

**Post-event report for
Study UK exhibition St.Petersburg
05.02.2019
(The Corinthia Hotel, St.Petersburg)**



Introduction

Thank you for your participation at the **Study UK: Discover You fair in Russia in February 2019 at The Corinthia Hotel in St.Petersburg.**

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

The event, targeted at the **HE, FE, Secondary Education and ELT market**, hosted representatives from **34 UK institutions** and **27 partners of the event** (Listed below in the document), that positively engaged with **prospective students, visitors and partners**, providing the audience with information on **educational opportunities, subject choices**, available programmes, scholarships etc.

For all the participants of the exhibition we provide a huge promotion in target Russian media and social media free of charge to both increase institutions' brand awareness and to attract target visitors to the event. Thus the event attracted over **650 visitors** thanks in part to the broad **media and marketing campaign with over 53 publications in target media and total media impressions of 2 700 000 contacts (Details listed below in the Appendix 3)**".

Alongside the main exhibition, a series of **seminars** were also held that is a great change for institutions to be presented as real professionals and experts. During the exhibition there were **17 seminar sessions** arranged, including alumni talks. Thanks to these sessions visitors got relevant information about UK education and got answers on the most vital questions about British education with topics covered university rankings, creative portfolio, developing fluency in English language, Medicine and Healthcare career, IELTS preparation, visa assistance etc.

We highly support institutions' aims to be promoted and to have more Russian students, that's why our main objectives are:

- To provide a positive perception of the UK and to position the UK as the first choice for Russian students planning to study abroad
- To showcase the variety of opportunities within British educational system available for Russian students
- To support participating institutions' recruitment on the Russian market

At the Cultural and Education Section of the British Embassy in Moscow and official Study UK fair partner ECM agency we highly appreciate your support, and hope that we can continue to provide valuable marketing services regarding both fairs and a wide range of others target activities during the year. We hope to see you again at our next Study UK fair in Moscow and St. Petersburg on the 5-6 October 2019 (we have reduced the participation fee).

Regards,
Daria Lavrentieva, Education Manager
[International Education Services](#) | Russia

Contents

Contents.....	3
1. Highlights and event fact file.....	4
3. Visitor's Profile.....	6
4. Seminars.....	9
5. Media and marketing campaign.....	10
6. Examples of media outcomes.....	14
7. Visitors feedback.....	28
8. Exhibitor feedback.....	30
9. List of Exhibitors and Partners.....	32
10. Objectives assessment and Future steps.....	34
11. Highlights and tendencies of the Russian market.....	35
Appendix 1: Visitors' feedback and survey results.....	38
Appendix 1: Exhibitors' feedback and survey results.....	44
Appendix 3: Media and marketing campaign results (selected outcomes).....	48
Appendix 4: Seminar programme.....	52

Highlights

In February 2019 The Cultural and Education Section of the British Embassy in Moscow and the official partner of the fairs – ECM agency – arranged the 20th anniversary Study UK: Discover You fairs in Russia.

Although Council fairs were arranged for years, but in March 2018 the British Council was instructed by the Ministry of Foreign Affairs of the Russian Federation to cease activity in Russia. **Now the British Council Russia is operating as the Cultural and Education Section of the British Embassy in Moscow**, and all the projects are implemented as usual, but it took us several months to recover our work, so the last fair was arranged on the 2-3 February 2019 in Moscow and on the 5th of February in St. Petersburg, after 1 year and 4 months of break.

Being arranged for years it has won a reputation of the best educational exhibition in Russia. It is the only one single-destination educational exhibition in Russia, dedicated to UK education only, and the most profound media support is arranged for its participants.

Event fact file

Venue	The Corinthia Hotel, St.Petersburg – 5 February 2019
Opening hours	14:40-20:00
Costs in 2017	£1,455 (Plus VAT)
	ELT Providers - £690 (Plus VAT)
Unique feature to give added value*	<ul style="list-style-type: none"> • Alumni Talks • Chevening scholarship programme of the British Embassy • Various competitions were run to attract audience interest • 2 seminar halls for workshops • B2B session with agents and institutions, interested in collaborating
Seminars	17 seminars were held in two halls during the day* *to learn more about the seminar programme please visit p.10 below

Attendance	St.Petersburg
Total number of visitors	650

The number of exhibitors increased on 20% compared to 2016

45% of new exhibitors

Exhibitors	2016	2019
Secondary Institutions	2	4
HE and FE Zone	25	18
ELT sector	2	5

Musical institutions (music zone dedicated to The UK-Russia Year of Music 2019)	0	7
Partners (educational services, consultancy, guardianship)	0	1
Total number of exhibitors	29	35

What visitors' said:

- “Excellent organization, everything was managed in a very professional way”
- “Very effective - absolutely worth visiting!”
- “Wonderful event, very much enjoyed!”
- «Thank you, I loved it»
- «Very well organized»
- «Represents the market and shows how much potential it has – good event for recruitment»

Visitors' profile

Using VRS data and Feedback forms, we sum up the market/audience that visited the exhibition.

98% of visitors are said the exhibition met their expectations

96% of visitors considered the exhibition to be arranged on the high level

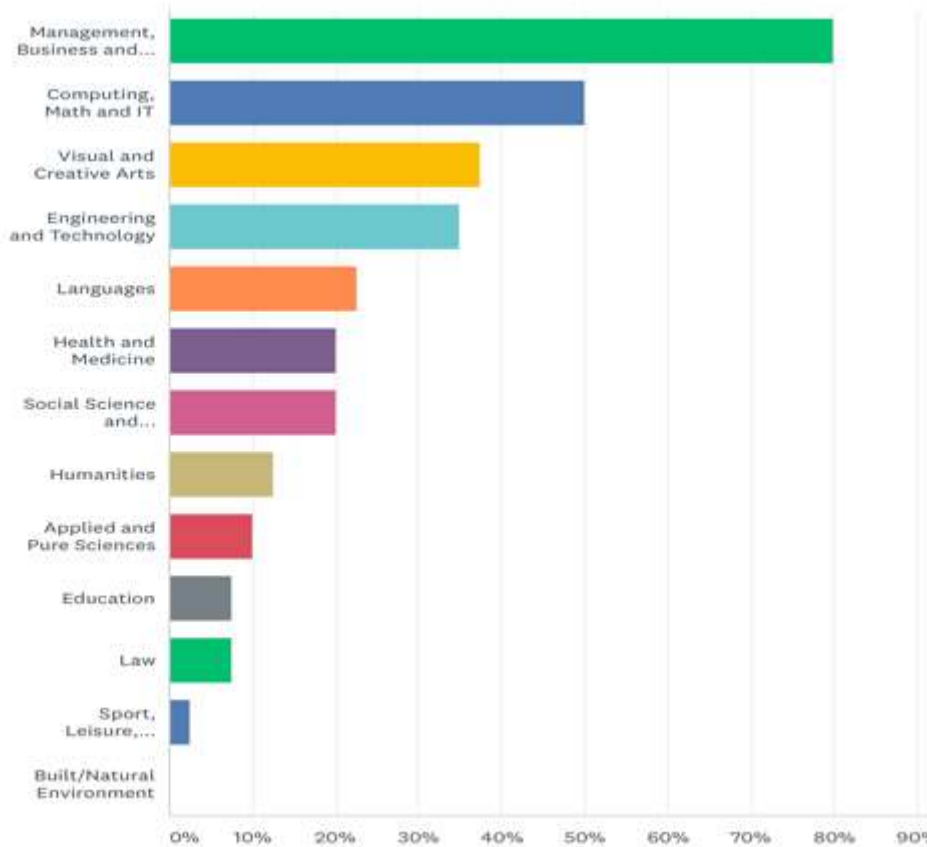
Visitors' primary market objectives

Level of study	%
Pre-university academic (eg A-levels, IB)	8%
Vocational and technical (eg NVQ, BTEC, VQ)	3%
Boarding School	7%
MBA	7%
Professional Award/Employment related qualifications (eg ACCA etc)	4%
Undergraduate	17%
Short Courses (eg Summer course)	14%
Learn English	20%
Postgraduate	19%
Total	100%

Main Subjects of Interest in the Russian market 2016-2017

Subjects	%
Business and Administrative Studies	14
Humanities	14
Creative Arts and Design	11
Social Studies and Communications	9
Education and Training	9
Engineering and Technology	8
MBA	7
Computer and Mathematical Science	6
Applied and Pure Sciences	5
Travel, Tourism and Hospitality	4
Law	4
Architecture, Building and Planning	4
Health and Medicine	3
Hair, Beauty and Personal Care	1
Agriculture and related subjects	1

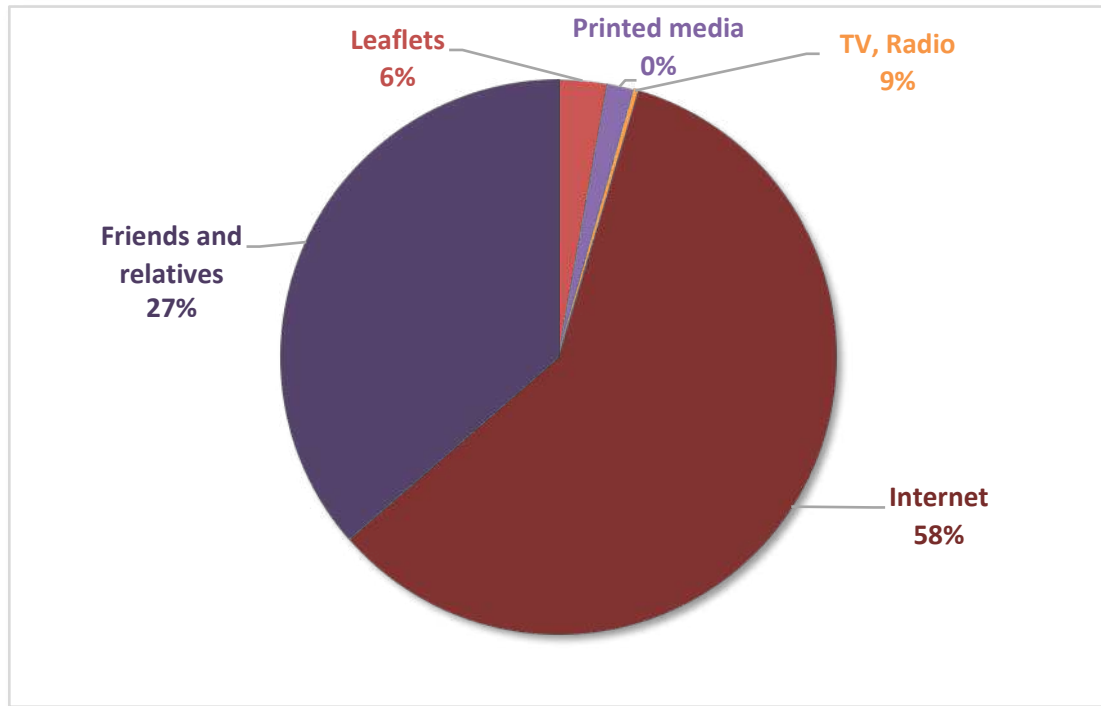
Did preferences change in 2019 compared to 2018 on the Russian market? According to the recent educational agent's survey the interest has increased for the following subjects:



Age of visitors	%
11-20	37
21-30	42
31-40	11
41-50	6
50+	4

- On-line registration was set up for the exhibition. The total number of people registered for the event - 1315. The total number of visitors – more than 650, was estimated on the basis of mechanical counter at the entrance;
- **98%** of visitors were satisfied with the quality of event and received what they expected from the exhibition;
- Most visitors were interested in, Postgraduate, Undergraduate, Learning English and Summer courses. There was also a substantial interest in MBA, and an interest in boarding schools and Pre-university academic (e.g. A-Levels, IB) increased compared to the last year.
- According to the visitor' survey there is a high interest in rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose boarding schools and ELT courses, and also for information on specific subjects and where it's better to study them (engineering, IT, medicine, art, architecture etc.). A lot of questions were also dedicated to safety.
- The majority of visitors found out about the exhibition through various online sources (media, partners' banners, social media etc);

How did you find out about the exhibition?



92% of visitors will likely make a choice to either study or work in the UK

- Some comments from visitors include:
 - “The event is unique, compared to many others I visited – a huge variety of institutions and I got very useful information, especially from seminars”
 - “I found out a lot of details about how to get scholarships – that’s very helpful”
 - “Seminar programme is a great advantage of the exhibition”
 - “Alumni talks is a great advantage – I can ask real people about their real experience”
 - “Outstanding organization!”

* The survey based on 70 visitors’ responses

Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience.

Various institutions worked together to deliver a total of 17 seminars. All the seminars were very well attended. Some visitors have asked to increase the time allowed for seminars next time.

One of the most visited sessions on 5th February was Alumni Talks which was held in the format of a talk-show. 6 alumni were invited to share their real experience. Visitors highly appreciated the personal touch and commented that this was a very important seminar for them, because they want more “insider” and personal information, something that one cannot find on the official website of the institution.

Among presentations that were of great interest among visitors were Chevening scholarship presentation, seminars on art, music, IELTS preparation and tips of writing motivation letter. The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

Seminar sessions were advertised on the Study UK fair’s official website that was specially created several months before the fair, providing not only a timetable but also the description of each session as well as information about the speaker.

A single set of sessions was dedicated to Music because of The UK-Russia Year of Music 2019.

