

Post-event report for

**Study UK School, College &
University Pathway Exhibition
Vietnam March 2018**

09 - 12 March 2018

Introduction

- The Study UK School, College & University Pathway Exhibition – Vietnam March 2018 was held in Hanoi and Ho Chi Minh City from 9th to 12th March 2018.
- Over 4 days, exhibitors involved in a mixture of activities including roadshows to local high schools and public exhibition.
- With 24 participating UK institutions and 2 UK qualification providers in Vietnam, the school road shows and exhibitions attracted 832 student visitors in total.
- The event was promoted mainly through popular online media channels combined with direct marketing activity to selected high schools. The PR campaign reached 900,000 peoples on social media, attracted over 80,000 clicks on online and facebook channels. Key messages of the campaign included 1/ UK education is a value-for-money investment for the future, and 2/ UK education gives students a unique and inspirational learning experience, have been featured in most of the coverage.

This report includes:

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 and as parents to the fair
Page 5

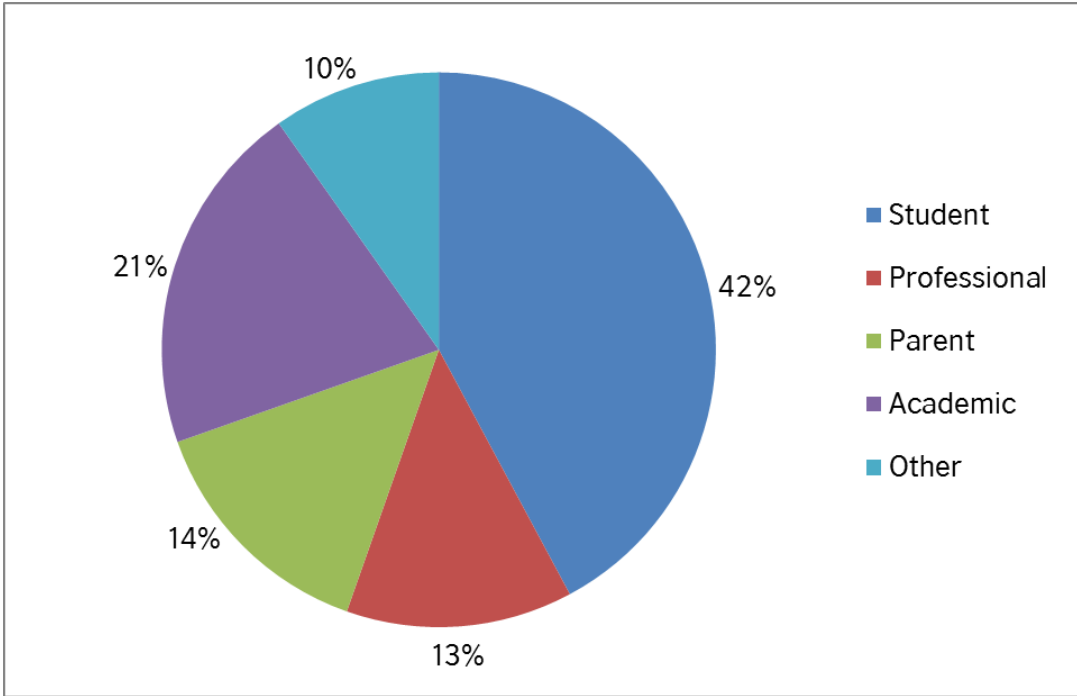
Results of the **Visitor Feedback** survey
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Results of the **Exhibitors Feedback**
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Appendix: **List of exhibitors**
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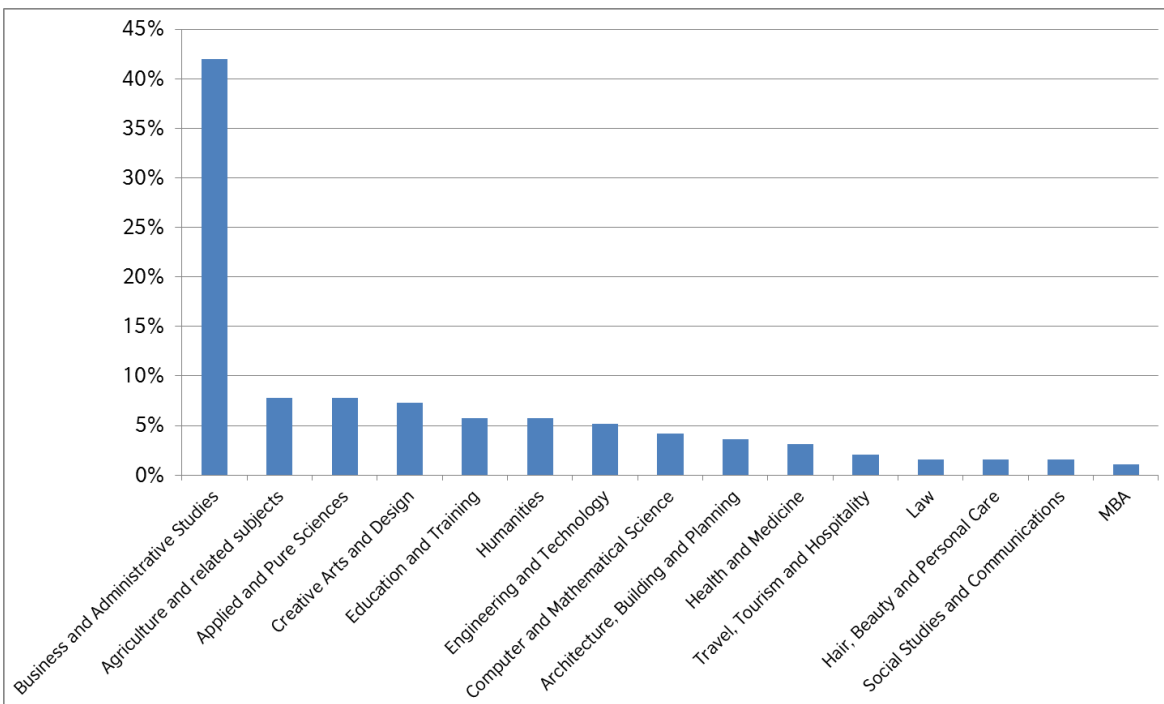
Visitors' profile

