

Post-event report for

Study UK: Discover You Exhibition India, November 2018

Delhi: 24 November, British Council
Chandigarh: 25 November, British Council Library
Mumbai: 26 November, The Leela Hotel
Kolkata: 27 November, Hotel Gateway
Ahmedabad: 29 November, British Council
Coimbatore: 30 November, Taj Surya Hotel

Introduction

Study UK: Discover You exhibitions are held every year in November and February in India to showcase the wide range of study opportunities available in the UK, a glimpse of student life in the UK and career prospects of a UK qualification.

The exhibitions provide UK institutions a platform for recruitment, brand building and help UK institutions develop and strengthen links with local education providers.

The November exhibitions were held from 24 to 30 November 2019 covering six cities across India. The cities are Delhi, Chandigarh, Mumbai, Kolkata, Ahmedabad and Coimbatore. The event targeted access /foundation, undergraduate, postgraduate and MBA students around varied subject areas.

The event attracted 2663 visitors across the cities and a total of 53 UK universities participated in the event.

Like every year the exhibitions were preceded by All India Briefing event on 23 November evening at New Delhi. 100 guests from 41 UK universities participated in the event. The briefing included presentation on higher education landscape in India followed by panel discussion on “Global Talent Pool: Bridging the Gap in Graduate Skill Demand and Supply”

Officers from UK Visa and Immigration (UKVI) delivered seminars at the exhibitions and addressed first-hand queries of the students at their stalls.

Representatives from IELTS were present at all the exhibitions. Visit Britain and Chevening Scholarship representatives participated in selected cities.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback and other useful information which will assist you in future decision making.

At British Council we highly appreciate your support and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to see you again at our next exhibition.

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Highlights

Exhibition Logistics and Attendees Summary

Venue	British Council, New Delhi 24 November 2018
Opening hours	13.00- 18.00
Number of attendees	969

Venue	Chandigarh, British Council 24 November 2018
Opening hours	14.00- 19.00
Number of attendees	173

Venue	Mumbai, The Leela Hotel 26 November 2018
Opening hours	14.00- 18.00
Number of attendees	460

Venue	Kolkata, The Gateway Hotel 27 November 2018
Opening hours	13.00- 18.00
Number of attendees	325

Venue	Ahmedabad, British Council 29 November 2018
Opening hours	13.00- 18.00
Number of attendees	171

Venue	Coimbatore, Taj Surya Hotel 30 November 2018
Opening hours	13.00- 18.00
Number of attendees	565

Several successful seminars were held on various topics, numbers of attendees for each seminar are listed as below-

VENUE	SEMINAR TOPIC	No of Attendees
Delhi British Council	Study UK Scholarships	23
	A career in the Creative Economies	21
	Student VISAS	53
	Alumni/Parent sharing their experiences in an open forum	20
	Writing A Statement of Purpose	38
	Preparing for IELTS	33

VENUE	SEMINAR TOPIC	No of Attendees
Chandigarh British Council Library	Writing A Statement of Purpose	87

VENUE	SEMINAR TOPIC	No of Attendees
Mumbai The Leela Hotel	A Career in the Creative Economies (Art and Design)	0
	Student visas	24
	MBA in the UK	15
	10 Things to keep in mind when choosing a University	6
	Preparing for IELTS	28
	Scholarships	23

VENUE	SEMINAR TOPIC	No of Attendees
Kolkata Hotel Gateway	Writing a statement of purpose	15
	Student visas	12
	Drafting a Research Proposal (for PhD aspirants)	14
	Scholarships	16
	IELTS	8

Key highlights and analysis from the visitor registration data:

- At the exhibitions there were almost equal numbers of male and female visitors.
- Maximum registrants to the exhibition were in the age range of 21 to 30 years followed by 11 to 20 years old.
- In terms of visitor profile by current occupation – 75% visitors at the Coimbatore exhibition were ‘students’ followed by 71 % visitors in Chandigarh, 66% in Mumbai and 64% in Delhi.
- At the Delhi exhibition 27% visitors were ‘working professionals’ followed by 25% visitors’ in Ahmedabad and 23% in Kolkata.
- In Kolkata, 53% visitors were looking for PG courses followed by Coimbatore at 48% and Delhi at 45%.
- Kolkata had the highest enquiries for MBA courses with 18% visitors followed by Coimbatore at 13%.
- Most of the visitors to the exhibition got to know about the event through ‘information sent by the British Council’- 27%, followed by ‘promotions done on internet’- 26% and “Newspaper adverts’- 9%. 11% of the visitors came to know about exhibitions through university and teachers.
- Business Management and Engineering were the most popular subjects across all exhibition cities except Kolkata where though interest is there in Business Management but not in Engineering. Kolkata shows affinity towards Economics, Literature and Computer Science & IT.
- Ahmedabad shows interest in Creative Arts & Design, Fashion, Accounts and Finance alongwith Media and Journalism.
- Along with the popular subjects of Business Management and Engineering Delhi is also interested in Law and Computer Science & IT and Coimbatore has interest in Biology, Life Science and Biomedical subjects.

