



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK GRAND Exhibition 2018**

**20-21 January 2018
Thailand**

Introduction

The Study UK GRAND Exhibition 2018 was attended by approximate 10,000 visitors over the two-day period. It is the largest UK education event in Thailand with 105 UK institutions taking part. In addition, the exhibition offered seminars on various interesting topics and workshops on IELTS.

The exhibition hall was full of prospective parents and students. Feedback from exhibitors and visitors was positive, particularly in terms of the quality of potential students wishing to study in the UK.

British Council Thailand undertook a review of the fair to identify what went well, what did not, and the key “lessons learnt” for improving future activities. With feedback from exhibitors and visitors, together with input 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
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Details of the **Visitor Profile** survey which provide insight into how visitors think about our 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** 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 Thailand should consider.
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Highlights

There were -

**114 BOOTHS, 105 INSTITUTIONS,
9 BUSINESS PARTNERS**

10,000* PARENTS & STUDENTS

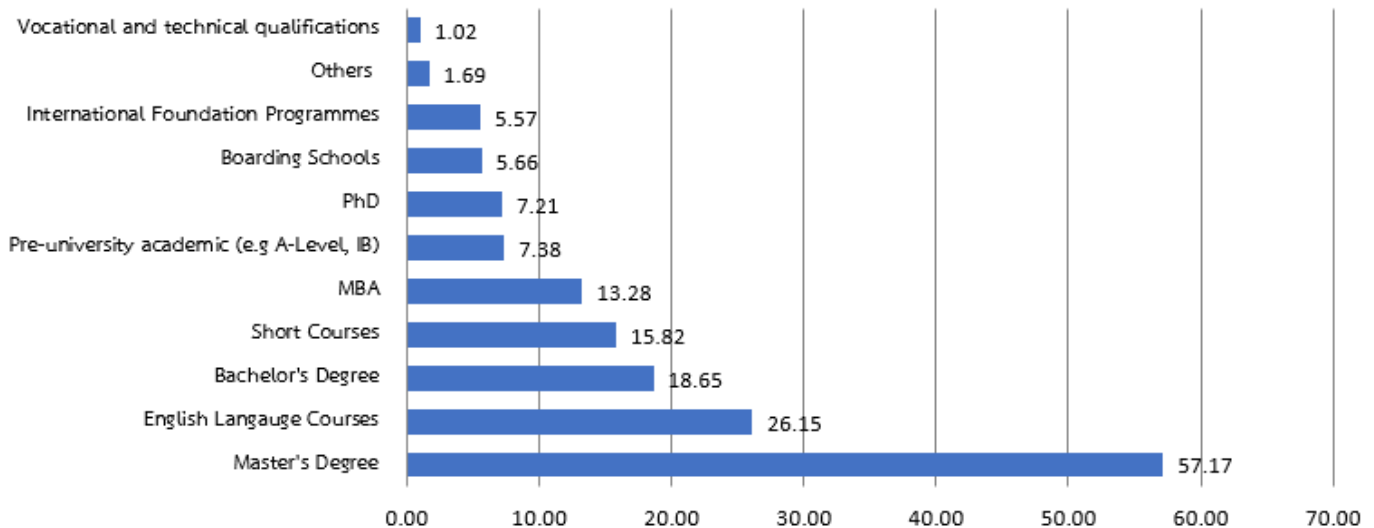
attending the exhibition

* The figure is from the automatic counting machine set up at the entrance of the Study UK GRAND Exhibition area.

