



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK Exhibition 2015**

**24 - 27 October 2015  
Vietnam**

# Introduction

Thank you very much for your participation in the Education UK Exhibition - Vietnam October 2015.

The exhibition was held in Ho Chi Minh City, Hanoi and Da Nang on 24, 25 & 27 October respectively with participation of 72 UK institutions and 6 local Trans-National Education (TNE) providers.

The Education UK Exhibition was the greatest opportunity in the year for students to explore studying in the UK. The event with the theme 'GREAT Innovation' attracted 2,317 visitors over the three days, targeted at parents, students and young professionals looking for diverse pathways to university, undergraduate and postgraduate programmes.

Alongside the main exhibition, an Agent Networking event and a road-show to Le Quy Don High School were held in HCMC and Danang. Seminars on subject-focused topics such as Information Technology, Hospitality, Marketing were held throughout the exhibition.

This report will provide you with a summary of the event, including visitor and exhibitor feedback and other useful information. We trust that this report will enable you to report the return on investment benefits and assist you with future decision making.

Finally, we highly appreciate your support, and look forward to working more closely with you in coming exhibitions and other educational promotion activities during the year.

Best regards,

Phuong Pham | Education Marketing Manager

## 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, as well as parents to visit the fair.  
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Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.  
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Results of the **Exhibitors Feedback** survey 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 Vietnam should consider.  
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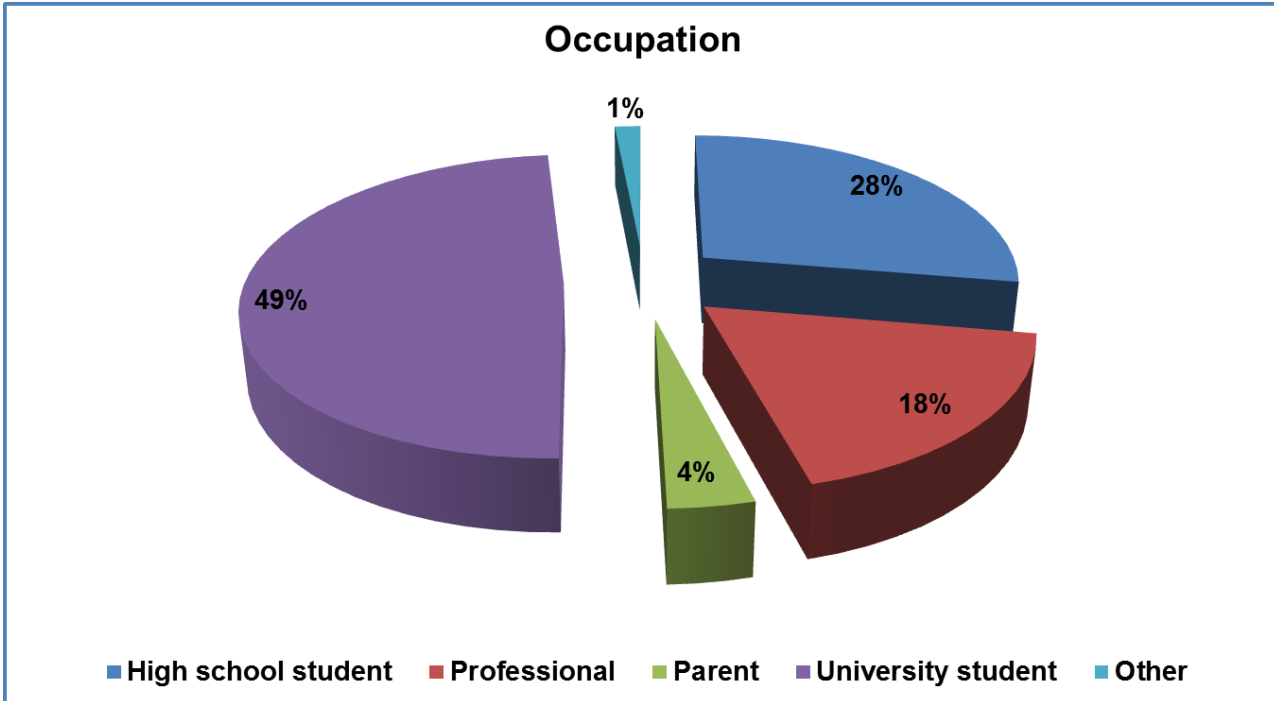
## Highlights