The event was supported by

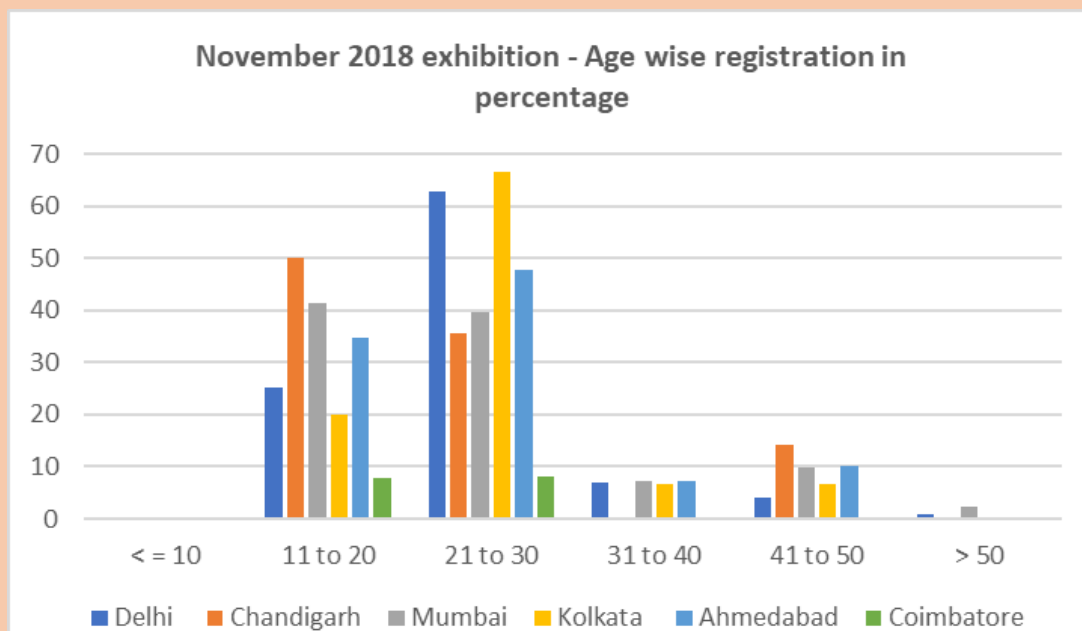


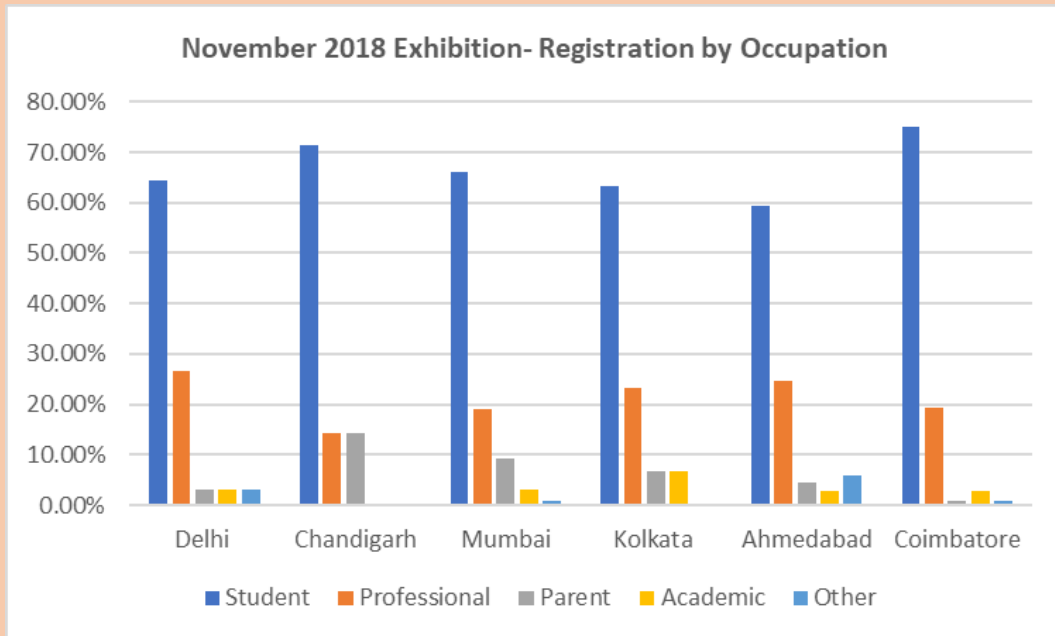
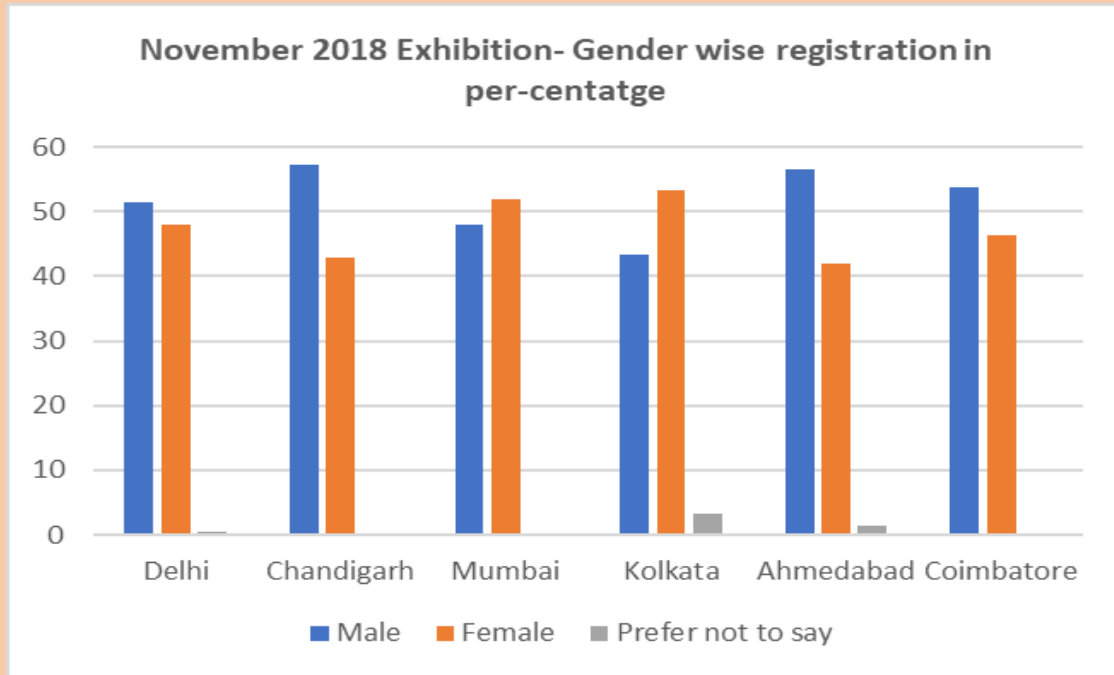
Visitors' profile

