

Post-event report

Study UK India Virtual Mini Fair, August 2020

Study UK India Virtual Mini Fairs was held on 8 August 2020. 26 UK universities participated in the event and visitor footfall was 1700 approx including students and parents.

The objective of the fair was to promote the UK as a country with world class higher education opportunities and to reach out to prospective students who are interested in studying abroad. The fair provided UK institutions a platform for recruitment and brand building. Prospective students could meet representatives from UK institutions and get information about courses, scholarships, eligibility, visas and more, all from the comfort of their home.

Webinars and Facebook live sessions were conducted for students pre and post event to familiarise them about studying in the UK this year and prepare them to attend the fair. These webinars included sessions on the Graduate Route by UKVI, Statement of Purpose workshop by British Council and UCAS, IELTS session, Study UK session by British Council etc.

The all-India briefing was on 7 August attended by 45 guests from the 26 participating universities. The market briefing included an economic overview of the Higher Education landscape in India, with a focus on changing consumption patterns of India, new national education policy, student mobility trends and finally a Covid-19 update among other topics. More details and the presentation is available [here](#).

Highlights

Exhibition Logistics and Attendees Summary

| | |
|---|------------------|
| Date | 8 August 2020 |
| Number of attendees | 1700 approx |
| Number of participating UK universities | 26 |
| Platform | Zoom application |

Seminars were held on various topics

| SEMINAR TOPIC | No of Attendees (zoom rooms had a limit of 300 at a single time) |
|---|--|
| Student Visas and Graduate Immigration Route | 300 attendees |
| Guidance from Universities and Colleges Admissions Service (UCAS) | 280+ attendees |
| Guidance on IELTS | 170+ attendees |
| Studying and Living in UK and Scholarships | 150+ attendees |

Value adds for UK universities

To promote the UK universities and make their presence more visible by reaching a larger audience, few value-adds promotional services were provided –

- To create a buzz around the fair and to familiarise the student market about the participating HEIs, we ran user generated videos by each university on [British Council India Facebook](#) (317K followers) and [IELTS Facebook](#) (374K followers) pages inviting students to attend the fair and highlighting university's key aspects.
- All participating universities were given an exclusive 30 minutes live slot on [IELTS Facebook](#) page (374K followers) post-event to ensure sustained engagement, larger impact and creating a channel for universities to meet students and keep conversation going beyond the fair.

Key highlights and analysis from the visitor registration data:

Most of the registered students received briefing before the event which made them more aware of studying in the UK, process, student life etc.

- Of the total registration 54 percent were male and 46 percent female.
- 62 percent students were looking for PG courses and 34 percent for UG courses.
- Engineering & technology, Health & Medicine, Computer & mathematical science and Business & administrative studies are the most sought subjects under PG level. Apart from these subjects like Law, Applied & pure sciences, Creative arts & design and Humanities drew good attention.
- In UG the top subjects are Engineering & technology, Business & administrative studies and Computer & mathematical science. Other subjects like Health & Medicine, Humanities, Law, Applied & pure sciences and Creative arts & design also have received good interest.
- 56 percent of the registered students intend to go abroad for studies in 2021, 14 percent in 2020, 18 percent in 2022 and 11 percent between 2023 to 2025.

Marketing

The fair was promoted on platforms like Facebook, Instagram and google search, British Council website, mailers and WhatsApp.

The campaign reached an estimated number of 6.25 lakh people and approx. 1700 attended the fair.

CAMPAIGN SNAPSHOTS

FACEBOOK AND TWITTER - POSTS



Our “call for registration” videos by Barbara Wickham (Country Director, British Council) and Vivienne Stern (Director, Universities UK International) proved very popular and was critical to get students interest to attend the fair.

