

## **Post-event report for Study UK Fair India, February 2019**

Bangalore: 02 February, Taj Hotel  
Chennai: 03 February, Le Meridien  
Hyderabad: 04 February, Vivanta by Taj  
Pune: 06 February, Sheraton Grand  
Kochi: 07 February, The Gateway Hotel  
Mumbai: 08 February, The St. Regis  
Delhi: 09 February, British Council

## Introduction

The February leg of fairs were held in seven cities across India with a new nomenclature as Study UK Fair. The cities included are Bangalore, Chennai, Hyderabad, Pune, Kochi, Mumbai and Delhi starting from 2 February to 9 February 2019. The fairs were attended by a total of 4910 visitors. Officers from UK Visas and Immigration (UKVI) were present at each exhibition and delivered seminars in Bangalore, Chennai, Hyderabad and Pune. Additionally, there was representation from IELTS and Chevening Scholarship teams across exhibition cities.

The exhibition briefing, and pre-exhibition reception was successfully delivered in Bangalore, a day before the start of the exhibitions. The evening was graced by over 80 guests that included delegates from 46 UK institutions, local institutional contacts and education consultants. The event included a presentation on Higher Education in India and update on UK visa followed by Q&A session.

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.

Introduction - Page 2

Highlights - Page 4- 6

Visitor's Profile – Page 7- 12

Marketing - Page 13- 16

Visitor Feedback - Page 17- 22

Delegate's Feedback – Page 23- 27

Appendix – Page 28

Photographs – 29- 31

## Highlights

## Exhibition Logistics and Attendees Summary

Venue	Bangalore, Taj MG Road 2 February 2019
Opening hours	14.00- 19.00
Number of attendees	956

Venue	Chennai, Le Meridien 3 February 2019
Opening hours	14.00- 19.00
Number of attendees	878

Venue	Hyderabad, Vivanta by Taj 4 February 2019
Opening hours	13.00- 18.00
Number of attendees	624

Venue	Pune, Sheraton Grand 6 February 2019
Opening hours	14.00- 19.00
Number of attendees	846

Venue	Kochi, The Gateway Hotel 7 February 2019
Opening hours	13.00- 18.00
Number of attendees	417

Venue	Mumbai, The St. Regis 8 February 2019
Opening hours	11.00- 18.00
Number of attendees	537

Venue	Delhi, British Council 9 February 2019
Opening hours	13.00- 18.00
Number of attendees	652

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

VENUE	SEMINAR TOPIC	No of Attendees
Pune	Nature and Machines: How biology interfaces with engineering, robotics and informatics	28
	Student Visas	48
	Organisational Behaviour -: Management Studies	52
	Scholarships	67
	Preparing for IELTS	45

VENUE	SEMINAR TOPIC	No of Attendees
Bangalore	Nature and Machines	41
	Student Visas	70
	Information Technology Management	45
	Health and Rehabilitation	43
	Scholarships	96

VENUE	SEMINAR TOPIC	No of Attendees
Chennai	Nature and Machines	36
	Student Visas	61
	Health and Rehabilitation	55
	Scholarships	51
	Preparing for IELTS	43

VENUE	SEMINAR TOPIC	No of Attendees
Hyderabad	Nature and Machines	47
	Student Visas	68
	Health and Rehabilitation	36
	Scholarships	54
	Preparing for IELTS	72

VENUE	SEMINAR TOPIC	No of Attendees
Kochi	Nature and Machines	65
	Student Visas	39
	Information Technology Management	36
	Chemical and Pharmaceutical Sciences	30
	Preparing for IELTS	50

**Key highlights and analysis from the visitor registration data:**

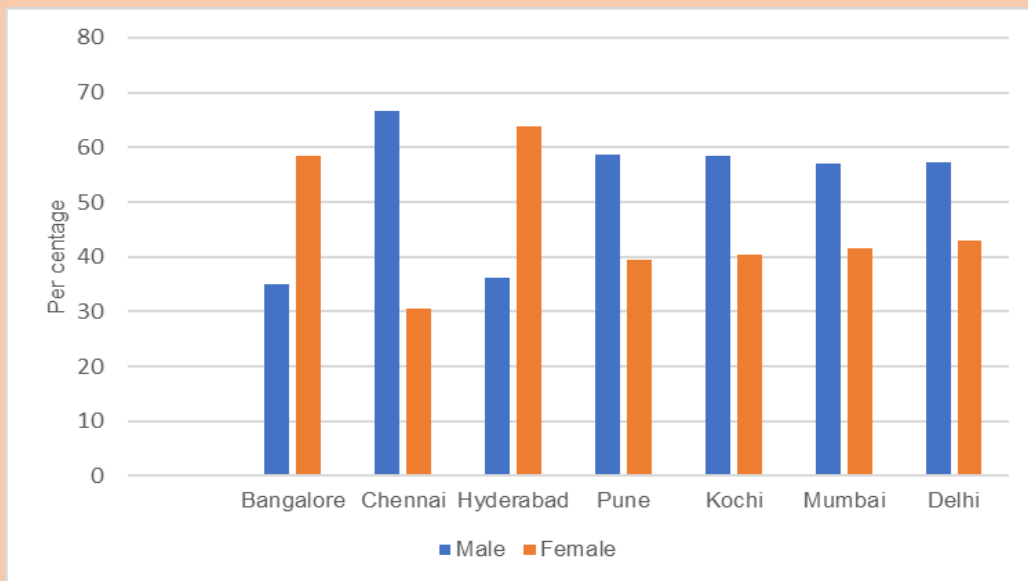
- Of the total visitors 53 per cent were male, 45 per cent were female.
- 28 per cent of the visitors preferred to study in the UK vis-à-vis fourteen destinations.
- In Chennai 60% of students are looking for PG courses followed by Kochi and Bangalore at 50% and Hyderabad at 46%.
- For UG, Mumbai shows highest interest with 30% followed by Bangalore at 25%.
- Business management, MBA and Engineering and Technology are some of the popular subjects in all cities.
- Other subjects of interests are Law, Health & Medicine and Computer & Mathematical Science.
- Most of the students intend to stay for two years while pursuing higher education in a foreign country.
- What mostly motivates students to select UK as a higher education destination are- high academic standard, international recognition of qualifications and safe environment.

