



## Flying High

Education UK Exhibition, 3 to 6 March 2012, Taiwan

### Contents

Contents .....	1
1. Event fact file .....	2
2. Key statistics.....	3
3. Impact of marketing plan .....	5
4. Conclusions and follow up.....	5
Appendix 1: List of participating institutions.....	9
Appendix 2: Visitors' survey results.....	10
Appendix 3: Exhibitors' survey results.....	17
Appendix 4: Advertising and promotion plan (media plan).....	20

# 1. Event fact file

## Taipei

<b>Venue</b>	6F Exhibition Hall, Eslite Bookstore (Hsin-yi), 3 to 4 March 2012								
<b>Opening hours</b>	1300 to 1800								
<b>Stand costs</b>	<table> <tr> <td>Taiwan members:</td> <td>£ 2,050</td> </tr> <tr> <td>Non-members:</td> <td>£ 4,100</td> </tr> </table> <p><b>School Zone</b></p> <table> <tr> <td>Taiwan members:</td> <td>£ 900</td> </tr> <tr> <td>Non-members:</td> <td>£ 1,800</td> </tr> </table>	Taiwan members:	£ 2,050	Non-members:	£ 4,100	Taiwan members:	£ 900	Non-members:	£ 1,800
Taiwan members:	£ 2,050								
Non-members:	£ 4,100								
Taiwan members:	£ 900								
Non-members:	£ 1,800								
<b>Sponsors</b>	Singapore Airlines and 'GoFederal', a local travel agency								
<b>Unique feature to give added value</b>	<p>The 4<sup>th</sup> edition of the EFL magazine was introduced in the Education UK Exhibition March 2012 with aims as indicated below:</p> <ul style="list-style-type: none"> <li>• Providing comprehensive guidance to local audiences in response to interests in the recently introduced Youth Mobility Scheme as well as demand for studying English in the UK</li> <li>• Creating increased level of exposure for UK institutions to raise their profiles</li> <li>• Enhancing the awareness of the brand of Education UK so as to further promote the value and competitiveness attached to UK studies</li> <li>• Engaging with local audience via distribution through a wide variety of channels, including British Council Taipei's information centre, local agents, study abroad centres in libraries, and public-facing activities organised by the British Council Taipei</li> </ul>								
<b>Seminars</b>	<p>Saturday 3 March 2012:</p> <p>1310 – 1330 How to apply to UK postgraduate courses</p> <p>1330 – 1350 Travel smart to win your next trip</p> <p>1400 – 1440 How to prepare academically &amp; socially for studying in the UK</p> <p>1450 – 1530 Making your decision: Choosing the right course</p> <p>1540 – 1620 How to prepare your life in the UK</p> <p>1630 – 1700 How to achieve a high score in IELTS</p> <p>Sunday 4 March 2012:</p> <p>1310 – 1350 How to achieve a high score in IELTS</p> <p>1400 – 1440 How to get into a top British university</p> <p>1450 – 1530 An introduction to studying Arts &amp; Design in the UK</p> <p>1540 – 1620 Choosing an UK independent boarding school</p> <p>1630 – 1700 How to apply to UK postgraduate courses</p>								



## Kaohsiung

<b>Venue</b>	8F Time Hall, Dream Mall, 6 March 2012		
<b>Opening hours</b>	1600 to 2000		
<b>Stand costs</b>	Taiwan members:	£ 1,050	
	Non-members:	£ 2,100	
	<b>School Zone</b>		
	Taiwan members:	£ 500	
	Non-members:	£ 1,000	
<b>Sponsors</b>	Singapore Airlines		
<b>Unique feature to give added value</b>	<p>The Arts &amp; Design corner received very positive feedback in the EEFT 2011, and therefore, it was brought to audiences in the southern Taiwan as part of the exhibition, which included a number of elements as follows.</p> <ul style="list-style-type: none"> <li>• Introducing the popular Arts &amp; Design subjects in the UK to perspective students in Taiwan</li> <li>• Providing opportunities for UK alumni, as well as their UK alma maters, to enhance exposure to local audience through showcase and presentations</li> <li>• Exhibiting artwork from 12 areas of studies through panel display</li> <li>• Involving alumni from 16 UK institutions to support the activities</li> <li>• Celebrating the Year of Design in Taiwan</li> </ul>		
<b>Seminars</b>	<p>Tuesday 6 March 2012:</p> <p>1700 – 1730 Studying in the UK – a closer look at postgraduate courses</p> <p>1730 – 1750 Travel smart to win your next trip</p> <p>1800 – 1840 How to achieve a high score in IELTS</p> <p>1900 – 1940 Alumni experience sharing</p>		