This information provided allowed visitors to plan their visit to the exhibition efficiently

37 successful seminars were held, covering such topics as:

- Classic music education
- Chevening other scholarships
- IELTS preparation
- A Levels or Foundation programmes?
- University application process for undergraduates
- How to write a great personal statement
- Benefits of British Boarding
- Summer school experience to improve English beyond the classroom
- Studying Art and Design in the UK: summer courses and professional courses
- Creative portfolio: tips to apply to the UK university
- Future career of graduates
- Business Degree abroad – making the right choice
- How to get into a top medical school

and many others

The detailed seminar programme is available in the **Annex 4** or via the link below:

<http://studyukrussia.ru/moscow/>

Media and marketing campaign

The scale of media and marketing campaign in 2019 aimed to:

- attract attention to Study UK fair after 1,5 years gap, occurred because The British Council was instructed by the Ministry of Foreign Affairs of the Russian Federation to cease activity in Russia
- attract target audience to the Study UK fair in Moscow
- attract relevant partners interested into collaboration with UK institutions

attract attention to The UK-Russia Year of Music 2019

- A total media and social media outreach – **36 600 000**
- Announcing media campaign of the Study UK fair (local media involved) media impressions: **2 070 000 contacts**
- Cross promo partnership program: 22 partners in St. Petersburg and covered **1 500 000 contacts**
- 8 leading local Universities and 2 private schools informational support and collaboration (B2B session)
- E-mail marketing campaign covered 5000 subscribers.
- 3 pre-events «Public lectures of Musical Experts» were arranged on the 4th of February, in Okhta Lab cultural and educational space, as well as at School of creative industries «Mayak» and Music School named after N. A. Rimsky-Korsakov.
- **2 competitions** were arranged in St.Petersburg before the fair (ITMO university and KudaGo website)
- Radio, print, online media, banner advert and social media – all kinds of channels were used in promo campaign
- A special series of open lectures was arranged in target and popular venues – Mayak School College named by Rimskiy-Korsakov and Okhta Lab – before the event

Contest with media partner KudaGo.ru:

Creative online-test of modern English idioms through music songs with a special online media partner – KugaGo.ru – the most popular online city-guide dedicated to interesting events and activities (more than 14 mln users) – was arranged. Key audience – 18-24 yo

- KugaGo website Saint-Petersburg: 846 500 unique visitors
- KudaGo Social media: 300 000 subscribers
- KudaGo newsletter: 8 000 email addresses
- Banners' reach: 1 200 clicks
- Competition results: media impressions – 67 500 views, competition participants – 3896, 79 finalists were selected

Total media reach for KudaGo competition is 1 155 700

Contest with ITMO university:

- Social media (Vk, Facebook) – 45 000
- Website – 122 000
- Leaflets – 1 000
- **Total media reach: more than 168 000 contacts**

Outcomes:

- **Total number of media issues:**
 - **2 TV broadcasts**
 - **10 radio broadcast**
 - **1 print publication**

- **18 online publications in local media** (lifestyle, general interest, news agency, specialized online media)
- **22 online publications in federal media** (lifestyle, general interest, news agency, specialized online media)
- **11 opinion leaders and bloggers were involved in the PR campaign**
- **More than 50 posts in local social media accounts**
- **Local Radio:**
 - **10 issues of advertising radio spot**
 - **317.000 people - daily radio audience,**
 - **644,000 people - weekly audience**
 - **Media impressions: 644,000 people**
- **Total media impressions: more than 2 070 000 contacts**
- **Total media outreach 31 500 000**
- **Total PR-value: 1 200 000 RUR**

Cross promo partnership programme

- overall 22 partners
- covered 1 500 000 people
- Several partners delivered special gifts as raffle prizes. Most of them posted announcements in their informational resources like web-site, social network accounts and e-mail newsletters. 3 partners provided their venues for pre-events



All the publications dedicated to or with British educational institutions mentions were published **free of charge!**

Social media outreach is more than 4 864 843

The tools used:

- Announcements of Study UK fair
- Announcements of contests

- Bloggers' announcements
- Publishing stories in social media
- Working with alumni
- Attracting attention to exhibitors - UK institutions - by writing single posts about educational institutions
- Context advertising
- Targeted ads and a page boosting on Facebook
- Post marketplaces (reposting in the large relevant communities)
- Sending invitations to the targeted audience
- Email distribution

Advertising campaign

- Advertising banner placements on target websites
- Native advertising
- Email distribution (The Cultural and Education Section of the British Embassy in Moscow and partners' databases) –

Offline campaign

- Leaflets placement in partner organisations (universities, cafes, bookshops, LUSH, cultural venues, Glambox and Glambag (2 editions) etc.)
- **Images and announcement placement** in ad screens in shops (Respublica bookshop)

Offline campaign

- **Leaflets** placement in partner organisations (universities, cafes, bookshops, LUSH, cultural venues, educational centres etc.)

**A total reach of outcomes in target media and social media –
36 600 000**

Social media outreach 4 864 843

More than 20 partners involved in the promotion

2 competitions arranged with leading online and education partners

Objectives of the media and marketing campaign:

- to increase the brand awareness of the British educational institutions – Study UK 2019 exhibitors
- to increase a prestige of the British education, an interest to UK culture
- to increase interest to Study UK fair after 1.5 years gap
- to show the vast variety of opportunities and British education gives

- to increase the number of interested in education in the UK as well as the high quality of the target audience among the visitors of the exhibition – potential students
- to broaden the target audience by attracting business audience (Master's and MBA programmes)
- to increase the percentage of schoolchildren's parents interested in high quality education
- In addition, we concentrated on deepening channel differentiation for different audience segments in terms of specialization
- to reflect how welcoming the UK is despite of political tension

The target audience of the campaign:

Primary:

- Parents of schoolchildren for boarding schools and Foundation programs;
- School-leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students - for MBA programs;

Secondary:

- Educational agencies
- International departments of schools and universities
- Partners interested in cooperation with UK institutions

The implementation of the campaign

For each group, we selected the corresponding media and tools. This year a special attention was paid to the education in music because **2019 was officially announced as the UK-Russia Year of Music.**

Russian audience is very **digitally involved**. That's why to promote the exhibition to the most numerous and active audience of school-leavers, students and young professionals, we used a **combination of PR tools, Internet advertising and social media** and worked with the target resources with the hugest audience to attract the most prospective audience to the exhibition and to stimulate transfer from passive interest to the British education to actions

We used a whole range of tools: mailings – **announcements, editorials, long-read articles, interviews, ad banners, posts in social media, email distribution etc.** For each segment of the target audience, we developed texts that coincide with the needs and interests of each particular segment.

Traditionally, we paid much attention to PR placements in media dedicated to education abroad, and this year paid a special attention to business audience, parental media, education and music media by collaborating with 6 media partners: Lenta.ru, Afisha.Daily, T&P, KudaGo, Mel, Mixmag.

We used Rock FM radio channels and partnerships with one of the leading universities to arrange competitions in order to attract an interest to UK culture and science.

We used 11 opinion leaders – target bloggers, UK universities alumni and academics – to attract attention to the UK education, show its high quality of teaching and possible ways for making careers.

In order to increase the traffic, we invited more **than 20 target online resources and offline companies as partners**. We invited to partnership those partners that proved their effectiveness during the promo-campaign previously and that can stimulate the target audience' interest in studying in the UK.

Results

High integration level of all the elements of the promotion campaign allowed us to **successfully perform the objectives of the campaign**.

Successful results were achieved thanks to the approach that includes:

- Use of unified visual images and different key messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks
- Use different types of PR and marketing tools
- Regular publishing of the exhibition news on Study UK social media that wasn't active for half a year before the campaign.

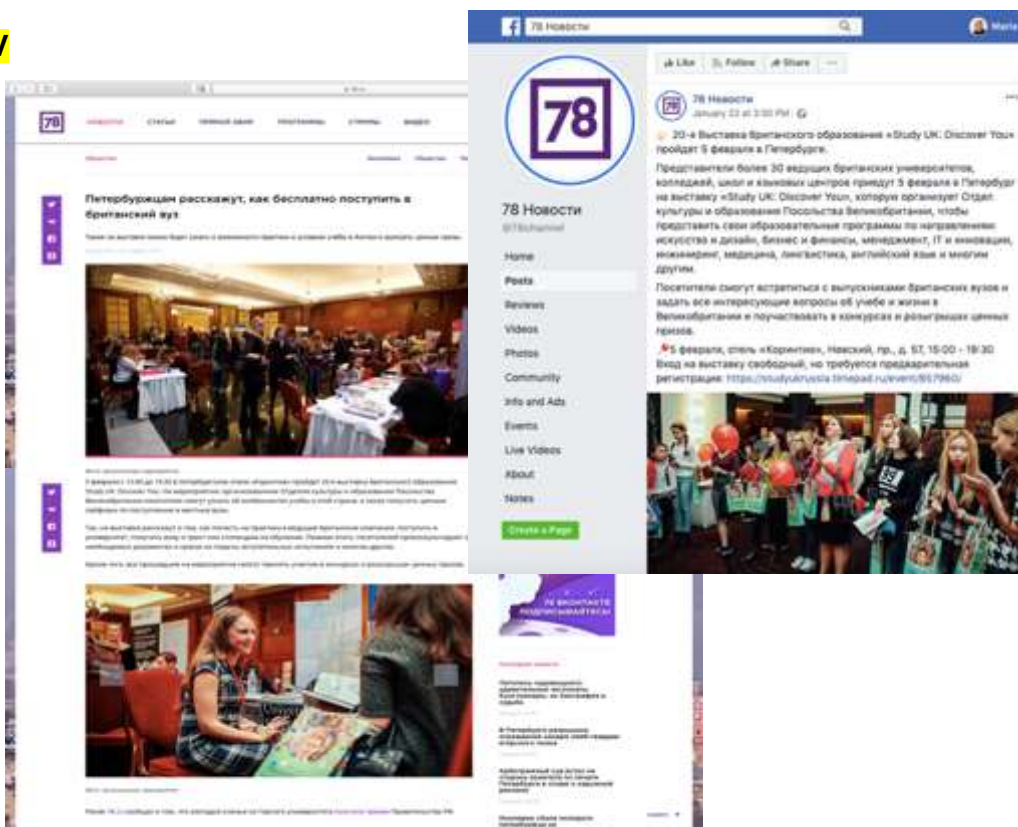
Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition.

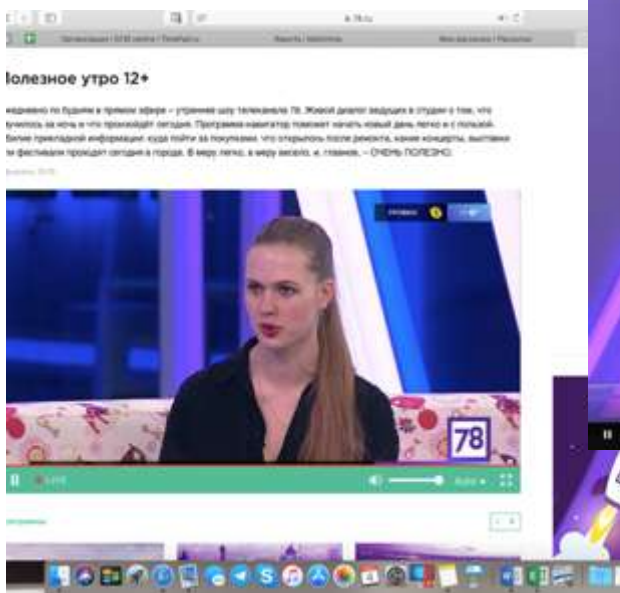
The advertising campaign was successful. Lots of online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition (the quality of visitors increased compared to the last year according to the survey). This is an indicator of the effective work of the project marketing team.

** The list of partners and more details you may find in the Appendix below*

Examples of media outcomes

TV





В Петербурге прошла 20-ая выставка британского образования
4 841 просмотра

12 1 Ещё

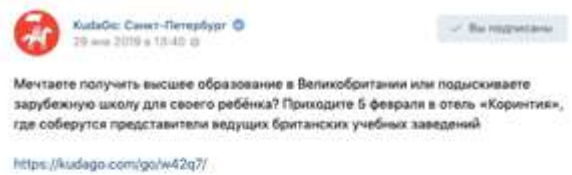
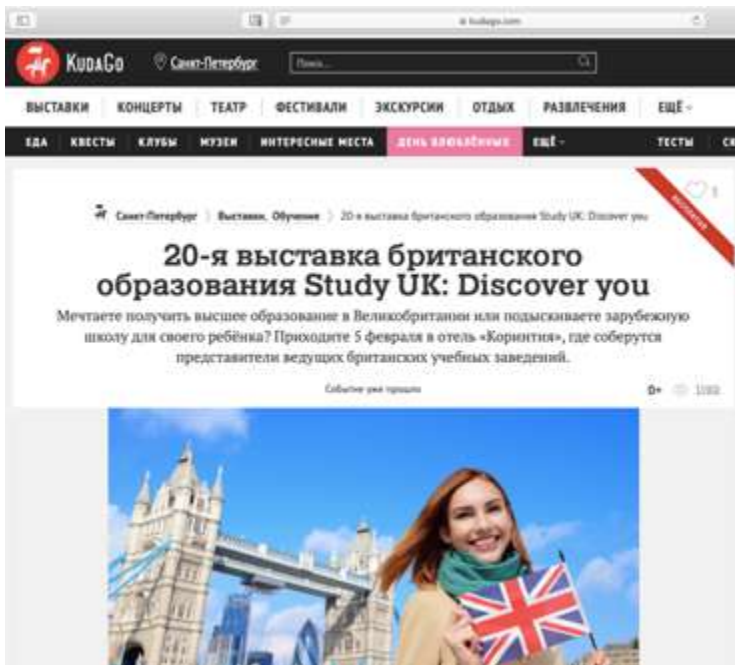
5.3K

Radio



10 issues

Online media





Кудого: Санкт-Петербург
20 янв 2018 в 11:00

Вы подписаны

Мечтаете получить высшее образование в Великобритании или подыскиваете зарубежную школу для своего ребёнка? Приходите 5 февраля в отель «Коринтия», где соберутся представители ведущих британских учебных заведений

<https://kudago.com/go/n42q7/>



20-я выставка британского образования Study UK: Discover you
kudago.com

13

15K



События / Общество / В Петербурге пройдут открытые лекции выставки Study UK: Discover You

В Петербурге пройдут открытые лекции выставки Study UK: Discover You

30.01.2018

поделиться в социальных сетях



Бесплатная семинарская программа выставки британского образования Study UK: Discover You - это 15 лекций и мастер-классов от спикеров из Великобритании.

Цель: узнать самую актуальную информацию о британском образовании из первых уст.

5 февраля, 15:00 - 20:00, Санкт-Петербург, отель «Коринтия», Невский пр., 57. Вход на лекции выставки свободный при обязательной [регистрации](#).

Тэги: [#edu](#)

Эксперт Северо-Запад

Учиться в Англии

В городе пройдет 20-я Выставка британского образования Study UK: Discover You. На ней соберутся представители более 30 ведущих британских университетов, колледжей, школ и языковых центров. У посетителей будет возможность напрямую пообщаться с представителями учебных заведений и подробно узнать о вступительных экзаменах, стоимости обучения, как подать документы на британскую визу, подготовить портфолио для поступления, выиграть грант или получить стипендию.

Где: Отель «Коринтия», Невский пр., 57. 05.02 Когда: 15:00-19:30

Афиша на 2-10 февраля. Главные культурные события выходных и предстоящей недели в Петербурге

Учиться в Англии

В городе пройдет 20-я Выставка британского образования Study UK: Discover You. На ней соберутся представители более 30 ведущих британских университетов, колледжей, школ и языковых центров. У посетителей будет возможность напрямую пообщаться с представителями учебных заведений и подробно узнать о вступительных экзаменах, стоимости обучения, как подавать документы на британскую визу, подготовить портфолио для поступления, выиграть грант или получить стипендию.