**2,317** visitors  
**72** UK institutions  
**6** TNE providers  
**3** cities

- **'UK in my eyes'** - The online competition (promoting UK in general and UK education in particular) which was organised in collaboration with VnExpress received 200 entries; 350,00 page views; 103,000 unique visitors - 1 months before the event
- **A series of talk shows** were run at 2 key universities and 3 elite high schools in Da Nang with the participation of 370 students
- **An Agent Networking** event in HCMC with 80 meetings arranged to help exhibitors establishing working relationship with local agents

## Visitors' profile

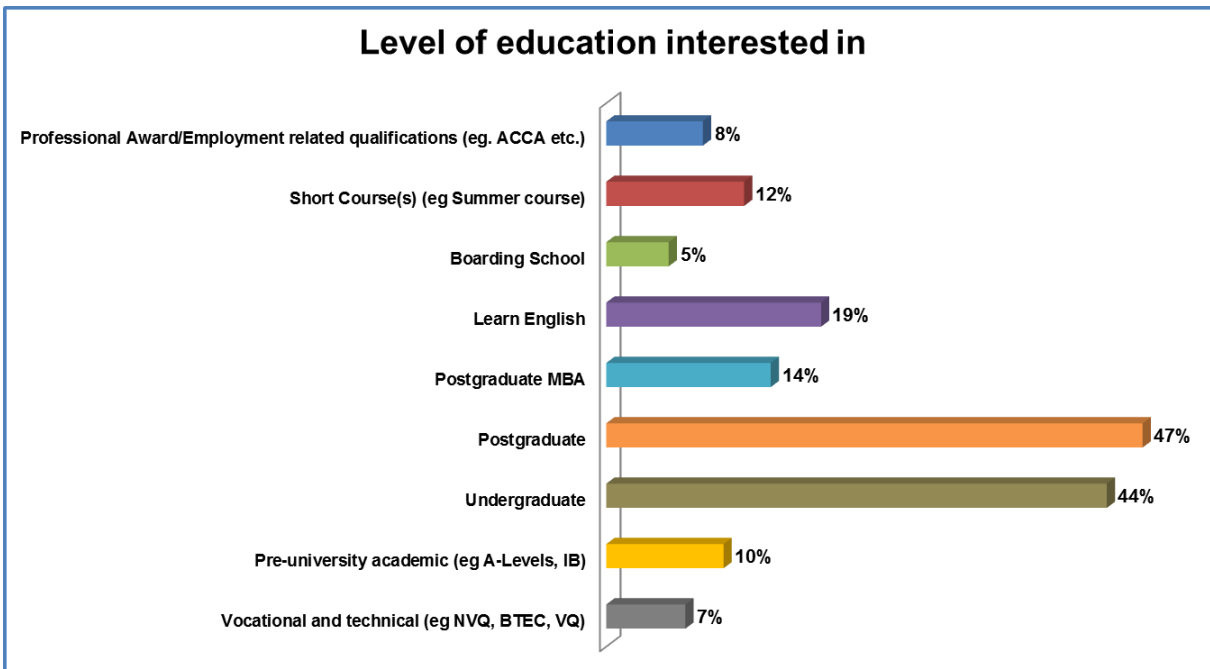
77% of visitors were high school students and university students