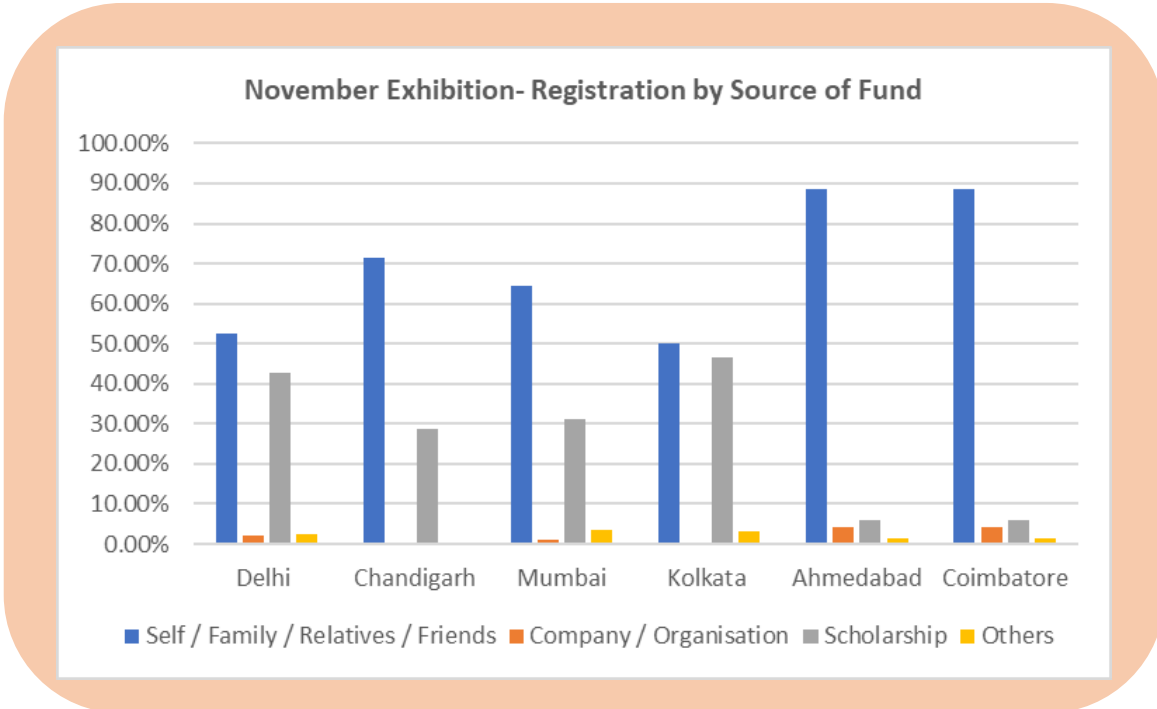
30 per cent of the visitors preferred to study in the UK in comparison to another fourteen destinations

Of the total visitor numbers 52 per cent were male, 48 per cent were female

43 per cent of visitors are looking for Postgraduate and 30% are looking for Undergraduate courses







November 2018 Exhibition – Registration by level of Study (in per-centage)

	Vocational and technical	Pre-university academic	UG	PG	MBA	Learn English	Boarding School	Short Course	Professional/ Employment qualifications
Delhi	3.34	2.68	21.07	45.15	11.04	3.34	0.33	6.02	7.02
Chandigarh	0	0	62.5	31.25	6.25	0	0	0	0
Mumbai	3.74	5.61	27.41	42.37	11.53	0.93	0.62	3.74	4.05
Kolkata	0	2.63	13.16	52.63	18.42	0	0	7.89	5.26
Ahmedabad	1.15	2.3	32.18	41.38	6.9	2.3	0	5.75	8.05
Coimbatore	3.17	0	24.6	48.41	13.49	2.38	0	0.79	7.14

November 2018 Exhibition – Registration by Subject Area (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Agriculture and related subjects	0.29	0	1	4.76	2.63	2.05
Applied and Pure Sciences	6.59	12.5	8.25	4.76	4.39	7.53
Architecture, Building and Planning	3.72	4.17	2.25	4.76	1.75	0
Business and Administrative Studies	15.76	8.33	16.5	26.19	13.16	23.29
Computer and Mathematical Science	7.45	4.17	7	4.76	7.02	6.16
Creative Arts and Design	6.3	4.17	7	4.76	11.4	3.42
Education and Training	4.01	0	4.5	0	1.75	1.37
Engineering and Technology	8.88	16.67	11.5	9.52	8.77	14.38
Health and Medicine	5.16	25	8.25	2.38	11.4	8.9
Humanities	13.75	12.5	8.5	21.43	9.65	6.85
Law	5.73	4.17	4	2.38	3.51	4.11
MBA	10.32	4.17	11	9.52	10.53	13.7
Hair, Beauty and Personal Care	0.57	0	0.5	0	1.75	0.68
Social Studies and Communications	9.17	4.17	6.5	2.38	7.02	5.48
Travel, Tourism and Hospitality	2.29	0	3.25	2.38	5.26	2.05

November 2018 Exhibition – Registration by top 10 preferred countries of study (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
UK	30.19	33.33	29.04	25.23	31.96	27.53
US	12.07	10.26	14.74	7.21	13.92	6.88
Canada	9.91	5.13	12.88	11.71	13.4	10.12
Australia	6.04	7.69	9.59	8.11	8.25	11.34
Germany	8.98	10.26	6.29	7.21	6.19	9.31
Singapore	5.73	5.13	8.73	9.01	3.61	8.1
Netherlands	5.26	5.13	2.58	4.5	3.61	8.5
New Zealand	3.56	5.13	4.29	4.5	5.15	4.45
France	5.73	5.13	2.72	4.5	4.12	3.24
Italy	3.72	5.13	1.57	1.8	3.09	2.43

