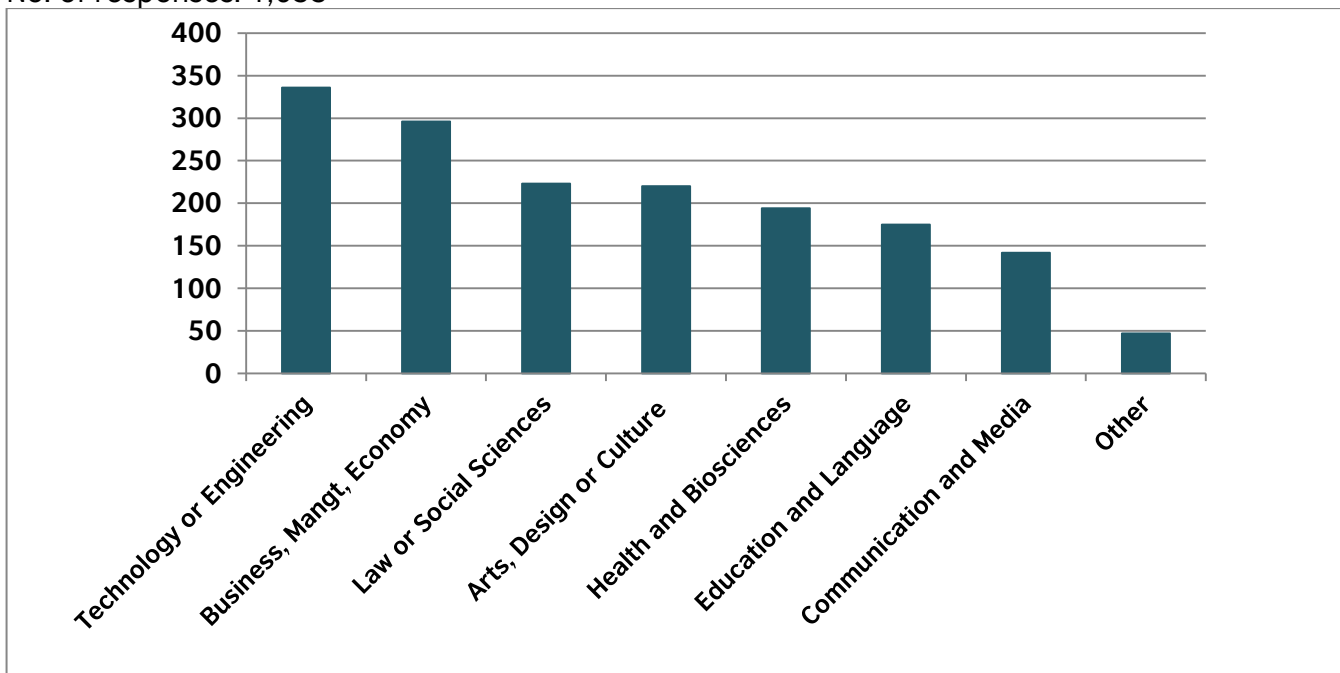
Most visitors were looking for Postgraduate courses



No. based on the overall registrants' responses: 2,447

- Areas of interest

No. of responses: 1,633



Marketing and Media

A total of £ 38K was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 3 Million people

Our Corporate partners (UNIVERSIA/BELTA) helped attract further 55k people interested in the UK

Media pre-event reported

- “Biggest British HE Exhibitions of Americas.”
- “The participating institutions are ranked among the top 100 universities in the world.”
- “Visitors attending the UK Universities will have direct contact with representatives of recognised universities worldwide.”

Among news portals, events guides, education specialised websites and newspapers, we had a total of 32 media mentions, with a reach of about 3 million people, a 130% increase compared to last year.

A boa da semana Oportunidades de estudo no exterior
Feiras aproximam estudantes e universidades europeias

Das feiras serão avaliadas em cada país para apresentar aos brasileiros oportunidades de estudos no exterior. O British Council, organização internacional britânica para promoção de relações culturais, promove a UK Universities 2015. São mais de 60 instituições de ensino que trazem informações sobre cursos de graduação, pós-graduação, mestrado, doutorado e MBA. O evento vai passar por São Paulo (dia 1), Belo Horizonte (dia 5) e Rio de Janeiro (dia 7).

Para as informações em livre acesso, clique no link no site www.ukuniversities.org.br ou pelo e-mail ukuniversities@br.britain.gov.uk.