The event was supported by

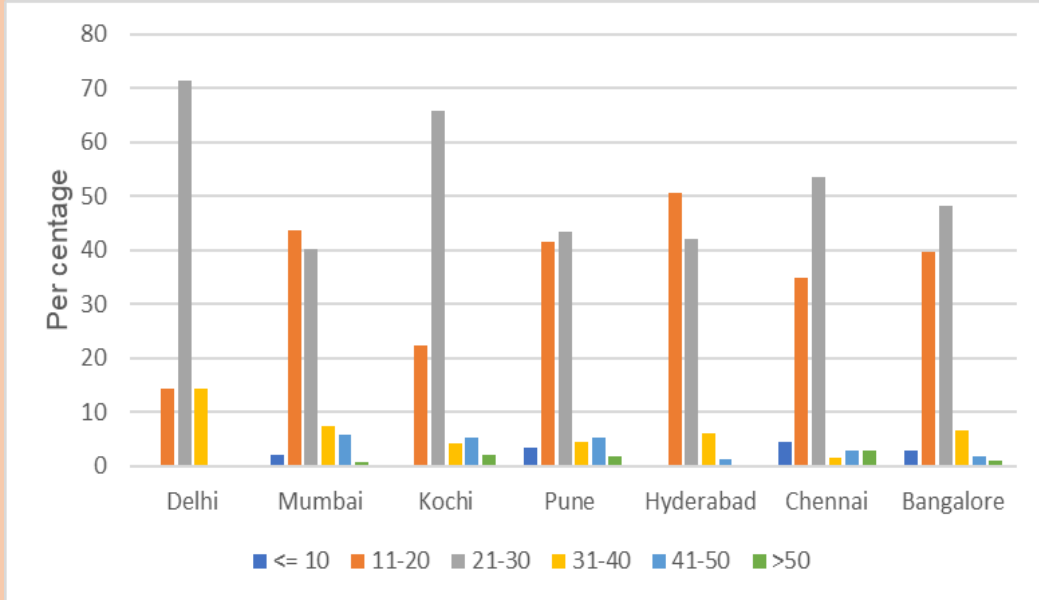


### Visitors' profile

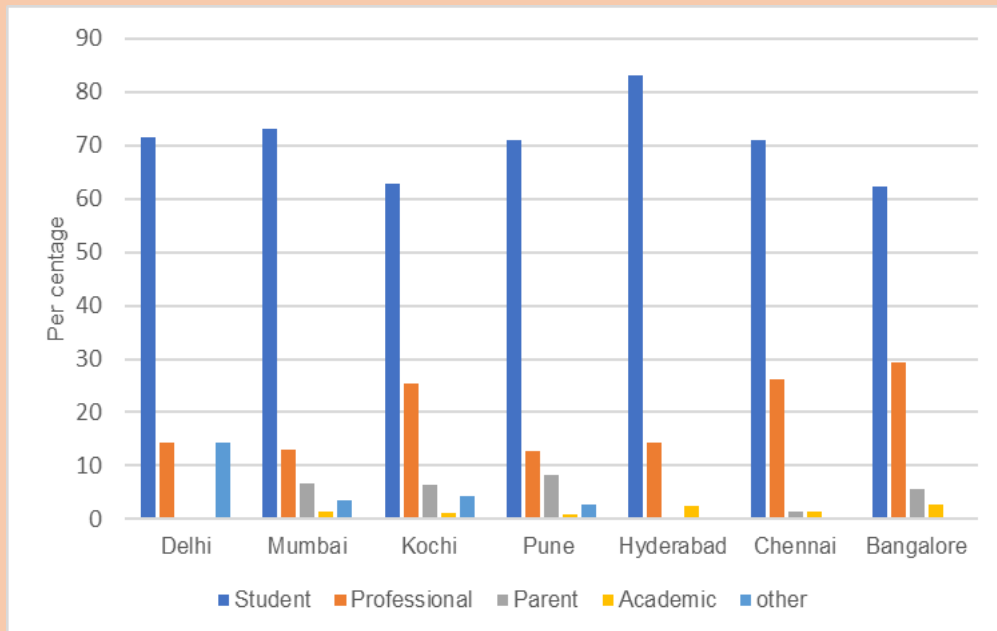
#### Gender wise distribution



Age wise registration

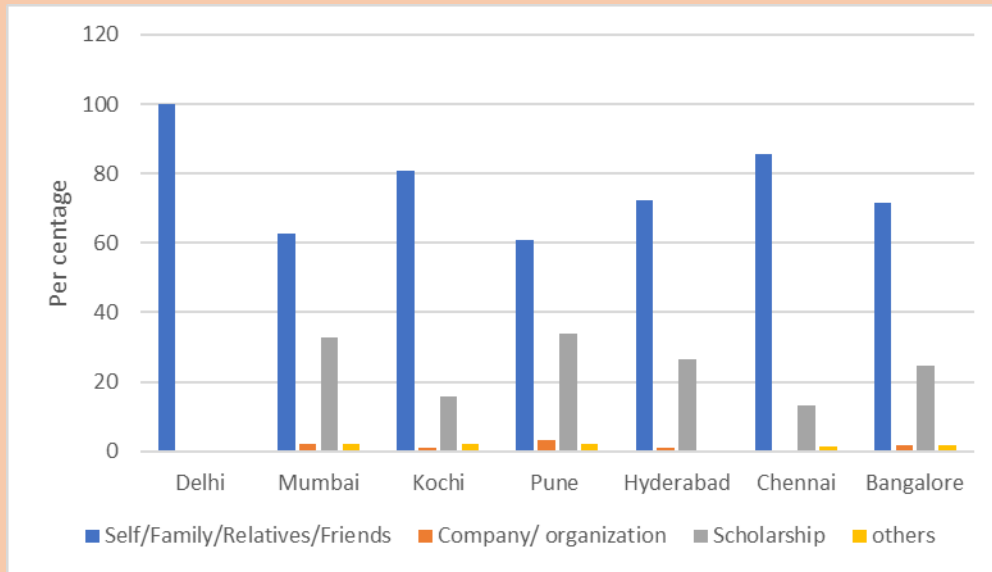


Registration by occupation





Registration by source of fund



(All data in per-centage)

Registration by level of study

	Vocational and technical	Pre-university academic	UG	PG	MBA	Learn English	Boarding School	Short Course	Professional/ Employment qualifications
Delhi	0	0	0	44.44	44.44	0	0	11.11	0
Mumbai	0.57	2.86	30.29	42.29	17.71	0.57	0.57	2.29	2.86
Kochi	4.2	0.84	14.29	50.42	14.29	0	0.84	7.56	7.56
Pune	2.69	3.37	33	37.37	12.12	2.69	0.67	4.04	4.04
Hyderabad	3.37	1.12	11.24	46.07	29.21	0	0	4.49	4.49
Chennai	0	1.19	9.52	59.52	22.62	2.38	0	23.38	23.38
Bangalore	1.65	2.48	24.79	49.59	15.7	0	0	1.65	3.31

Study course in

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
In the UK	87.5	79.5	83.17	79.34	78.82	81.33	85.47
In my home country	0	9.32	7.92	7.01	5.88	6.67	5.98
In another country (not UK or home)	0	8.7	5.94	10.33	15.29	10.67	5.98
Online/ distance learning	12.5	2.48	2.97	3.32	0	1.33	2.56

## Registration by subject area

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
Agriculture and related subjects	11.11	0.87	1.39	1.94	1.9	3.57	2.61
Applied and Pure Sciences	0	3.9	4.86	6.09	0	3.57	6.54
Architecture, Building and Planning	0	1.73	2.78	2.77	0.95	1.79	3.27
Business and Administrative Studies	44.44	17.32	18.75	15.51	25.71	19.64	13.73
Computer and Mathematical Science	11.11	8.23	5.56	6.09	3.81	7.14	9.15
Creative Arts and Design	11.11	5.63	4.17	8.59	0.95	7.14	11.11
Education and Training	0	1.73	3.47	1.66	1.9	0.89	1.31
Engineering and Technology	11.11	9.52	15.97	14.68	11.43	19.64	14.38
