



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK schools and colleges exhibition**

**25 October 2015
Hong Kong**

Introduction

- The Education UK schools and colleges exhibition was held on Sunday October 25th with nearly 50 institutions exhibiting
- The event was a success with around 1,200 visitors attending
- Local media also reported on the event, covering why Hong Kong students study in the UK, and carrying British Council advice that parents consider other factors besides rankings such as teaching quality and employability prospects.

This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
Page 3 – 5

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.
Page 6

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
Page 7

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.
Page 8

Future Steps which British Council Hong Kong should consider.
Page 9

Appendix: **List of exhibitors**
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Highlights

There were -

**44 BOOTHS, 48 INSTITUTIONS, 2 SPONSORS
1,200 PARENTS & STUDENTS**

attending the exhibition

media reporting the event

英國升學展 逾千人參觀

高中中文科課程今年中四起重設文言篇文，希望逆轉「死亡之科」印象，但「跳船潮」未能改變。不少中學生昨偕同家長到英國中小學教育展，打算赴英升讀高中，謀求文憑試以外的升學出路。多名家長坦言，擔心就讀傳統英中子女在中文及通識教育科滑鐵盧，準備提早送子女出國升學「避險」。

記者 梁子健

今年英國中小學教育展共逾四十所英國中小學及教育機構來港，主辦的英國文化協會稱有一千二百人入場。除設攤位即場諮詢外，大會亦安排多場講座，由院校代表親身說法，講解公私立學校、寄宿家庭等特色。

港生赴英讀高中 跳船避考文憑試

家長何太太昨偕在直資英中就讀中四的兒子參觀展覽，她感到新高中課程及文憑試不適合兒子，正考慮安排他在本地轉讀國際文憑 (IB) 課程或赴英升學，「他在中文與通識教育科較弱，如果在本地考試制度下，會較為吃虧。」

選校勿只看排名

近年傳統英中考生在中文科滑鐵盧的新聞不絕，何同學坦言對文憑試無信心，「時間短，但學的東西太多」，但他坦言仍心大心細，擔心轉讀英國高考 (GCE A-level) 課程會不適應。另一家長何先生的兒子就讀傳統英中中三，同樣坦言被文憑試所嚇怕，「我們對文憑試感到恐懼，中文科太難，兒子成績只是『麻麻嘍』，打算明年就送他到英國，早些適應更好。」任職建築業的何生，坦言提早送兒子赴英升學難免有經濟壓力，幸好近年建造業景氣尚佳，相信仍可負擔。

家長莊太太的女兒在直資中學就讀中四的IB課程，她坦言當初感到文憑試壓力大，才安排女兒就讀，但IB高中課程課業及考試壓力不輕，故希望安排她赴英入讀私立學校，轉修英國高考課程，「會考慮排名前列的學校，期望升到較頂尖的大專院校。」

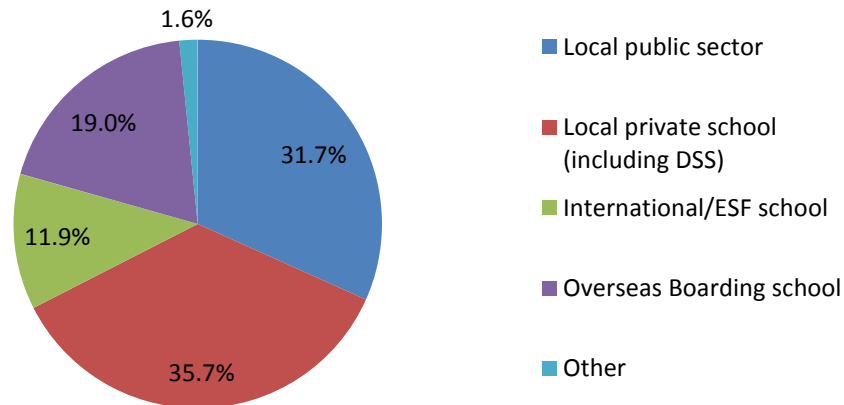
高士題指，現時約有四千名港生就讀英國的寄宿學校，以私立學校為主，近年港生升讀大學亦不局限於商業、法律、醫科等傳統科系，更多人修讀藝術及設計等課程，他呼籲家長除了院校排名外，更應了解院校設施、與行業的聯繫等，一併考慮。