November 2018 Exhibition – Registration by sources of information about the exhibition
(in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Newspaper	2.33	0	7.25	7.5	18.67	17.21
Internet	28.02	43.75	20.23	22.5	20	20.49
British Council	33.07	43.75	16.14	32.5	13.33	23.77
Radio, TV	0	0	4.2	5	13.33	0.82
email	17.12	12.5	10.69	7.5	4	3.28
Poster	0.78	0	1.91	5	1.33	0
Friends and relative	7.78	0	12.98	5	14.67	4.92
Fliers	0	0	1.53	0	0	0
Student's association	1.17	0	2.29	0	1.33	0
Newsletter	1.56	0	1.15	0	0	1.64
University, Teacher	5.45	0	14.89	7.5	13.33	23.77
Embassy, Consulate	1.17	0	0.76	0	1.33	0.82
Others	1.56	0	5.73	7.5	10.67	3.28

Marketing

The Study UK : Discover You November exhibitions were promoted widely to create awareness and generate interest for prospective students, professionals and influencers/ parents to attend the exhibitions and ensure maximum participation from the right audiences. Promotion was done via Print, Radio, Digital, OOH and on-ground activation as our media vehicle.

Our marketing reached an estimated audience of 301,274,278 people through channels such as Print, Outdoor media, social media, website, google display, Facebook ads, social media ads, advertorials.

Split of reach out to our target audience

Markets/Mediums	Print (Reach to TG)	Radio (Cumulative)	Digital	Outdoor (eyes on impression)	On ground activities	PR	Social Media
Delhi	590000		848000		2000	288120098	78680
Chandigarh	34000				2000		
Mumbai	448000	1053000	878000		2000		
Kolkata	194000			4800000	1000		
Ahmedabad	319000		298000		1500		
Coimbatore	105000			3500000			

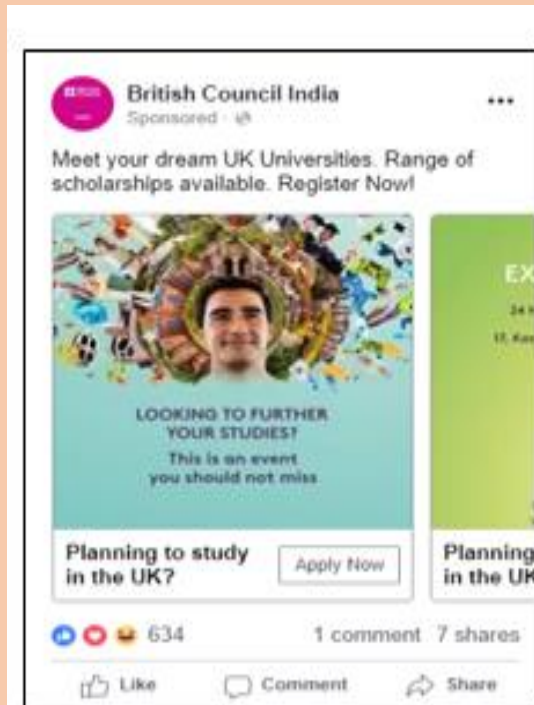
Print:



Outdoor: Hoardings: In Kolkata and Coimbatore



Online: Facebook



Media

Listing notes were issued about the exhibitions, but media was not invited to attend.

Three journalists visited exhibitions, two in Delhi (Shyna Kalra – Indian Express and Pritha Roy Choudhury – Careers360) and one in Kolkata (Rik Chakraborty – The Times of India).

Pre-event listing notes were issued at each city as press articles. Post- event, only email interaction with media was organised except for Coimbatore where one post event release was issued.

Media Examples/Representation

Number Of Indian Students In UK Rising: Official

An official told NDTV that Brexit will not change the fact that the UK is committed to welcoming Indian students, and students from all over the world to study in the UK.

NEW DELHI: In the year ending June 2018, the number of visas issued to Indian students grew 22% over the previous year – the third successive year that student visa numbers have increased, according to Tom Birwaite, Director, British Council North India operations. As collaboration between Indian and UK universities grows stronger each year, he also said the European nation, which hosts several top-ranking universities, hope even more people will consider academic study in the UK as an excellent and natural choice for them.

He also said that Brexit will not change the fact that the UK is committed to welcoming Indian students, and students from all over the world to study in the UK.

While the British Council, the UK's international organization for educational opportunities and cultural relations, is set to host its 'Study UK Exhibition' in the last week of November across India, NDTV talked to Mr Birwaite:

How does Brexit is affecting the prospects of students from India who want to study there?

Brexit will not change the fact that the UK is committed to welcoming Indian students, and students from all over the world to study in the UK. In fact, the UK welcomes 500,000 international students every year and numbers from India are rising. Indian students will continue to pay the same rates and follow the same processes. The UK will always be an outward-looking, globally connected destination for international students with world class educational institutions.

The focus of our universities is simple: they work to provide the best academic environment, as well as an outstanding overall experience for all students and this will not change. The opportunities for Indian students to study in the UK will not change.

What is the normal procedure for an Indian student to reach a UK university?

From helping people find the best university for them to advise about the application process, we want Indian students to have all the information they need from the outset. While admission procedures often vary according to individual universities, various agencies including the British Council provide comprehensive information regarding all aspects of the process.

When a student has received an offer from their prospective university, they can consider financial support options available to them, as well as accessing free online courses to prepare for UK university life.

A short course to success

STUDY ABROAD

More than 1,60,000 Indian students have studied in the UK in the past 10 years. No wonder, the European country is a preferred study destination for Indian students. Till June this year, there was a 32 per cent increase in the number of visas issued to Indian students as compared to the same period last year.