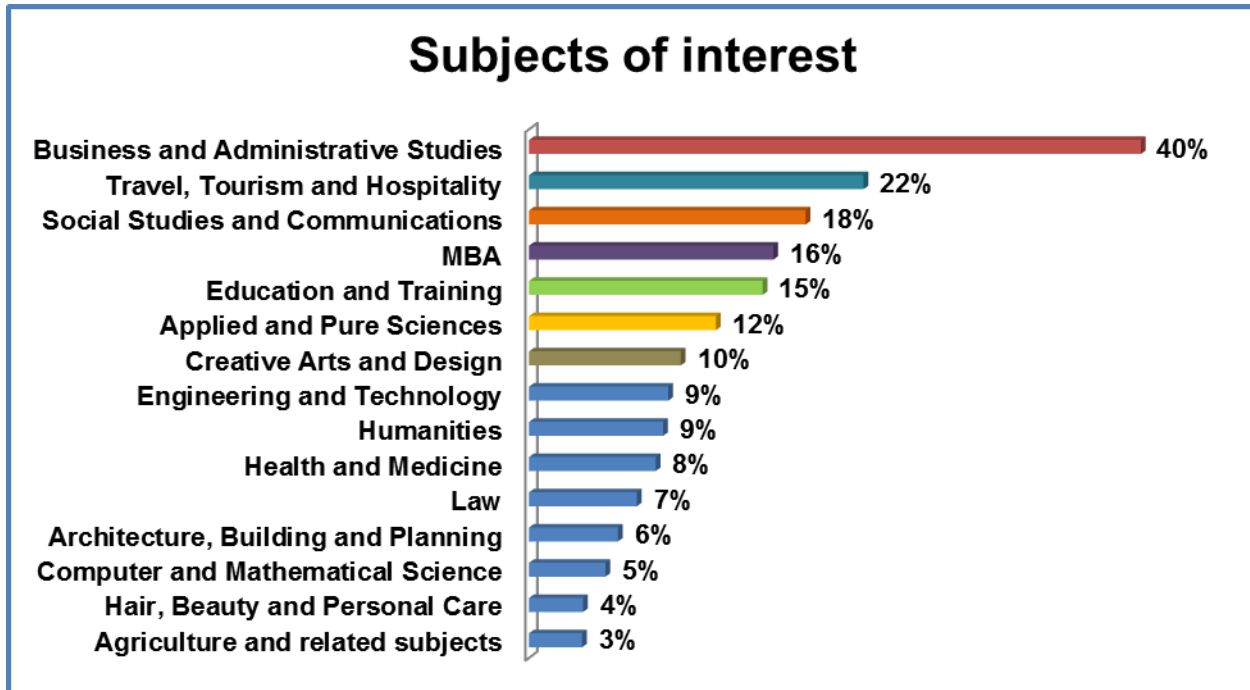
No. of visitors: n = 1,506 survey responses (excluded statistics from Le Quy Don High school in Danang)

## Visitors' preference

Many of them were looking for undergraduate and postgraduate programmes



Besides the traditionally most popular course – Business & Administrative Studies, we’ve seen a rise in demand for Travel, Tourism and Hospitality, Social Studies and Communications, Education and Training, and Creative Arts and Design



# Marketing

We spent

**£25,000**

on promotion

## PR & Advertisement

4 PR articles placed on leading online newspapers

10 print ads placed on 5 popular newspapers

1 month-long print ad placed on Heritage Magazine (Vietnam Airline inflight magazine, October issue)

Promotion via partnership with student clubs at 8 universities

6 outreach events held at universities

## Printed materials

11,000 Invitations distributed at local schools/universities/British Council outreach activities

221 Posters at local schools/universities/education agents

147 Horizontal banners on the street & local schools/universities

76 Digital banners at office buildings



## Online

- Web banners placed on 6 popular e-magazines
- Dedicated event website/FB campaign started 8 weeks before the event date