## 2. Key statistics

Attendance	Taipei		Kaohsiung	Tainan
	2012	2011	2012	2011
Saturday	1,435	2,520	-	-
Sunday	1,115	1,400	-	-
Tuesday	-	-	350	510
<b>Total number of visitors</b>	<b>2,550</b>	<b>3,920</b>	<b>350</b>	<b>510</b>
EFL School	3	6	3	6



Further Education	1	1	1	0
Higher Education	25	25	11	15
Secondary Education	2	0	1	1
Sponsors	2	1	1	1
<b>Total number of exhibitors</b>	<b>33</b>	<b>33</b>	<b>17</b>	<b>23</b>

Visitors' survey respondents	Taipei		Kaohsiung	Tainan
	2012	2011	2012	2011
	908	1,081	94	197
Visitors' primary market objectives (Multiple choices)	Taipei		Kaohsiung	Tainan
	2012	2011	2012	2011
EFL	170 (19%)	230 (21%)	40 (43%)	42 (21%)
Secondary	7 (1%)	10 (1%)	1 (1%)	1 (1%)
Undergraduate	162 (18%)	171 (16%)	20 (21%)	44 (22%)
Master Degrees	592 (65%)	718 (66%)	49 (52%)	145 (74%)
PhD	84 (9%)	100 (9%)	10 (11%)	29 (15%)
Further Education	90 (10%)	111 (10%)	18 (19%)	17 (9%)
Distance Learning	18 (2%)	34 (3%)	4 (4%)	3 (2%)
Demographics of visitors	Taipei		Kaohsiung	Tainan
	2012	2011	2012	2011
Male	223 (25%)	288 (27%)	24 (26%)	70 (36%)
Female	654 (75%)	793 (73%)	70 (74%)	127 (64%)

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



### 3. Impact of marketing plan

The media campaign included full coverage of channels such as newspapers, street buntings, MRT adverts, bus panels, fliers, e-direct mail, blog advertisements, and poster display in schools, universities and libraries that the British Council has been working closely with. Users of the Education UK Exhibition website were also reminded of the event through text messages to their mobile phones. The analysis breaking down by media types is indicated below.

According to the visitors' survey, online channels including British Council's website (40 per cent) and the Facebook fan page (12 per cent) together created more than half of the overall impression on the exhibition. Followed by outdoor adverts, street buntings (29 per cent) and bus panels (16 per cent) in Taipei where event messages were seen in university areas in the city centre and streets with heavy traffic three weeks prior to the exhibition. In addition, word of mouth by families / friends (27 per cent) was recognised as a major influence over visitors' interests in taking part in the event. We also have noticed that investment in online media, in addition to the existing channels, should be more selective, as popular online media (Facebook, blogs, etc.) is quite often heavily-loaded with advertisements from various organisations offering a wide range of services and products.

Printed materials such as posters and fliers distributed to schools, libraries and agencies collectively accounted for 11 per cent and 29 per cent of visibility in Taipei and Kaohsiung respectively. By looking into individual channel, the ratio is relatively low as it is difficult for a monitoring mechanism to be in place to ensure that promotional materials are indeed properly displayed.

Collaborating with a sponsor, an interactive activity was introduced in the exhibition in order to further engage with visitors throughout the event. Those who participated in the activity had opportunities to win extra prizes. With the incentive of the lucky draw, we were able to reach a higher response rate of the visitors' survey. Also, as results of the activity, the event saw an increased flow of visitors who went to the exhibitor booth area and also attended seminars. Each seminar on average attracted over 90 participants in Taipei, and the three most popular ones were: 'Making your decision: Choosing the right course', 'How to prepare your life in the UK' and 'How to get into a top British university'.

The event in Kaohsiung, however, received much smaller number of visitors while the number of institutions in attendance also reduced by 26 per cent, which had a negative impact on the level of budget available for marketing activities, while the reduced UK participation also made the event less attractive to target audiences. Arguably, participation from UK institutions might be related to a number of factors such as the format, timing and location of the event, which suggests that a full review of the Kaohsiung event be conducted in future.

Please see Appendix 4 for the detailed advertising and promotion plan.

## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

Findings and suggestions collected through visitors' survey and British Council's observation are summarised below:

- Generally visitors were satisfied with the information provided by UK representatives in the exhibition (64 per cent in Taipei, 61 per cent in Kaohsiung) and seminars (60 per cent in Taipei, 56 per cent in Kaohsiung); however, there were visitors commented that some exhibitors' did not seem to be willing to take enquiries due to language barriers, nor did they attempt to engage with visitors in the course of communication. This is an area that needs addressing as 77 per cent of exhibitors responded in the exhibitors' survey that they attended the event in order to raise the profile of their respective institutions



as well as to recruit students, being perceived as active and helpful played an important role when making impression on perspective students and parents so as to encourage further interaction.

