

Study UK India Virtual Subject Fair February 2022

Report

British Council India organised a Study UK India Virtual Subject Fair as a pilot in February 2022. It was held on 11 and 12 February 2022. 19 UK universities participated in the event, with 15 unique universities each day, and 614 visitors attended the event. This unique activity provided opportunity to participating UK institutions to virtually meet, interact and counsel students from leading Indian higher education institutions and schools across specific subjects.

Study UK India Virtual Subject Fair was specifically conceptualised for students interested in **STEM-Medicine (STEMM)** and **Business Management**. The subject classification provided an opportunity for participating institutions to have a focussed student engagement while promoting their courses, scholarships, admission procedures and other offers amongst prospective undergraduate and postgraduate students in India.

Highlights

Exhibition Logistics and Attendees Summary

Date	11 and 12 February 2022
Number of students for STEM-Medicine (STEMM)	267
Number of students for Business Management	347
Grand total number of students	614
Number of participating UK universities	19
Platform	Zoom application

Seminars were held on below topics-

SEMINAR TOPIC	No of Attendees
Scholarships to study in the UK	300 on each day

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 145 million people, received 2557 registrations, and attended by 600+ high potential students.

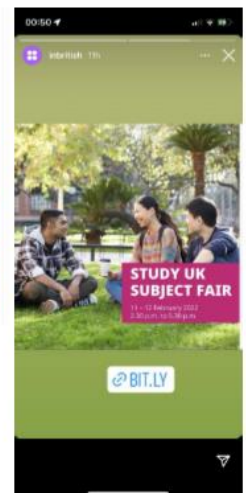
CAMPAIGN SNAPSHOTS

CALL FOR REGISTRATION VIDEOS



CAMPAIGN SNAPSHOTS

WEBSITE | FACEBOOK | WHATSAPP | TWITTER | INSTAGRAM



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

CAMPAIGN SNAPSHOTS

REGISTRATION PAGE

The screenshot shows the British Council India website. At the top, there is a navigation bar with links for 'Learn English', 'Take an exam', 'Study in the UK', 'Events', 'Our work in India', and 'Library'. Below the navigation bar, there is a banner for the 'Study UK Subject Fair' with the text: 'Meet 15 UK universities to explore STEM-Medicine and Business-Management courses in the UK'. The dates are '11 - 12 February 2022' and the time is '2.30 p.m. to 5.30 p.m.'. A 'Register Now!' button is visible. Below the banner, there is a section titled 'Welcome to the British Council in India' with a brief description of the organization's mission and a link to 'Important updates about IELTS'.

The screenshot shows the registration page for the Study UK Subject Fair. It features a large image of three people (two men and one woman) standing outdoors. Below the image, there is a 'Register now' button. The text on the page reads: 'Meet over 15 UK universities and learn about studying STEM-Medicine and Business Management courses'. Below this, there is a question: 'Do you dream about changing the world through STEM and Medicine? Does your business acumen drive your career ambitions? The UK is a fantastic place to pursue your interests in these subjects and study in world-class institutions to build your skills and careers.' At the bottom, there is a link: 'Explore courses, opportunities and scholarships in STEM-Medicine and Business'.

Study UK Subject Fair - Online

The event is for students interested in studying **STEM-Medicine** and **Business Management** in the UK. Meet representatives from over 15 UK universities online to get all your queries about subjects, courses, applications, scholarships and more answered by experts.

Please complete this form to register for the fair!