Health and Medicine	0	8.66	7.64	5.82	8.57	7.14	7.19
Humanities	0	6.06	2.08	6.37	4.76	2.68	9.15
Law	0	7.79	3.47	6.37	1.9	0.89	1.31
MBA	11.11	19.05	18.06	13.85	32.38	18.75	10.46
Hair, Beauty and Personal Care	0	0.43	0	0	0	2.68	0.65
Social Studies and Communications	0	5.19	2.78	6.37	3.81	3.57	7.19
Travel, Tourism and Hospitality	0	3.9	9.03	3.6	1.9	0.89	1.96

## Intended period to leave

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
In less than 6 months	14.29	18.98	24.47	20.18	20.48	30.43	25.47
In 1 year	42.86	39.42	50	42.98	44.58	40.58	48.11
In 2 years	28.57	24.09	13.83	24.12	12.05	21.74	16.98
After 2 years	14.29	17.52	11.7	12.72	22.89	7.25	9.43

## Indented period of stay

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
3 months	0	0	0	0.44	1.2	0	0
6 months	0	0	1.06	1.32	0	0	0
1 year	42.86	18.98	19.15	18.86	16.87	24.64	12.26
2 Years	42.86	33.58	55.32	30.7	46.99	49.28	44.34
3 Years	14.29	14.6	9.57	12.72	12.05	13.04	17.92
More than 3 years	0	32.85	14.89	35.96	22.89	13.04	25.47

## Preferred country of Study

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
Australia	5	8.79	14.54	10.83	18.7	10.74	11.68
Canada	20	14.01	13.12	11.81	15.65	13.7	10.78
China	0	0.27	0.71	0.42	0.87	0.37	0.3
France	5	2.47	7.45	4.31	4.35	5.93	3.29
Germany	15	3.85	9.57	8.89	8.26	9.63	9.28
Italy	5	1.91	4.26	1.67	4.35	3.33	2.69
Japan	0	0.82	1.77	1.25	0.43	2.22	0.6
Malaysia	0	0.27	0.71	0.42	0.87	2.59	0.9
Netherlands	5	2.47	3.19	3.33	0.87	3.7	4.19
New Zealand	0	4.4	6.03	3.89	1.3	3.33	4.49
Singapore	5	7.97	2.13	7.36	3.91	7.41	8.08
Spain	0	1.65	1.06	1.53	0	2.59	0.6
Taiwan	0	0	0	0.28	0.87	0.74	0
UK	30	32.42	26.95	25.97	26.96	22.59	28.44
US	10	15.66	8.16	14.03	12.17	11.11	13.47
Others	0	3.02	0.35	4.03	0.43	0	1.2