- Overall feedback on the organisation and quality of the event were quite positive, whereas there were visitors expecting more institutions to come and wishing to meet with alumni for their advice of living and studying in the UK. Some suggested increasing the provision of subject-focused and culture-related seminars for a closer view of what it would be like to pursue further studies in the UK, compared with studying in other countries.
- It has been pointed out as an issue by both visitors and exhibitors in Taipei venue that some of the promotional activities conducted by exhibitors taking place outside of their immediate stand area caused blockages and disturbed the activities of others. Due to the limited capacity of the venue, we would like to ask for exhibitors' cooperation to comply with British Council's policies during the exhibition to reduce any inconvenience this could bring to all participants within the venue.
- In Kaohsiung, 57 per cent of the exhibitors assessed the visitors as 'disappointing'. Evidently, the number of visitors seen in Kaohsiung was not as ideal as it could have been, the visitors seen in Kaohsiung tended to seem less focused than those in Taipei as well. With that said, the number of attending institutions also played a role. Despite the organiser's efforts in maintaining the promotional budget at comparable level to that of the previous year, the reduced participation from UK institutions meant that for target audience the fair would not seem as attractive as other competitive events that are run by other national offices and commercial agents with larger number of exhibitors and increasing frequency.
- Institutions are advised to complete required forms on EDUKEX, the exhibition management website, to prevent delays in the preparation of printed promotional materials. The sooner the promotional materials are ready, the more effective approach the organiser is able to take when managing marketing activities through distribution of promotional materials to education sectors and channels where appropriate.

## 4.2 Key recommendations for the British Council

- 79 per cent of exhibitors were satisfied with both quality and quantity of visitors in Taipei, where the venue was rated 'Good' at 83 per cent; While in Kaohsiung, 57 per cent of exhibitors commented 'Disappointing' on the evaluation of visitors. The venue is located at the outskirts of central Kaohsiung, and the event taking place on Tuesday did not seem to be able to attract target audiences as those who attended were mostly high school and college students. Changing venue and organising the event on weekends are strongly suggested by exhibitors, which might present some challenges considering the current travel pattern of exhibitors as well as the organiser's current capacity. However, the review of an event in Kaohsiung is of high priority to the British Council, and we will look into its feasibility aiming for any future events to attract sufficient number of visitors with cost efficiency.
- The venue and opening hour in Kaohsiung were identified key areas for future improvements. It was suggested that the organiser look into moving the fair in Kaohsiung to a) Friday prior to the Taipei leg or b) the following weekend after the event in Taipei. The suggestions are being investigated as there are resource issues to both the exhibitors and the organiser. Arguably there are advantages of arrangements as such in terms of time efficiency and the opportunities to attract greater number of visitors. The down side, however, is that cost associated to venue would be higher for events taking place at weekend, and also it could be difficult for the organiser and some exhibitors to re-schedule the established plan of work during the exhibition period. In the meantime, some suggested working with universities as the event in March 2011 in collaboration with National Cheng King University successfully attracted good volume of visitors and quality enquiries, and it offered networking sessions with universities based in southern Taiwan, which was highly valued by all participants.

The British Council is committed to effective facilitation of UK institutions' activities as well as to enhancing the visibility of UK education as a whole. We will be looking into these suggestions more closely in future planning to ensure that events deliver positive outcome for UK institutions.