The British High Commission has also issued over 5,500 short-term study student visitor visas in the same period, up by 13 per cent vis-a-vis the previous year, which shows a significant growth in student numbers. To further add to the enrolment figures of Indian students, the British Council is hosting 'Study UK exhibitions' for students and professionals in the region. "We host these exhibitions across the country in all major cities," says Tom Birwaite, Director North India, British Council. In an interaction on the sidelines of one such exhibition in Chandigarh on November 28, he elaborates on factors that are making the UK a top-favourite study-abroad destination. Excerpts:

Is the UK a cost-effective study destination as compared to the US, Canada & Australia?

The UK is a more affordable study destination than both the US and Australia, thanks in part to the short, diverse, societies. The visa rules allow students to undertake an internship, placement, or work up to 20 hours a week.

Which are the most popular courses for Indian students in the UK?

Popular subjects at the UG level continue to be business and engineering, but there is increased interest in subjects like social sciences, law, architecture, building and planning.

Popular subjects at the PG level are same as UG, with increasing interest in social studies, biological sciences.

What are the eligibility norms for undergrad courses in the UK?

Applying for an undergraduate degree in the UK is very simple. You don't need to get in touch with lots of universities. You can apply for up to five courses at once through the Universities and Colleges Admissions Service (UCAS) for a small administration fee and UCAS handles everything else.

Universities and colleges set their own entry requirements for higher education courses, and these vary widely depending on the subject, the specific course, and the course provider. They set the entry requirements for each course to ensure you have the right skills and knowledge to successfully complete the course.

Some courses may need you to complete a foundation course, but this depends on what you have studied and the university and course you choose. The flexibility of UK courses and the variety of options available allow students to pick courses that suit them. A full-time bachelor's degree normally takes three years to complete (four in some cases).

What are the post-study work visa options in the UK?

Tier 4 students studying courses lasting 12 months or longer are given four months at the end of their visa to look for a job, although they can, of course, start searching before the completion of their course. Those who secure a graduate-level job can apply to work in the UK for up to six years after they finish their studies. To switch to a Tier 2 work visa, students need to secure a graduate-level job, paying at least £20,000 or the appropriate rate for that occupation (whichever is higher) what you have studied and the university and course you choose. The flexibility of UK courses and the variety of options available allow students to pick courses that suit them. A full-time bachelor's degree normally takes three years to complete (four in some cases).

UCAS has more than 50,000 undergraduate courses with more than 395 providers in the UK.

— Anjali to Geeta Vaid

Jobs & Careers Wed, 28 November 2018 newspaper.tirubhuindia.com/c/34393613

THE NEW INDIAN EXPRESS MONDAY, DECEMBER 3, 2018

edex English and Digital for Girls' Education (EDGE)

Get that EDGE

- 1 Trained 56 facilitators who delivered English proficiency, digital skills to 1,554 adolescent girls from marginalised communities in the 50 after-school community clubs in 12 states across India
- 2 95 peer group leaders have been trained on leadership
- 3 Supported close to 350,000 people in preparing for IELTS

Wide reach British Council has worked with 12 state governments in India, training over 6000 Master Trainers

Go the digital route The British Council libraries have digital offerings now to connect with millennials who want to engage with the world digitally

all good

IS THERE 'GREAT' NEWS FROM BRITAIN?

British Council's Janaka Pushpanathan tells Shirlene Grace Isaac about trends in the UK education sphere and the impact of Brexit

With concerns about the academic opportunities in the UK following visa uncertainties and Brexit itself, Janaka Pushpanathan, Director-South India, British Council tells us that there's very little to worry about. The British Council is the UK's international organisation for cultural relations and educational opportunities. We asked her about the prevailing scenario, the British Council's landmark year in India and what they've got on the digital anvil. Excerpts from a conversation:

What is the scope of Indian students, post-Brexit, getting employed in the UK?

Brexit will not change the fact that the UK is committed to welcoming Indian students and professionals to study in the UK. In fact, the UK welcomes 500,000 international students every year. Employment opportunities are also rising, with over 50,000 Tier II work visas being granted to Indian nationals in the year 2018.

In India, Engineering used to be the course 'to do', but students now prefer to study courses like Humanities and Arts. Is it the same in the UK?

Trends in the UK have always been diverse. According to HESA data, in the UK between 2015-16 and 2016-17, for first-year undergraduate students, the largest percentage increase was in Computer Science at 4%. In terms of first-year postgraduate students, between 2015-16 and 2016-17, the largest percentage increase was seen in Biological Sciences at 25%.

After 70 successful years of being in India, what is the next big project you're going to be working on?

Over the last 70 years, the British Council has worked to partner India's knowledge ambitions with the English language, playing an important role in helping Indians explore opportunities in India and around the world. By the year 2020, we aim to reach 100 million young people in India (through English language, creativity, sport, UK innovation and education), support the ambitions of 2 million to study or work overseas and help 1 million people improve their job prospects.

