



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2014**

**25-26 January 2014
Hong Kong**

Introduction

Hong Kong hosted one of the largest Education UK exhibitions on the British Council circuit in recent years, with 100 institutions taking part this event. The exhibition plays a key role in giving UK education prominence, and maintaining the UK's position as first choice for Hong Kong students studying abroad.

More than 6,700 visitors attended the event at the Hong Kong Convention and Exhibition Centre - more than enough to keep institutions busy throughout the two days. Feedback from the schools, colleges and universities attending was overwhelmingly positive. Seminars on various related topics such as university applications and subject options were held throughout the exhibition, and were also well attended, many with standing room only.

The topical seminars and large number of school exhibitors also attracted a lot of media interest, with reporters from top mass-circulation newspapers coming to attend the event.

British Council Hong Kong undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

This report includes:

This **Introduction** which aims to provide an overview of the report.
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Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
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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.
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Future Steps which British Council Hong Kong should consider.
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Appendix: **List of exhibitors**
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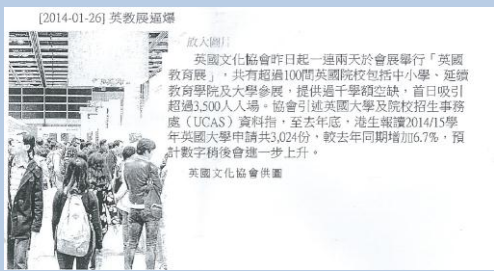
Highlights