- Saturday 3 March became a government ordered work day as part of the flexible holiday arrangement for the Chinese New Year after the event details had been announced, which is believed to have impacted on the number of visitors compared with that of the same day last year. However, it was also observed that in Taipei the average length of visits increased. Many visitors took the time to speak to the exhibiting institutions, study the information available, and attend seminars in order for them to make informed decisions. This was a tribute to the well-designed wraparound activities, which successfully engaged with visitors that had strong interest in studying in the UK and generated quality enquires for institutions. Such arrangements which focus on bringing quality visitors in higher numbers will continue to feature in our future activities. And the organiser will also continue to monitor the local calendar to avoid any potential clashes with key events/activities that might affect attendance of local audience.
- Some feedback was given about the facilities provided in the venue. Some exhibitors suggested that the Internet access and power socket be made available free of charge and that stands be allocated away from fire exits. Due to the small scale of the venue for the March exhibition, the British Council strove to bring down the cost by covering essential items only. Exhibitors that need customised arrangements, such as Internet connection and power supply, could always place their orders separately. With that said, it remains high on the British Council's agenda in terms of continuously strengthening our delivery. Provision of facilities as well as floor design of the exhibition venue will be reviewed when planning future exhibitions so as to contribute to enhanced customer experience.
- It was mentioned that British Council can add some benefits to exhibitions by incorporating cultural events in the format of interactive media or thematic displays as well as inviting students and counsellors from international schools and/or universities. A separate space may not be available should the Eslite Bookstore continue to be used for the next Education UK exhibition; however, we can take advantage of multimedia display wherever possible without compromising on space. British Council Taipei also plans to invest in the GREAT campaign with branded design which showcases the UK's excellence in education, innovation and creativity, and this is to be one of the key features in the European Education Fair in November 2012. A special programme focusing on industrial heritage preserve has also been identified as activities that would draw attention from audiences with an interest in history, architecture, and urban planning, etc., helping create the vibe of UK education as well as to further engage with the visitors to the exhibition.
- Exhibitors were invited to give their evaluation on exhibitions according to the importance of a number of elements that were believed to have influence over institutions' decision on their attendance to exhibitions. Altogether 134 votes were received from the exhibitors (please see Table 1 on page 8). And in accordance with its indicated importance, a weighting mechanism<sup>1</sup> is used to calculate the score of each of the decision making factor. According to the survey results, 'Business opportunities' was rated the most important factor with 23 votes that focused on recruiting students, forming partnerships and networking with local stakeholders, followed by 'Quality of events' with 13 votes rating it the second most important factor, and another 13 votes stating 'Services and activities provided by hosting organisation' taking the third place. A closer look at the results revealed that there was a mixed view about 'Participation fees' and exhibitors in general do expect a reasonably good level of provision of 'Services and activities'. Through the weighting mechanism, 'Business opportunities' and 'Quality of events' both scored 136 points while 'Services and activities' and 'Participation fees' also had the same score of 101 points.

The survey showed that while pricing is of importance to many, institutions are also evaluating exhibitions against a wide range of factors and many of them placed great emphases on the exhibition's potential in business development. The British Council will therefore concentrate our future efforts in facilitating UK institutions to seek business opportunities through strategic working with local stakeholders as well as expanding existing networks to create a sustainable model which supports institutions' in-country activities.

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<sup>1</sup> Under the weighting mechanism, five points are given to the factor that is rated the most important, four points to the secondly important, three points to the thirdly important, two points to the fourthly important, and one point to the least important.



**Table 1: Results of exhibitors' evaluation of the key decision making factor in attending educational events in Taiwan**

Rating on the important factors that influence institution's decision to attend educational events in Taiwan							
Level of importance Decision making factor	1 <sup>st</sup> (x 5 <sup>*</sup> )	2 <sup>nd</sup> (x 4 <sup>*</sup> )	3 <sup>rd</sup> (x 3 <sup>*</sup> )	4 <sup>th</sup> (x 3 <sup>*</sup> )	5 <sup>th</sup> (x 3 <sup>*</sup> )	Number of votes	Scores (weighted)
Quality of events (e.g. layout, branding, facilities, 'look and feel', etc.)	11	13	6	5	1	36	136*
Service and activities (e.g. briefings, wraparound activities, event programme, support and services to institution and exhibitors, etc.)	3	7	13	9	1	33	101*
Business opportunities (e.g. access to students, potential partnerships, networking opportunities, etc.)	23	3	-	3	3	32	136*
Participation fees	5	11	4	9	2	31	101*
Others: Promotion	2	-	-	-	-	2	10*

Please see Appendix 3 for the full results on Exhibitors' Survey.





## Appendix 1: List of participating institutions

Institution List	TPE	KHH
Bellerbys College	S1	S1
Stover Boarding School	S2	
Centre of English Studies	S3	S2
ELC Bristol	S3	S2
EF University Preparation	S4	S3
Cardiff Sixth Form College	S5	S4
University of the Arts London	1	1
Birmingham City University/ Birmingham Institute of Art and Design	2	
Brunel University, London	3	2
University College Birmingham	4	3
University for the Creative Arts (UCA)	5	
De Montfort University, Leicester	6	4
University of East Anglia	7	5
University of Glamorgan	8	
University of Kent	9	6
Kingston University London	10	
Leeds Metropolitan University	11	7
University of Leicester	12	
London Metropolitan University	13	
The University of Manchester	14	
Northumbria University, Newcastle	15	
Nottingham Trent University	16	
Oxford Brookes University	17	
University of Reading	18	
Sheffield Hallam University	19	
SOAS, University of London	20	
University of Southampton	21	
University of Sunderland	22	8
University of Warwick	23	9
University of the West of England, Bristol	24	10
York St John University	25	11