CAMPAIGN SNAPSHOTS

FACEBOOK AND TWITTER - POSTS

CALL FOR REGISTRATION VIDEOS

Performance for Your Post
Reported stats may be delayed from what appears on posts.

| | | |
|----------------|------------------------------|------------------|
| 7936 | 82 | 265 |
| People Reached | Reactions, Comments & Shares | Post Clicks |
| 59 Like | 0 Wow | 1 Love |
| 0 Haha | 2 Sad | 0 Angry |
| 6 Comments | 16 Shares | 0 Photo Views |
| | | 45 Link Clicks |
| | | 190 Other Clicks |

Negative Feedback

| | | |
|-----------|----------------|----------------|
| 0 | 2 | 0 |
| Hide Post | Hide All Posts | Report as Spam |

Performance for Your Post
Reported stats may be delayed from what appears on posts.

| | | |
|----------------|------------------------------|-----------------|
| 4607 | 9 | 101 |
| People Reached | Reactions, Comments & Shares | Post Clicks |
| 6 Like | 0 Wow | 0 Love |
| 0 Haha | 0 Sad | 0 Angry |
| 2 Comments | 1 Share | 0 Photo Views |
| | | 7 Link Clicks |
| | | 74 Other Clicks |

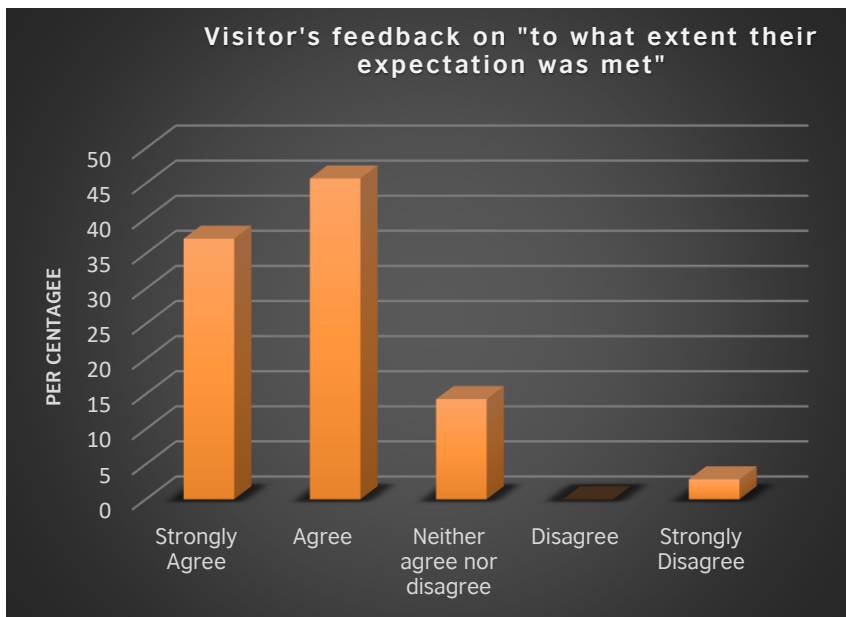
Negative Feedback

| | | |
|-----------|----------------|----------------|
| 0 | 1 | 0 |
| Hide Post | Hide All Posts | Report as Spam |