## Direct marketing

- 2,600 SMS sent to students, parents
- 4 email shots sent to 9,000 emails



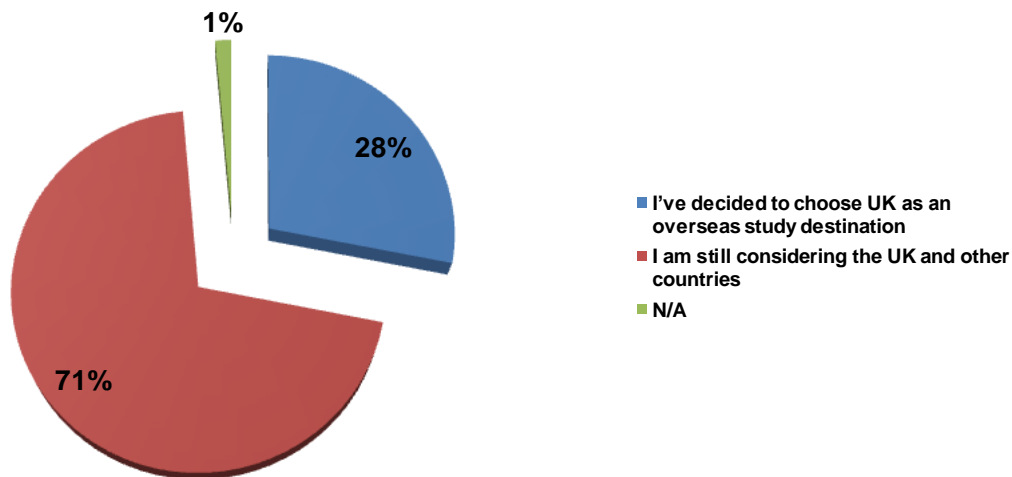
## Visitors' feedback

### Methodology

We distributed a 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.

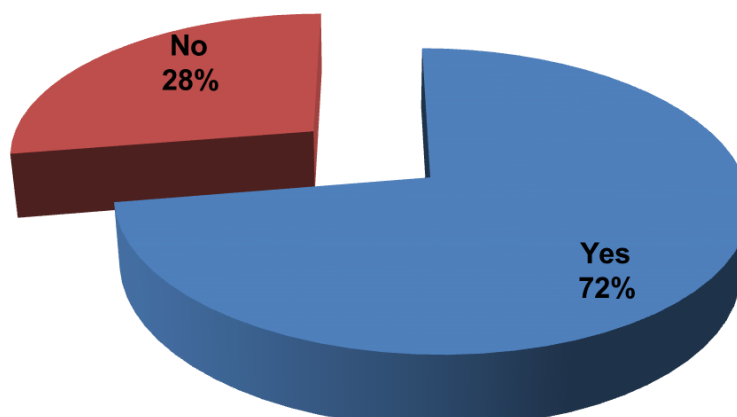
**28%** of the visitors have already chosen UK as their overseas study destinations  
**73%** of visitors surveyed are still considering UK and other countries