Где: Отель «Коринтия», Невский пр., 57. 05.02 Когда: 15:00-19:30



Описание встречи

Лекция 1: «Зачем музыкой и всестороннее развитие личности»
Спикер: Emma Curdell, Sletthair's School of Music, UK
В этой выступлении Эмма расскажет о том, как занятия музыкой влияют на нашу жизнь. Какие выгоды для человека и выходящие из этого социальные выгоды это влечет? Зачем музыка обучает дарит для общения, командной работы, дисциплины, сотрудничества, лидерских навыков и творчества. Исследования показывают, что музыка положительно влияет на развитие мозга, даже влияет на поведение человека. Развитие навыков через музыку будет особенно восприниматься работодателями и подарком в целом, принесет пользу обществу.

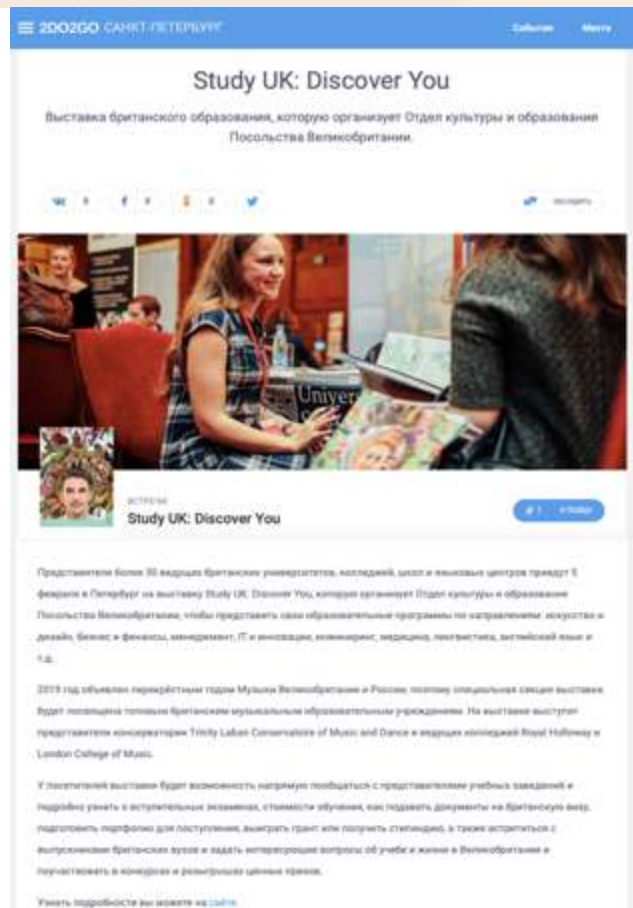
Лекция 2: «Современная британская музыка»
Спикер: Professor Rachel Cowgill, University of Huddersfield, UK
Британская музыка многогранна и разнообразна. В этой презентации вы узнаете о новой британской музыке и связанных с ней современных формах искусства. Рейнет расскажет о ключевых событиях в контексте развития британской музыки, а также поделится опытом проведения фестивалей современной музыки в Хаддерсфилде, которому уже более 40 лет.

Лекция 3: «Как подготовиться к карьере в музыкальном бизнесе? Матрица успеха и тенденции 21-го века в творческой индустрии»
Спикер: Professor David Dalton, London College of Music – University of West London, UK
В этой презентации будут рассмотрены модели карьеры в современной культурной и творческой отрасли, а также пути, которые помогут студентам достичь своим устремлений через высшее образование.

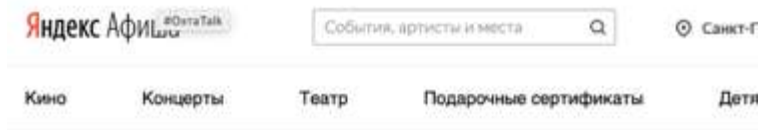
Регистрация на сайте организатора

Организатор

Посольство Великобритании в России
Посольство и консульство Современного Королевства, ИМВ 805-1200
ВКонтакте | Страница в организаторов



Banners Adverts



ЛЕКЦИЯ БЕСПЛАТНО 16+

#ОхтаTalk

Сохранить

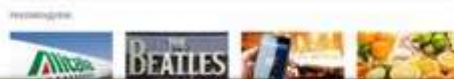
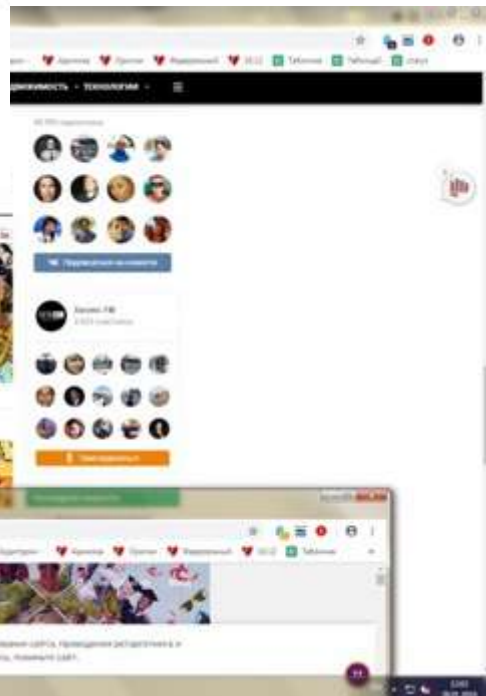


2019 год официально объявлен Годом музыки Великобритании и России. В рамках обменного Года музыки запланировано большое количество мероприятий, но одним из ключевых будет крупнейшая в России выставка британского образования Study UK: Discover You, в которой примут участие 30 ведущих образовательных учреждений Великобритании.

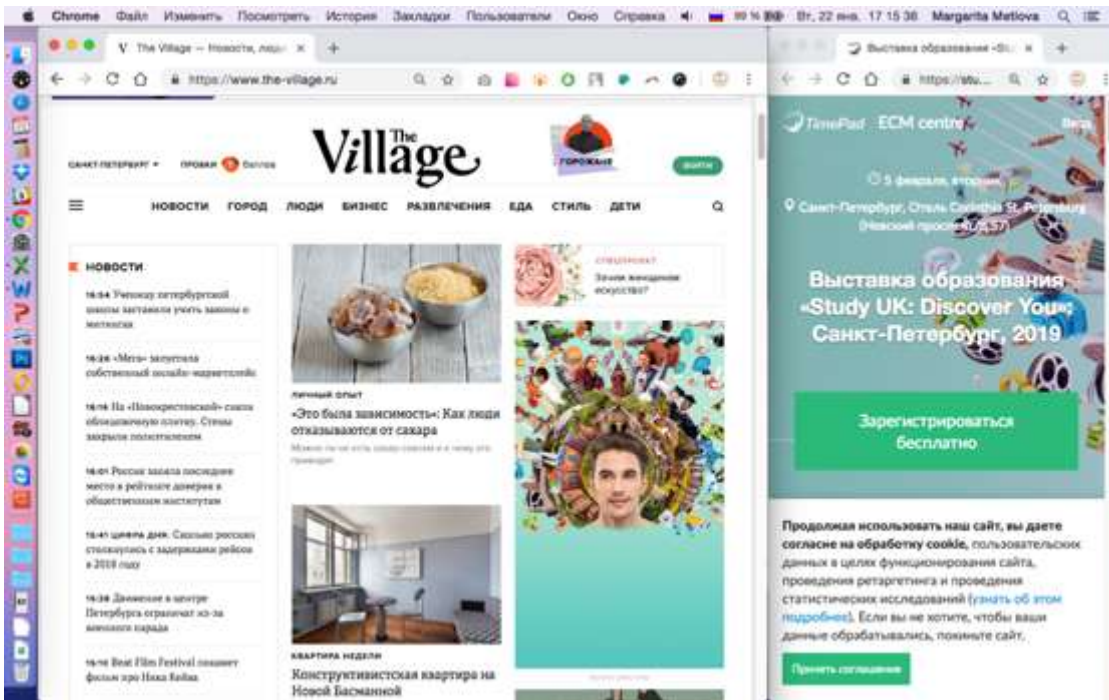
5 февраля 2019 года в Петербурге выставка пройдет в 20-й раз и будет приурочена к открытию Года музыки Великобритании и России 2019.

За день до выставки в Петербурге будет организован пре-ивент – лекции для широкой публики, во время которых можно будет задать вопросы профессорам и экспертам

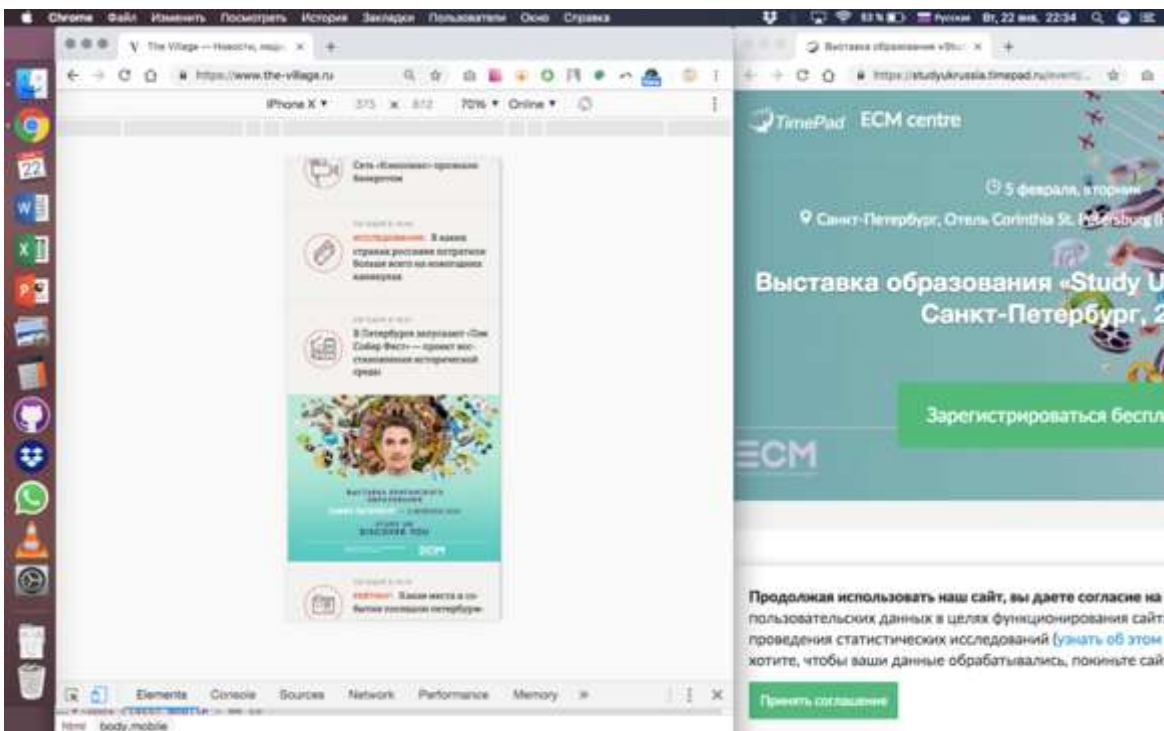
[Полное описание](#)



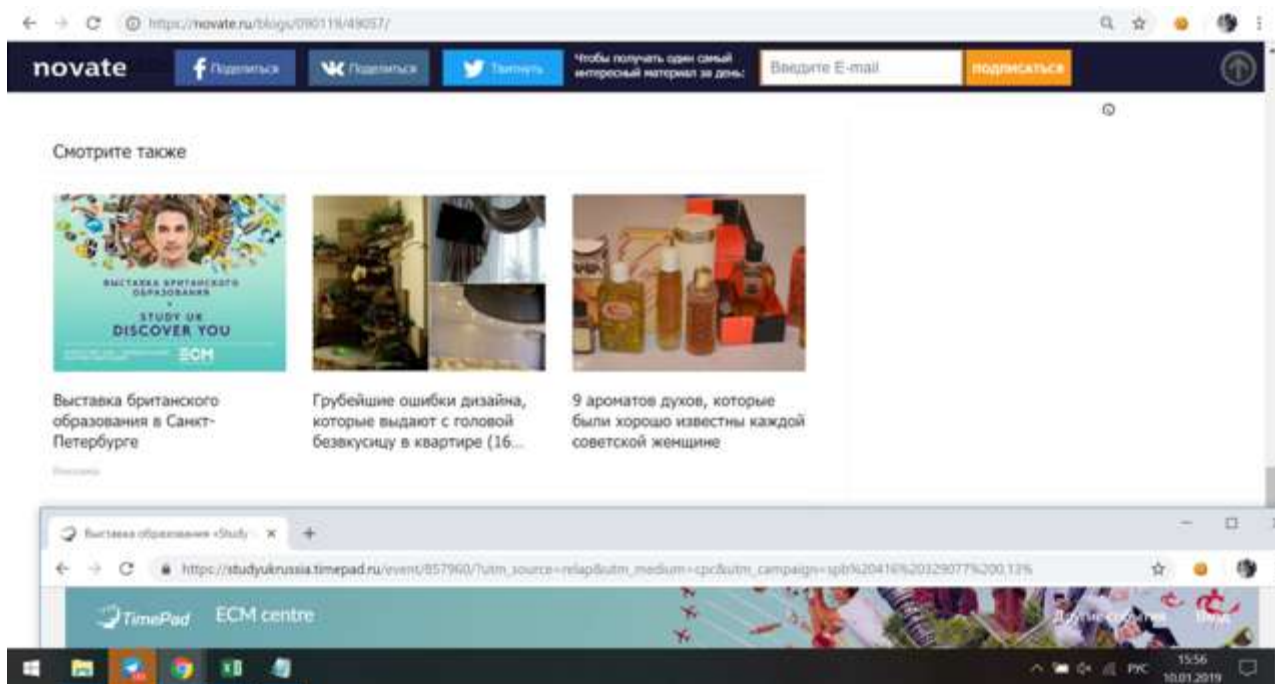
The Village (desktop)