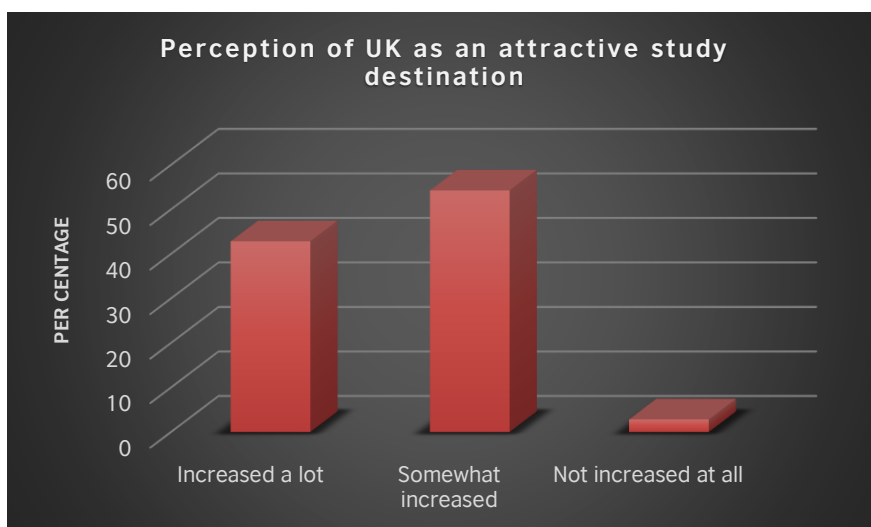
Visitor's Feedback

Online feedback form was shared with all the attendees post-event to collect their feedback regarding the virtual fair.

Below are few of the findings-

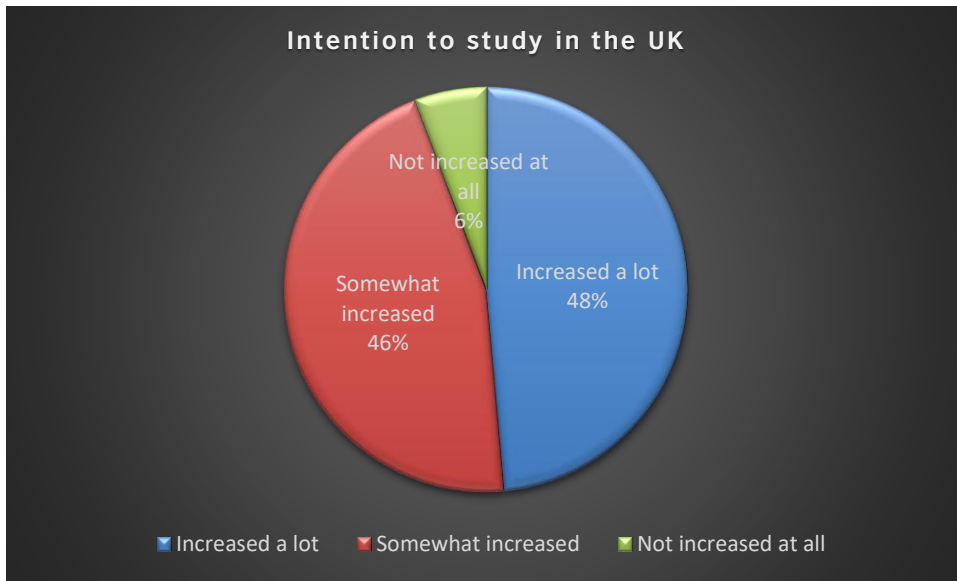


37 percent visitors strongly agree that the event has met their expectations and 46 per cent agrees to it.