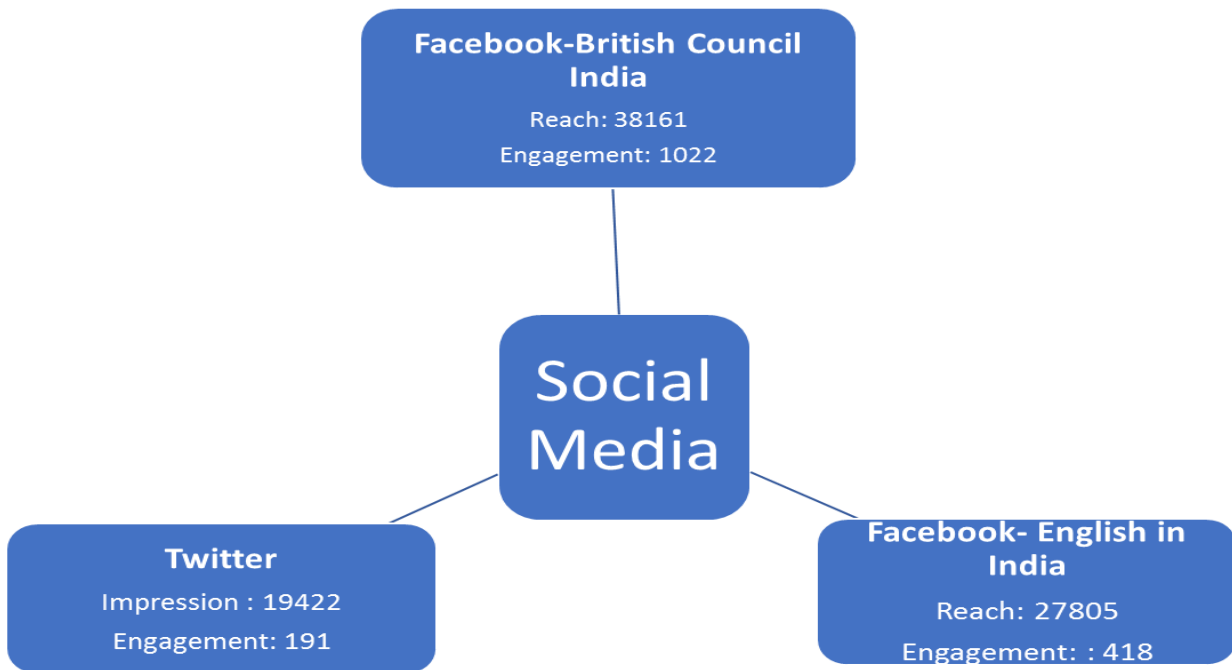
In an increasingly digital age, what are some of the initiatives BC has taken to stay relevant?

We really believe that the digital revolution is the best way to improve access to quality education, skills and qualifications. We co-developed a Massive Open Online Course (MOOC) with University College London Institute of Education, specifically designed for teachers in India. We have worked with 12 state governments, training over 6000 Master Trainers, who have gone on to train 1 million teachers of English. Over 2 million people in India accessed our online and mobile English learning resources last year.

There were 104 women who received a scholarship recently. How have their lives been impacted?

The scholarships were granted to women who wanted to pursue a master's degree in STEM subjects. Apart from a full-tuition scholarship, we were very pleased to facilitate their meeting with Prime Minister Theresa May. In fact, the ladies flagged off a major global science exhibition that will come to India next year. I think the scholarship has given them the kind of global exposure and opportunities that they might not have received otherwise.

Reach Out: britishcouncil



Visitor's Feedback

A printed survey was distributed during the exhibition to the 593 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision-making process.

26 per cent visitors strongly agree that the event was of high quality

30 per cent of the visitors strongly agree that they have acquired knowledge about UK education by attending the exhibition. 57 per cent agrees to it while 8 per cent remained neutral to the question, 2 per cent visitors disagreed to it and 0.16 per cent strongly disagreed

When asked to rate UK's attractiveness as a place of study on a scale of 0 to 10, 15 per cent gave UK rating of 10, 18 percent gave rating 9 and 27 per cent gave rating 8

When the visitors were asked "Will you be applying to a UK institution following the exhibition" 58 percent said "yes". Rest of the visitors are planning to apply in next couple of years

Did you get the information you were seeking? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Yes	94	54	87	89	90	96
No	6	42	12	6	9	4
Blank	0	4	1	5	1	0
Will you be making an application to the UK now? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Yes	72	53	60	60	50	53
No	24	47	33	35	48	44
Blank	4	0	7	5	2	3
If 'no' when do you plan to study in the UK? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Next year	32	4	24	25	27	34
2 years	12	0	24	15	18	20
3 years	4	12	8	12	5	13
5 years	2	0	3	10	1	2
Uncertain	14	0	4	10	7	5
Blank	36	84	37	18	42	27
The exhibition met my expectations (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Strongly agree	13	23	40	35	27	30
Agree	70	37	54	50	57	62
Neither	14	15	6	10	14	6
Disagree	2	4	0	0	2	2
Strongly disagree	1	0	0	0	0	0
Blank	0	21	0	5	0	0
Overall, the exhibition was a high-quality event (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Strongly agree	31	27	48	45	25	39
Agree	62	69	45	45	62	55
Neither	4	4	6	5	12	4
Disagree	2	0	1	0	0	1
Strongly disagree	1	0	0	0	0	0
Blank	0	0	0	5	1	1
I have acquired knowledge about UK education from attending the exhibition. (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Strongly agree	16	23	49	25	28	37
Agree	76	73	42	35	58	57
Neither	5	4	4	25	11	2
Disagree	2	0	3	5	2	2
Strongly disagree	1	0	0	0	0	0
Blank	0	0	2	10	1	2

Your understanding of what the UK has to offer as a place to study? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	1	0	1	0	2	1
1	1	4	3	0	0	0
2	2	0	3	0	1	1
3	2	0	4	0	2	1
4	7	0	6	0	9	4
5	11	11	12	10	10	11
6	17	15	7	2	12	10
7	17	4	16	3	17	20
8	23	35	22	35	21	25
9	11	8	10	25	20	15
10	8	15	13	20	5	11
Blank	0	8	3	5	1	2
Your perception of the attractiveness of the UK as a place to study? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	1	0	1	0	0	1
1	1	0	3	0	4	0
2	1	0	0	0	0	1
3	4	0	6	0	5	0
4	7	0	4	0	2	4
5	11	4	15	5	7	11
6	14	0	6	7	9	7
7	16	28	13	6	15	10
8	24	35	25	27	24	24
9	8	14	9	30	22	25
10	13	15	16	20	12	16
Blank	0	8	2	5	0	2
How likely is it that you would recommend the British Council's Study UK exhibition to a friend or colleague? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	1	0	3	0	0	0
1	2	0	0	0	0	0
2	3	0	0	0	0	1
3	3	4	1	0	4	1
4	4	0	7	0	1	1
5	5	4	10	3	6	12
6	7	0	3	3	6	8
7	7	4	7	4	13	10
8	23	35	18	30	17	19
9	19	18	12	20	22	16
10	26	27	30	38	26	25
Blank	0	8	9	2	5	8

How would you rate the following seminars?