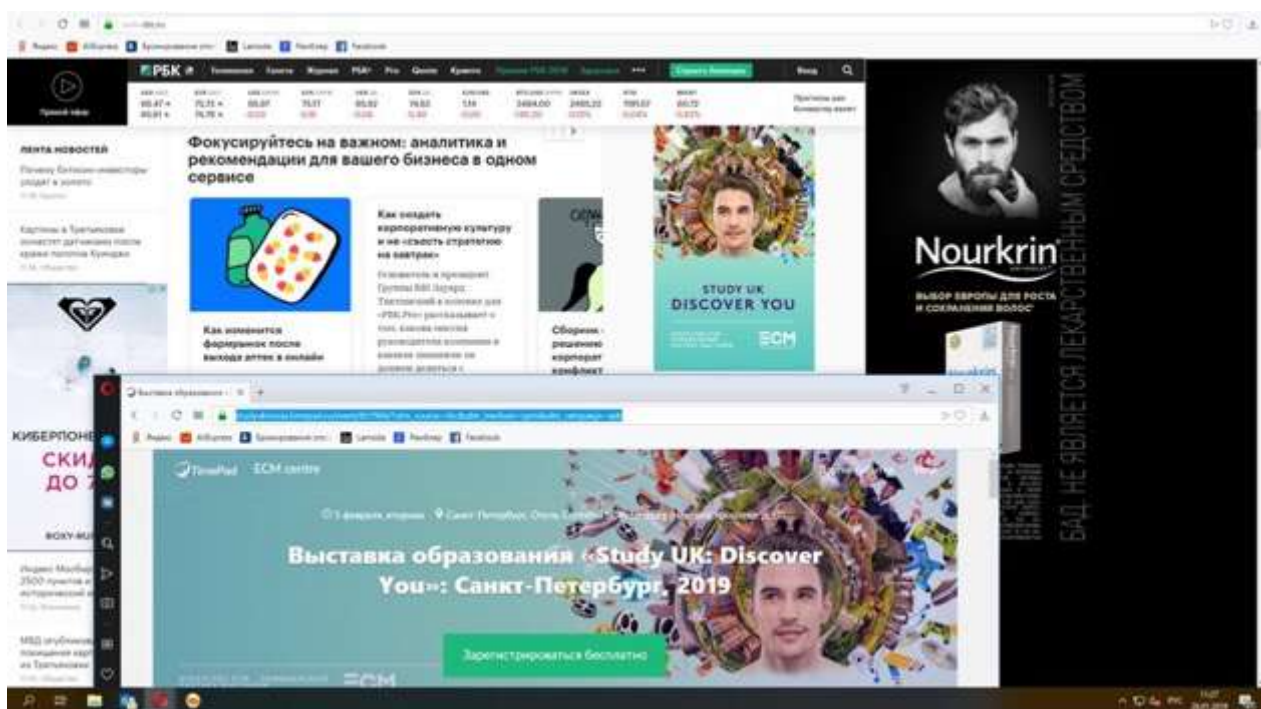
The Village (mobile)



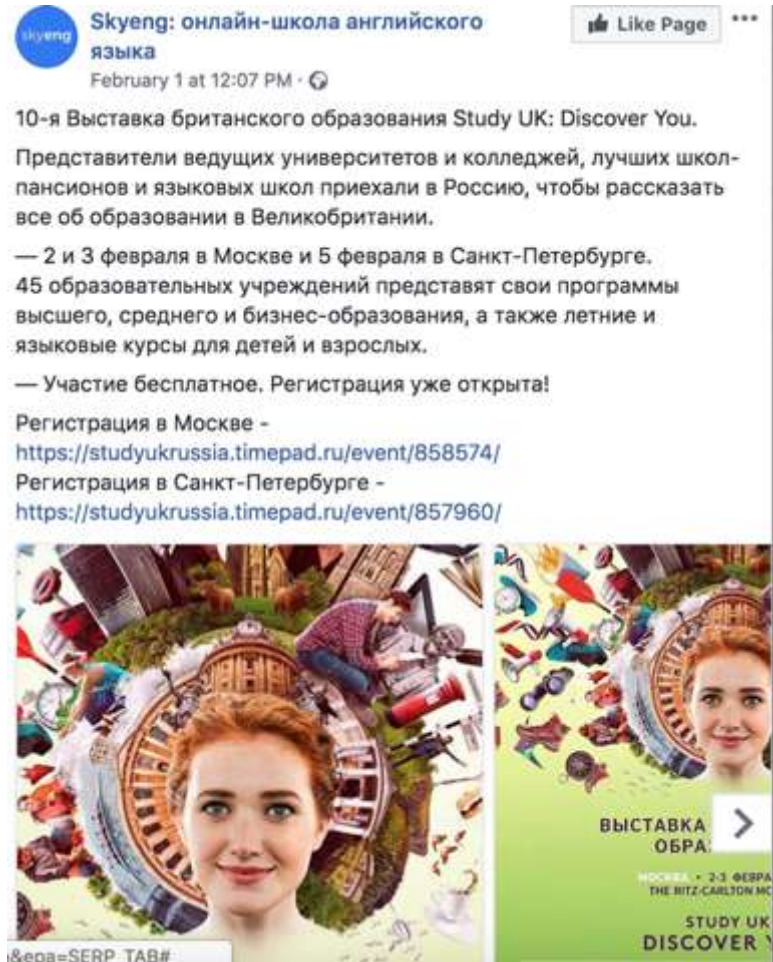
Relap



RBC




Selected partners' cross-promo support



Britannia Moscow
January 23 at 7:06 AM · 🌐

Дорогие друзья!
Приглашаем Вас принять участие в 20-й Выставке британского образования Study UK: Discover You, которая совсем скоро пройдет в Москве и Санкт-Петербурге.
Представители ведущих университетов и колледжей, лучших школ-пансионов и языковых школ расскажут об особенностях и перспективах образования в Великобритании.... [See More](#)



STUDYUKRUSSIA.TIMEPAD.RU

Регистрация и подробная информация о выставке доступны по ссылке:
<http://studyukrussia.ru/petersburg/>

#StudyUK #DiscoverYou



ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
+
САНКТ - ПЕТЕРБУРГ
5 ФЕВРАЛЯ 2019
+
STUDY UK
DISCOVER YOU

Выставка британского образования в Санкт-Петербурге
studyukrussia.ru

👍 7 🗨 1 📌

respublica.ru

РЕСПУБЛИКА
КНИГИ МУЗЫКА ПЕРСПЕКТИВА

Юнглы Канцелярия Дом Спорт и отдых Аксессуары



R*Sale [Посмотреть все](#)

САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ


Выставка «Study UK: Discover You»

24 ФЕВРАЛЯ 2019

На мероприятии будут представлены ведущие британские университеты, школы языков и пансионаты, которые помогут вам определиться с выбором страны и города для обучения в Великобритании. Также будут представлены различные программы для поступления в университеты Великобритании, школы языков и пансионаты.

- Возможность познакомиться с представителями британских университетов, школ языков и пансионатов
- Возможность узнать о программах поступления в университеты Великобритании
- Возможность узнать о программах поступления в школы языков и пансионаты
- Возможность узнать о программах поступления в пансионаты
- Возможность узнать о программах поступления в школы языков
- Возможность узнать о программах поступления в университеты

Вход на выставку свободный, но требуется предварительная регистрация: <http://studyukrussia.ru/petersburg/>





20 выставка британского образования «Study UK: Discover You»



- 14 Международный конкурс талантов студентов и аспирантов в Великобритании
- 14 Специализированный Центр исследования (иногда PhD)
- 15 Конференция о карьере «Career Today Lab»
- 15 День открытых дверей «International Business School»
- 15 Открытый урок лекции «Продукты питания»
- 16 Конкурс «EQUIS» Национальный конкурс для российских вузов



Университет ИТМО
28 янв 2019 в 12:21

Подписаться

5 февраля в Петербурге пройдет выставка британского образования «Study UK: Discover You».

Вас ждут семинары и знакомство с образовательными программами более 30 ведущих британских университетов, колледжей, школ и языковых центров! Направления обучения самые разные от IT и медицины до дизайна и лингвистики!



20 выставка британского образования «Study UK: Discover You»



Маркетинг и коммуникации, кафедра ММ ИТМО
14 янв 2019 в 16:03

20-я Выставка британского образования «Study UK: Discover You» февраля в отеле «Коринтия» с 15.00 до 19.30.

На мероприятии будут представлены ведущие британские учебные заведения, школы и языковые центры, предлагающие образовательные направления: искусство и дизайн, бизнес и финансы, менеджмент, инновации, инженеринг, медицина, английский язык и многом др.

В рамках выставки у вас будет возможность:

- напрямую пообщаться с представителями учебных заведений и о доступных экзаменах, программах и методах обучения, etc
- посетить практические семинары, посвященные тому, как подать на британскую визу, подготовить портфолио для поступления, как получить стипендию;
- встретиться с выпускниками британских вузов и задать все инт. вопросы об учебе и жизни в Великобритании;
- принять участие в мастер-классах;
- поучаствовать в конкурсах и розыгрышах ценных призов.

Вход на выставку свободный, но требуется предварительная рег. <https://studyukrussia.tmeap.ru/event/857960/>



Университет ИТМО | Английский язык
1 фев в 10:05

Отдел культуры и образования Посольства Великобритании официальный партнер выставки Study UK: Discover You - Университетом ИТМО проводит конкурс среди студентов. Розыгрыш приза состоится на 20-й Выставке британского февраля в отеле "Коринтия".

Главный приз конкурса - 1-неделя обучения General Eng Лондоне.

[Показать полностью...](#)



Правила проведения конкурса с Университетом ИТМО.pdf
361 KB



7



1



1 share



Выпускники Университета ИТМО
27 янв 2019 в 18:22

Подписаться

5 февраля в Петербурге в отеле Corinthia с 15:00 до 19:30 пройдет выставка британского образования «Study UK: Discover You».

Более 2000 посетителей, 25 участников — лучших учебных заведений Великобритании. Среднее и высшее образование по различным специальностям, бизнес-программы, школы-пансионы, языковые курсы для детей и взрослых, программы двойных дипломов. К участию приглашаются студенты и выпускники, молодые специалисты и профессионалы, планирующие продолжить своё образование за рубежом.

Вход свободный по предварительной регистрации: vk.cc/8WBMvY

Среди гостей, зарегистрировавшихся заранее, состоится розыгрыш призов.



2.1K

Выставка Study UK: Discover You пройдет 5 февраля в отеле Коринтия (Невский проспект, 57).

Вход на выставку бесплатный, но требуется предварительная регистрация: studyukrussia.tmeap.ru/event/857960/

Подробнее о выставке: studyukrussia.ru/petersburg/

#alumniitmo #apbu #education



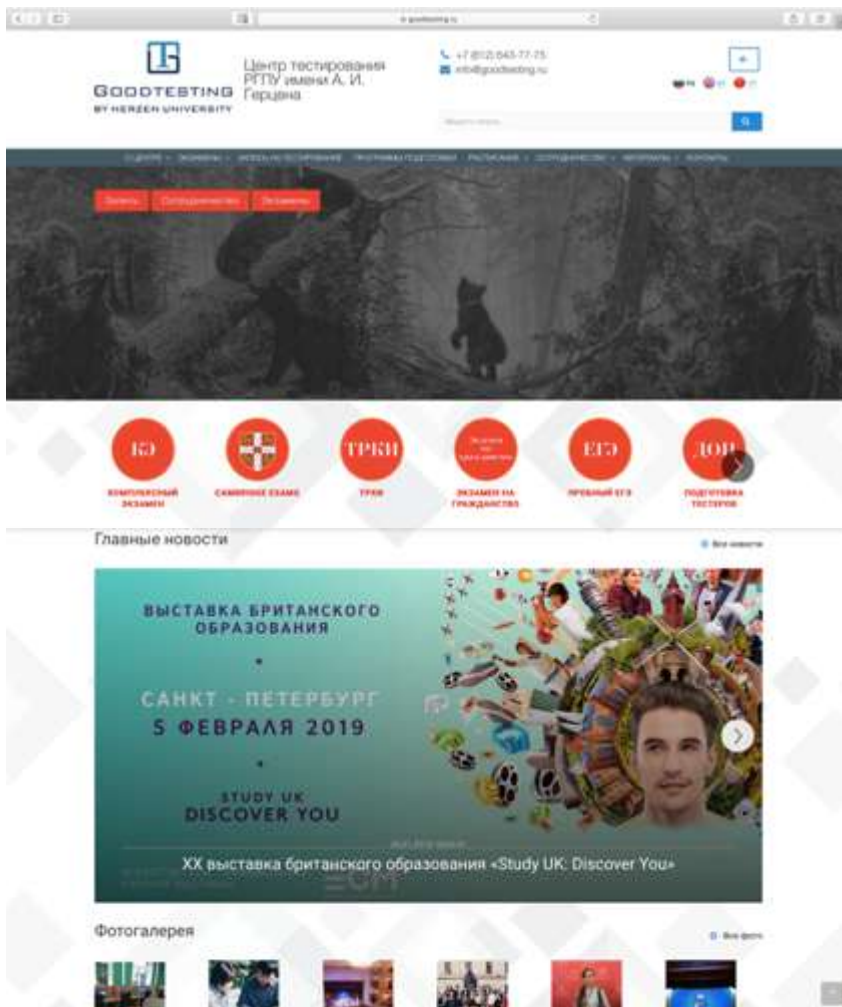
7



2

Ещё

950

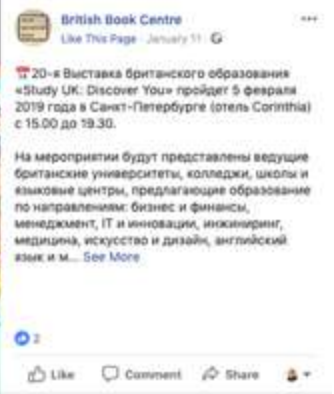


British Book Centre | Центр Британской Книги
11 янв в 10:01

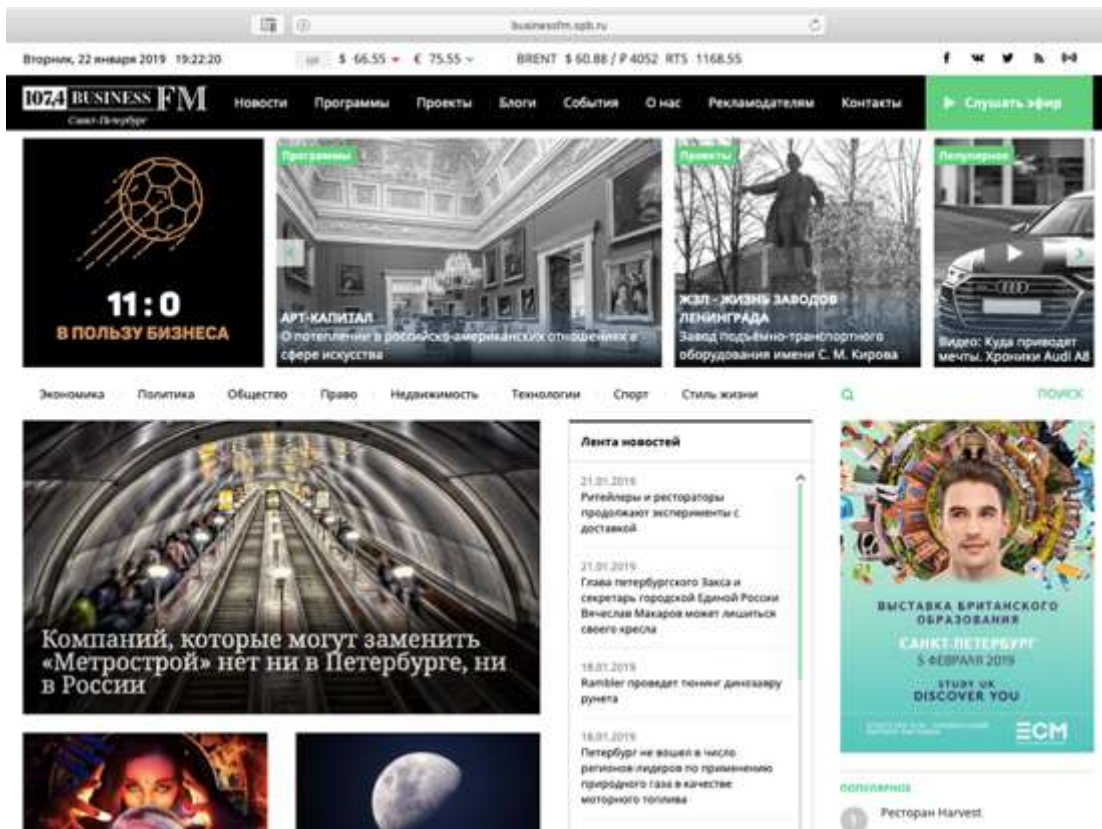
20-я Выставка британского образования «Study UK: Discover You» пройдет 5 февраля 2019 года в Санкт-Петербурге (отель Corinthia) с 15.00 до 19.30.