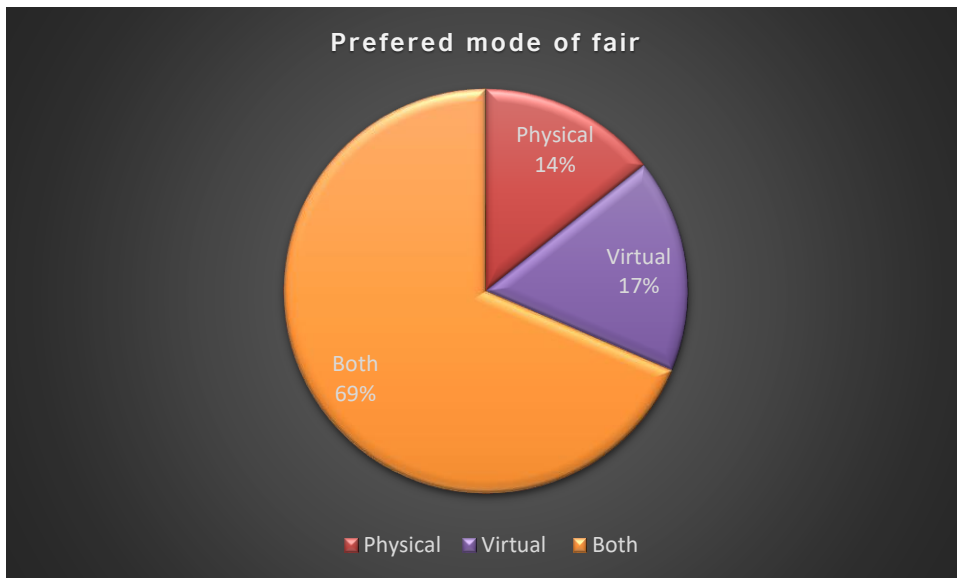


The visitors were asked to mark to what extend their “perception of UK as an attractive study destination” has changed after attending the fair. 43 per cent visitors are of the view that their perception has “increased a lot” and 54 per cent thinks that it has “somewhat increased”.

<https://education-services.britishcouncil.org>



After attending the fair, 48 per cent feels that their intention study in the UK has “increased a lot”, 46 per cent said that it has “somewhat increased”.



While asked about what mode of fair they will prefer in future, a huge number said that they are comfortable with both virtual and physical mode of fairs.

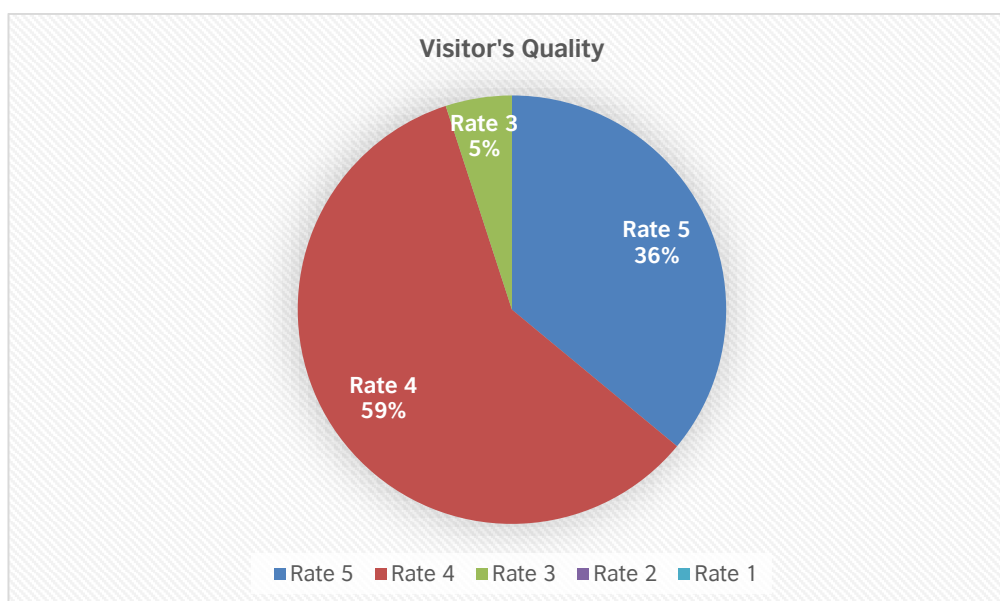
Few feedbacks from visitors-

We received plenty of encouraging feedbacks from visitors and observed that they are excited to meet more UK higher education institutions in next fair and many are interested to see medical and veterinary institutions in the fairs.