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Scholarships Seminar (in per-centage)						
0	0	NA	0	0	NA	NA
1	0	NA	0	0	NA	NA
2	0	NA	1	0	NA	NA
3	13	NA	1	3	NA	NA
4	29	NA	3	10	NA	NA
5	12	NA	10	37	NA	NA
Did not Attend	19	NA	34	45	NA	NA
Blank	27	NA	51	5	NA	NA
A Career in the Creative Economies (Art and Design) (in per-centage)						
0	0	NA	0	0	NA	NA
1	0	NA	0	0	NA	NA
2	0	NA	1	0	NA	NA
3	13	NA	0	0	NA	NA
4	34	NA	0	12	NA	NA
5	8	NA	4	25	NA	NA
Did not Attend	22	NA	49	60	NA	NA
Blank	23	NA	46	3	NA	NA
Student Visas and Scholarships (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	0	NA	0	0	NA	NA
1	0	NA	0	0	NA	NA
2	1	NA	0	0	NA	NA
3	4	NA	1	1	NA	NA
4	29	NA	4	15	NA	NA
5	8	NA	6	32	NA	NA
Did not Attend	26	NA	42	45	NA	NA
Blank	32	NA	47	7	NA	NA
Alumni/parent sharing their experiences (in per-centage)						
0	0	NA	NA	NA	NA	NA
1	0	NA	NA	NA	NA	NA
2	0	NA	NA	NA	NA	NA
3	0	NA	NA	NA	NA	NA
4	10	NA	NA	NA	NA	NA
5	2	NA	NA	NA	NA	NA
Did not Attend	21	NA	NA	NA	NA	NA
Blank	67	NA	NA	NA	NA	NA

how would you rate the following seminars?

Writing a statement of purpose (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	0	NA	NA	0	NA	NA
1	0	NA	NA	0	NA	NA
2	0	NA	NA	0	NA	NA
3	0	NA	NA	0	NA	NA
4	28	NA	NA	18	NA	NA
5	8	NA	NA	60	NA	NA
Did not Attend	12	NA	NA	20	NA	NA
Blank	52	NA	NA	2	NA	NA
IELTS (in per-centage)						
0	0	NA	0	0	NA	NA
1	0	NA	0	0	NA	NA
2	1	NA	0	0	NA	NA
3	2	NA	0	0	NA	NA
4	6	NA	7	9	NA	NA
5	1	NA	9	16	NA	NA
Did not Attend	16	NA	39	70	NA	NA
Blank	74	NA	45	5	NA	NA
MBA in the UK (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	NA	NA	0	NA	NA	NA
1	NA	NA	1	NA	NA	NA
2	NA	NA	0	NA	NA	NA
3	NA	NA	4	NA	NA	NA
4	NA	NA	0	NA	NA	NA
5	NA	NA	6	NA	NA	NA
Did not Attend	NA	NA	49	NA	NA	NA
Blank	NA	NA	40	NA	NA	NA
10 Things to keep in mind when choosing a university (in per-centage)						
0	NA	NA	0	NA	NA	NA
1	NA	NA	0	NA	NA	NA
2	NA	NA	1	NA	NA	NA
3	NA	NA	0	NA	NA	NA
4	NA	NA	3	NA	NA	NA
5	NA	NA	6	NA	NA	NA
Did not Attend	NA	NA	4	NA	NA	NA
Blank	NA	NA	50	NA	NA	NA

Did you meet the officer at the UK Visas and Immigration stall? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Yes	11	NA	21	40	NA	NA
No	8	NA	49	56	NA	NA
Blank	81	NA	30	4	NA	NA

Did you find the visa information you received useful? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Extremely useful	0	NA	12	15	NA	NA
Useful	4	NA	17	15	NA	NA
Average	7	NA	3	10	NA	NA
Bad	0	NA	0	0	NA	NA
Very Bad	0	NA	1	0	NA	NA
Blank	89	NA	67	60	NA	NA

What is the best source for you to get student visa information (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Website	6	NA	46	55	56	73
Webinars	3	NA	3	7	5	8
Facebook live	0	NA	1	2	2	4
Leaflets	0	NA	1	15	1	5
any other, please specify	0	NA	1	0	7	10
Blank	91	NA	49	21	32	0

Other sources include mediums like email, LinkedIn and Newspaper

Delegate's Feedback

A total of 122 feedback forms were collected from UK exhibitors.

69 Per cent of the exhibitor strongly agrees that the event was of high quality, 11 per cent agrees to it whereas 14 per cent exhibitor disagrees to it and one per cent strongly disagrees.

71 per cent of the exhibitors agrees and 8 per cent strongly agrees that the they have acquired knowledge about the local market through the exhibition. 14 per cent of exhibitor disagrees to this and 2 per cent strongly disagrees.

When exhibitors were asked "Would your institute consider attending a similar event next year?" 53 per cent said "yes", 2 per cent said "no" and 35 per cent were "undecided".

How would you rate the duration of the event? (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Too Long	2	60	15	20	13	14
Just Right	85	40	82	80	87	79
Too short	5	0	0	0	0	0
Blank	7	0	3	0	0	7

What were your objectives for coming? (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Recruitment	22	40	38	30	50	43
Profile Raising	5	0	15	0	12	0
Both	71	40	59	70	50	50
Others	0	20	0	0	0	0
Blank	2	0	0	0	12	7

What is the assessment of the visitors to your desk? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Good number & good quality	44	0	38	15	50	14
Good quality but low in number	32	60	56	50	38	71
Good number only	5	0	0	5	0	0
Disappointing	5	40	6	15	12	7
Not in a position to assess	7	0	0	15	0	0
Blank	7	0	0	0	0	7