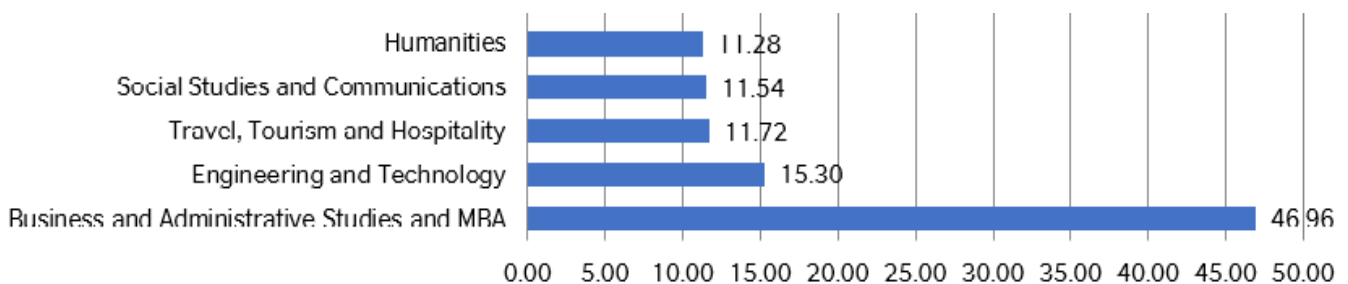
Visitors' profile

There were 2,540 visitors completing the registration forms. As in 2017, many of the registrants were looking for master's degrees and MBAs, English language courses, and bachelor's degrees.

Level of Study



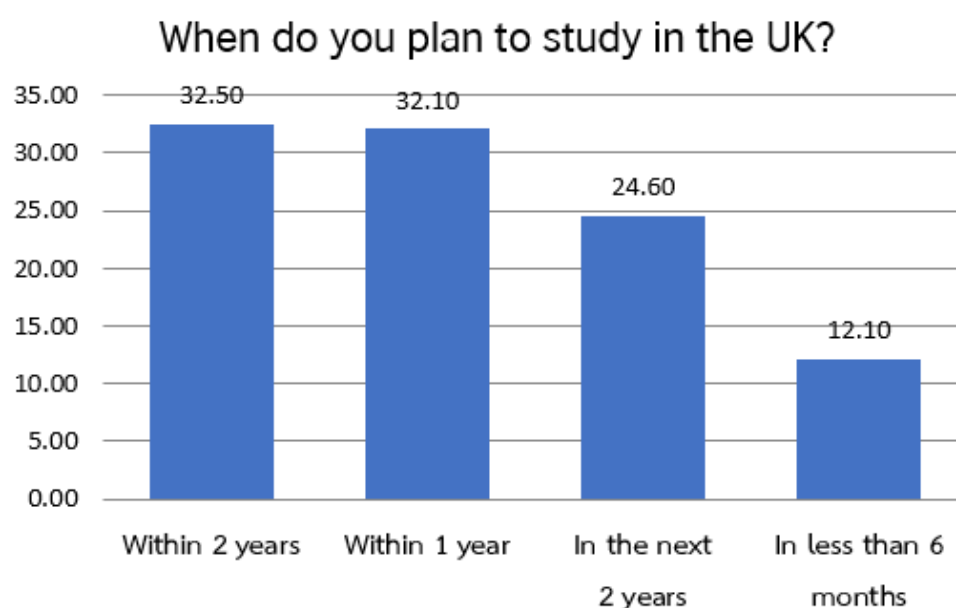
The five most popular subjects were Business and MBAs, Engineering, Tourism, Social Studies and Communications, and Humanities