英國文化協會區域業務發展經理

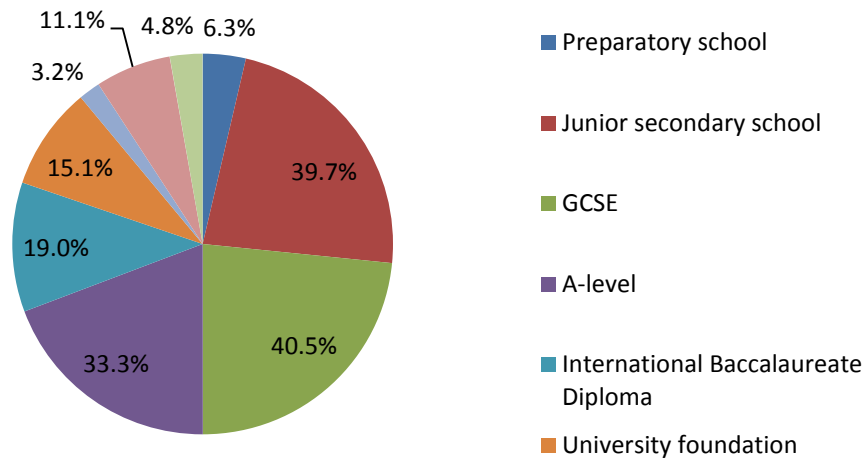
不少高中家長偕子女參觀英國中小學教育展，準備「跳船」離開本地課程。 陳嘉樂攝

Visitors' profile

Around two-third of them attend local public school or local private school (including Direct Subsidy Scheme school) now, Overseas boarding school is another major source of the visitors as well:

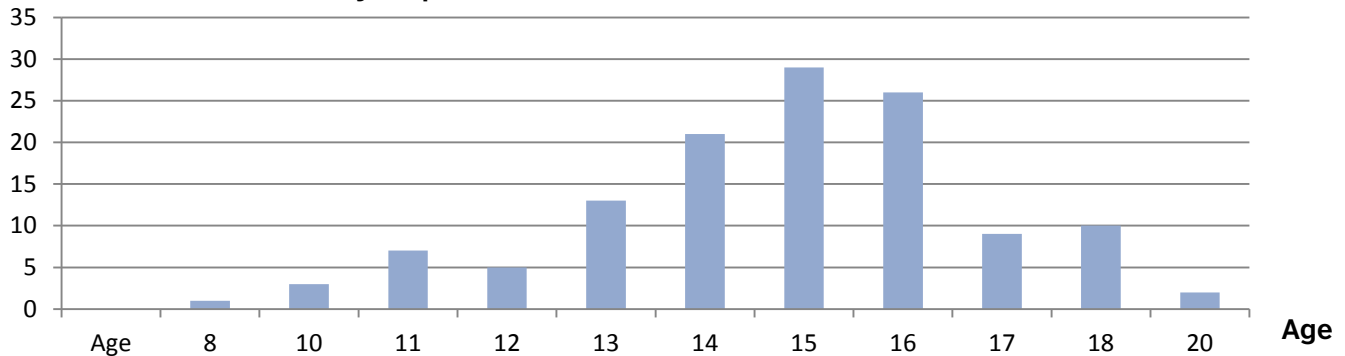


Programme of study that visitors are interested in:



Q: How old will the visitors be when he or she potentially leaves to study abroad?

No. of visitors: n = 126 survey responses



Most of the visitors were looking for junior secondary education.