## Motivation to study in UK

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
High academic standard	0	1.35	0	1.28	0	15.94	0.92
Competitive tuition fee	0	0	0	0.43	0	0	0
Parent's decision	0	0	0	0.85	0	0	0
Cultural environment	0	1.35	0	0.43	0	0	1.83
Safe environment	14.29	0.68	0	0.43	0	0	0
Friends and relatives there	0	0	0	0	0	0	0
Wide variety of courses and institutions	0	0.68	0	0	0	0	0.92
International recognition of qualifications	14.29	1.35	0	0.43	0	1.45	0.92
Travelling in many different countries	0	0.68	0	0	0	0	0
Scholarship offered	0	0.68	0	0	0	0	0
Having a better job in my country	0	0.68	0	0	0	0	0
Learning foreign language	0	0.68	0	0	0	0	0
Overseas work opportunities	0	1.35	0	0	0	0	0.92
Others	71.43	90.54	100	96.15	0	82.61	94.5

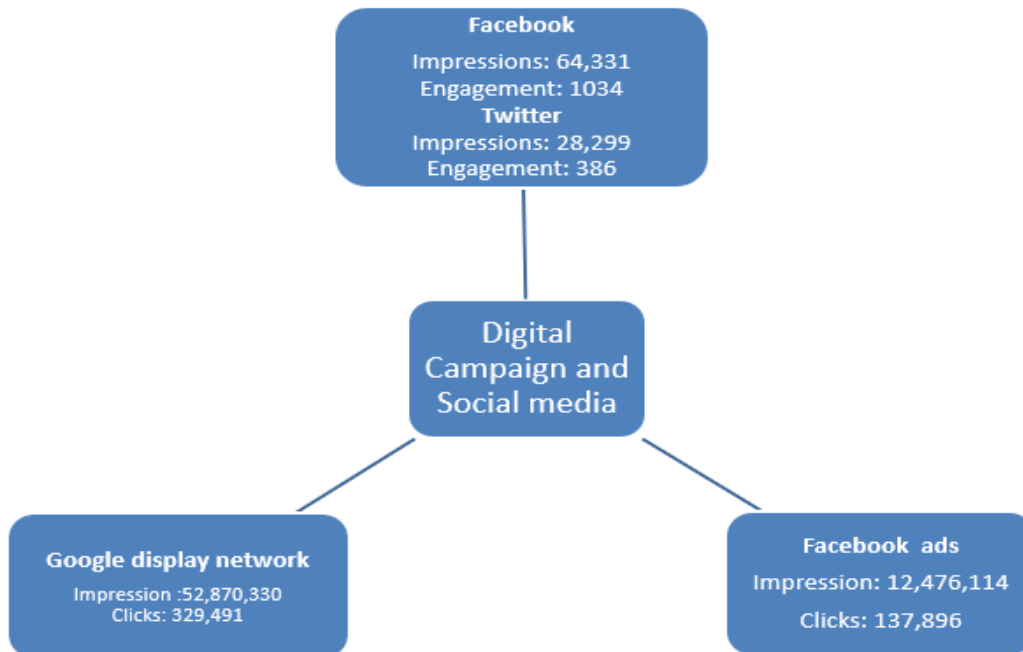
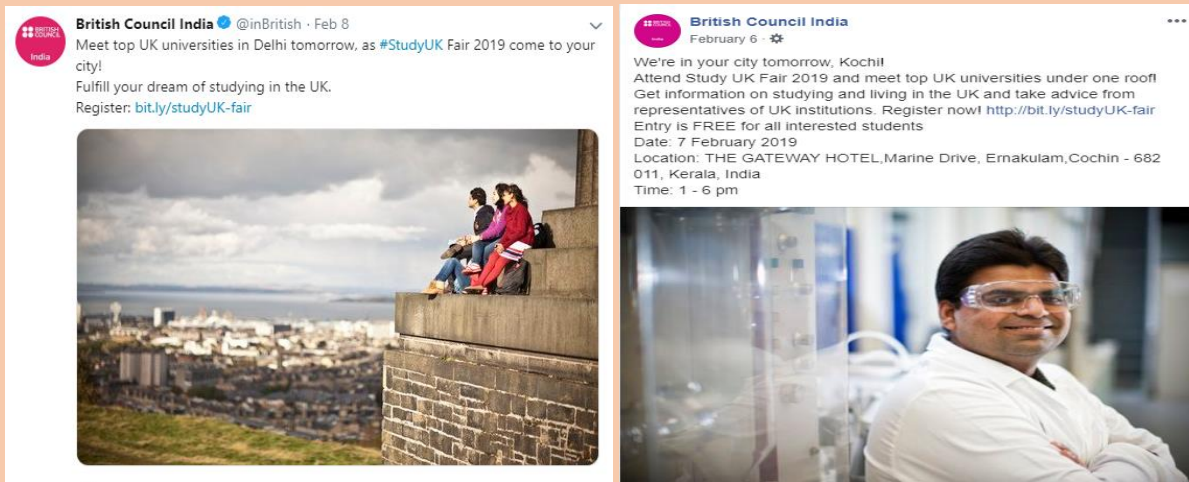
## Source of Information for attending the fair