— A UK Universities 2015 vai oferecer uma oportunidade excelente para quem busca aprimorar seu conhecimento acadêmico e profissional em instituições de ensino britânicas, americanas e europeias. Todas as áreas de conhecimento serão contempladas na feira, que será dividida em inglês e espanhol.

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UK Universities. A edição de 2014 atraiu mais de 50 mil visitantes

Source: Jornal BoaChance

Print:

www.oglobo.com.br

O GLOBO

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UK Universities. A edição de 2014 atraiu mais de 50 mil visitantes

Source: Jornal O Globo

Feira do Reino Unido

O British Council, organização internacional do Reino Unido para educação e relações culturais, promove, no próximo dia 5, no Mercure BH Lourdes (av. do Contorno, 7.315), das 13h às 19h, a UK Uni-

versities 2015, maior feira de educação superior britânica das Américas. O evento é gratuito e contará com a participação de mais de 60 instituições. Inscrições podem ser feitas no site www.ukuniversities.com.br

Source: Jornal Pampulha

Online:

Evento reúne universidades britânicas em São Paulo
 UK Universities é promovido pelo British Council e deve reunir mais de 60 instituições do Reino Unido

Diversas universidades londrinas participam do evento

Com o objetivo de promover o intercâmbio acadêmico entre Brasil e Reino Unido, o British Council promove, no próximo sábado (3), a UK Universities, feira de educação superior britânica das Américas. O evento é gratuito e acontece no **Hotel Tivoli Mofarrej**, no bairro Cerqueira César.

+ Saiba como organizar os estudos na reta final para o Enem

De acordo com a organização da feira, representantes de mais de 60 instituições estarão presentes no local. Entre elas, as renomadas London School of Economics, University College London, University of Manchester e o King's College London. Os expositores devem trazer informações sobre cursos de graduação, pós-graduação, além de programas de mestrado, doutorado e MBA.

Source: [Veja São Paulo Website](#)

Feira educativa e cultural reúne mais de 60 universidades britânicas
 REGISTRAÇÃO EM 1 DE OUTUBRO DE 2015 ÀS 11:00

Evento acontece em São Paulo, BH e Rio de Janeiro e leva informações sobre a vida no exterior aos participantes

A **UK Universities 2015**, maior feira de educação superior britânica das Américas, chega ao Brasil em 2015 passando por São Paulo, Belo Horizonte e Rio de Janeiro, nos dias 3, 5 e 7 de outubro, respectivamente. O evento tem entrada gratuita e acontece das 13h às 19h nas três cidades. Em São Paulo, a feira é sediada pelo **Hotel Tivoli São Paulo – Mofarrej**; em BH, acontece

Source: [Catraca Livre Website](#)

Feira traz universidades britânicas a 3 cidades brasileiras

University College London: instituição britânica está entre as 100 melhores do mundo e estará em feira de educação no Brasil

São Paulo - Sonha em estudar no Reino Unido? Se a sua resposta é sim, vale considerar uma visita à UK Universities 2015, feira de educação que ocorre em outubro e traz representantes de mais de 60 universidades britânicas para São Paulo, Belo Horizonte e Rio de Janeiro.

Source: [Exame Website](#)

Our media efforts also focused on the British Council media channels, such as Facebook, newsletters and the EducationUK website.

- Our sponsored Facebook posts achieved:
 - Clicks and engagement: 69,081
 - Reach: 2,600,000 people
- The newsletters had a medium of 15% of opening rate, reaching 11,520 people.

EDUCATION IS GREAT
 BRITAIN

Outubro é o mês da educação britânica no Brasil. Conheça as oportunidades e participe!

Para quem quer fazer um curso universitário

A feira **UK Universities 2015** estará em São Paulo (3/10), Belo Horizonte (5/10) e Rio de Janeiro (7/10) e trará mais de 60 representantes de instituições britânicas para conversar com visitantes brasileiros.

Haverá, ainda, palestras com dicas sobre a rotina do estudante no Reino Unido e o sistema de ensino britânico, testes de proficiência em língua inglesa, entre outros temas.

Confira a grade de palestras e inscreva-se gratuitamente no **site do evento**.

Para quem quer estudar inglês

Visite o estande do EnglishUK nos **Salão do Estudante** nos dias 26 e 27 de setembro e conheça aulas de inglês tipicamente britânicas, que incluem dicas de conversação. Inscreva-se gratuitamente no **site do evento**.