There were -

96 BOOTHS, 100 INSTITUTIONS
6,750 PARENTS & STUDENTS

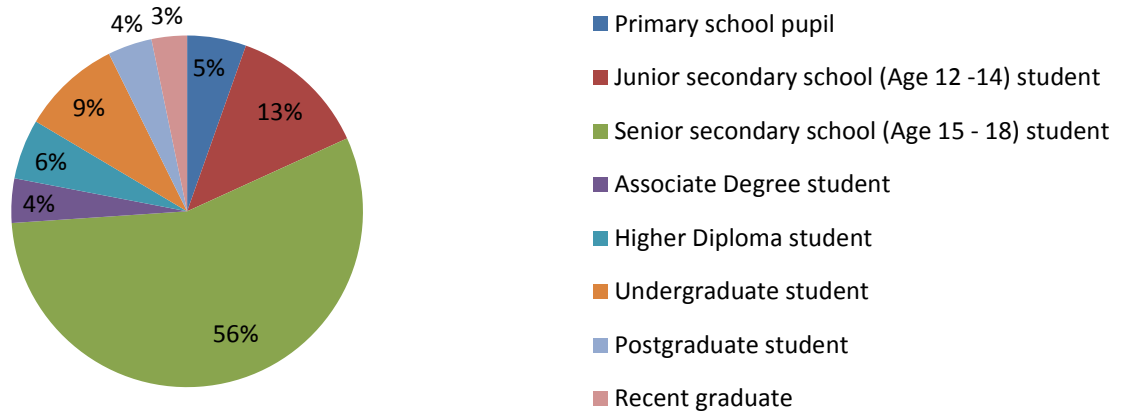
attending the exhibition

4 media reporting the event

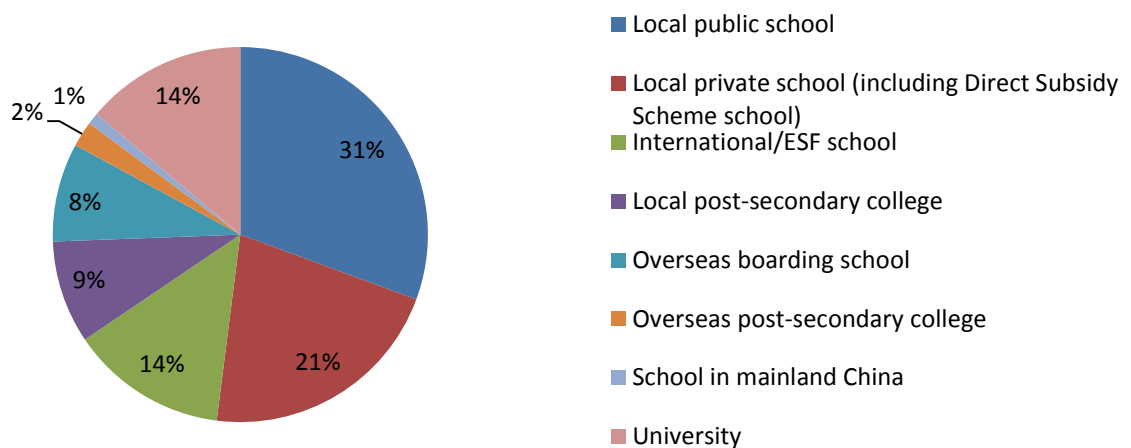


Visitors' profile

The visitors or visitors' child were mainly from senior secondary school -

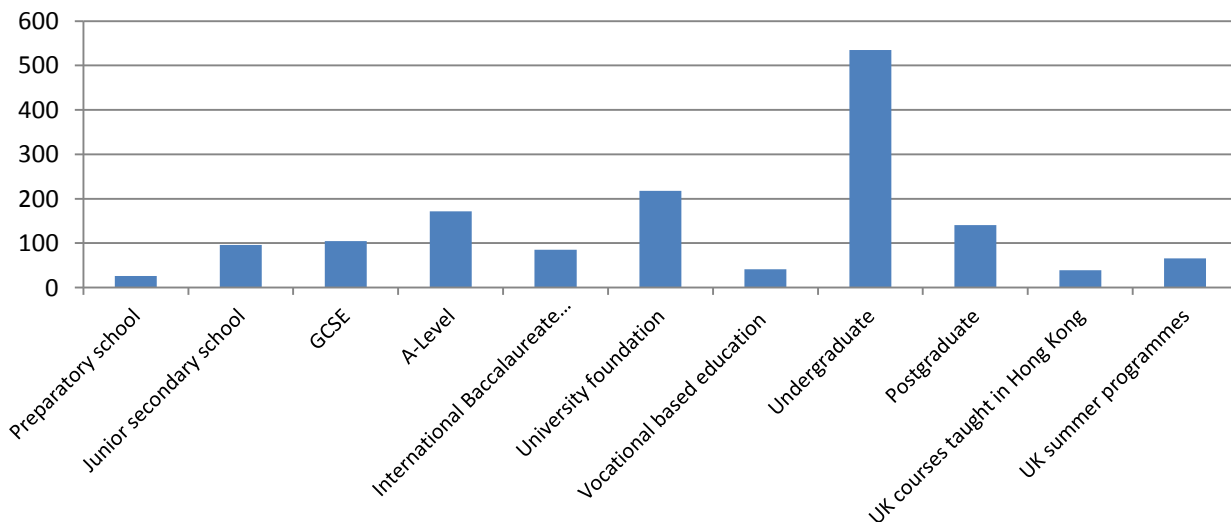


Around half of them attend local public school or local private school (including Direct Subsidy Scheme school) now:



Many of them were looking for undergraduate and university foundation:

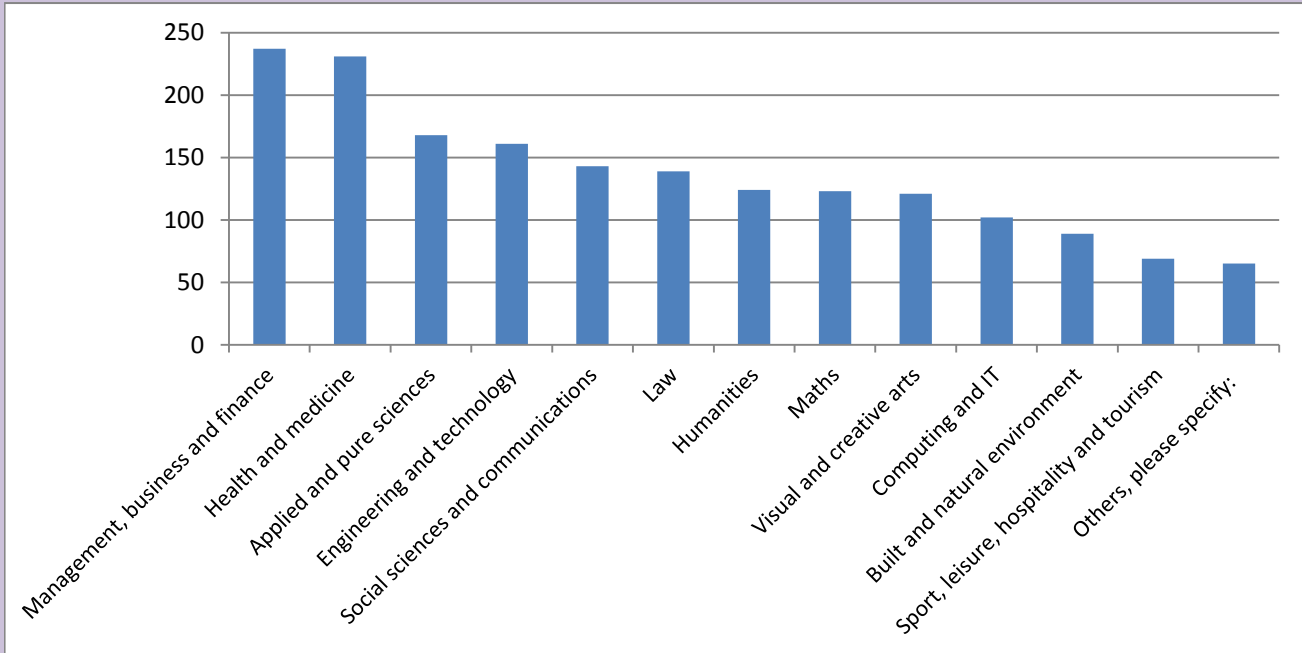
No. of visitors: n = 1116 survey responses



There were different levels of students to be had for all types of institutions.

Visitors' preferences

Subject preference



While business is still the number one subject area of choice, the gap appears to have significantly narrowed to medicine and pure sciences, with other areas in engineering and social sciences showing an increase in enquiries.

Motivation for considering UK education



Academic quality is the most important factor for considering UK education.

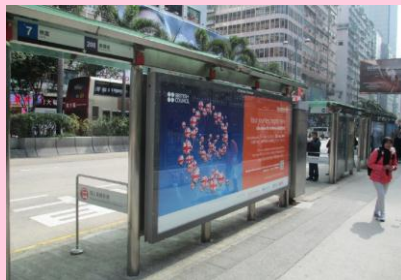
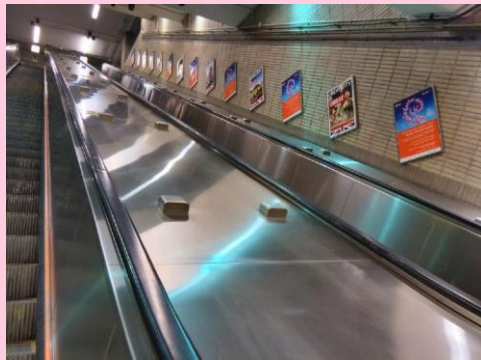
Marketing

We spent more than

HK\$1.2 million

on promotion

Outdoor



Print advert



Online

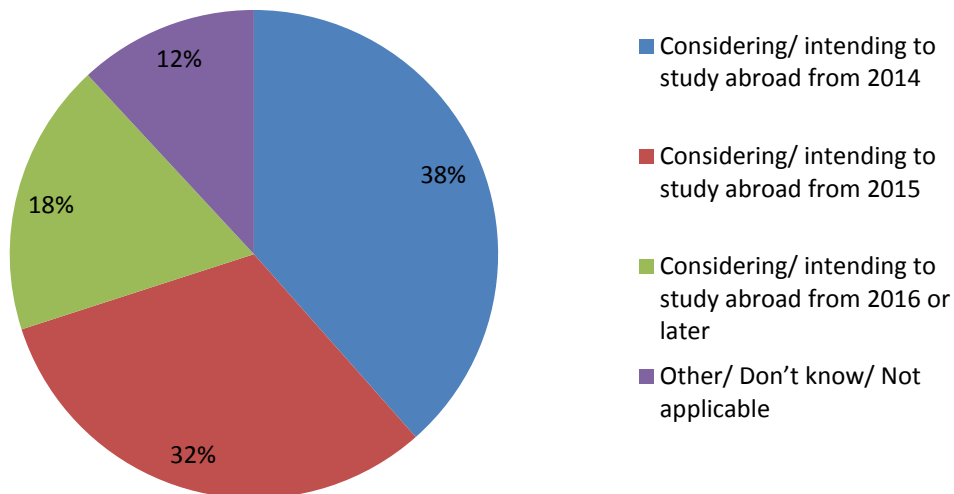


Visitors' feedback

Methodology

We distributed an online or 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.

70% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- Subject specific seminars, e.g. Architecture, Fashion, Engineering, Medicine
- Requirement of getting into the university
- Summer programme in the UK
- The future career after graduation
- How to apply for UK university
- How to prepare my child for studying in the UK
- How to select suitable secondary school for my child

Key recommendations from visitors

- The topics of the seminar are useful but the time of 30 minutes might be too short for some particular topics. More in-depth introduction of particular universities might be fruitful to the parents.
- Invite more universities and schools to join the fair
- Invite UK public schools to join the fair

Exhibitors' feedback

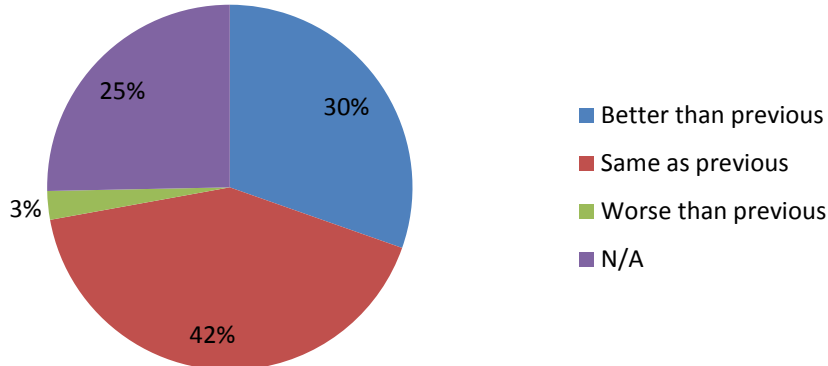
Main compliments

- A good event, well-planned and great hospitality
- Very well organised
- The BC staff in HK are a pleasure to work with

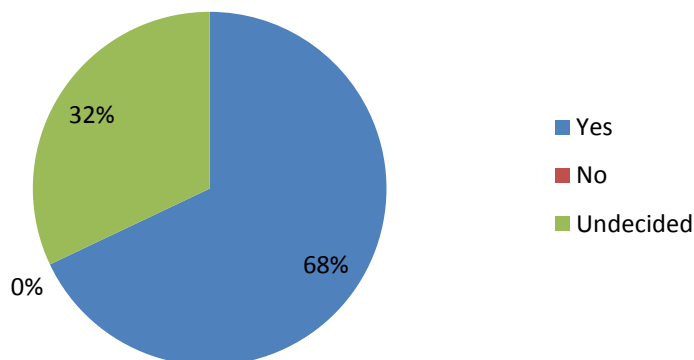
Main complaints *(responses following page)*

- The catering is not impressive
- The fee is too high
- The second day of the exhibition did seem quiet
- The branding of College is separated from School and Universities. Some institutions named as both College and University
- The security of the event were very heavy-handed

Please comment on how this year's event compares to previous Education UK exhibition in Hong Kong



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

- It is compulsory for us to use Hong Kong Convention and Exhibition Centre's catering service, but we will carefully pick different food items next year and try to ensure the quality of the food is up to standard.
- 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 cutting some expenses, like staff costs and administration expenses.
- We received suggestions that institutions should be carefully branded according to sector. In fact, it is complex as many FE colleges offer courses across different levels. We rely on exhibitors to provide adequate information in order to accurately categorise them in the correct sector.
- We will consider placing 1 or 2 more print adverts and Facebook post on Saturday (the first day of our exhibition), so that it can help to keep the exhibitors busy even on the second day of the exhibition.