На мероприятии будут представлены ведущие британские университеты, колледжи, школы и языковые центры, предлагающие образование по направлениям: бизнес и финансы, менеджмент, IT и инновации, инжиниринг, медицина, искусство и дизайн, английский язык и многим другим.

[Показать полностью...](#)

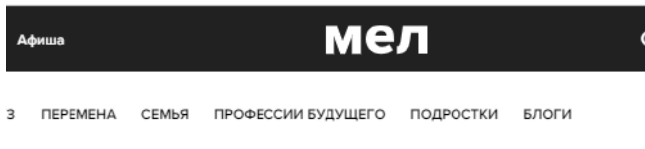


17 likes, 1 share



Outcomes in Federal media

a-britanskogo-obrazovaniya-study-uk-discover-you-v-moskve-i-sankt-peterburge



Выставка британского образования Study UK: Discover You в Москве и Санкт-Петербурге

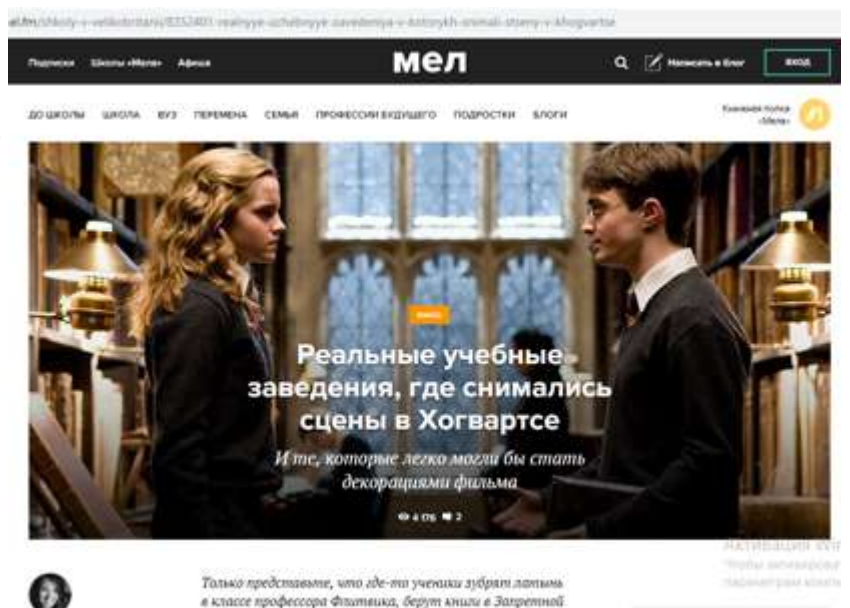
Время чтения: 3 мин

2 и 3 февраля 2019 года в Москве в отеле The Ritz-Carlton состоится 20-я выставка британского образования Study UK: Discover You. 5 февраля выставка пройдёт в Санкт-Петербурге в отеле Corinthia.

Ведущие британские университеты, колледжи, школы и языковые центры представят свои образовательные программы. Посетители выставки смогут познакомиться с программами среднего и высшего образования, бизнес-программами ведущих университетов Великобритании, а также летними программами и краткосрочными языковыми курсами для детей и взрослых.

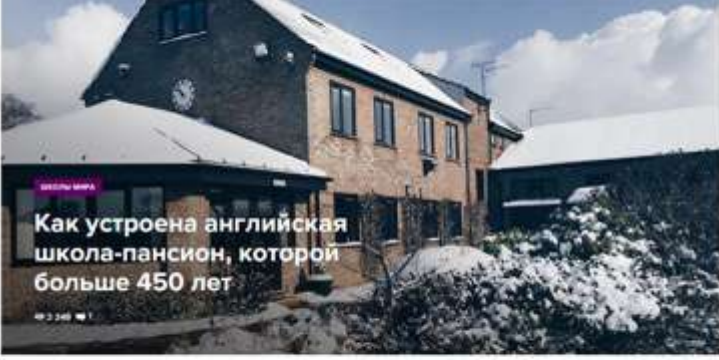
Отдельная зона будет посвящена университетам, которые предлагают возможность получения двойных дипломов с британскими образовательными учреждениями. В выставке примут участие более 50-ти учебных заведений Великобритании, среди которых University College London, The University of Manchester, University of Westminster, Hult International Business School, University of Essex и многие другие.

Вход свободный. Для участия нужно зарегистрироваться [здесь](#).



gymnasia857321-greshams_school

... ШКОЛЫ ШКОЛА ВУЗ ПЕРМЕНА СЕМЬЯ ПРОФЕССИОНАЛЬНОЕ ЗДОРОВЬЕ ИТОГИ



Как устроена английская школа-пансион, которой больше 450 лет

Есть вы так и не дождались **классов из Лондона**, но всегда останется возможность присутствия в одну из английских школ-пансионов: в них также есть свои факультеты (как Грешамс), системы баллов и возможность поступить в лучшие университеты Великобритании: «Мэри» и выставка британского образования **Study UK Discover You** рассказывает о школе **Gresham's** в Норфолке, которая существует уже почти 500 лет.

en/stars/story/86307-gde-uchils-samye-populyarnye-gollivudskie-aktery?fbclid=IwAR3XPdfY5y6MgkL_pcZG


OKMAGAZINE.RU

17. декабря 2019

Звезды / Портрет

Где учились самые популярные голливудские актеры

Выяснили, какое образование получили зарубежные знаменитости: от Дензера Вашингтона до Перса Брансона.



НОВОЕ НА САЙТЕ

- Звезды
- Все материалы

Как выживают звезды, когда их никто не видит?

Как отличить дачу российских Давидов Николаевича Давидов?

Была ли трагедия подруги Кэти Перри с дном рождения?

Самые дорогие вещи, какие вы видели?

Самые дорогие подарки, что вы видели? Знаете ли вы, что...

Какие вы видели свои страны в Instagram?

Может ли быть так, что вы не знаете, как провести время в Великобритании с любимым человеком?

Какие подарки вы видели? Знаете ли вы, что...

Теперь вы знаете о Мэри Марии?

ГОРЯЧИЕ НОВОСТИ

workingmama.ru/news/2019/01/24/vystavka-britanskogo-obrazovaniya-s-detskoj-programmoj

24 января 2019

ОБРАЗОВАНИЕ

Выставка британского образования с детской программой

Специальная программа для детей на выставке Study UK Discover You, которая пройдет 2 и 3 февраля в Москве / и на The Big Carton и 3 февраля в Петербурге / и на Corvita



Для маленьких гостей выставки будет организована игровая зона от своего популярного британского магазина игрушек **Melissa's** с интерактивными мастер-классами, играми и конкурсами с призами, красочными...

RUSBASE

Новости Бизнес Технологии Карьера Лайфстайл РусBase TV

АВТОРСКИЕ КОЛОНКИ

Хочу учиться в Великобритании. Какой вуз выбрать?

15-26. 1 февраля 2019

Вера Пушнина
Представитель агентства культурных коммуникаций AK BURE

Если у вас есть желание получить диплом магистра наук по специальности «Космические технологии и инженерное дело» или «Генетика болезней человека», то эта подборка британских вузов — для вас.

lokiboi-o-tom-kak-vyjit-v-mire-elektronnoy-muzyki-esli-vy-didzhey-ili-hotite-im-stat

Новости Парки Вино Еда Мир Красота Информационные Технологии Отдых

Lokiboi — о том, как выжить в мире электронной музыки, если вы диджей или хотите им стать



В начале февраля в Москве и Петербурге пройдет выставка «Study UK Discover You». В этом году ее специальная программа будет посвящена британскому музыкальному образованию. Накануне выставки мы поговорили с **Lokiboi**, который родился в России, но учился и стал звездой электронной музыки в Лондоне, рассказать о том, что нужно знать начинающему диджею.

Активисты

style-life/zhizn/zhizn-cto-ya-hotel-pit-ob-obrazovanii-v-velikobritanii-86804218?fbclid=IwAR1153AZV4426Z7M

ELLE

ВРЕМЯ МОДА КРАСОТА ЗВЕЗДЫ ОТНОШЕНИЯ СТИЛЬ ЖИЗНИ ELLE DECORATION ГОРОСКОПЫ ВИДЕО

Стиль жизни

Популярные люди, интересные истории, необычные события, интересные факты и интересные люди.

Кино Музыка Книги События Путешествия Еда Политика Тесты

17. декабря 2019

Все, что вы хотели знать об образовании в Великобритании

Где по-лучше образование? Какие вузы выбрать? Какие вузы выбрать? Какие вузы выбрать?

Facebook Twitter Instagram YouTube

В преддверии открытия в России выставки британского образования «Study UK Discover You», которая пройдет 2-3 февраля в Москве и на The Big Carton и 3 февраля в Петербурге и на Corvita, ELLE составил свой гид по вузам, колледжам и университетам страны.

МЕЛ

ПЕРЕМЕНА СЕМЬЯ ПРОФЕССИИ БУДУЩЕГО БЛОГИ

Книжная полка «Мел»

День открытых дверей в Университете детей

⌚ Время чтения: 1 мин

В Российской государственной детской библиотеке 20 января пройдет День открытых дверей Университета детей. История, физика, геология и математика поделится с родителями и детьми своими взглядами на будущее науки и людей.

Дети узнают, как современные технологии могут изменить тело человека, могут ли в Москве вырасти горы и как математика предсказывает будущее. Порассуждают, как отразилась история на улицах города, какие события скрываются за названиями мостов, парков, фабрик и площадей.

Участники Дня открытых дверей познакомятся с разными форматами занятий образовательного проекта Поинтеза. Будут обсуждать с учёными важные темы, задавать вопросы и ставить эксперименты.

Вход свободный, по [регистрации](#).

mixmag

Новости Статьи и интервью

Вотна USA запускает новую линейку подорожеского меню доступной большинству потребителей

Убийца Уиллоу дорнье. За то, что играл рок-музыкант

Идут съемки фильма о британской рок-культуре

Арриет выпускает новый альбом! Первый за шесть лет

Лена Виллоксен, Skeer Mask, Rosa Foni и другие выступят на «Стране»

Deikmanfel анонсировал полный лайв-сет на фестивале

Олег Буенас выпускает

Интервью: Liquid о настоящем рейве, олдскульных железках и атмосфере. Британский продюсер о традициях

Статья: Следи за ними! 25 многообещающих артистов 2019 года. Где искать будущую звезд тиньколов? Встретьте на этом списке

Интервью: Traktor едет в будущее. Директор по продуктам из Native Instruments о будущем своего ПО

Bloggers outcomes':

Instagram

Поиск



moscowlondon

Подписки

2 859 публикаций

17,7тыс. подписчиков

Подписки: 1 795

Константин Пинаев Гид Лондон

☀️ Гид по настоящему и живому Лондону 📌

👤 Основатель #ВокругЛондонаЗа40Шагов 📄

✉️ kp@londopolia.com 👉

👣 Пешие туры по Лондону в ближайшее время 📌

londopolia.com/tours-schedule

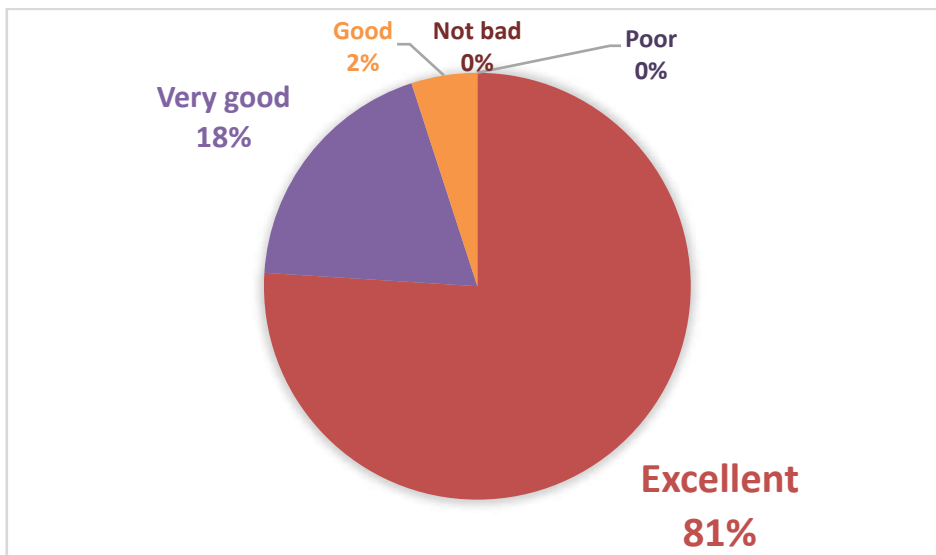
Visitor's Feedback

96% of visitors said the exhibition was arranged on the highest level

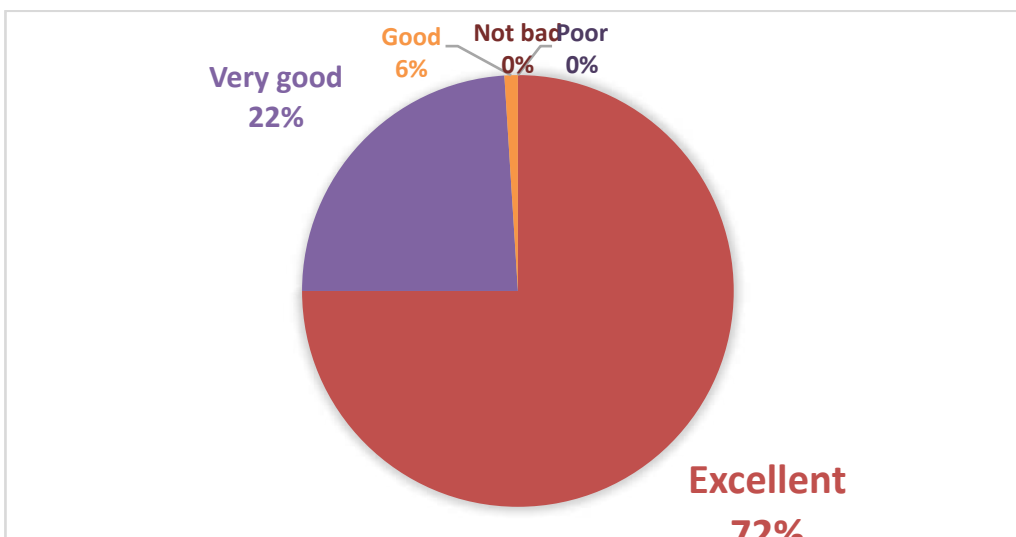
94% of visitors confirmed that after the exhibition their impressions about the UK has become more various and positive

95% of visitors confirmed that the exhibition has increased their interest to the British culture

The variety of programmes offered at the exhibition was estimated as:



Seminar programme was estimated as:



A printed survey was distributed during the exhibition to the 70 visitors (10% out of all the visitors). The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process

When the visitors were asked “Did you receive all the Information required to make an informed choice” 94% said yes

How do you rate the support of The Cultural and Education Section of the British Embassy in Moscow, 100% said good or excellent

91% of visitors confirmed that the exhibition has increased their interest to the UK culture

Visitors’ quotes following the exhibition:

- That was a great exhibition
- The best exhibition of the British education compared to others, very informative!
- A great opportunity to meet with so many universities
- Friendly organizers, great venue, informative lectures
- Good quality of participants, convenient location of stands
- It seems I have found a school I’d like to spend my summer holidays at
- Great atmosphere! A lot of programmes available!
- Very helpful seminars, great variety of educational programmes
- Excellent organization, superb atmosphere, positive staff
- Wonderful staff, a unique chance to speak with representatives of UK universities personally
- The location is perfect! I very much enjoyed!