Newsletters

EDUCATION IS GREAT
 BRITAIN

UK Universities 2015
 A maior feira de educação britânica das Américas!

Em outubro, as universidades britânicas estarão no Brasil para conversar com você! Participe da feira UK Universities 2015 e descubra todas as possibilidades para estudar no Reino Unido, fazendo diretamente com representantes das instituições de ensino.

Não perca esta oportunidade de conhecer e escolher entre programas de graduação, pós-graduação, doutorado e cursos de curta duração, e ainda tirar dúvidas sobre todos de estudo, e o teste de proficiência IELTS.

British Council Brasil
 Sponsored

O Reino Unido oferece diferentes tipos de pós-graduação. Descubra qual é a melhor para você!

Pós-graduação no Reino Unido

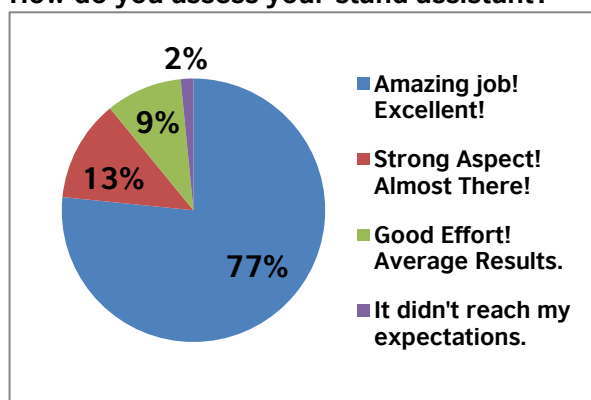
[Learn More](#)

www.britishcouncil.org.br

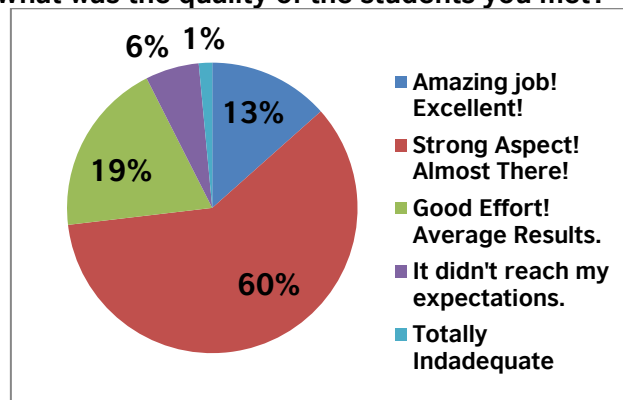
Facebook Ad

Exhibitor's Feedback

How do you assess your stand assistant?



What was the quality of the students you met?



Main complaints:

- “The quantity of students was OK in SP and Rio and very poor in Belo. It would help to see more of what we've got, though I fully understand this doesn't necessarily reflect the planning and promotion.”
- “Belo Horizonte is a SwBorders city, not good for annual exhibitions - could be alternated with Curitiba and Porto Alegre”
- “I think the timing of the BH event needs revising. Lots of people would, I imagine, struggle to get to the event by 7pm if they are working. A finish time of 9pm would be better I think. Great venues though, lovely helpful team, was great to get the same stand assistant as last year in SP. Very very good.”
- “Switch the layout around from year to year, to give everybody a fair chance of being in a prime spot.”
- “Receiving several versions of the handbook with differing contact details also caused confusion.”

Main compliments:

- “BC staff were very helpful and professional. Everything was very well organised and enjoyable
- “SwB and the contribution made by your fairs in the past 3 years has launched my institution onto a long-term engagement with Brazil, so we'll be back!”
- “The assistant in Rio was a former SwB student whom I know and like - his help was very valuable. In Sao Paulo my assistant was quite outstanding (one of the best I've worked with over many years) and much the same was true of Belo Horizonte - so you chose the assistants very, very well.”
- “The English language ability of the students attending was much improved compared to previous years.”
- “Overall, I think that it was certainly worth attending this event and we would continue to attend in future. We met a number of high quality students in each city.”
- “Good locations and well-attended.”