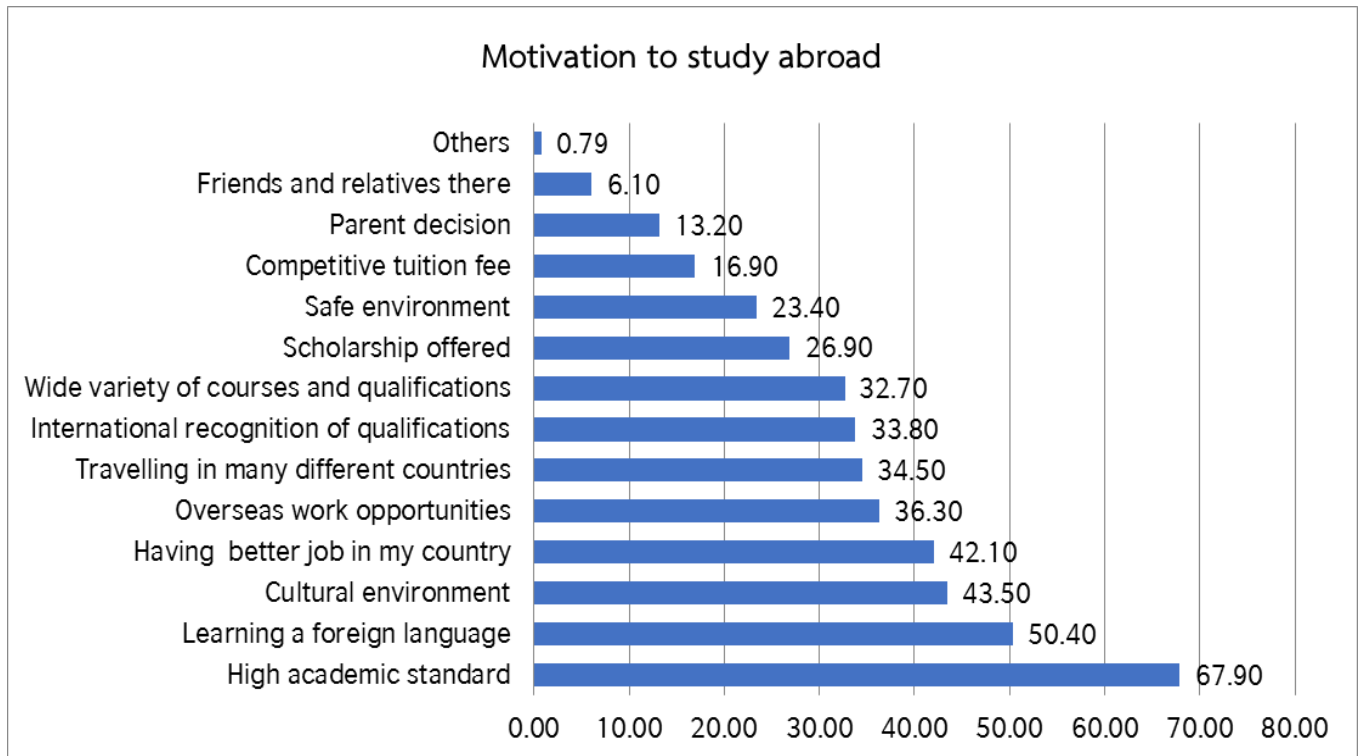
The UK was shown to be the number one country of choice

Over 40% of registrants expected to leave Thailand to study within six months or a year.

	Percentage(%)
UK	87.10
US	51.40
Australia	36.10
Canada	23.50
New Zealand	23.10
Germany	16.90
Singapore	14.20
Netherlands	13.00
France	9.50
China	7.20
Others	6.26
Taiwan	4.80
Malaysia	1.60



High academic standards, languages, and culture were found to be the three most important reasons for studying abroad.



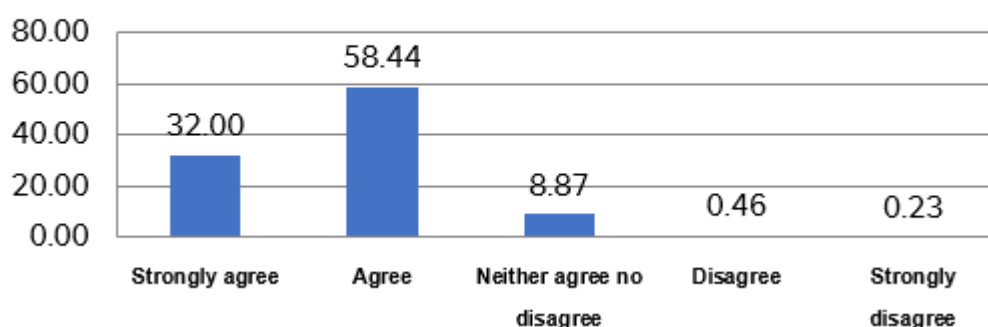
Visitors' feedback

Methodology

We distributed a printed survey to the visitors during the exhibition. Visitors returning the completed survey and checking into the exhibition via their Facebook page to further promote it to their friends were given a chance to enter a prize draw for souvenirs from the exhibition. The questions were designed to gather quantitative statistics and qualitative remarks on visitors' reactions to the exhibition and decision-making process.