Which stage are visitors at in preparing for overseas study

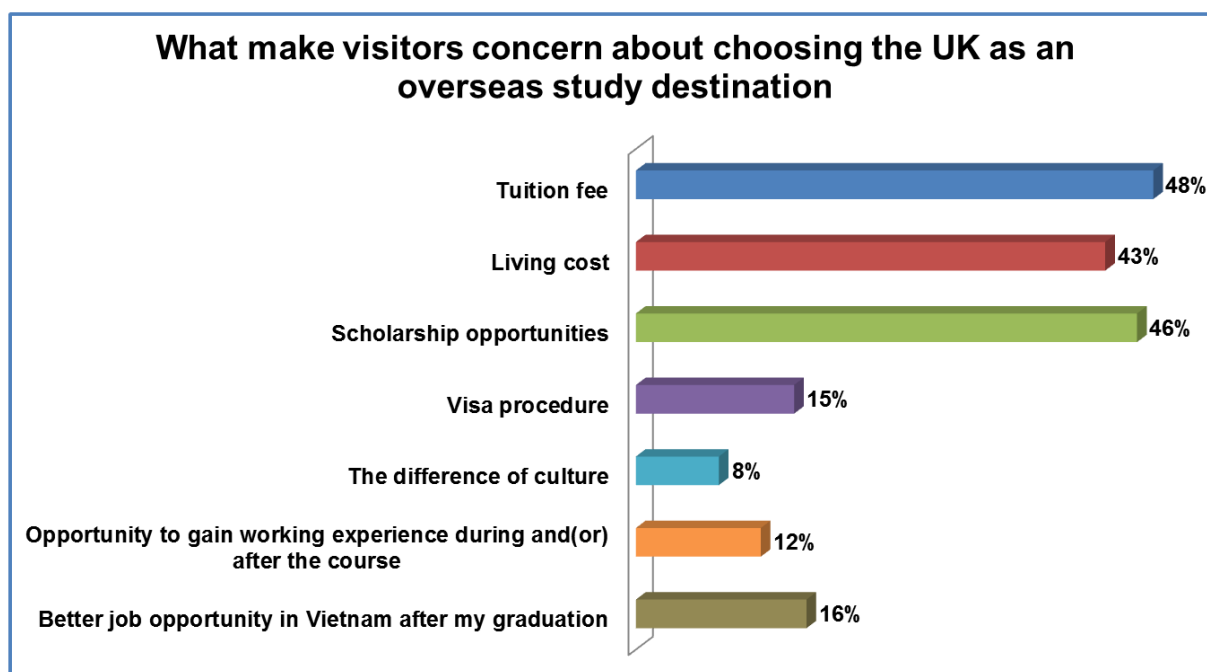


After the exhibition, **72%** of visitors have found the course they want

Percentage of visitors that have found the course they want at exhibition



Tuition fee, living cost and scholarship opportunities are the top **3** concerns about choosing UK



## Suggestions from visitors

### Main compliments

- Professional event arrangement and exhibition's scale are very impressive
- I've got a lot useful information & enjoyed enthusiastic consultation of exhibitors
- Event organising team were very supportive
- I enjoyed the warm welcome and informative talk with exhibitors
- UK alumni's sharing was informative and inspiring
- It was really good to have diversified UK institutions participating in the exhibition
- I love the UK street art corner a lot

### Key recommendations from visitors

- It would be much better if more UK schools, institutions participated
- The event should have more seminars on other career topics
- More activities to help visitors understand more about UK people
- Check-in process should be shorter and faster
- Space was a bit limited and tight, thought the event was well managed
- The alumni corner should be broader to accommodate more people talking to alumni
- Should be spread to more days, since the event is only 1 day and it is too crowded



# Exhibitors' feedback

## Main compliments

- Very well organised. Excellent communication
- The British Council is professional in handling the exhibition & in its arrangement
- A very successful event
- Seminars are well attended with good questions and interactions with audience