	Delhi	Mumbai	Kochi	Pune	Hyderabad	Chennai	Bangalore
Newspaper	57.14	23.42	23.42	22.61	82.14	27.78	41.27
Internet	14.29	16.46	16.46	14.84	3.57	14.44	12.7
British Council	28.57	5.7	5.7	8.83	1.19	7.78	7.94
Radio, TV	0	2.53	2.53	2.47	0	4.44	3.97
Email	0	5.06	5.06	3.89	0	1.11	2.38
Poster	0	1.9	1.9	1.41	0	21.11	11.11
Friend and relative	0	14.56	14.56	12.72	0	0	0.79
Flyers	0	1.9	1.9	1.77	0	20	11.11
Student's association Newsletter	0	2.53	2.53	5.3	7.14	1.11	3.17
University teacher	0	0	0	1.06	0	0	0
Embassy and consulate	0	14.56	14.56	16.25	5.95	0	4.76
others	0	1.9	1.9	1.06	0	0	0

Marketing

Our marketing reached an estimated audience of 6,04,98,407 people through Print, radio, digital media brand ambassador campaign which included top newspapers and Individual interviews conducted at different cities.

Social Media



## Digital media

**'UK education opens doors'**

Alisha Shinde | Monday, 4 February 2019

Being an educational hub Pune has a lot of education fairs in the city. British Council

**This Is What British Council Offers The Students Aspiring To Study In The UK**

In 2018, the number of visas issued to Indian students grew 33% over the previous year. Read on...

By Ananta Mishra  
Senior Sub-Editor

START YOUR OWN BUSINESS  
200+ Successful Businesses  
Ready to partner...

Announcements were made through print ads and radio jingles in each city in top newspapers and radio stations. Newspapers included Mumbai mirror, Times of India, Hindu, Daily Thanti, etc. Radio channels chosen were: Radio one, Fever FM, Radio Mirchi, Radio city, Indigo, etc

**STUDY UK FAIR 2019**  
MAKE A SMART CAREER INVESTMENT

8 February • 11.00 – 16.00  
The St. Regis • 462, Senapati Bapat Marg • Lower Parel • Mumbai

- Free entry
- Range of scholarship options available
- Meet representatives from UK Universities
- Get Information on studying and living in the UK and take advice from representatives of UK institutions

To find out more visit: [britishcouncil.in/study-uk/events/education-uk-fair](http://britishcouncil.in/study-uk/events/education-uk-fair)  
For further information  
Contact: [shamik\\_biswas@britishcouncil.org](mailto:shamik_biswas@britishcouncil.org)  
Call: 022-67486724

BRITISH COUNCIL • STUDY UK • DISCOVER YOU • GREAT

**STUDY UK FAIR 2019**  
MAKE A SMART CAREER INVESTMENT

2 February • 14.00 – 19.00  
Taj Mg Road • 41/3 Mahatma Gandhi Road • Bengaluru

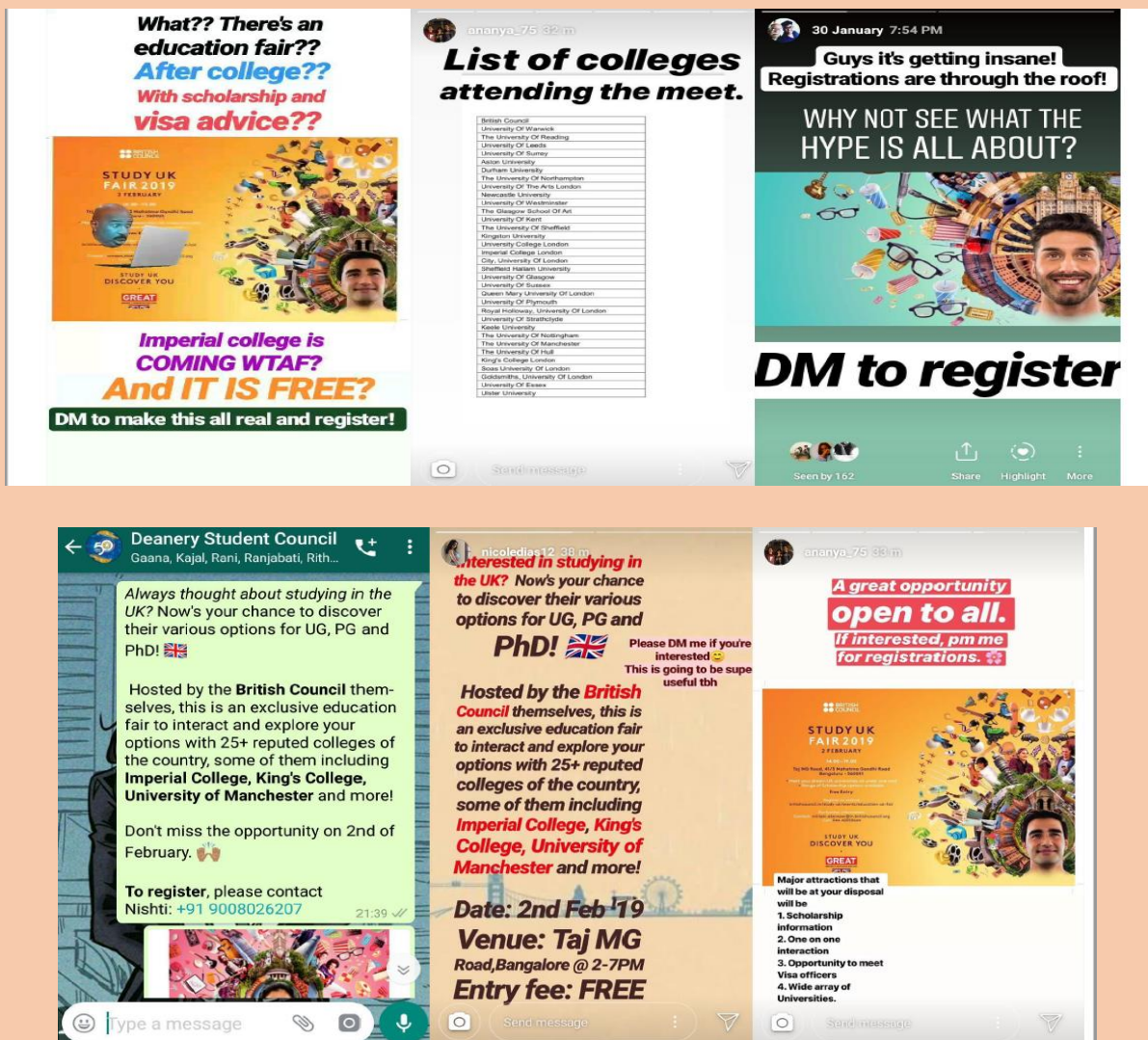
- Free entry
- Range of scholarship options available
- Meet representatives from UK Universities
- Attend seminars by UK academics, special visa sessions by UK Visas and Immigration Officers and find out more about IELTS