- *“It was amazing. I would love if you included more universities and have the fair again soon.”*
- *“It will be good if you can organise one fair exclusively for students aspiring to join Medical and science related courses.”*
- *“The information around the concept of visa and eligibility criteria of different universities was up to date and immensely helpful. I hope more universities are invited to participate in the fair in the future.”*
- *“Well organized and smoothly operated.”*
- *“It was perfect, and I cannot wait to join the next virtual fair.”*

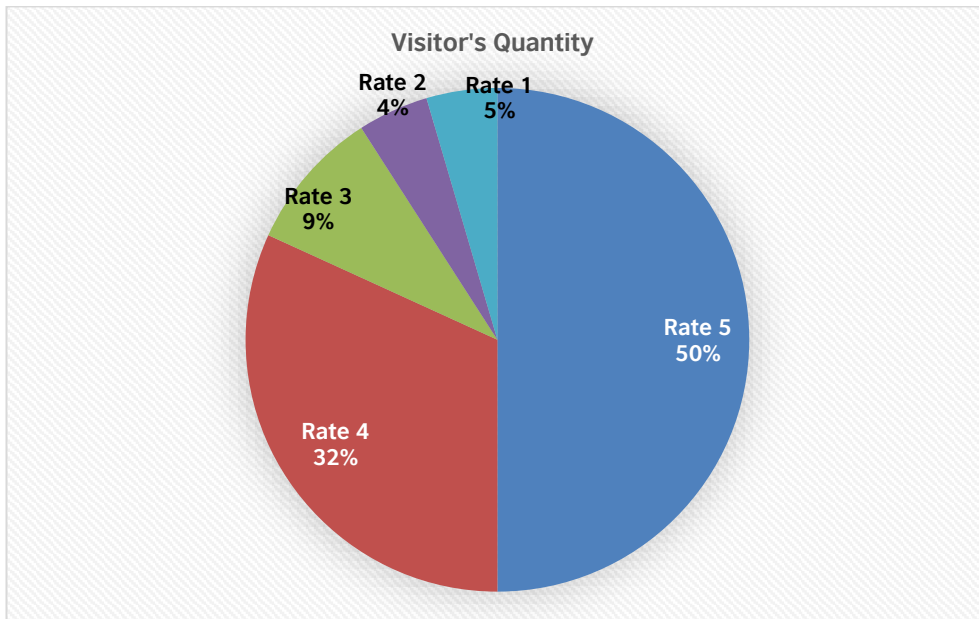
Delegates' Feedback

Out of 26 UK HEIs that participated in the fair 22 universities shared their feedback with us. Institutions were asked to rate various parameters on a scale of 5 to 1 where, 5= Excellent, 1= Poor.