Recommendations for the organisers include:

- Invite more institutions
- Prolong the event
- Arrange fair on weekend
- Arrange the exhibition more often

Exhibitor's Feedback

At the exhibition there were **35 exhibitors** from UK educational institutions – with **an increase in number of participants** compared to the last year

94.3 % gave a **positive** (excellent and good) **overall assessment** of the exhibition

More than 45% of exhibitors participated **for the first time**

More than 70% estimated both **number and quality of visitors** as **“good”**

94,3% exhibitors built new links or developed existing business connections

Some positive quotes from exhibitors:

- Many thanks for all your support and hard work making the event go so well.
- Excellent organisation, well done!
- Very much appreciate the ongoing support of The Embassy and ECM agency the very useful info provided in the briefing
- More children and parents among visitors – good for ELT programmes
- Interest in boarding schools has increased, many high-quality students
- Very good organised event, I loved it! I wish that other exhibitions could provide the same level of support
- The Russians seem very family-oriented – good for boarding schools. Striking interest in summer schools as well
- More interest in UG programmes than before, good market
- Good level of English of Russian students – the numbers of English speaking students has increased along with fluency
- The event was very well organised, and the support provided by The Cultural and Education Section of the British Embassy in Moscow and ECM agency was excellent and the market briefing and networking event were welcome additions
- Good IELTS level. Many queries about funding, scholarships. Well prepared those

Exhibitor's feedback example

This was my first experience in Russia and I was overwhelmed by the organizers' hospitality, thoughtfulness and care.

I was thoroughly impressed by the quality of students, parents who attended. I felt their passion for education which gives me great hope to work with Russian students and families going forward. I met a lot of agents and 5-6 universities which was great!

Some negative quotes from exhibitors:

- An opportunity to take away cups for tea and coffee (not always was to have a break as was very busy)
- Need to be clearer that no everyone can give a seminar
- Lunch should continue until 4 pm please. It can be difficult to step away from the stand during the first couple of hours
- The agent reception is a great idea, but it would be better to get it more organised and to allow exhibitors to book short meetings with the agents and representatives of institutions

100% exhibitors either likely or very likely recommend The Cultural and Education Section of the British Embassy and ECM agency to colleagues

17 seminar sessions

100% gave a positive (excellent and good) overall support of The Cultural and Education Section of the British Embassy and ECM agency before and during the exhibition

92,1 % consider that the event is overall value for its money

List of Exhibitors and Partners

Universities

Arts University Bournemouth
BPP University
Coventry University
ESCP Europe Business School
Goldsmiths, University of London
Hult International Business School
Institute of Chartered Accountants in England and Wales (ICAEW)
INTO University Partnerships
Newcastle University
Queen's University Belfast
University of East Anglia
University of Essex
University of Exeter
University of Glasgow
University of Hertfordshire
University of St Andrews
University of the Arts London
University of Westminster

Musical Institutions

Chetham's School of Music
London College of Music – University of West London
Millfield School
Royal Holloway: University of London
Trinity Laban Conservatoire of Music
University of Huddersfield
Wells Cathedral School

Schools, colleges and education centres

Ashbourne College
Lucton School
Education First Academy Boarding School
Ruthin School

ELT

ABLE Manchester
British Study Centres
Concord College Summer School
Edge Hill University Summer School
EF Education First Russia

Partners of the Exhibition

UK Educational Partners

HealthCare International

Other partners*

BKC-IH

British Embassy/ Chevening

Cambridge University Press

Cambridge Assessment English

Education Index

Language Link

Skyeng

Hamleys

**LUSH, Tony&Guy, Glambox, Glambag, Galla Dance, Respublica bookshop, OktaLab, KudaGo, Bookbridge, Centre of British books, College named by Rimskiy-Korsakov, Mayak School, ROST School, Gertsen institute, ITMO University, Saint-Petersburg State University, Alumni association of Saint-Petersburg State University, High School of Economics – Saint-Petersburg branch were offline partners*

Objectives assessment and Future steps

Extent to which the objectives were met:

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in the Russia market: This objective was met according to the feedback from exhibitors but we need more time in order to evaluate it properly.

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:

The Cultural and Education Section of the British Embassy in Moscow and ECM agency

- For October 2019 fair we will increase the number of powerful and target informational partners on a complementary and barter basis and will broaden cooperation with the most effective resources with a huge cover only to increase the audience coverage and impact duration. We will continue actively promoting the exhibition through partners and social media
- We will make an emphasis on working with the channels that showed its effectiveness
- We will broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- We will promote the exhibition on the websites of the educational agencies specialized on the British education.
- We will work with bloggers and opinion leaders closely and will arrange a special project that will increase the interest of the target audience and number of quality visitors
- We will consider having more people for the navigation on the venue and arranging a training for the staff and interpreters about the British system of education and institutions they will be working with
- The Cultural and Education Section of the British Embassy in Moscow and ECM agency understand the importance of providing value-added services to the exhibitors and will reduce the duration of the fair in Moscow and decrease the participation fee. We will also move St.Petersburg fair to weekend (Sunday).
- The Cultural and Education Section of the British Embassy in Moscow will continue to support The UK-Russia Year of Music 2019 and will broaden the promotion of the excellence of music education in the UK
- We will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Following the success of the last year we will arrange a webinar about the Russian market several months before the event and will organise market briefing on the first day of the event.
- We will consider the recommendations from institutions – exhibitors of February exhibition.

The dates of the next Study UK fair in Russia 2019 are the following:

- **Moscow – 2 October (Saturday)**
 - **St. Petersburg – 3 October (Sunday)**
- **The registration is already open and you are very welcome to come! To register please follow the link: <https://education-services.britishcouncil.org/exhibition/study-uk-exhibition-russia-october-2019>**

UK Institutions

- It is suggested that institutions continue inviting their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the organizers with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.
- We recommend institutions to participate more actively in the promo campaign to help the organizers with the information beforehand in order we could initiate and arrange more publications in target media (participating in the promo campaign is free of charge for exhibitors).
- We also recommend institutions to undertake profile-raising activities in Russia throughout the year.
- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Provide more information on English language courses and short/summer programs
- Have more materials in Russian at the exhibition as parents (who are decision-makers) may not speak English
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight, and to use a single delivery opportunity with the help of DJG company.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition on 2-3 October 2019 in Moscow and St.Petersburg will build upon the lessons learned and prove even more popular. We hope to see you there!

Highlights and tendencies of the Russian market

Study UK Fair has been held in Moscow for the past twenty years. It is an annual event, very much anticipated by prospective students, educational agencies and representatives of Russian educational institutions who are keen to build links with UK institutions and who visit the Fair to make personal contacts with representatives of UK institutions, and to negotiate possible areas for collaboration. Although the last fair had to be moved from October 2018 to February 2019, the next fair will be held in October 2019 as usual.

Education has always been treated as an important part of domestic policy in Russia, with close attention paid to both secondary and higher education sectors, and it is of the highest importance for Russians. Education is a symbol of high social status and social mobility and Russians have a reputation for being highly educated and cultured. As **education in Russia is considered a good investment**, according to HSE recent survey, a hard-to-believe 41% share of the adult Russian population is willing to invest up to 15% of the income into education – either their own or of their children

British education is considered to be the most tempting for Russian students because of its prestige, traditionally high level of education, international multicultural experience, different approach to studying process, great variety of programmes, connections with the industry and excellent facilities.

In 2018 the UK was the most popular destination for Russian language students (followed by Malta and Ireland)

Russia's interest in international education is NOT limited to higher education. ELT schools, independent schools and further education institutions are also in demand. The most popular educational product is English language courses (incl. summer language schools) and there has been a recent increase in the number of Russians travelling to the UK to study at short-term courses (for students aged 10 to 15). Bachelors and Masters programmes are in a high demand for years, especially from students from Moscow and St. Petersburg – the cities with highest income

Despite political and economic situation the demand for internationally recognised higher education is growing and information in media in spring 2018 didn't affect the interest in studying in the UK – UK is still one of the top priorities of Russian students and parents. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

In 2017 **the total number of student visas** for Russians **doubled compared to 2016**. The number of Tier 4 visas also increased, but the number of short-term visas doubled in each quarter during 2017. The numbers stayed stable despite the political difficulties.

Recent survey of Russian educational agents shows that if we compare the data in 2018 and 2017, **60%** of agents underlined the **increase** of demand for UK education among Russian students starting from summer 2018, and 10% noticed the significant increase compared to the last year. The biggest increase was for short-term courses and summer schools (98% compared to the same time in 2017), boarding schools and preparation programmes, although the demand for UG and PG programmes remains stably high.

Number of Russians studying at boarding schools rose steadily between 2015 and 2017 and in 2017 comprised 3000 students. In **2015** Russians were the third-largest group of international recruits and **made 6% of non-British students**. In 2018 the demand for boarding schools increased on 20% compared to the same time in 2017.

The greatest concentration of Russia's population is in the Moscow region and more than 60% of demand for the UK education is concentrated in the capital.

Exhibitors noticed the following market developments based on enquiries:

“Interest in summer programmes is still very high, there's an increase in short-term adult course interest compared to last year”

“Much more interest in PhD programmes that we had expected”

“ More visitors with children. Looking ahead for summer courses, GCSE and A Level”

“Increasing confidence in sending students to the UK, Russian market is improving”

“ A lot of interest from summer schools programmes + English courses. But also good interest for boarding school education”

“Good IELTS level, many queries about funding, scholarships. Well prepared those interested in PG studies”

“Very diverse choice of subjects and good quality of students”

“High level of English from students, very good quality applications”

“Equal interest in Business management, engineering and Visual Arts. Also surprisingly large numbers of PhD enquiries”

“Number of English speaking students has increased along with fluency”

“Demand for Foundation”

“More requests for PG than UG”

A full report of visitors' subjects of interest can be found in Appendix below.

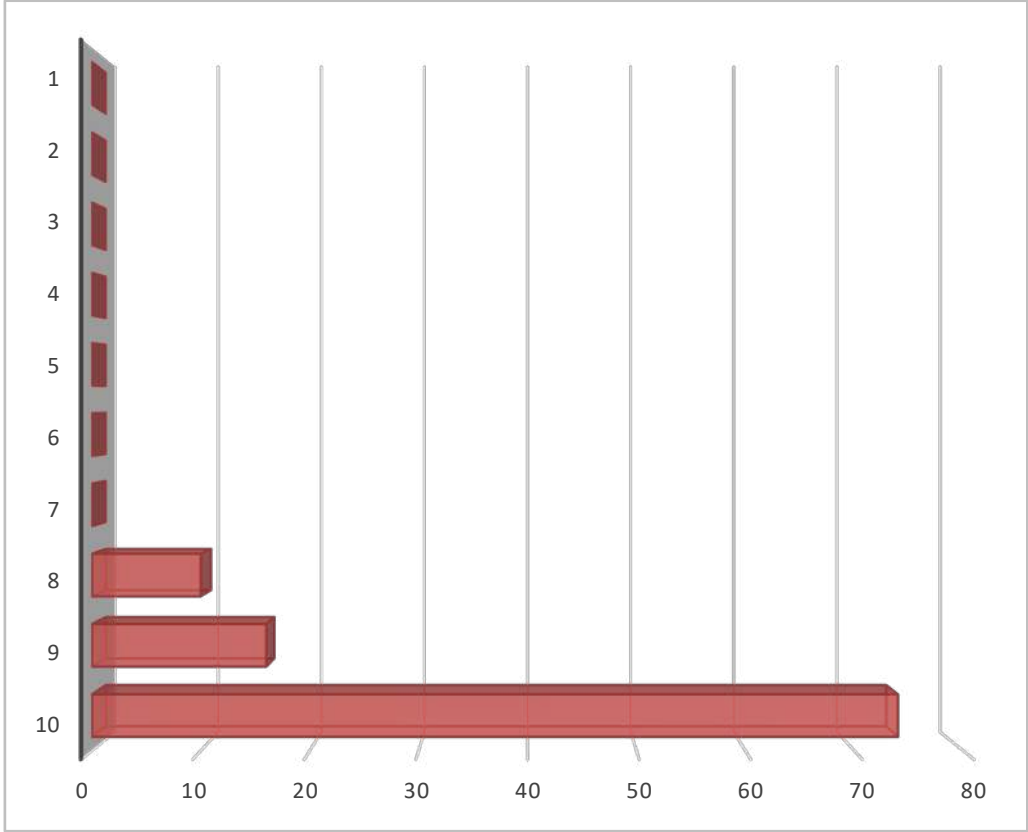
End of Report

If you have any questions or requests please don't hesitate to contact

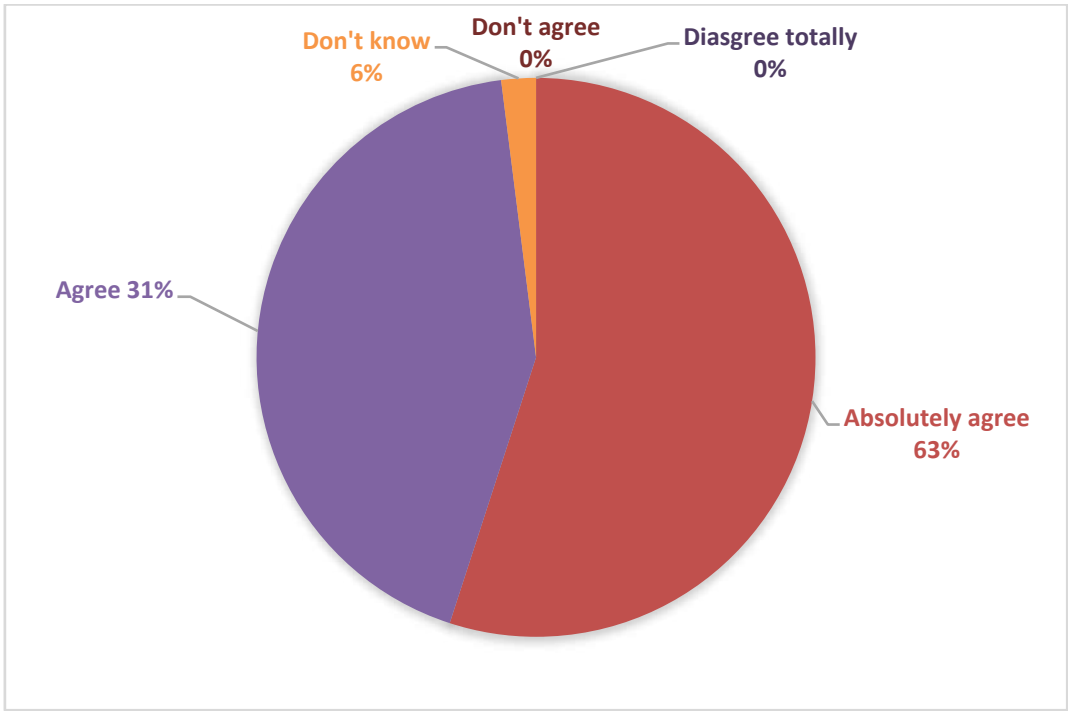
**lavrentieva@ecmcentre.com
or elizaveta.utolina@britishcouncil.ru**