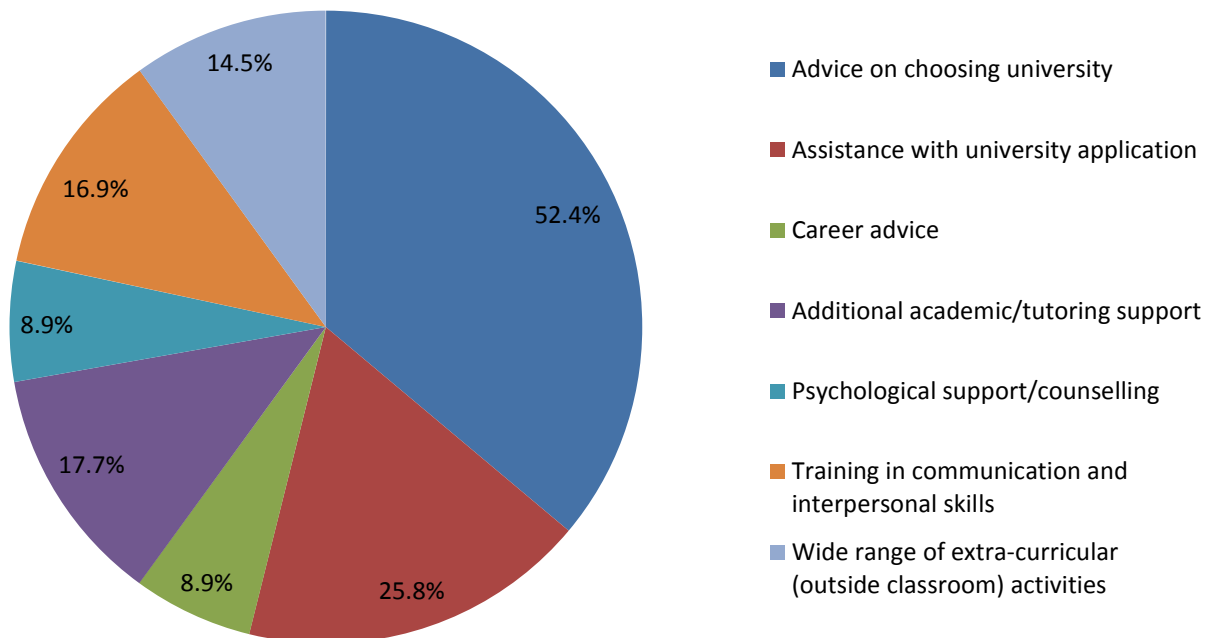
Visitors' preferences

From the visitors' survey –
Academic quality

is the most important factor for selecting an overseas education destination.

The most important type of support that students need most are

**Advice on choosing university
&
Assistance with university application**



Marketing

We spent more than

HK\$280,000

on promotion

MTR promotion



Print advert



Online

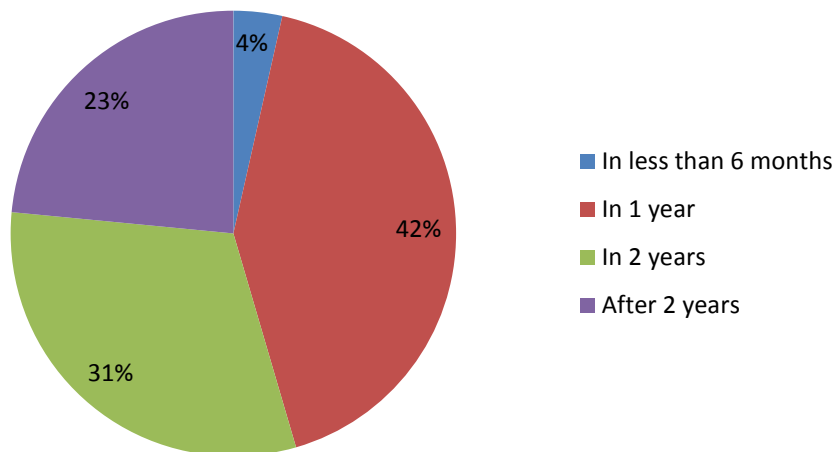


Visitors' feedback

Methodology

We distributed printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

77% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- Academic requirements for entry to different further educations
- Boarding school life in the UK
- Course options & career options
- How to psychologically manage for going abroad to study at young age
- How to prepare for University life
- Secondary school or university curriculum information

Key recommendations from visitors

- Provide students' or parents' sharing
- Better invite top 50 schools to be in the exhibition
- Wider variety of the schools

Exhibitors' feedback

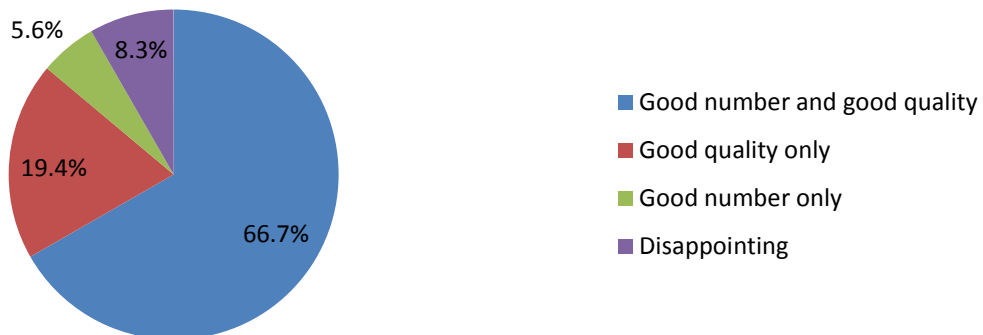
Main compliments

- Very good and well attended event
- Friendly BC reps and good facilities with informative material provided to visitors