To find out more visit: [britishcouncil.in/study-uk/events/education-uk-fair](http://britishcouncil.in/study-uk/events/education-uk-fair)  
For further information  
Contact: [miriam.abenazar@in.britishcouncil.org](mailto:miriam.abenazar@in.britishcouncil.org)  
Call: 944-43859444

BRITISH COUNCIL • STUDY UK • DISCOVER YOU • GREAT

A total of 164 campus ambassadors were engaged across 7 cities that brought in 3506 registrations through 240 social media posts, 174 Whatsapp/ broadcast stories. The ambassador campaign witnessed 42000 audience engagement.

### Campus ambassador campaign







## Visitor's Feedback

A printed survey was distributed during the exhibition to the 1333 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 “Will you be applying to a UK institution following the exhibition” 48 percent said “yes”.

53 per cent visitors strongly agree that the event was of high quality and 33 per cent agrees to it.

When asked to rate UK's attractiveness as a place of study on a scale of 0 to 10, 14 per cent gave UK rating of 10, 19 percent gave rating 9 and 24 per cent gave rating 8

<b>Did you get the information you were seeking?</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Yes	89	93	97	95	86	92	92
No	10	7	3	5	12	8	8
Blank	1	0	0	0	1	0	0
<b>Will you be making an application to the UK now?</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Yes	43	57	60	38	42	31	64
No	53	40	37	61	53	63	27
Blank	4	2	3	1	5	6	9
<b>If 'no' when do you plan to study in the UK?</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Next year	24	19	16	28	18	33	32
2 years	23	21	22	40	23	39	12
3 years	10	14	17	13	6	15	4
5 years	4	4	3	4	2	4	2
Uncertain	8	4	9	14	12	8	14
Blank	31	38	34	1	39	1	36

<b>The exhibition met my expectations</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Strongly agree	0	25	18	33	22	24	13
Agree	26	62	68	58	54	63	66
Neither	56	9	11	8	17	10	18
Disagree	10	2	1	0	5	2	1
Strongly disagree	6	0	0	0	1	1	1
Blank	1	0	2	1	1	0	1
<b>Overall, the exhibition was a high-quality event</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Strongly agree	34	30	30	46	25	41	24
Agree	52	57	56	47	57	47	62
Neither	10	7	12	6	13	10	4
Disagree	1	3	0	0	2	0	2
Strongly disagree		1	0	0	1	0	1
Blank	2	2	1	1	1	2	7
<b>I have acquired knowledge about UK education from attending the exhibition?</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Strongly agree	36	31	30	38	32	31	16
Agree	45	50	57	52	50	56	76
Neither	13	10	11	8	13	10	4
Disagree	2	3	0	1	1	1	2
Strongly disagree	2	4	1	0	2	0	1
Blank	2	2	2	1	1	2	1
<b>Your understanding of what the UK has to offer as a place to study?</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	2	0	1	0	0	0	1
1	0	0	0	0	1	2	1
2	1	0	3	0	0	1	2
3	1	4	1	0	2	2	2
4	2	7	2	3	7	3	6
5	9	13	6	8	9	8	11
6	15	11	12	11	11	9	17
7	18	16	1	23	20	24	17
8	26	28	28	27	22	26	22
9	14	10	16	15	13	16	11
10	11	9	11	11	10	8	9
Blank	0	2	4	2	6	1	1

**How likely is it that you would recommend the British Council's Study UK exhibition to a friend or colleague?**

	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	0	1	0	1	0	1
1	0	0	0	0	1	0	2
2	0	0	0	1	1	0	3
3	1	0	2	1	1	1	3
4	2	2	1	1	1	2	4
5	9	6	9	3	7	6	7
6	7	13	6	8	10	6	7
7	13	13	12	14	17	14	7
8	21	21	25	21	13	20	23
9	24	17	12	21	17	23	19
10	17	23	20	26	21	20	23
Blank	4	5	11	4	12	8	1

