

Post-event report for
Hong Kong Press Tour 2016
14-18 March 2016
Hong Kong

Introduction

The British Council organised a press tour to Scotland on 14-19 March 2016. Six local journalists met representatives from the Scottish government and visited a number of leading institutions. Through the tour, the press got a better understanding of the Scottish education system and Scottish education institutes through a range of activities like meeting with Hong Kong students who are studying in Scotland, campus tour, participating the taster lectures and Civic Reception.

Highlights

Participants:

6 Hong Kong Journalists:

- Oriental Daily
- Mingpao Daily
- South China Morning Post
- The Standard
- Smart Parents Magazine
- HK01.com
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5 Universities:

- University of Edinburgh
- University of Glasgow
- Glasgow School of Art
- University of St Andrews
- University of Strathclyde

1 School:

- Lomond School

Media coverage:

13 printed newspaper/ magazine articles (as of 26 April)
14 online articles

Advertising value:

Print: HK\$1,138,127 (as of 26 April)
Online: Over HK\$500,000 (as of 20 April)

Circulation: 2,816,956 (as of 26 April)

Links of the online articles:

Date	Media	Section	Title	Word Count:
21/4/2016	Smart Parents		Scotland boarding schools offer students the flexibility in choosing subjects and a wider scope for development http://sp.stheadline.com/smartparents/	1970
20/4/2016	Young Post		Hong Kong students find their calling studying at Glasgow School of Art in Scotland http://yp.scmp.com/go-to-gurus/careers/article/103273/hong-kong-students-find-their-calling-studying-glasgow-school-art	1031
14/4/2016	Smart Parents	Cover Story	Studying Scotland for top-tier programmes http://sp.stheadline.com/smartparents/	3950
04/08/2016	Young Post		Calling all hopeful vets: why you should consider the University of Glasgow http://yp.scmp.com/go-to-gurus/careers/article/103169/calling-all-hopeful-vets-why-you-should-consider-university	915
30/3/2016	Young Post		19 reasons you definitely shouldn't study in Scotland link: http://yp.scmp.com/go-to-gurus/personal-development/article/103028/19-reasons-you-definitely-shouldnt-study-scotland	409
30/3/2016	HK01		University of Glasgow School of Veterinary Medicine & Surgery rank first in research in UK; The school sets up farm and animal hospital link: http://www.hk01.com/%E6%96%B0%E8%81%9E/14084/-%E5%9C%96%E8%BC%AF-%E7%A0%94%E7%A9%B6%E5%85%A8%E8%8B%B1%E7%AC%AC%E4%B8%80-%E8%98%87%E6%A0%BC%E8%98%AD%E7%8D%B8%E9%86%AB%E5%AD%B8%E9%99%A2%E8%87%AA%E8%A8%AD%E8%BE%B2%E5%A0%B4%E5%B0%8F%E9%86%AB%E9%99%A2	590
29/3/2016	The Standard	Overseas Education	Scot Free http://www.thestandard.com.hk/section-news.php?id=167703&story_id=46371615&con_type=1&d_str=20160329&fc=14	847

29/3/2016	Oriental Daily	News	HK girl wins interior design award in UK link: http://orientaldaily.on.cc/cnt/news/20160329/00176_020.html	608
29/3/2016	The Sun	News	HK girl follows her dreams and wins interior design award in UK link: http://the-sun.on.cc/cnt/news/20160329/00407_047.html	560
28/3/2016	Young Post		Feeling boxed in? It's okay to be sad link: http://yp.scmp.com/go-to-gurus/advice/article/103061/feeling-boxed-it%E2%80%99s-okay-be-sad	881
25/3/2016	Ming Pao Daily News	News	Scotland universities' veterinary programmes appeal to HK students; applicants have to acquire relevant experiences link: http://news.mingpao.com/pns/dailynews/web_tc/article/20160325/s00002/1458841234696	750
25/3/2016	Oriental Daily News	News	Scotland universities offer scholarships for HK students studying medicine link: http://orientaldaily.on.cc/cnt/news/20160325/00176_071.html	953
25/3/2016	The Sun	News	HK students can study medicine in overseas universities; Scotland universities offer scholarships for them link: http://the-sun.on.cc/cnt/news/20160325/00410_008.html	940
22/3/2016	The Standard	Overseas Education	Hail Caledonia! http://www.thestandard.com.hk/section-news.php?id=167543&story_id=46333200&con_type=1&d_str=20160322&fc=14	775