Appendix 1 - Visitors' feedback and survey results

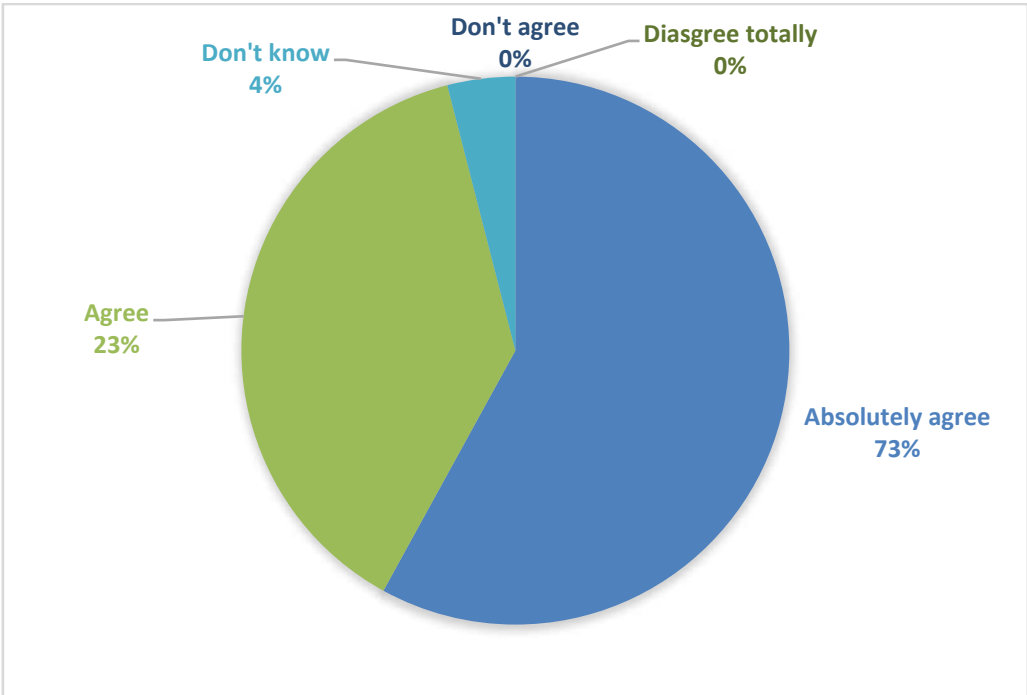
Would you recommend The Cultural and Education Section of the British Embassy and ECM agency to your friends and relatives?



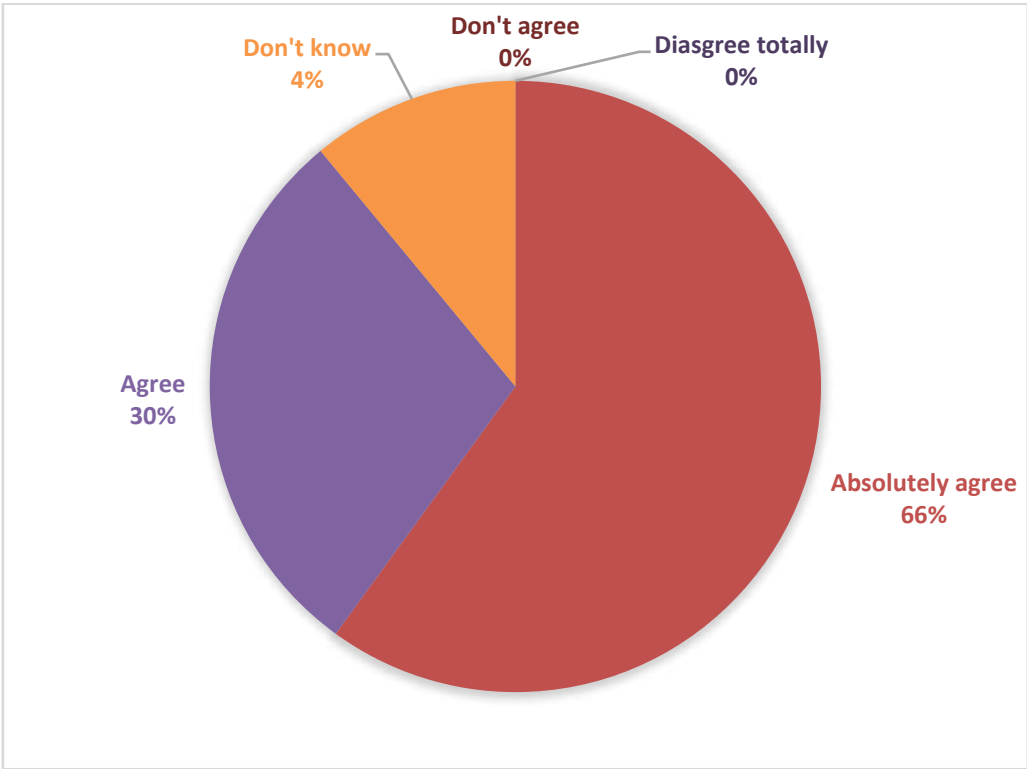
The exhibition met my expectations



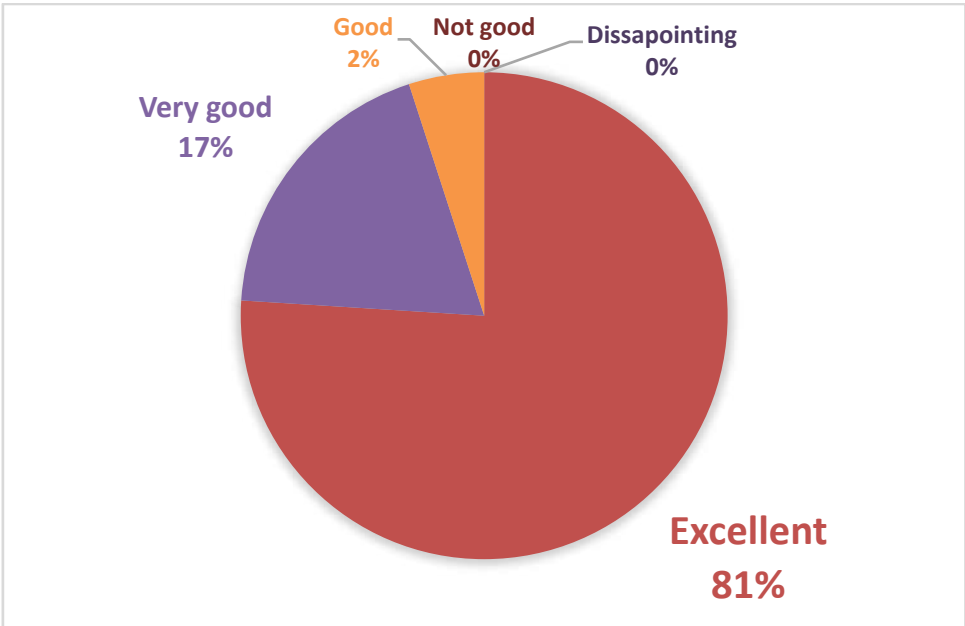
Overall the exhibition was arranged on the highest level



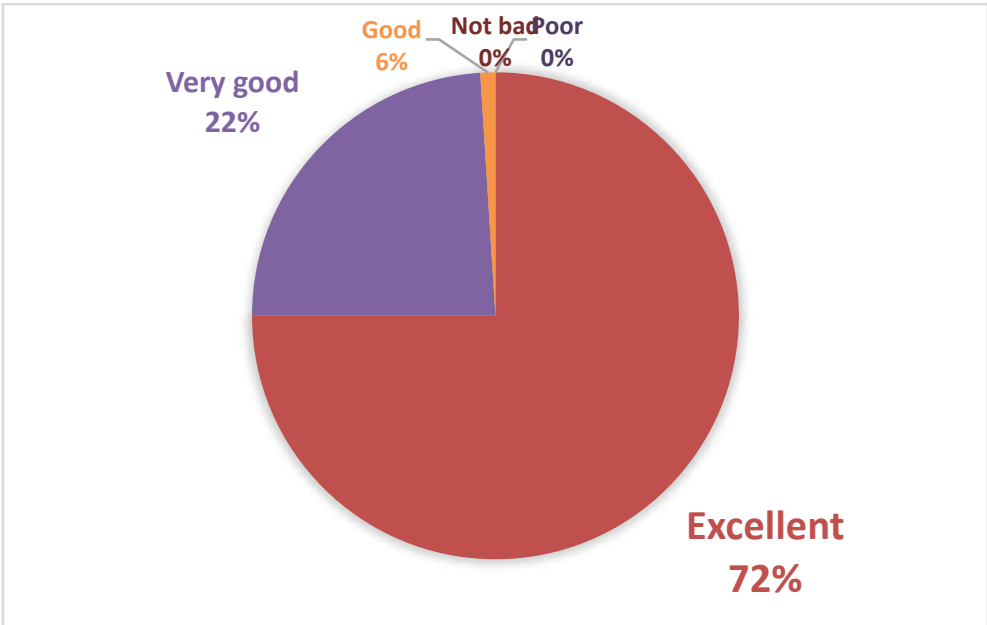
The Cultural and Education Section of the British Embassy and ECM agency are one of the leading organisations in its profile area



The variety of programmes offered at the exhibition



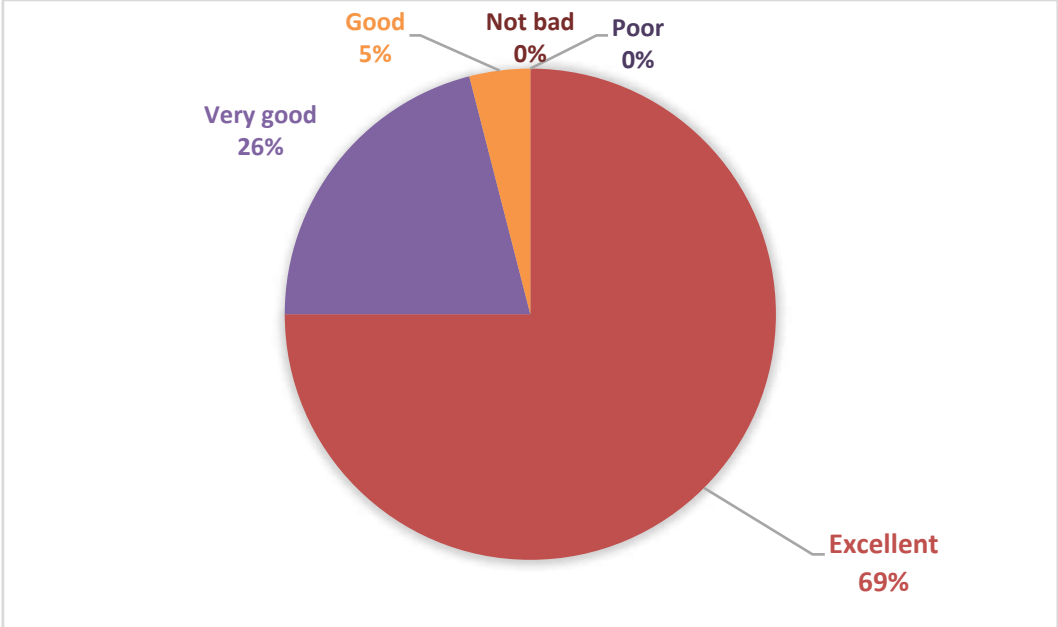
The quality and variety of the seminar programme