**How would you rate the following seminars?**

<b>Nature &amp; machines - How biology interfaces with engineering, robotics &amp; informatics</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	1	0	0	2	NA	NA
1	1	1	1	0	2	NA	NA
2	0	0	1	1	7	NA	NA
3	4	3	6	6	11	NA	NA
4	4	8	8	6	14	NA	NA
5	5	3	9	11	8	NA	NA
did not attend	70	55	50	50	30	NA	NA
Blank	15	28	25	26	25	NA	NA
<b>Student Visas</b>							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	0	0	0	1	NA	NA
1	0	0	1	0	2	NA	NA
2	1	2	2	4	6	NA	NA
3	7	3	10	3	6	NA	NA
4	9	8	8	16	8	NA	NA
5	9	14	16	10	4	NA	NA
did not attend	60	48	38	43	48	NA	NA
Blank	14	24	25	24	26	NA	NA

Organisational behaviour: Management Studies							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	NA			1	NA		
1				0			
2				2			
3				4			
4				13			
5				9			
did not attend				42			
Blank				29			
Scholarships							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	1	0	0	NA		
1	0	0	1	1			
2	1	2	3	2			
3	11	5	4	6			
4	12	9	7	15			
5	12	6	15	11			
did not attend	51	45	46	38			
Blank	14	31	25	27			
Preparing for IELTS							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	0	0	0	1	NA	
1	1	0	2	0	2		
2	1	2	2	2	3		
3	6	2	5	7	6		
4	10	9	9	12	10		
5	15	7	21	15	13		
did not attend	53	50	36	39	38		
Blank	14	30	25	25	28		

Information Technology Management							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	NA			1	NA	
1	0				1		
2	1				3		
3	3				8		
4	6				6		
5	6				7		
did not attend	68				49		
Blank	15				26		
Health and Rehabilitation							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	0	0	NA			
1	0	0	1				
2	1	2	2				
3	4	5	6				
4	5	11	4				
5	6	7	7				
did not attend	69	50	56				
Blank	15	24	25				
Chemical and Pharmaceutical Sciences							
	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	NA				1	NA	
1					1		
2					1		
3					7		
4					7		
5					4		
did not attend					53		
Blank					26		

**Did you meet the officer at the UK Visas and Immigration stall?**

	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Yes	22	30	31	31	10	NA	11
No	66	53	40	57	68		8
Blank	12	17	29	12	23		81

**Did you find the visa information you received useful?**

	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Extremely useful	11	10	8	11	4	NA	9
Useful	22	29	30	31	25		4
Average	10	11	25	10	8		7
Not useful	4	2	4	2	5		NIL
Blank	54	47	33	46	59		80

**Before attending the event today, how easy or difficult did you expect the process of applying for a UK study visa would be**

	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Very Easy	4	4	3	7	2	4	0
Easy	31	36	32	2	26	29	3
Difficult	40	36	36	42	31	33	17
Very Difficult	8	7	9	5	6	1	0
Blank	17	17	21	19	35	33	80

**After attending the event today, how easy or difficult did you expect the process of applying for a UK study visa would be**

	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Very Easy	11	8	6	9	4	7	6
Easy	52	55	55	54	39	49	11
Difficult	15	14	12	14	15	9	3
Very Difficult	4	3	5	1	5	0	0
Blank	18	21	22	22	37	35	80

**What is the best source for you to get student visa information?**

	Bangalore	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Website	59	55	54	56	45	48	13
Webinars	9	9	8	15	5	11	NIL
Facebook live	5	6	5	3	1	6	NIL
leaflets	5	5	4	6	5	4	NIL
any other	4	6	6	8	7	37	3
blank	18	20	24	21	37	5	84

## Delegate's Feedback

A total of 116 feedback forms were collected from UK exhibitors.

The delegates were happy with the overall quality of the fairs across all cities with more than 50 % rating them good and above.

Engineering, MBA, Business and Management, Computers, Law and Media continues to be the top interesting subjects. New trending subjects includes Creative arts, Medicine, Psychology, Media and Journalism.

55 per cent of the exhibitors says that the visitors at their desk were good in numbers and good quality

50 per cent of the respondents wanted to come back for the fairs next year. In some of the cities an equal percentage were still undecided.

How would you rate the duration of the event?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Too Long	4	24	0	13	5	0
Just Right	89	71	95	88	71	95
Too short	0	6	0	0	10	5
Blank	7	0	5	0	14	0

What were your objectives for coming?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Recruitment	36	47	27	13	24	25
Profile Raising	4	12	0	0	5	5
Both	61	41	68	88	67	70
Other (specify)	0	0	0	0	0	0
Blank	0	0	5	0	5	0

What is the assessment of the visitors to your desk?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Good number & good quality	46	35	82	63	43	65
Good quality but low in number	29	12	0	25	29	15
Good number only	11	29	14	0	10	15
Disappointing	11	12	0	0	14	0
Not in a position to assess	4	6	0	0	0	0
Blank	0	6	5	13	5	5