## Appendix 2: Visitors' survey results

Visitors' survey results	Taipei		Kaohsiung	Tainan
	2012	2011	2012	2011
Number of visitors	2,550	3,920	350	510
Number of surveys	908 (36%)	1,081 (28%)	94 (27%)	197 (39%)
<b>Visitors' primary market objectives (Multiple choices)</b>				
<b>Level of study</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
EFL	170 (19%)	230 (21%)	40 (43%)	42 (21%)
Secondary	7 (1%)	10 (1%)	1 (1%)	1 (1%)
Undergraduate	162 (18%)	171 (16%)	20 (21%)	44 (22%)
Master Degrees	592 (65%)	718 (66%)	49 (52%)	145 (74%)
PhD	84 (9%)	100 (9%)	10 (11%)	29 (15%)
Further Education	90 (10%)	111 (10%)	18 (19%)	17 (9%)
Distance Learning	18 (2%)	34 (3%)	4 (4%)	3 (2%)
<b>Fields of interest (Multiple choices)</b>				
Business / Management / Economics / Marketing	415 (46%)	489 (45%)	43 (46%)	74 (38%)
Arts / Design / Fashion	304 (33%)	338 (31%)	33 (35%)	66 (34%)
Medical / Health	75 (8%)	73 (7%)	7 (7%)	15 (8%)
Mathematics	22 (2%)	26 (2%)	0	8 (4%)
Humanities / Culture	167 (18%)	189 (17%)	21 (22%)	31 (16%)
Education	95	111	9	17



	(10%)	(10%)	(10%)	(9%)
Environment / Nature Resources	31 (3%)	77 (7%)	6 (6%)	27 (14%)
Social Sciences	95 (10%)	126 (12%)	12 (13%)	27 (14%)
Engineering	40 (4%)	46 (4%)	2 (2%)	38 (19%)
Others	45 (5%)	48 (4%)	4 (4%)	3 (2%)
<b>Demographics of visitors</b>				
<b>Gender</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
Male	223 (25%)	288 (27%)	24 (26%)	70 (36%)
Female	654 (75%)	793 (73%)	70 (74%)	127 (64%)
<b>Total responses*</b>	877	1,081	94	197
<b>Age</b>				
Under 15	6 (1%)	7 (1%)	1 (1%)	1 (1%)
16-18	36 (4%)	57 (6%)	8 (9%)	12 (6%)
19-22	291 (33%)	314 (31%)	32 (34%)	100 (51%)
23-30	380 (43%)	457 (45%)	29 (31%)	54 (27%)
31-35	75 (9%)	95 (9%)	12 (13%)	11 (6%)
36-40	29 (3%)	32 (3%)	4 (4%)	7 (4%)
41-50	35 (4%)	26 (3%)	4 (4%)	8 (4%)
Above 51	24 (3%)	17 (2%)	4 (4%)	4 (2%)
<b>Total responses*</b>	876	1,005	94	197



<b>Occupation</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
Student				
Elementary	3 (0%)	2 (0%)	0 (0%)	0 (0%)
Secondary students	32 (4%)	50 (5%)	8 (9%)	4 (2%)
Further students	1 (0%)	14 (1%)	2 (2%)	1 (1%)
Universities students	325 (40%)	400 (37%)	34 (36%)	127 (64%)
Postgraduate students	46 (6%)	58 (5%)	5 (5%)	17 (9%)
Employee	323 (39%)	461 (43%)	31 (33%)	34 (17%)
Freelance	71 (9%)	80 (7%)	11 (12%)	14 (7%)
Other	18 (2%)	16 (1%)	3 (3%)	0
<b>Total responses*</b>	819	1,081	94	197
<b>Evaluation of Education UK Exhibition</b>				
<b>The information get from the seminars organized by the British Council is very useful</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
Strongly agree	304 (34%)	214 (20%)	34 (36%)	41 (21%)
Agree	532 (59%)	644 (60%)	55 (59%)	104 (53%)
OK	63 (7%)	198 (18%)	5 (5%)	48 (24%)
Disagree	0	0	0	1 (1%)
Strongly disagree	0	0	0	0
Not applicable	-	25 (2%)	-	3 (2%)
<b>Total responses*</b>	899	1,081	94	197