42% of visitors attending events were high school students



Subject preference

Business & Administrative Studies is still in dominant position in interested subjects. The gap is narrow between other popular subjects.



<https://education-services.britishcouncil.org>

Marketing

We spent

£10,000

on promotion

Printed materials

3,000 invitations distributed at local schools/ British Council activities
25 horizontal banners and 30 posters at local high schools

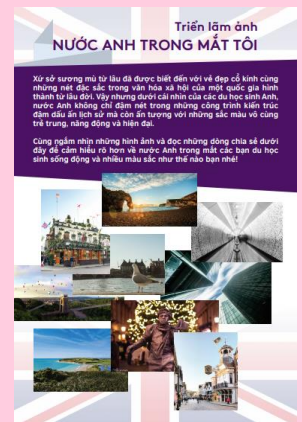


Online

- Web banner placed on 5 popular online newspapers
- Dedicated event website/ FB campaign started 4 weeks before the event date
- Exhibition mobile app
- Event was well promoted on popular newspapers' facebook pages.

Direct marketing

- 3 email campaigns sent to student database
- SMS to high school parents
- SMS sent to database of students, parents registered to participate in the event
- Outreach activities and 'UK in my eyes Photo Exhibition were organized at 3 key high schools in Hanoi.

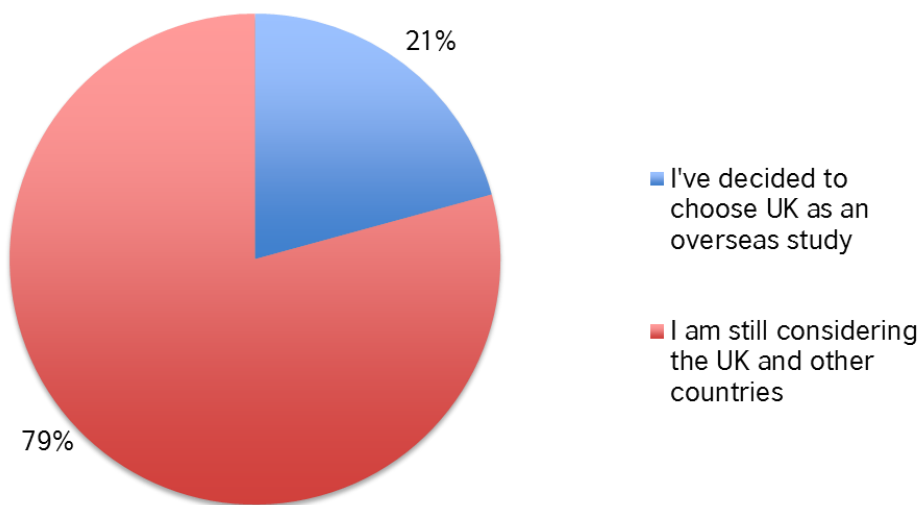


Visitors' feedback

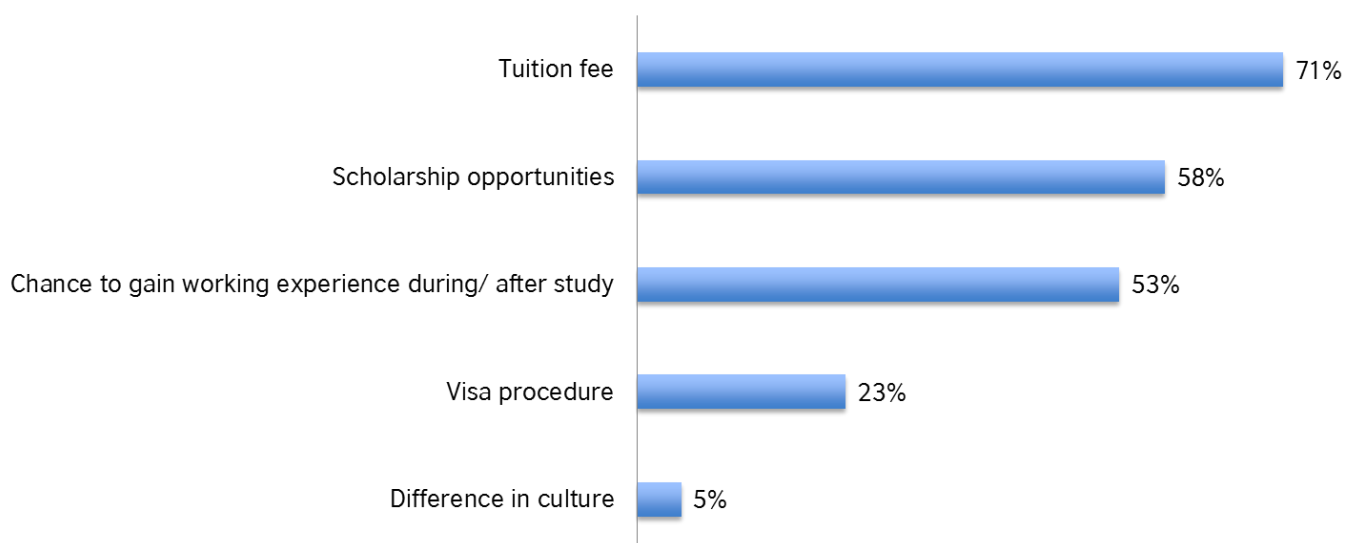
Methodology

We distributed a printed survey to the visitors during the exhibition and the visitors could get a lucky draw gift 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.

21% visitors surveyed have found the course that met their requirements



Tuition fee, Scholarship opportunities and Chances to gain working experience after study are top three concerns about choosing the UK