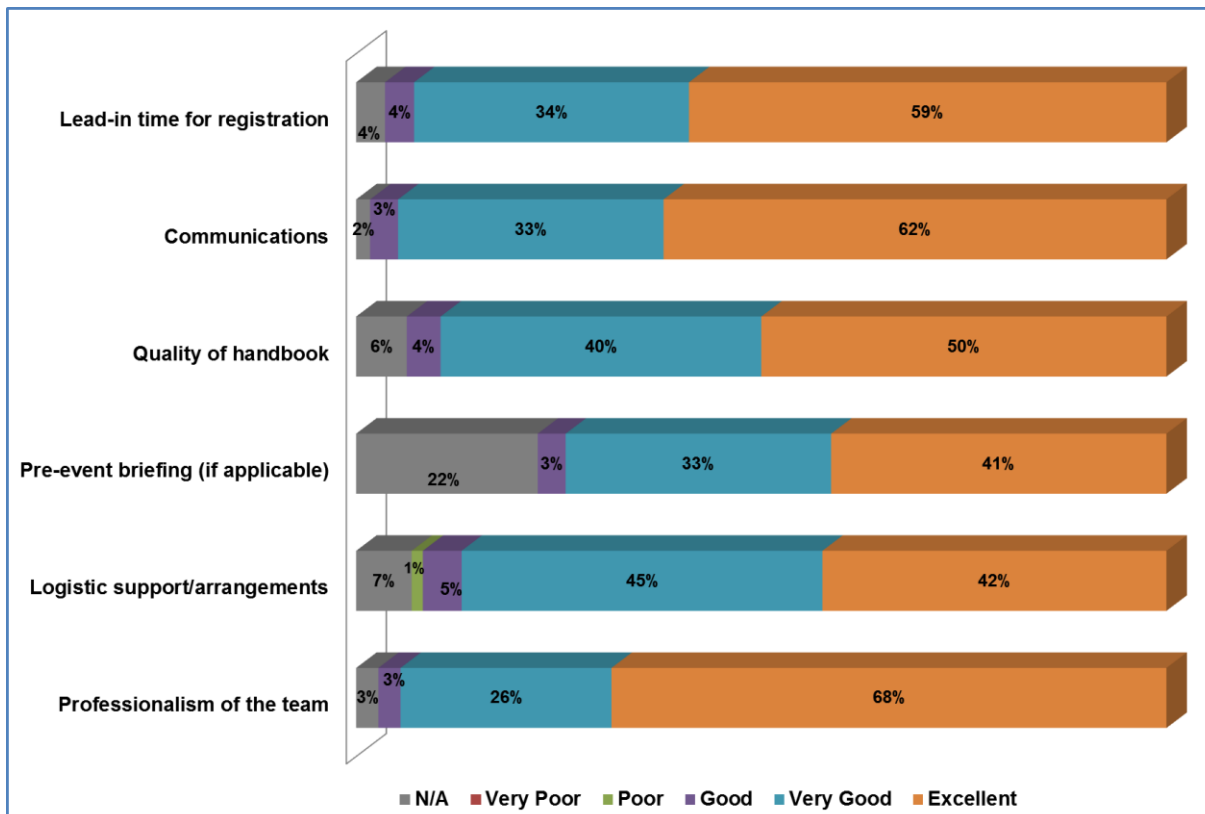
## Main complaints *(responses following page)*

- Intercontinental Hotel space too small for number of visitors & universities
- Hanoi exhibition venue is too far from the city centre
- Timing difficult - Hanoi is main UK market - SAT would be better