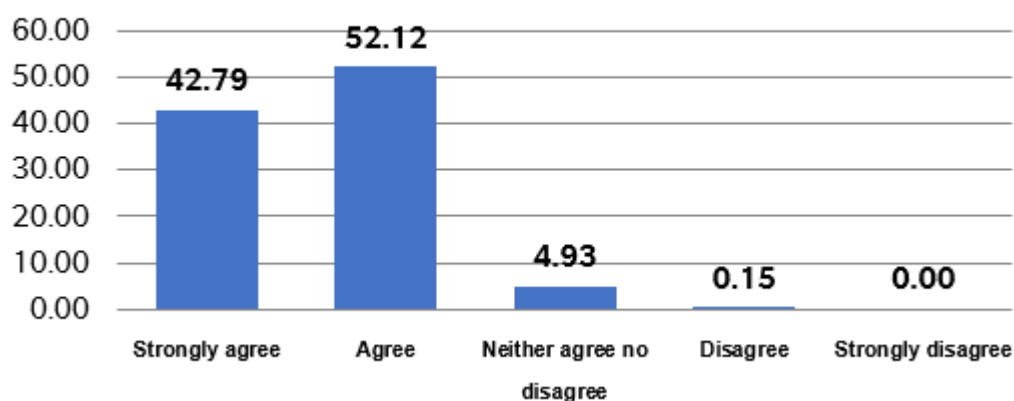
Over **90%** of visitors said the event had **met their expectations**