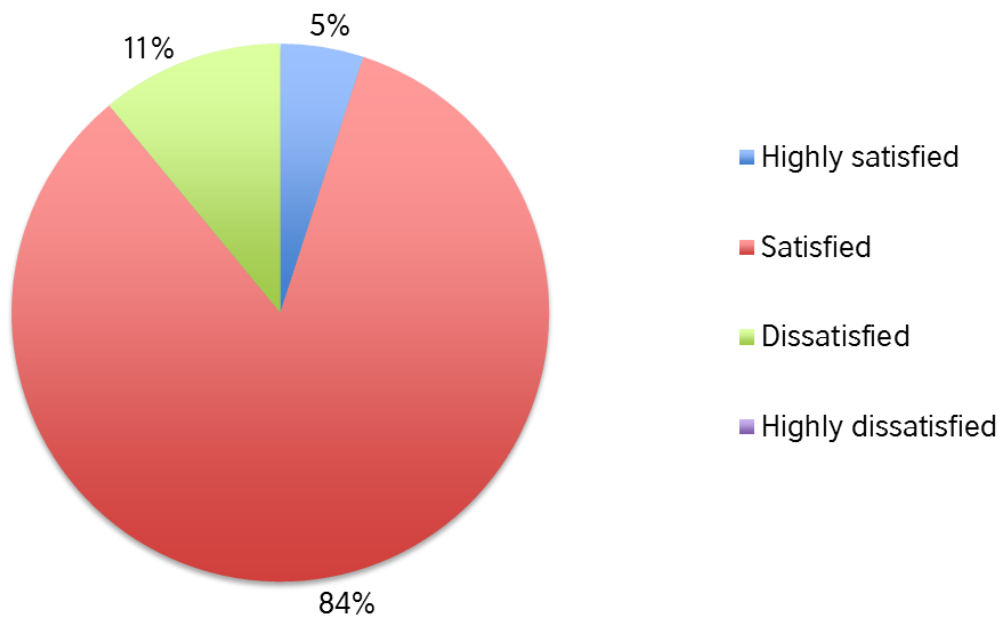


Exhibitors' feedback

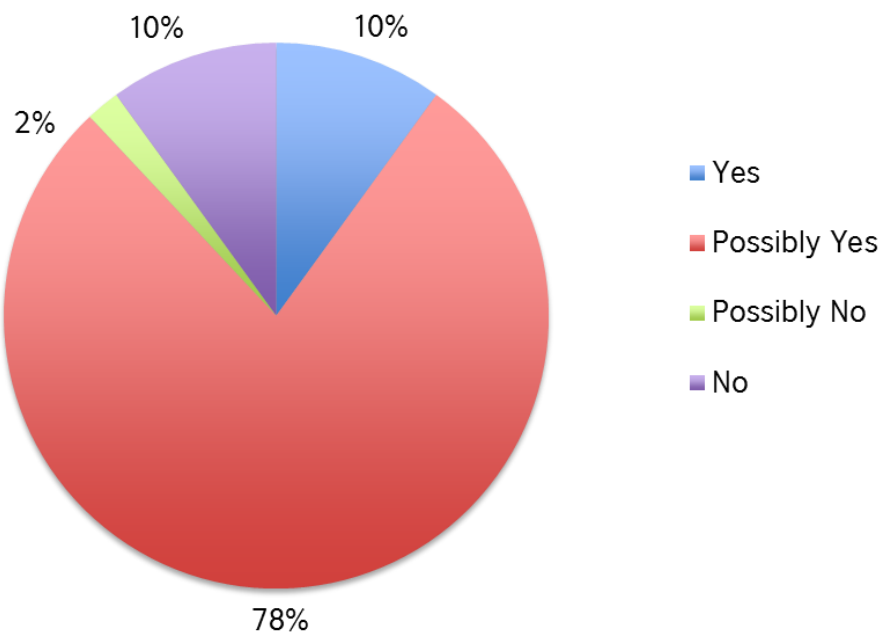
Recommendations for future event

- I think the weekend competes with other events targeting youth culture. Happy to do evening mid-week events.
- More direct marketing activities to schools, especially in HCMC, are recommended

What is exhibitors' assessment about the overall exhibitions?



Will exhibitors consider coming back to the next British Council exhibition event?



Appendix: List of exhibitors

#	Institution	Hanoi	HCMC
UK Institutions			
1	Arts University Bournemouth	1	1
2	Ashbourne College	2	2
3	Birmingham City University	3	3
4	University of Birmingham	4	4
5	Bishopstrow College	5	5
6	Cambridge Centre for Sixth-Form Studies	6	6
7	City College Plymouth	7	7
8	University of East London	8	8
9	Edge Hill University	9	9
10	Liverpool John Moores University	10	10
11	The National Mathematics and Science College	11	
12	Nottingham College	12	11
13	The University of Nottingham Ningbo China	13	12
14	Oxford Brookes University	14	13
15	Robert Gordon University	15	14
16	The University of Sheffield	16	15
17	Sheffield Hallam University	17	16
18	SOAS University of London	18	
19	University of St Andrews		17
20	Swansea University	19	18
21	Ulster University	20	19
UK English Summer Courses' Zone			
1	Harrow House International College	21	20
2	International House Bristol	22	21
3	Manor Courses	23	
UK Qualification providers in Vietnam			
1	British Vietnamese International School	24	
2	London College for Fashion and Design	25	
3	British University Vietnam		22