<b>The information get from the seminars organized by UK institution is very useful</b>				
Strongly agree	231 (26%)	-	30 (32%)	-
Agree	566 (64%)	-	57 (61%)	-
OK	92 (10%)	-	7 (7%)	-
Disagree	0	-	0	-
Strongly disagree	0	-	0	-
Not applicable	-	-	-	-
<b>Total responses*</b>	889	-	94	-
<b>The information get through the British Council's counseling service is very useful</b>				
Strongly agree	290 (32%)	192 (18%)	37 (39%)	49 (25%)
Agree	524 (58%)	625 (58%)	52 (55%)	108 (55%)
OK	84 (9%)	233 (22%)	5 (5%)	37 (19%)
Disagree	0	1 (0%)	0	2 (1%)
Strongly disagree	1 (0%)	0	0	0
Not applicable	-	30 (3%)	-	1 (1%)
<b>Total responses*</b>	899	1,081	94	197
<b>Received good quality of service and information from the UK representative</b>				
Strongly agree	283 (32%)	228 (21%)	39 (41%)	51 (26%)
Agree	536 (60%)	647 (60%)	53 (56%)	108 (55%)
OK	70 (8%)	189 (17%)	2 (2%)	34 (17%)
Disagree	0	0	0	1 (1%)



Strongly disagree	3 (0%)	0	0	0
Not applicable	-	17 (2%)	-	3 (2%)
<b>Total responses*</b>	892	1,081	94	197
<b>Received good quality of service from the stand assistant</b>				
Strongly agree	218 (24%)	211 (20%)	29 (31%)	46 (23%)
Agree	495 (56%)	674 (62%)	52 (56%)	111 (56%)
OK	96 (11%)	179 (17%)	4 (4%)	34 (17%)
Disagree	2 (0%)	1 (0%)	1 (1%)	0
Strongly disagree	0	0	0	0
Not applicable	80 (9%)	16 (1%)	7 (8%)	6 (3%)
<b>Total responses*</b>	891	1,081	93	197
<b>Received good quality information from EDUKEX website</b>				
Strongly agree	231 (24%)	213 (24%)	32 (34%)	49 (25%)
Agree	452 (51%)	631 (70%)	34 (36%)	90 (46%)
OK	104 (12%)	21 (2%)	6 (6%)	47 (24%)
Disagree	1 (0%)	1 (0%)	1 (1%)	1 (1%)
Strongly disagree	0	1 (0%)	0	0
Not applicable	116 (13%)	34 (4%)	21 (22%)	10 (5%)
<b>Total responses*</b>	886	901	94	197
<b>After the Exhibition, have you decided to go to the UK</b>				
Within 6 months	111 (13%)	177 (16%)	11 (12%)	7 (4%)



Within a year	161 (19%)	575 (53%)	14 (15%)	11 (6%)
After a year	226 (26%)	276 (26%)	12 (13%)	50 (25%)
No confirmed yet	354 (41%)	1 (0%)	55 (59%)	126 (64%)
Not considering	4 (0%)	2 (0%)	0	2 (1%)
Planning to go to other countries	8 (1%)	50 (5%)	2 (2%)	1 (1%)
<b>Total responses*</b>	864	1,081	94	197
<b>Financial Support (Multiple choices)</b>				
Parents/Family	512 (56%)	506 (47%)	49 (52%)	102 (52%)
Personal savings	438 (48%)	475 (44%)	53 (56%)	55 (28%)
Loan	194 (21%)	212 (20%)	21 (22%)	31 (16%)
Scholarships	152 (17%)	154 (14%)	15 (16%)	42 (21%)
Others	19 (2%)	25 (2%)	1 (1%)	10 (5%)
<b>Channels of knowing UK Education Exhibition (Multiple choices)</b>				
<b>By Newspapers</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
China Times	-	75 (7%)	-	8 (4%)
Sharp Daily	124 (14%)	47 (4%)	-	5 (3%)
U-paper	69 (8%)	71 (7%)	-	2 (1%)
Apple Daily (Kaohsiung only for 2012)	-	81 (7%)	7 (7%)	9 (5%)
<b>By Websites</b>				
British Council	365 (40%)	425 (39%)	20 (21%)	32 (16%)