Expectations



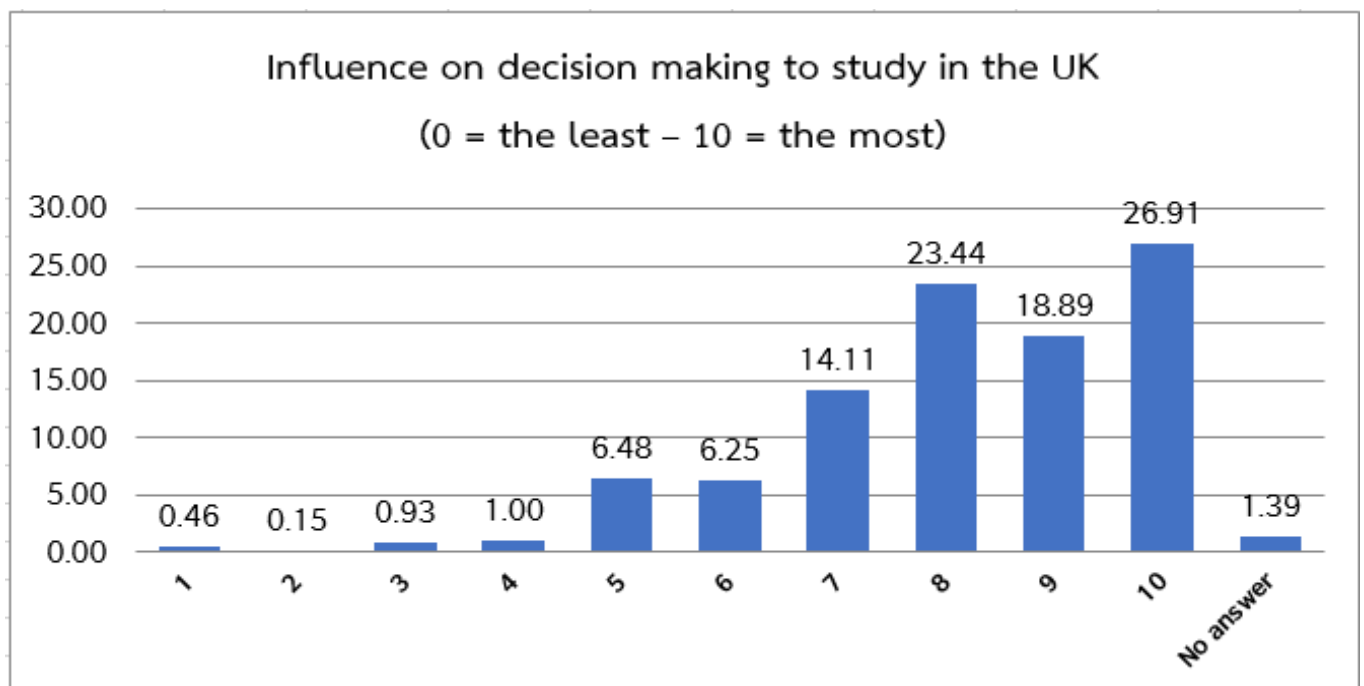
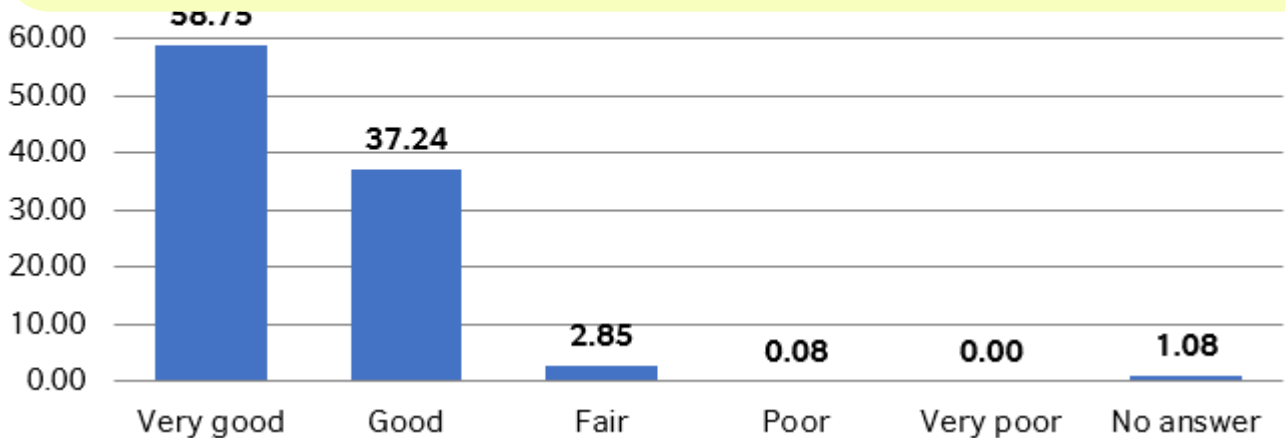
95% of visitors agreed that it was **a good quality event**

Quality



Nearly **100%** of visitors agreed that **the right venue** was selected for this event

Nearly **70%** of visitors agreed that the British Council Study UK Exhibition could strongly influence their decision to study in the UK (rating 8–10)



Exhibitors' feedback

The exhibitor survey was distributed to all exhibitors to collect their feedback and recommendations for improving the quality of the exhibition to best meet the business needs of clients. 75 responses were received and the following are the key findings from the exhibitors' feedback.

Main compliments

- Professionalism of the team. "The professionalism of the team is so good!" and "Thank you — a very useful event, and a pleasure to work with the Thailand team as always" are only some of many positive feedback comments received on the professionalism of the British Council Team.
- Suitability of the venue.
- Quality of visitors. Even though there were slightly fewer visitors compared to 2017, the quality of visitors was rated high, as reflected in feedback such as "seemed to be fewer than last year, but the quality was excellent."

Main recommendations

- Some of the logistical arrangements should be given greater attention e.g. more variety of food, duration of lunchtime for exhibitors, WiFi internet and the management of lunch vouchers.
- More promotions and activities with international schools.
- High cost in participating in the exhibition

Market observations by exhibitors

- It is worth having a greater physical presence in the Thai market.
- More demand for undergraduate programmes and school education.
- It is worth exploring opportunities for new subject areas apart from business and management to vary the offerings to the Thai market.