Corporate Partner's Feedback

CNPq

The invitation for UK Universities Fair is always opportune due to the fact that is an excellent communication channel among universities, candidates/ applicants and CNPq as a Government Research Funding Agency. As last year, we could see more people interested in post graduate scholarships, especially alumni from Science without Borders Programme in the UK. I presented part of the evaluation about the Programme that is in Brazilian Senate, and I also report many other possibilities of scholarships we offer at CNPq, beyond the Programme. I listened to compliments from Professors that are pleased with the Programme and testimonies of some universities about their experiences with Brazilian students, how positive is the cooperation and how much it has been fruitful, since the links between British and Brazilian Universities were made through the Brazilian students. I thank the British Council on behalf of the CNPq to offer the space and the opportunity to clarify important points and disseminate the best of CNPq, as a matter of fact, to provide scholarships in all fields of knowledge.

Jane Vieira
Science and Technology Analyst

List of Exhibitors (Alphabetical Order)

1	Aberystwyth University	30	The University of Manchester
2	Bangor University	31	The University Of Northampton
3	Birmingham City University	32	The University Of Sheffield
4	BPP University	33	The University of York
5	Brunel University, London	34	University College London
6	Cardiff University	35	University for the Creative Arts
7	City University London	36	University of Bedfordshire
8	Coventry University	37	University of Birmingham
9	Durham University	38	University of Brighton
10	Edge Hill University	39	University of Bristol
11	Glasgow Caledonian University	40	University of Chester
12	Goldsmiths, University of London	41	University of Dundee
13	Heriot-Watt University	42	University of East Anglia
14	Hult International Business School	43	University of Exeter
15	Imperial College London	44	University of Glasgow
16	INTO University Partnerships	45	University of Kent
17	King's College London	46	University of Leeds
18	Leeds Beckett University	47	University of Lincoln
19	London School Of Economics	48	University of Portsmouth
20	London South Bank University	49	University of Salford
21	Loughborough University	50	University of South Wales
22	Middlesex University	51	University of Southampton
23	Nottingham Trent University	52	University of St Andrews
24	Plymouth University	53	University of Strathclyde
25	Queen Mary University of London	54	University Of Surrey
26	Regent's University London	55	University of Sussex
27	Study Group International	56	University of the Arts London
28	Swansea University	57	University of the West of England
29	The University of Hull	58	University of Westminster

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

- Given the reduced number of students in Belo Horizonte – which is a city heavily reliant on the Science without Borders - the British Council Brazil team has evaluated the cost effectiveness and decided to run the exhibitions in Rio de Janeiro and Sao Paulo only. As it is known, both cities attract a large number of students and provide effective return on investment for the British Universities.
- Last round of organisation set-up is already under way and we will be sending out official communications on the next exhibitions as early as possible.
- Going forward, British Council Brazil is already coordinating our schedule with the region in order tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximise their time and budget in a single trip.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stands where institutions don't provide the course.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. The UK Universities 2016 exhibition (**currently scheduled for the 27th of October 2016 in Rio de Janeiro and 29th in Sao Paulo**) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

Photos

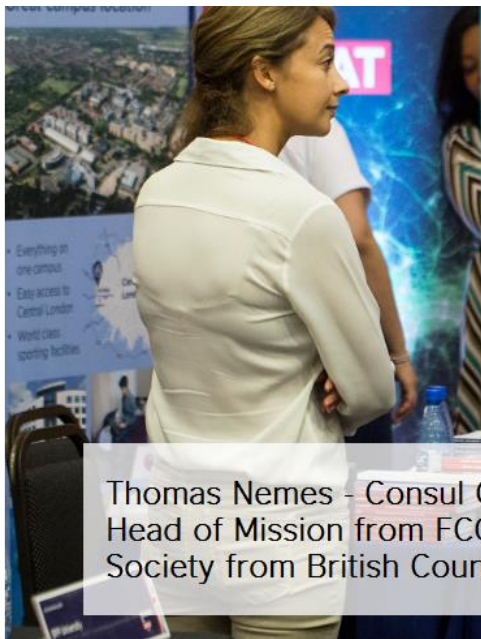
São Paulo



Renata Ramalho, Consul General in São Paulo



Belo Horizonte



Thomas Nemes - Consul General Belo Horizonte, Wasim Mir - Deputy Head of Mission from FCO and Claudio Anjos - Director Education and Society from British Council meet the British universities representatives



Rio de Janeiro



Jonathan Dunn, Consul General in Rio



www.britishcouncil.org/siem