Facebook	106 (12%)	134 (12%)	5 (5%)	12 (6%)
Blog	16 (2%)	21 (2%)	0	1 (1%)
Others	19 (2%)	21 (2%)	6 (6%)	3 (2%)
<b>By Prints (poster/flyer/newsletter)</b>				
British Council Office	165 (18%)	205 (19%)	10 (11%)	18 (9%)
Schools	56 (6%)	86 (8%)	13 (14%)	58 (29%)
Agencies	37 (4%)	19 (2%)	7 (7%)	1 (1%)
Libraries	6 (1%)	9 (1%)	4 (4%)	1 (1%)
Dream Mall (Kaohsiung only for 2012)	-	-	1 (1%)	-
Others	3 (0%)	8 (1%)	2 (2%)	0
<b>By Outdoor Advertising</b>				
Bus panels (Taipei only)	148 (16%)	146 (14%)	-	-
Street buntings	265 (29%)	418 (39%)	42 (45%)	113 (57%)
MRT in-car adverts (Taipei only)	89 (10%)	-	-	-
Dream Mall (Kaohsiung only)	-	-	3 (3%)	-
<b>By Word of Mouth (Others)</b>				
Families/ Friends	249 (27%)	279 (26%)	17 (18%)	38 (19%)
Teachers	21 (2%)	49 (5%)	1 (1%)	5 (3%)
Agents/ Others	20 (2%)	17 (2%)	6 (6%)	2 (1%)

\*The number of 'Total responses' varies according to the actual entries ticked by respondents.





## Appendix 3: Exhibitors' survey results

Exhibitors' survey results	Taipei		Kaohsiung	Tainan
	2012	2011	2012	2011
<b>Number of exhibitors</b>	<b>30</b>	<b>32</b>	<b>15</b>	<b>22</b>
<b>Number of surveys</b>	<b>29 (97%)</b>	<b>27 (84%)</b>	<b>14 (93%)</b>	<b>16 (73%)</b>
<b>Has your institution attended any previous exhibition this exhibition before?</b>				
Yes	26 (90%)	22 (81%)	11 (79%)	-
No	3 (10%)	4 (15%)	3 (21%)	-
<b>What were your objectives in attending?</b>				
Recruitment	6 (21%)	3 (11%)	3 (21%)	3 (19%)
Profile raising	1 (3%)	0	0	0
Both	22 (76%)	24 (89%)	11 (79%)	13 (81%)
<b>What is your primary market interest in this event? (Multiple choices)</b>				
Undergraduate	13 (45%)	11 (41%)	8 (57%)	4 (25%)
Postgraduate taught	25 (86%)	20 (74%)	11 (79%)	11 (69%)
Postgraduate research	10 (34%)	5 (19%)	4 (29%)	7 (44%)
Higher national diploma and equivalent	0	2 (7%)	1 (7%)	1 (6%)
Pre-university foundation courses	4 (14%)	6 (22%)	2 (14%)	4 (25%)
Foundation	5 (17%)	7 (26%)	4 (29%)	5 (31%)
Post-16 A-level	2 (7%)	3 (11%)	1 (7%)	2 (13%)



Pre-sessional English	3 (10%)	5 (19%)	3 (21%)	3 (19%)
School	2 (7%)	4 (15%)	2 (14%)	2 (13%)
Others	1 (3%)	-	1 (7%)	-
<b>What is your assessment of the visitors?</b>				
Good number and good quality	23 (79%)	20 (74%)	1 (7%)	4 (25%)
Good quality only	2 (7%)	4 (15%)	4 (29%)	7 (44%)
Good number only	3 (10%)	1 (4%)	0	1 (6%)
Disappointing	1 (3%)	1 (4%)	8 (57%)	3 (19%)
<b>Have you developed any new links or built on existing feeder or agent relationships by coming?</b>				
Yes	17 (59%)	17 (63%)	9 (64%)	-
No	12 (41%)	8 (30%)	5 (36%)	-
<b>How do you rate the support your business needs from the British Council before and during the event?</b>				
Unsatisfactory	0	0	0	0
Satisfactory	8 (28%)	5 (19%)	3 (21%)	1 (6%)
Good	10 (34%)	10 (37%)	3 (21%)	4 (25%)
Very good	11 (38%)	13 (48%)	8 (57%)	11 (69%)
<b>The opening hours were</b>				
Too short	1 (3%)	0	1 (7%)	0
Just right	28 (97%)	27 (100%)	13 (93%)	14 (88%)
Too long	0	0	0	1 (6%)
<b>Was the venue at Eslite Bookstore(Taipei)/ Dream Mall (Kaohsiung)</b>				