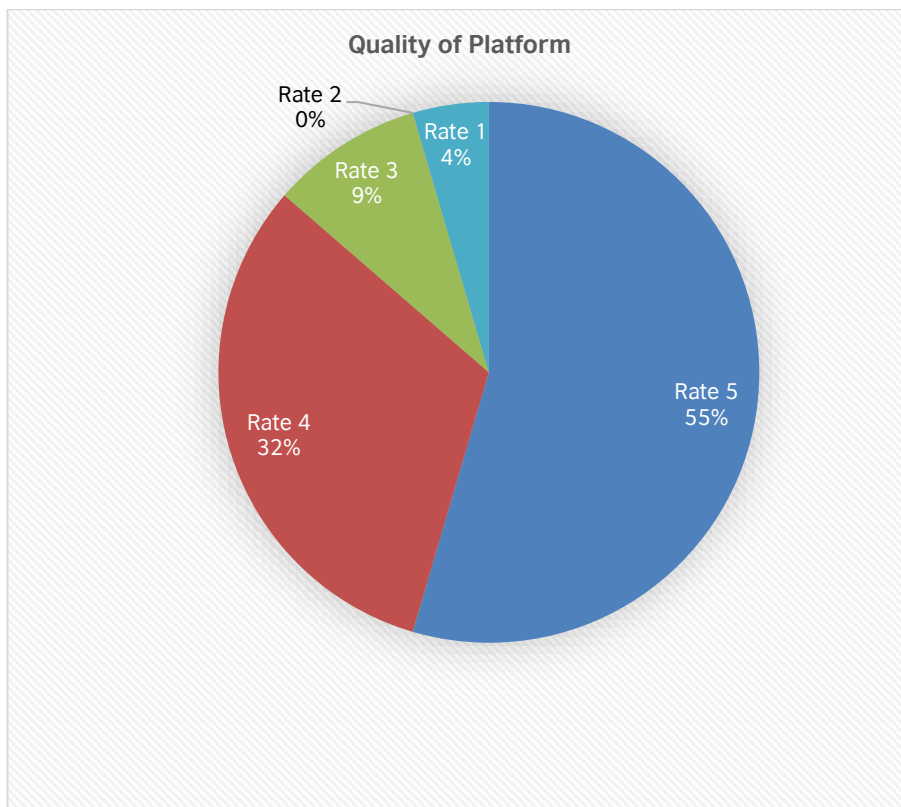


13 universities has given rating “4” for visitor’s quality and 8 universities have rated it “5”.

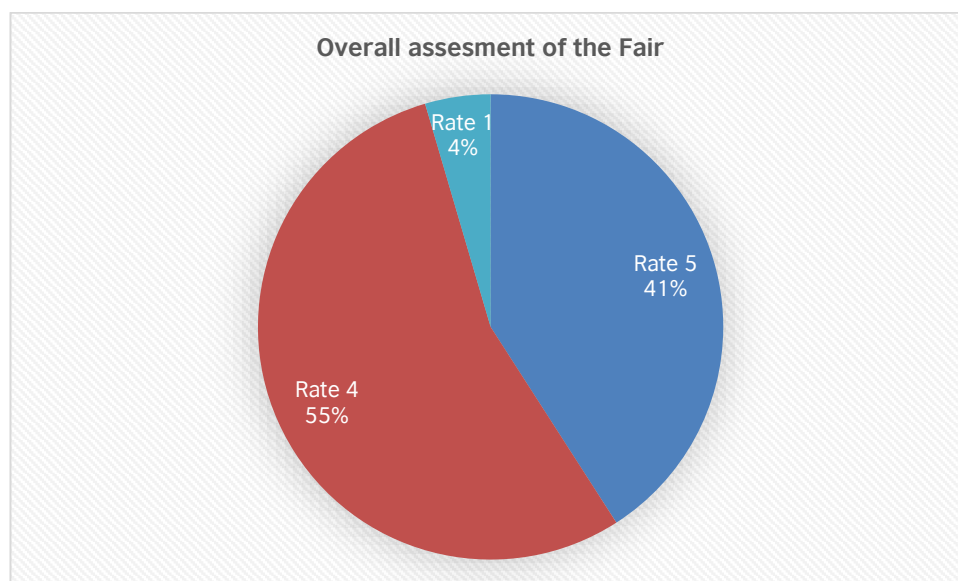
<https://education-services.britishcouncil.org>



When asked about to rate quantity of visitors, 50% universities rated it "5", 32% rated it "4"



55% of the universities are of the view that the platform used (zoom application) for the virtual fair was of excellent quality and rated “5” and 32 % universities have rated it “4”



Universities were asked to provide their feedback on “overall assessment of the fair”. Out of 22 universities 12 universities rated in “4” and 9 universities rated in “5”.

Few feedbacks from UK universities-

- *“The event was very well handled and gave universities complete freedom on how we wish to speak to students, show presentations and have breakout rooms to have multiple staff.”* **University of Surrey**
- *“Students did more research on the university online and many who joined our room already looked at our website. That was hardly the case for face to face events.”* **University of Northampton**
- *“Overall, the event was fantastic. We found it to be a really effective and worthwhile event, with great support and clear information provided by the British Council team including at the insightful briefing. The format and structure of the fair was made clear ahead of time and we went into the event confident with how to utilise the platform.”* **University of Bath**
- *“Most enquiries were for 2021 entry, and those students didn't seem worried about the pandemic situation. Less questions about COVID than anticipated. News of the Graduate Immigration Route is spreading - students actively ask about it, whereas last cycle I had to tell students about it.”* **University of Manchester**

Photographs