Overall feedback from exhibitors at the exhibition:

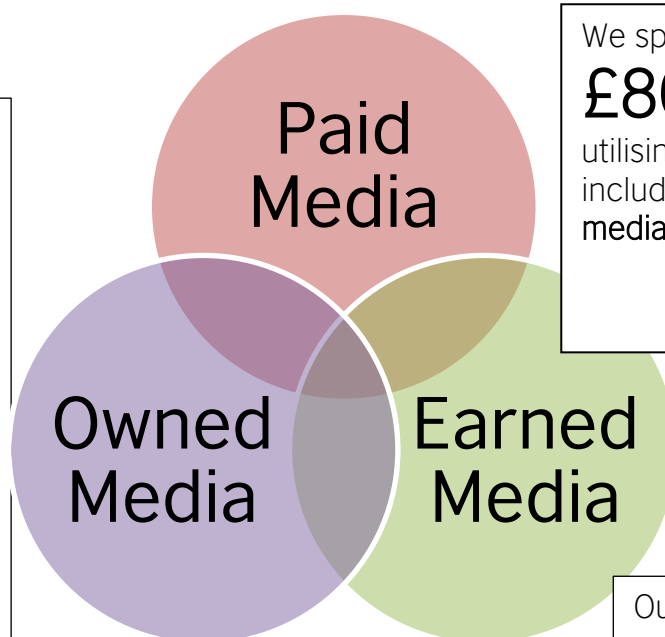
- Thailand remains a strategic market for exhibitors. Over 70% considered coming back to the next British Council event in Thailand while the rest are still undecided. None expressed the view that they would not attend a British Council event in Thailand in the future.
- Nearly 70% and over 30% of exhibitors developed/built on existing relationships during their visit with agents and Thai institutions, respectively.

Overall, exhibitors were satisfied with the exhibition. **70%** of exhibitors found the event to be of high quality and nearly **70%** either agreed or strongly agreed that the event met their expectations.

Marketing

We ran a completed portfolio of integrated marketing communications in order to expand audience reach and create momentum.

We utilised our own media channels including **British Council Thailand's website** and **British Council Thailand's Facebook page**, reaching over 160,000 prospective students and parents nationwide. We also placed an advertisement on the **glass wall** of the office and **poster displays** at five branches.



We spent around **£80,000** on paid media, utilising various channels including **television, out-of-home media, and digital advertising**.

Our event was **reposted** by our notable alumni which generated an additional reach of 250,000 followers and over 80 online engagements.

The event was **promoted** on the media of our key partner, Kasikorn Bank, one of the largest banks in Thailand, at 2,500 ATM machines and 350 branches across Bangkok.

The event was endorsed by the British Ambassador to Thailand who agreed to be the honourable presenter of the promotional campaign, for both online and offline media together with other reputable UK alumni.

Study UK GRAND exhibition

Sat 20 – Sun 21 January 2018



Brian Davidson
เอกอัครราชทูตอังกฤษ
ประจำประเทศไทย



นิทรรศการศึกษาศาสตร์ต่ออังกฤษ ครั้งยิ่งใหญ่ที่สุด

20 และ 21 มกราคมนี้

จัดโดย  BRITISH
COUNCIL



We enhanced visibility and raised awareness of the event by working with our partner, Kasikorn Bank, to promote it on 2,500 ATM screens across Bangkok.

K KASIKORNTHAI

KBank

นิทรรศการศึกษาดูสหราชอาณาจักร
จัดโดย บริติช เคานซิล

พบกับบุคลากรกรสิกรไทย พร้อมรับสิทธิพิเศษด้านการเงิน และคู่มือศึกษาต่อต่างประเทศ ฟรี

BRITISH COUNCIL

เสาร์ที่ 20 และอาทิตย์ที่ 21 มกราคม 2561
ชั้น 5 สยามพารากอน

STUDY UK
DISCOVER YOU

GREAT

We used one of the most powerful media in Thailand by placing tie-in PR news on several TV programmes to reach over five million households nationwide.



The exhibition was also promoted at the most popular and busiest transportation network in Central Bangkok, the BTS sky train.