Good	24 (83%)	24 (89%)	6 (43%)	8 (50%)
Acceptable	5 (17%)	3 (11%)	4 (36%)	6 (38%)
Not acceptable	0	0	3 (21%)	0
<b>Was the stand design</b>				
Practical	27 (93%)	25 (93%)	13 (93%)	10 (63%)
Not practical	2 (7%)	2 (7%)	1 (7%)	4 (25%)
<b>Was your stand assistance (if any)</b>				
Useful	17 (59%)	13 (48%)	6 (43%)	7 (44%)
Not useful because	0	0	1 (7%)	0
Not applicable	9 (31%)	11 (41%)	2 (14%)	-
<b>Please give your overall assessment of the exhibition</b>				
Good exhibition consistent with previous year's event	18 (62%)	11 (52%)	1 (7%)	
Not as good as previous year's event	1 (3%)	1 (5%)	7 (50%)	-
Better event than previous year	6 (21%)	9 (43%)	1 (7%)	-
Worse event than previous year	0	0	1 (7%)	-
<b>Finally, will you be attending this event this time next year?</b>				
Yes	22 (76%)	19 (70%)	5 (36%)	7 (44%)
No	0	0	0	0
Undecided	7 (24%)	7 (26%)	9 (64%)	8 (50%)



**Rating on the important factors that influence institution's decision to attend educational events in Taiwan**

Level of importance Decision making factor	1 <sup>st</sup> (x 5*)	2 <sup>nd</sup> (x 4*)	3 <sup>rd</sup> (x 3*)	4 <sup>th</sup> (x 3*)	5 <sup>th</sup> (x 3*)	Number of votes	Scores (weighted)
Quality of events (e.g. layout, branding, facilities, 'look and feel', etc.)	11	13	6	5	1	36	136*
Service and activities (e.g. briefings, wraparound activities, event programme, support and services to institution and exhibitors, etc.)	3	7	13	9	1	33	101*
Business opportunities (e.g. access to students, potential partnerships, networking opportunities, etc.)	23	3	-	3	3	32	136*
Participation fees	5	11	4	9	2	31	101*
Others: Promotion	2	-	-	-	-	2	10*

**Appendix 4: Advertising and promotion plan (media plan)**

		Publication/Type	Description	Date
<b>Outdoor advertisement</b>	Street bunting	800 copies, Colour, side-by-side, 60 (W) x 150 (H) cm	Covered main streets in Taipei and Kaohsiung	Taipei: 6 February to 6 March Kaohsiung: 21 February to 6 March
	Bus panel	40 copies, Colour, 860~1010 (W) x 134~136 (H) cm	Covered 13 routes in Taipei city	5 February to 4 March
	MRT in-car advert	210 copies, Colour, 152 (W) x 34.5 (H) cm	Taipei only	26 February to 3 March
<b>Print</b>	Newspaper	Sharp Daily, Colour, 1/2 page, 35.5 (W) x 25 (H) cm	Daily distribution in Northern Taiwan around 350,000 copies	24, 29 February; 2 March
		Upaper, Colour, 1/2 page, 35.5 (W) x 25 (H) cm	Daily distribution in Northern Taiwan around 180,000 copies	23 February, 2 March
		Apple Daily, Colour, 1/4 page, 17.6 (W) x 25 (H) cm	Daily distribution in Taiwan around 500,000 (This ad is for Kaohsiung only)	24 February; 1, 5 March



	Poster	800 copies, A2, Colour, 150p, 42 (W) x 59.4 (H) cm	Sent to universities, schools, libraries that we work with throughout Taiwan	24 February to 6 March
	Flyer	4,000 copies, A5, Colour, 80p, 14.8 (W) x 21 (H) cm	Distributed during the exhibition	3, 4 and 6 March
	British Council monthly newsletter What's On	Paper-based: Highlight of the month E-newsletter: Main feature	Monthly circulation around 8,000 copies paper-based, 20,000 subscribers for e-newsletter	February and March
<b>Online media</b>	Blogger Advert	Banner Ad displayed in two sizes as follows, - 450 (W) x 120 (H) pixels - 115 (H) x 453 (W) pixels	Distributed randomly amongst 25 types of blogs	8 February to 6 March
	British Council website	Home page banner 240 (W) x 200 (H) pixels	Monthly visits around 22,000 with more than 600,000 page views	January to March
	Education UK website	Home page teaser linking to an article	Monthly visits around 3,500 with more than 12,000 page views	January to March
	British Council Facebook for English course	Promotional post on Facebook	More than 1,000 Likes	1 March
<b>Press release</b>	UDN news	News article	Chinese daily news online	3 March
	CDN news	News article	Chinese daily news online	2 March
	Liberty Times	News article	Chinese daily news online	3 March
	Ifeng.com	News article	Chinese daily news online	1 March
<b>SMS marketing</b>	Text message	SMS message within 70 Chinese words	Event message sent to 268 persons who registered on Edukex	3 March