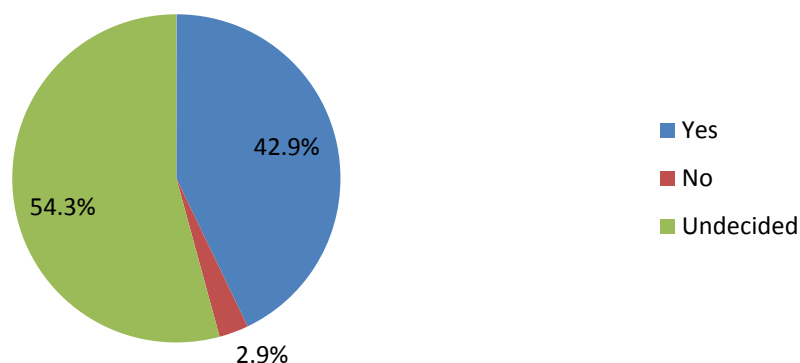
Main complaints (*responses following page*)

- Change order of schools in the room each year, some schools got the same position as last year
- Zoning of institutions e.g. private boarding schools / FE colleges / sixth form colleges/ others
- Reduce costs, maybe partner with agent
- British Council's staff should control school representatives not to block the aisle.

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



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

- Some institutions commented that the participation fee in Hong Kong was high. It is mainly due to high exhibition venue rental cost and expensive event promotion in Hong Kong. We will try not to increase the exhibition fee further by managing some expenses, like staff costs and administration expenses.
- We will consider to change order of schools in the room next year, so that the schools will not get the same position as last year
- We stated clearly in our handbook that all representatives, promotional items and furniture should remain in the designated booth space, and all promotional activities should take place inside the booth area and should not infringe on areas of other exhibitors or in the corridor area. We would like to remind exhibitors to follow this guideline, for everyone's benefit.

UK institutions

- Since most of the visitors (77%) were looking for academic programmes like GCSE and GCE A-levels, so for Further Education colleges, they should clearly articulate to the audience the subject strengths and sell the benefits of particular courses. Promoting academic routes to higher education is more effective than vocation routes in Hong Kong.
- Institutions should consider localising communication material. This could for example be a one-pager with successful Hong Kong student stories with university acceptance rates and public examination passing rates.
- Parents and students are interested in common issues faced by their experienced counterparts in Hong Kong, and value their advice on how to overcome them. It is therefore recommended to invite their alumni who can speak Cantonese to attend the exhibition and share their life in UK with the visitors.

Appendix: List of exhibitors

Booth Number	Institution
1	Alexanders College
2	Astrum Colleges
3	Bellerbys College
4	Bishop's Stortford College
	Caterham School
	Woldingham School
5	Bootham School
6	Bournemouth Collegiate School
7	The Bournemouth and Poole College
	Guildford College Group
8	Broadway Education UK
9	CATS College
	Cambridge School of Visual & Performing Arts (CSVPA)
10	Cardiff Sixth Form College
11	Christ College, Brecon
12	City and Islington College
13	d'Overbroeck's College
14	The Duke of York's Royal Military School
15	Durham School
16	Earlscliffe
17	EF Academy / EF Education First
18	Ellesmere College
19	Glenalmond College
20	Gower College Swansea
21	Hartpury College
22	Hethersett Old Hall School
23	King William's College
24	Loretto Coeducational Boarding School
25	Loughborough College
26	Mayfield School
27	Moorland Private School
28	Mount Kelly
29	MPW Schools & Colleges
30	Norwich School
31	Oswestry School
32	Queen Ethelburga's Collegiate
33	Rishworth School
34	Rossall School
35	Rydal Penrhos School
36	King's College Saint Michaels
37	Shaftesbury School

Booth Number	Institution
38	Shrewsbury Sixth Form College
39	St Brendan's Sixth Form College
40	St Edmund's College
41	Stonar School
42	Tettenhall College
43	Westbourne School
44	Worksop College
	Emirates Airline
	The Bank of East Asia, Limited