The event was promoted through an integrated online campaign including Facebook, Electronic Direct Marketing, and websites.



Future steps

There are some areas in which both the British Council and UK institutions can work on improving the overall arrangements and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- To explore more proactive ways of working with international schools in Thailand.
- To review the format, promotional campaign, and overall activities within the exhibition in order to maximise the opportunities for exhibitors visiting Thailand and attending the event. For example, it might be worth adding the UK cultural aspect to the exhibition because this is one of the top three reasons motivating students to study abroad.
- To explore the opportunity for exhibitors to meet and build a relationship with local institutions because so far only 30% of exhibitors managed to successfully build a relationship with local universities during their visit.
- To review catering and other services for exhibitors.

UK institutions

- As to the main learning points, it would be useful to highlight some new subject areas apart from business and management, especially those included in Thailand 4.0 such as aviation, robotics, digital, and others.

Appendix: List of exhibitors

No	UK institutions
1	Abbey DLD Group of Colleges
2	University of Aberdeen
3	Aberystwyth University
4	Anglia Ruskin University
5	University of The Arts London
6	Aston University
7	University of Bath
8	Bellerbys College
9	University of Birmingham
10	University College Birmingham
11	Birmingham City University
12	Bournemouth University
13	Box Hill School
14	BPP University
15	University of Bristol
16	Brooke House College
17	Brunel University London
18	Canterbury Christ Church University
19	Cardiff University
20	Cardiff Metropolitan University
21	Cardiff Sixth Form College
22	City, University of London
23	Concord College
24	Cranfield University
25	De Montfort University
26	University of Derby
27	University of Dundee
28	Durham University
29	University of East Anglia
30	EC English
31	The University of Edinburgh
32	Edinburgh Napier University
33	EF Education First
34	University of Essex
35	University of Exeter
36	University of Glasgow
37	Goldsmiths, University of London
38	Greene's Tutorial College
39	University of Greenwich
40	Heriot-Watt University

41	Holmes Education Group UK (OHC and UWIC-UW)
42	The University of Hull
43	Imperial College London
44	International Study Centres UK
45	INTO University Partnerships
46	Istituto Marangoni London
47	Kaplan International
48	University of Kent
49	King's College London
50	Kingston University
51	Lancaster University
52	University of Leeds
53	University of Leicester
54	University of Lincoln
55	The University of Liverpool
56	Liverpool Hope University
57	Liverpool John Moores University
58	University of London International Programmes
59	London School of Economics
60	Loughborough University
61	The University of Manchester
62	Manchester Metropolitan University
63	Mander Portman Woodward
64	NCUK
65	Newcastle University
66	The University of Northampton
67	Northumbria University
68	The University of Nottingham
69	Nottingham Trent University
70	Oxford Brookes University
71	Oxford International College
72	Oxford International Education Group
73	University of Plymouth
74	University of Portsmouth
75	Queen Ethelburga's College
76	Queen Mary University of London
77	Queen's University Belfast
78	The University of Reading
79	Regent's University London

80	Robert Gordon University
81	The Royal Agricultural University
82	Royal Holloway, University of London
83	Ruthin School
84	University of Salford
85	Scarborough College
86	The University of Sheffield
87	Sheffield Hallam University
88	Sherborne International
89	University of Southampton
90	University of St Andrews
91	St Lawrence College
92	Staffordshire University
93	University of Stirling
94	University of Strathclyde
95	University of Sunderland
96	University of Surrey
97	University of Sussex
98	Swansea University
99	Teesside University
100	Ulster University London and Birmingham Branch Campuses
101	University of Warwick
102	University of Westminster
103	The University of Winchester
104	Xi'An Jiaotong-Liverpool University
105	University of York

Sponsors / Partners	
1	AIG
2	British Council IELTS
3	Chevening Scholarships, the British Embassy Bangkok
4	Kasikorn Bank
5	TIECA
6	UKVI, the British Embassy Bangkok
7	Berkeley
8	Dr. Wisin Optics
9	MBA Think Tank