Please give your assessment of the exhibition in terms of below:							
		Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Promotion of the event	Very Good	11	18	32	0	10	20
	Good	57	41	45	75	52	55
	Satisfactory	18	24	14	13	29	25
	Unsatisfactory	11	6	5	0	10	0
	Blank	4	12	5	13	0	0
		Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Branding at the event	Very Good	11	12	41	13	10	20
	Good	68	71	45	88	62	55
	Satisfactory	18	18	9	0	29	25
	Unsatisfactory	0	0	0	0	0	0
	Blank	4	0	5	0	0	0
		Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Layout of the event	Very Good	29	35	45	25	29	15
	Good	36	53	45	50	57	35
	Satisfactory	32	12	5	13	14	40
	Unsatisfactory	0	0	0	0	0	10
	Blank	4	0	5	13	0	0
		Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Overall Exhibition	Very Good	21	18	32	25	19	20
	Good	43	59	55	50	48	55
	Satisfactory	29	24	9	25	33	25
	Unsatisfactory	4	0	0	0	0	0
	Blank	4	0	5	0	0	0



How would you rate the support to your business needs provided by the British Council?							
		Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Before the event	Very Good	29	24	41	25	29	30
	Good	50	53	36	63	62	70
	Satisfactory	14	24	14	13	0	0
	Unsatisfactory	4	0	0	0	0	0
	Blank	4	0	9	0	10	0
		Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
During the event	Very Good	29	18	36	25	24	25
	Good	39	71	41	75	52	65
	Satisfactory	25	6	14	0	10	10
	Unsatisfactory	0	6	0	0	0	0
	Blank	7	0	9	0	14	0

Did the exhibition meet your expectations?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Agree strongly	14	12	27	0	19	20
Agree	64	47	64	88	38	65
Neither Agree nor Disagree	7	35	5	13	19	15
Disagree	11	6	0	0	10	0
Strongly Disagree	0	0	0	0	0	0
Blank	4	0	5	0	14	0

Overall, the exhibition was a high- quality event?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Agree strongly	18	12	27	0	19	30
Agree	57	65	59	88	52	70
Disagree	21	18	9	13	14	0
Strongly Disagree	18	0	0	0	5	0
Blank	4	6	5	0	10	0

I have acquired knowledge about the local market from participating at the exhibition						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Agree strongly	7	6	18	0	14	20
Agree	68	82	50	88	52	55
Neither Agree nor Disagree	0	0	0	0	0	20
Disagree	18	6	18	13	14	0
Strongly Disagree	0	0	0	0	0	5
Blank	7	6	14	0	19	0

How was this exhibition compared to last year?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Much Better	4	6	14	0	5	15
Better	14	12	18	38	0	30
Roughly Same	29	18	36	38	33	20
Worse	4	6	0	0	0	0
Much Worse	4	0	0	0	5	0
Didn't attend	39	53	23	0	38	35
Blank	7	6	9	13	19	0

How likely is it that you would recommend British Council's UK Exhibition to a friend?						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
0	0	0	0	0	0	0
1	0	0	0	0	0	0
2	0	0	0	0	0	0
3	4	0	0	0	5	0
4	0	0	0	0	5	0
5	21	0	9	25	14	5
6	11	29	5	13	5	10
7	29	29	23	25	38	35
8	25	29	23	38	19	30
9	11	0	14	0	5	15
10	0	6	23	0	5	5
Blank	0	6	5	0	5	0

Would your institute consider attending a similar event next year						
	Chennai	Hyderabad	Pune	Kochi	Mumbai	Delhi
Yes	43	53	64	63	43	50
No	4	6	0	0	0	0
Undecided	39	24	32	38	52	35
Blank	14	18	5	0	5	15

**Some positive quotes from exhibitors:**

- *“Well organised event with reasonable quality leads”*- University of Derby
- *“Organised well, very positive. Constant stream of students/parents.”* - Durham University
- *“Thank you for a good event”*- Teesside University
- *“By far the best fair I have attended on the trip”* - Sussex University for Pune
- *“Thank you for looking after us”*- The Royal Agricultural University for Pune
- *Great quality and quantity of students, good mix of UG and PG enquiries-* University of Strathclyde for Chennai

**Some suggestions from exhibitors:**

- *“This was very busy, and we were very pleased to see a very good numbers of enquiries and of good quality. It will certainly be useful to have future events at indoor premises.”* - University of Reading
- *“Consider seminars for school age visitors to brief them on UG universities offer”*- University of Derby
- *“Please choose a venue in the heart of the city for the next time”*- Sheffield Hallam University for Chennai

## Appendix

## List of exhibitors (Alphabetical Order)

## List of Exhibitors (Alphabetical Order):

1	Abertay University	30	The University of Manchester
2	Aberystwyth University	31	The University of Sheffield
3	Aston University	32	The University of Warwick
4	BPP University	33	University College London
5	City, University of London	34	Ulster University
6	Cranfield University	35	University of Bath
7	Durham University	36	University of Bristol
8	Goldsmiths, University of London	37	University of Chester
9	Heriot-Watt University	38	University of Derby
10	Imperial College London	39	University of East Anglia
11	Keele University	40	University of East London
12	King's College London	41	University of Essex
13	Kingston University	42	University of Glasgow
14	Liverpool Hope University	43	University of Greenwich
15	Newcastle University	44	University of Kent
16	Northumbria University	45	University of Leeds
17	Oxford Brookes University	46	University of Northampton
18	Queen Mary University of London	47	University of Nottingham
19	Regent's University	48	University of Plymouth
20	Richmond, The American International University London	49	University of Reading
21	Robert Gordon University	50	University of Southampton
22	Royal Holloway, University of London	51	University of Strathclyde
23	Sheffield Hallam University	52	University of Surrey
24	SOAS University of London	53	University of Sussex
25	Teesside University	54	University of The Arts London
26	Glasgow School of Art	55	University of West London
27	Royal Agricultural University	56	University of Westminster
28	The University of Birmingham	57	University of York
29	The University of Hull		

Photographs