The quality of the venue



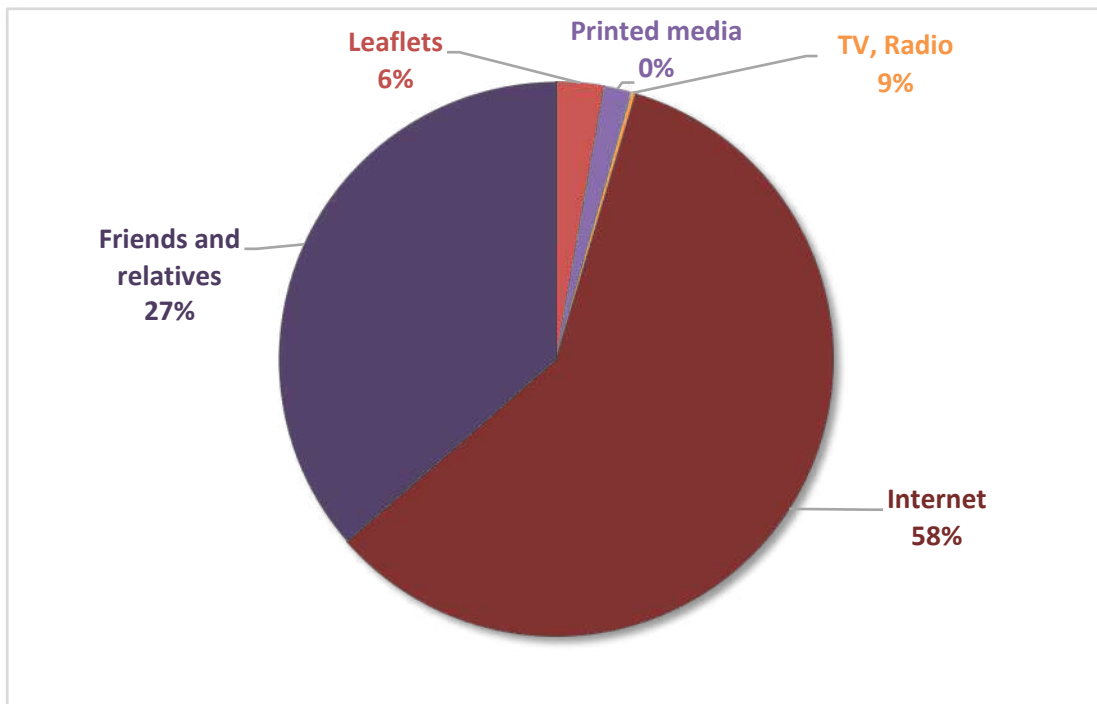
Information provided before the event



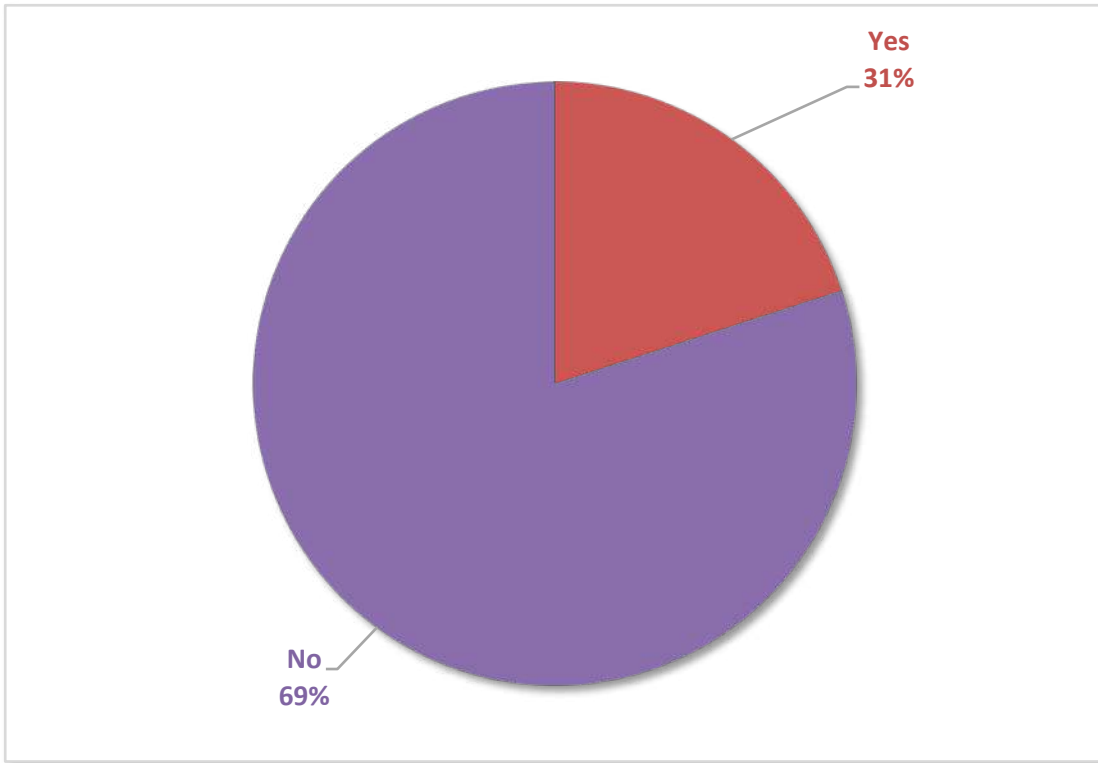
The assistance of The Cultural and Education Section of the British Embassy and ECM agency staff during the event



How did you find out about the exhibition?



Did you participate in the competitions?



Appendix 2 - Exhibitors' feedback and survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	16	45,7
NO	19	54,3
Total	35	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	10	28,6
Profile raising	3	8,6
Both	22	62,9
Total	35	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	17	22,1
Postgraduate taught	15	19,5
Postgraduate research	7	9,1
Higher national diploma and equivalent	3	3,9
Pre-university foundation courses	7	9,1
Foundation	7	9,1
Post-16 A-level	8	10,4
Pre-sessional English School	5	6,5
Secondary education	7	9,1
Summer courses	1	1,3
Total	77	100

What is your assessment of the visitors?		
Answers	Number of answers	%

Number of the visitors		
Good	25	71,4
Average	10	28,6
Disappointing	0	0,0
Total	35	100
"Quality" of the visitors		
Good	26	74,3
Average	9	25,7
Disappointing	0	0,0
Total	35	100

Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
YES	33	94,3
NO	2	5,7
Total	35	100

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	19	54,3
Good	14	40,0
Average	2	5,7
Bad	0	0,0
Very bad	0	0,0
Total	35	100

Level of The Cultural and Education Section of the British Embassy in Moscow and ECM agency support before the exhibition		
Rate	Number of answers	%
5	33	94,3
4	2	5,7
3	0	0,0
2	0	0,0
1	0	0,0
Total	35	100

Level of The Cultural and Education Section of the British Embassy in Moscow and ECM agency support during the exhibition

Rate	Number of answers	%
5	29	82,9
4	6	17,1
3	0	0,0
2	0	0,0
1	0	0,0
Total	35	100

Quality of the venue

Rate	Number of answers	%
5	28	80,0
4	7	20,0
3	0	0,0
2	0	0,0
1	0	0,0
Total	35	100

Quality of the accommodation

Rate	Number of answers	%
5	24	68,6
4	9	25,7
3	2	5,7
2	0	0,0
1	0	0,0
Total	35	100

Length of the exhibition

Rate	Number of answers	%
5	26	74,3
4	9	25,7
3	0	0,0
2	0	0,0
1	0	0,0

Total	35	100
-------	----	-----

Value for money		
Rate	Number of answers	%
5	21	55,3
4	14	36,8
3	3	7,9
2	0	0,0
1	0	0,0
Total	38	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	7	20,0
Earlier than this year	27	77,1
Later than this year	1	2,9
Total	35	100

How likely are you to recommend the The Cultural and Education Section of the British Embassy in Moscow and ECM agency to colleagues?		
Rate	Number of answers	%
Very likely	27	77,1
Likely	8	22,9
Unlikely	0	0,0
Very unlikely	0	0,0
Total	35	100

Appendix 3 - Media and marketing campaign results (list of outcomes)

Local media outcomes

Media	Media Type	Media Coverage	Publication/ Issue Type
78 TV Channel	TV	Local - St. Petersburg	Guest on the air «Good Morning» programme
78 TV Channel	TV	Local - St. Petersburg	Evening news programme
Business FM St. Petersburg	Radio	Local - St. Petersburg	Announcement radio spots
Delovoy Peterburg	Daily newspaper	Local - St. Petersburg	Announcement in Weekly Afisha
78.ru	78 TV Channel web site	Local - St. Petersburg	Announcement
kudago.com	Online media	Local - St. Petersburg	Creative Test: 10 questions /multiple choice
kudago.com	Online media	Local - St. Petersburg	Creative Test Announcement
kudago.com	Online media	Local - St. Petersburg	Announcement
kudago.com	Newsletter	Local - St. Petersburg	Announcement
kudago.com	Online media	Local - St. Petersburg	Announcement
dp.ru	Delovoy Peterburg web site	Local - St. Petersburg	Announcement
expertnw.ru	Expert North West web site	Local - St. Petersburg	Announcement
theoryandpractice.ru	Online media	Local - St. Petersburg	Announcement
theoryandpractice.ru	Online media	Local - St. Petersburg	Announcement
2do2go.ru	Online media	Local - St. Petersburg	Announcement
2do2go.ru	Online media	Local - St. Petersburg	Announcement

afisha.yandex.ru	Online media	Local - St. Petersburg	Announcement
ponedelnikmag.com	Online media	Local - St. Petersburg	Announcement
gorodzovet.ru	Online media	Local - St. Petersburg	Announcement
gorodzovet.ru	Online media	Local - St. Petersburg	Announcement
atawaka.com	Online media	Local - St. Petersburg	Announcement
thesarafan.ru	Online media	Local - St. Petersburg	Announcement

Social media posts of local media and partners'

Social Media Account	Social Media Type	Date of post	Otreach Followers
78 TV Channel	VKontakte	22.01.2019	25 284
78 TV Channel	Odnoklassniki	22.01.2019	14 336
78 TV Channel News	Facebook	22.01.2019	20 854
78 TV Channel	VKontakte	04.02.2019	25 284
78 TV Channel	Facebook	04.02.2019	10 819
78 TV Channel News	Facebook	05.02.2019	20 854
78 TV Channel	VKontakte	05.02.2019	25 284
KudaGo Peterburg	VKontakte	09.01.2019	712 784
KudaGo Peterburg	VKontakte	13.01.2019	712 784
KudaGo Peterburg	VKontakte	16.01.2019	712 784
KudaGo Peterburg	VKontakte	20.01.2019	712 784
KudaGo Peterburg	VKontakte	29.01.2019	712 784
KudaGo Peterburg	VKontakte	04.02.2019	712 784
Delovoy Peterburg	VKontakte	01.02.2019	50 071
Dushevny Peterburg	VKontakte	09.01.2019	39 337
Dushevny Peterburg	VKontakte	26.01.2019	39 337

English Club Family Talk	Vkontakte	24.01.2019	3 630
Higher Education of the Russian students from the Baltic States	Vkontakte	23.01.2019	3 500
Study Abroad	Vkontakte	23.01.2019	6 539
Study Abroad	Vkontakte	30.01.2019	6 539
English with Helen Doron	Vkontakte	30.01.2019	8 602
English with Helen Doron	Vkontakte	30.01.2019	4 620
English Lovers Club	Vkontakte	30.01.2019	3 300
Language school "In one language"	Vkontakte	30.01.2019	2 371
Foreign languages Study abroad Center VERA	Vkontakte	31.01.2019	3 040
Education today. Universities, colleges, courses	Vkontakte	02.02.2019	6 153
New Logic	Vkontakte	03.02.2019	3 660
Lyceum 82 Petrgradsky district, 11B class	Vkontakte	03.02.2019	1 600
Business Event St. Petersburg / BE Today	Vkontakte	04.02.2019	1 453
Life from Piter	Vkontakte	29.01.2019	23 321
Media Centre GUAP	Vkontakte	29.01.2019	4 424
# igikit - Overheard at SPbGIKiT	Vkontakte	29.01.2019	5 495
Hello, Saint Petersburg	Vkontakte	30.01.2019	5 255
Free in St. Petersburg Events and Contests	Vkontakte	30.01.2019	2 216
English Courses Studio Ladozhskaya SPb	Vkontakte	29.01.2019	5 105
Here in St. Petersburg Interesting events of St. Petersburg	Vkontakte	30.01.2019	28 711
Here in St. Petersburg Interesting events of St. Petersburg	Vkontakte	01.02.2019	28 711
Master Classes and Workshops in St. Petersburg	Vkontakte	30.01.2019	6 353

ITMO University	Vkontakte	31.01.2019	40 143
St.-Petersburg English Club	Vkontakte	31.01.2019	2 631
Educational St. Petersburg	Vkontakte	31.01.2019	2 629
Cultural Capital. Announcements of events	Vkontakte	31.01.2019	3 329
Terem Holiday	Vkontakte	01.02.2019	3 440
HSE.SPB Career	Vkontakte	01.02.2019	3 664
Where to go in St. Petersburg	Vkontakte	03.02.2019	77 682
The Vyshka	Vkontakte	03.02.2019	48 598

Advert banners

Ad (Banners) placement		
Media	Numbers of shows	Coverage
AdSmart Business St Pete	400 009	442 919
The Village St Pete	199 964	92 933
РБК St Pete	300 234	125 556
Relap St Pete	1 427 076	1 835 655

Seminars

5 February, Tuesday	
NEVSKIY-3 HALL	
15:10-15:40	Speaker: Alex Cann, British Study Centres
	How to learn English through personal experience
15:45-16:15	Speaker: Jane Magee, University of St Andrews
	Access to Undergraduate Programmes at top UK Universities - Foundation Programmes and Summer Schools
16:20-16:50	Speaker: Ellina Rozhkova, Hult International Business School
	Business, Finance and Management: Business Degree abroad – making the right choice
16:55-17:25	Speaker: Matthew Sheather. University of the Arts London
	How to prepare a creative portfolio for applying to creative universities in the UK
17:30-18:00	Speaker: Ulrike Wegner, English First
	Undergraduate study in the UK and university application process
18:05-18:35	Speaker: Rachel Cowgill, University of Huddersfield
	Musician of the XXI century: necessary skills and unique opportunities
18:40-19:10	Speaker: Elena Minkova, BPP University
	How to become a successful lawyer in the UK
19:15-19:45	Speaker: Emma Cunliffe, Chetham's School of Music)
	Music classes and comprehensive development of personality

5 February, Tuesday	
ADMIRALTY HALL	
14.40 - 15.10	Speaker: Elena Bogolubova Cambridge Assessment English
	Cambridge exams for students and adults: questions and answers
15:10-15:40	Speaker: Alicja Golub, ABLE Manchester
	How to prepare for the IELTS exam
15:45-16:15	Speaker: Brad Fallow, University of East Anglia
	Secrets of writing a successful motivation letter
16:20-16:50	Speaker: British Embassy in Moscow
	How to win Chevening scholarship
16:55-17:40	Alumni Talks
	Recent graduates of the top UK universities talk about their experiences, answer questions on student life in the UK and share tried and tested life hacks.
17:45-18:15	Speaker: Maria Quero Arts University Bournemouth
	Art and design: summer schools and courses for professionals
18:20-18:50	Speaker: Sofie Fuller, Trinity Laban Conservatoire of Music and Dance
	Outstanding female composers. Venus in music.
18:55-19:25	Speaker: David Osborn, The University of West London - London College of Music
	How to prepare for a career in the music business? Directions and trends of the 21st century in the creative industry
19:30-20:00	Speaker: Katie Cattell, Royal Holloway, University of London
	Contemporary music in the UK - a look at Opera, Orchestra and Musical theatre

If you have any questions or requests please don't hesitate to contact
lavrentieva@ecmcentre.com or dlavrentieva@yandex.ru and
Elizaveta.Utolina@britishcouncil.org