## Recommendations for future event

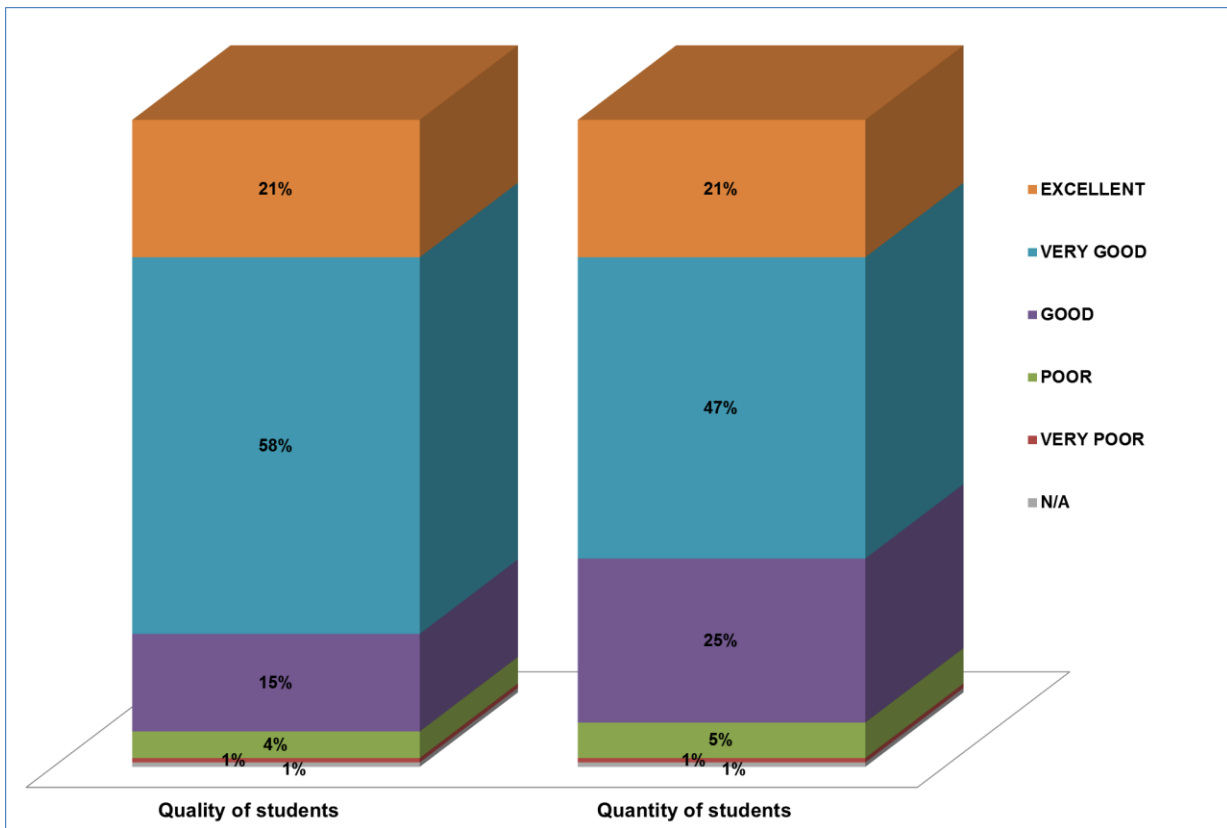
- Include more public high school/private high school.
- Prefer exhibition in Hanoi first and then in HCMC
- Have more subject specific fairs
- Start earlier next year
- Educate students more about FE before coming to the fair