UK institutions

- Institutions should be able to provide advice on alternative pathways available to the students at different stages of education – like International Foundation programme, 1 year A-level programme etc because there are increases in demand for these programmes.
- Further education colleges should clearly articulate to the audience the subject strengths and sell the benefits of particular courses. Promoting academic routes to higher education would be more effective than vocation route in Hong Kong.
- The UK institutions, especially for the newcomers of Hong Kong market are recommended to organise other promotional activities leading up to exhibition, which can help to generate more traffic and enquiries during the exhibition.
- 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. So, it is suggested that institutions can 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 No.	Institution	Geographical Location
Independent schools and colleges		
2	Adcote School for Girls	Northern England
4	Astrum Education	London
8	Bellerbys College	South East England
9	Bexhill 6th Form College	South East England
19	Broadway Education	Central England
20	Brockenhurst College	South East England
	Queen's College	South West England
	Caterham School	South East England
	The Royal High School	South West England
23	Cardiff Sixth Form College	Wales
25	CATS College Cambridge, Canterbury and London	Eastern England, London, South East England
32	EF Academy	South East England, South West England
33	EF Education First	Central England, London
45	Kaplan International Colleges	South East England
52	Longridge Towers School	Northern England
58	MPW Schools	London
74	The Royal School, Wolverhampton	Central England
75	Ruthin School	Wales
76	Rydal Penrhos School	Wales
Further education colleges		
10	BIMM/TMS – MODERN MUSIC SCHOOLS	London
14	Blackburn College	Northern England
15	Boston College	Eastern England
22	Cambridge School of Visual & Performing Arts	Eastern England
26	Central College Nottingham	Central England
41	Hartpury College	South West England
44	INTO University Partnerships (Foundation / Diploma / Graduate Diploma)	Central England, Eastern England, London, Northern England, Northern Ireland, Scotland, South West England
53	Loughborough College	Central England
54	The Manchester College	Northern England
59	New College Manchester	Northern England

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66	Pembrokeshire College	Wales
95	Wiltshire College	South West England
Higher education institutions		
1	Aberystwyth University	Wales
3	University of the Arts London	London
5	Bangor University	Wales
6	Bath Spa University	South West England
7	University of Bath	South West England
11	Birmingham City University	Central England
12	University College Birmingham	Central England
13	University Of Birmingham	Central England
16	BPP University	London
17	University of Brighton	South East England
18	University of Bristol	South West England
21	Brunel University, London	London
24	Cardiff University	Wales
27	City University London	London
28	Coventry University	Central England
29	University for the Creative Arts	South East England
30	Durham University	Northern England
31	University of East Anglia	Eastern England
34	University of Essex	South East England
35	The University of Exeter	South West England
36	Falmouth University	South West England
37	University of Glasgow	Scotland
38	University of Gloucestershire	South West England
39	Goldsmiths, University of London	London
40	University Centre Grimsby	Eastern England
42	Heriot-Watt University	Scotland
43	University of Hull	Northern England
46	University of Kent	South East England
47	The University of Law	London
48	Leeds Metropolitan University	Northern England
49	University of Leeds	Northern England
50	University of Leicester	Central England
51	University of Liverpool	Northern England
55	Manchester Metropolitan University	Northern England
56	The University of Manchester	Northern England
57	Middlesex University, London	London
60	Newcastle University	Northern England
61	Northumbria University	Northern England

62	Norwich University of the Arts	Eastern England
63	Nottingham Trent University	Central England
64	The University of Nottingham	Central England
64	The University of Nottingham - China	China
65	Oxford Brookes University	South East England
67	Plymouth University	South West England
68	University of Portsmouth	South East England
69	Queen Mary University of London	London
70	Queen's University Belfast	North Ireland
71	University of Reading	South East England
72	Royal Holloway, University of London	London
73	Royal Veterinary College, University of London	London
77	Sheffield Hallam University	Northern England
78	The University of Sheffield	Northern England
79	SOAS, University of London	London
80	St George's University of London	London
81	St Mary's University College, London	London
82	University of Southampton	South East England
83	University of St Andrews	Scotland
84	University of Stirling	Scotland
85	University of Strathclyde	Scotland
86	University of Sunderland	Northern England
87	The University of Surrey	South East England
88	University of Sussex	South East England
89	Swansea University	Wales
90	University of Ulster London and Birmingham Campus	Central England
91	University of Warwick	Central England
92	University of West London	London
93	University of the West of England Bristol	South West England
94	University of Westminster	London
96	University of York	Northern England

List of local institutions

T1	Hong Kong College of Technology	Hong Kong
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Other organisations

A	Marsh (Hong Kong) Limited
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B	Bank of East Asia
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Main counter	IELTS registration / enquiries
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Main counter	UCAS
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