Please give your assessment of the exhibition in terms of below: (in per-centage)							
		Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
(a) Promotion of the event	Very Good	20	20	18	10	0	21
	Good	51	20	38	50	50	43
	Satisfactory	10	40	20	10	38	21
	Unsatisfactory	0	0	12	25	0	0
	Blank	19	20	12	5	12	14
(b) Branding at the event		Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
	Very Good	32	20	26	0	13	29
	Good	46	40	38	85	50	50
	Satisfactory	5	40	21	10	25	7
	Unsatisfactory	0	0	6	0	0	0
	Blank	17	0	9	5	12	14
(c) Layout of the event		Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
	Very Good	24	20	23	5	0	50
	Good	37	60	47	75	75	21
	Satisfactory	17	20	24	10	13	7
	Unsatisfactory	2	0	0	0	0	0
	Blank	20	0	6	10	12	21
(d) Overall Exhibition		Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
	Very Good	22	0	15	5	0	21
	Good	44	60	50	40	75	36
	Satisfactory	17	40	23	35	13	21
	Unsatisfactory	0	0	6	15	0	0
	Blank	17	0	6	5	12	21

How would you rate the support to your business needs provided by the British Council?
 (in per-centage)

		Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
(a) Before the event	Very Good	37	40	24	10	25	57
	Good	22	60	44	80	63	29
	Satisfactory	17	0	26	5	12	7
	Unsatisfactory	5	0	0	5	0	0
	Blank	19	0	6	0	0	7
(b) During the event	Very Good	39	40	23	10	37	57
	Good	22	40	56	85	63	36
	Satisfactory	22	20	9	5	0	7
	Unsatisfactory	0	0	6	0	0	0
	Blank	17	0	6	0	0	0

Did the exhibition meet your expectations? (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Agree strongly	12	0	6	5	0	14
Agree	51	40	47	60	75	57
Neither Agree nor Disagree	15	40	29	20	12	21
Disagree	7	20	15	10	13	7
Strongly Disagree	0	0	0	5	0	0
Blank	15	0	3	0	0	0

Overall, the exhibition was a high-quality event? (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Agree strongly	17	0	12	5	0	7
Agree	61	80	62	75	88	86
Disagree	7	20	23	15	12	7
Strongly Disagree	0	0	0	5	0	0
Blank	15	0	3	0	0	0

I have acquired knowledge about the market from participating at the exhibition
 (in per-centage)

	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Agree strongly	10	0	6%	5%	12%	7
Agree	68	80	62%	75%	63%	71
Disagree	10	20	17%	15%	13%	7
Strongly Disagree	0	0	3%	5%	0%	0
Blank	12	0	12%		12%	14

How was this exhibition compared to last year? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Much Better	2	0	3	0	13	0
Better	12	0	15	0	12	0
Roughly Same	32	40	32	40	25	0
Worse	17	0	21	15	25	7
Much Worse	0	0	0	10	0	0
Didn't attend	22	60	26	30	25	86
Blank	15	0	3	5	0	7

How likely is it that you would recommend British Council's UK Exhibition to a friend? (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
0	0	0	3	0	0	0
1	0	0	0	0	0	0
2	0	20	0	0	0	0
3	0	0	3	5	13	0
4	2	0	0	15	0	0
5	7	0	20	5	12	14
6	12	20	20	50	38	7
7	22	40	21	10	25	14
8	15	20	12	10	12	36
9	10	0	6	0	0	7
10	2	0	9	5	0	14
Blank	29	0	6	0	0	7

Would your institute consider attending a similar event next year (in per-centage)						
	Delhi	Chandigarh	Mumbai	Kolkata	Ahmedabad	Coimbatore
Yes	59	40	53	45	25	71
No	5	0	0	5	0	0
Undecided	17	60	41	50	75	21
Blank	19	0	6	0	0	7

Some positive quotes from exhibitors:

- *“Well Organised”* - University of Lincoln
- *“First Time doing event- Very positive outcome”*- University of Aberdeen
- *“Overall the fair was good”*- University of Essex
- *“It was a nice event. Would like to attend again in the future”* - Sheffield Hallam University

Some suggestions from UK exhibitors:

- The British Council is valuable as a platform; however, the cost is becoming very difficult to rationalize.
- Mumbai location seems too far for students, Worli could be a good location.
- Lunch should be improved and fruits, less greasy foods can be included. Five items buffet would be ideal.
- Quality of visitors is good but low in number. Potential is there, perhaps better profile raising of British council event would help.
- More information about Phd funding opportunities and application methods should be shared by British Council.
- Quality is good but low in number. I believe potential is there, perhaps better profile raising of British council event would help.
- It would be better to have events over weekend where footfall is usually a lot higher.

Appendix

List of exhibitors (Alphabetical Order)

List of Exhibitors (Alphabetical Order):

1	Abertay University	28	The University of Manchester
2	Aston University	29	The University of Sheffield
3	Birkbeck, University of London	30	The University of Stirling
4	Birmingham City University	31	University College London
5	Bpp University	32	Ulster University
6	Brunel University London	33	University of Aberdeen
7	Cardiff University	34	University of Bath
8	City, University of London	35	University of Bradford
9	Durham University	36	University of Dundee
10	Goldsmiths, University of London	37	University of Essex
11	King's College London	38	University of Glasgow
12	Kingston University	39	University of Kent
13	London Metropolitan University	40	University of Leeds
14	Newcastle University	41	University of Lincoln
15	Northumbria University	42	University of Northampton
16	Queen Mary University of London	43	University of Nottingham
17	Queen's University Belfast	44	University of Reading
18	Regent's University London	45	University of Southampton
19	Royal Holloway, University of London	46	University of Strathclyde
20	Ruthin School	47	University of Surrey
21	Sheffield Hallam University	48	University of Sussex
22	SOAS University of London	49	University of The Arts London
23	Swansea University	50	University of Warwick
24	Teesside University	51	University of Westminster
25	The Glasgow School of Art	52	University of Wolverhampton
26	The Royal Agricultural University	53	University of York
27	The University of Edinburgh		

Photo Gallery

Delhi



Chandigarh



Mumbai



Kolkata



Ahmedabad



Coimbatore