## What is exhibitors' assessment of the British Council?

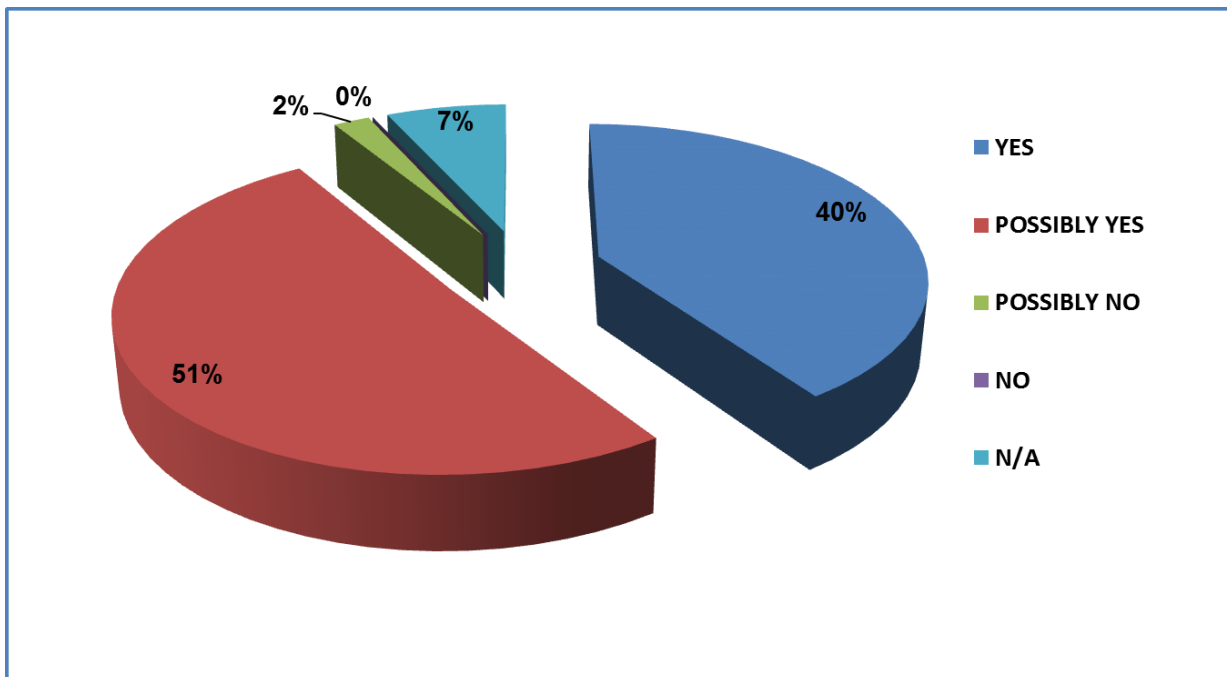


[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

What is exhibitors' 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

- **Exhibition venue in HCMC:** If the same venue is selected for the October exhibition next year, we will review the layout of the exhibition and re-arrange allocation for wrap-around activities to ensure smooth traffic on the event day.
- **Exhibition venue in Hanoi:**
  - Marriot Hotel is a new venue for the exhibition in Hanoi. We had some comments from exhibitors about the location of the venue, which they believe is far from the city centre. However, we did not receive such comments from visitors, and the number of visitors to Hanoi exhibition this year was actually more than last year (786 this year vs 773 last year).
  - We will research and do assessment on a few more appropriate venues based on criteria: (a) be able to accommodate the exhibition at a larger scale; (b) be located near the city centre; (c) offer an affordable venue hire. If Marriot Hotel is still the best option, we will consider promoting the venue better and attracting more students from city centre to the exhibition next year.
- **Events sequence:** Taking into account convenience in travelling for exhibitors, student's availability and effective event management, we will organise the exhibition next year in the order of events in Hanoi, HCMC and Da Nang.

### Exhibitors

- With reference to the Visitor survey, the top three factors that make students concern when choosing the UK are tuition fee, living cost and scholarships. We'd like to recommend institutions to plan your budget for scholarship or bursary and promote these opportunities in future exhibitions. In the meantime, institutions could consider offering paid internship, work placement course for students with good academic records.
- There's a rising demand for other subjects rather than traditional courses like Business and Finance. Therefore, more promotion on other areas like Travel, Tourism and Hospitality, Marketing, Communications, ect are recommended. Institutions are also recommended to participate in specific sector educational events to give a bigger impact in your marketing effort to promote those subjects.

## Appendix: List of exhibitors

#	Institution	#	Institution
1	Anglia Ruskin University	41	London South Bank University
2	Aston University	42	University College London
3	Astrum Colleges	43	UCL Institute of Education
4	Bangor University	44	Loughborough College
5	Bellerbys College	45	Manchester Metropolitan University
6	Bexhill 6th Form College	46	The University of Manchester
7	Birmingham City University	47	Mander Portman Woodward (MPW)
8	University College Birmingham	48	Newcastle College
9	University of Birmingham	49	Newcastle University
10	Bournemouth University	50	The University of Northampton
11	BPP University	51	Northumbria University
12	University of Brighton	52	The University of Nottingham
13	The University of Buckingham	53	Oxford International Education Group
14	Cambridge Education Group	54	Plymouth University
15	Cardiff Metropolitan University	55	University of Portsmouth
16	Cardiff Sixth Form College	56	Queen's University Belfast
17	Cardiff University	57	Queen Ethelburga's College
18	City and Islington College	58	The University of Reading
19	Concord College	59	The Royal Agricultural University
20	De Montfort University	60	Sheffield Hallam University
21	Durham School	61	The University of Sheffield

22	University of East Anglia	62	University of South Wales
23	Edinburgh Napier University	63	University of Southampton
24	EF Education First	64	Southampton Solent University
25	University of Essex	65	University of Strathclyde
26	Glasgow Caledonian University	66	University of Sunderland
27	University of Glasgow	67	University of Surrey
28	University of Gloucestershire	68	University of Sussex
29	University of Greenwich	69	University of Warwick
30	University of Hertfordshire	70	University of The West of England
31	The University of Hull	71	University of Westminster
32	Hult International Business School	72	York St John University
33	University of Kent	<b>TNE providers</b>	
34	Kings Colleges	1	ACCA Vietnam
35	Leeds Beckett University	2	Banking University, HCMC
36	University of Lincoln	3	British University Vietnam (BUV)
37	The University of Liverpool	4	ERC International
38	City University London	5	London College for Design & Fashion
39	London Metropolitan University	6	Nguyen Tat Thanh Institute of International Education (NIIE)
40	Queen Mary University of London		