Date: 12 February 2022 - Business Management

Event schedule:
2.30 p.m. to 3.00 p.m. - Sign up to study in the UK (webinar)
3.00 p.m. to 5.30 p.m. - Meet the universities

Section 1

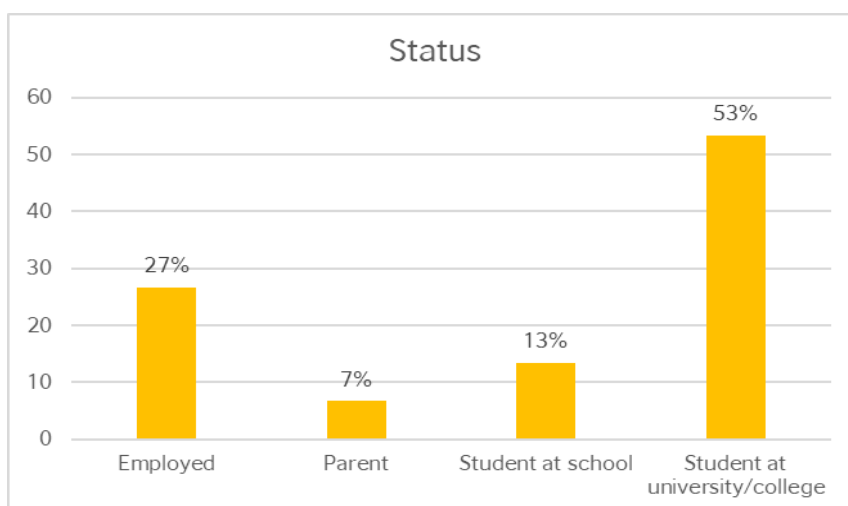
Full Name *

Enter your answer

Visitors' feedback

An online feedback form was shared with all the attendees post-event to collect their feedback regarding the virtual fair. The report is based on feedback shared by 30 attendees.

Below are few of the findings-

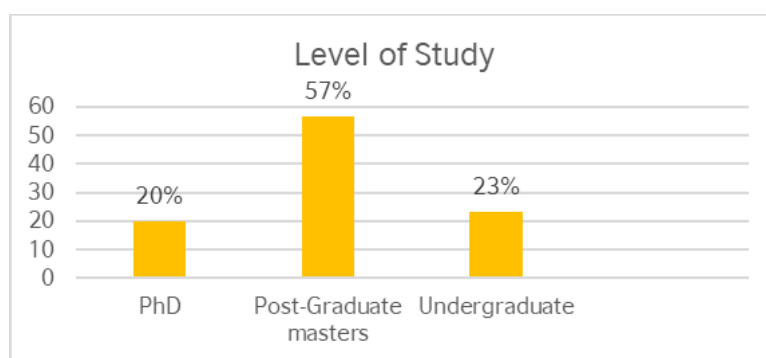


53 percent of the participants were students at a university or college, 13 percent were school students, 27 percent were employed and 7 percent of them were parents.

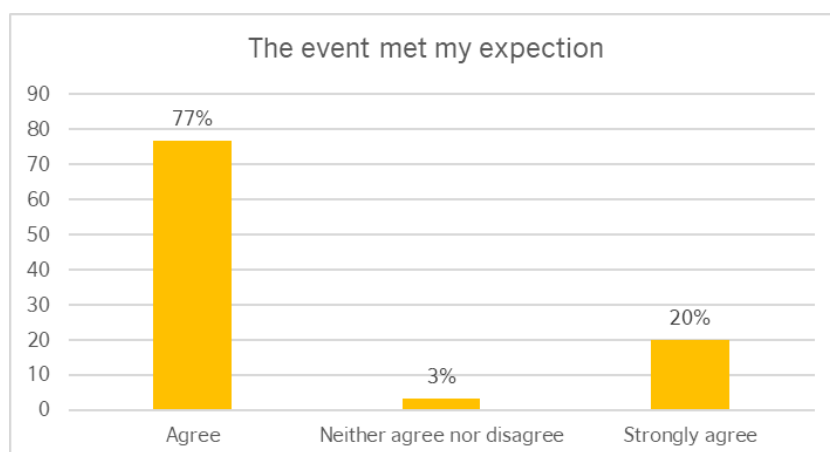
<https://education-services.britishcouncil.org>



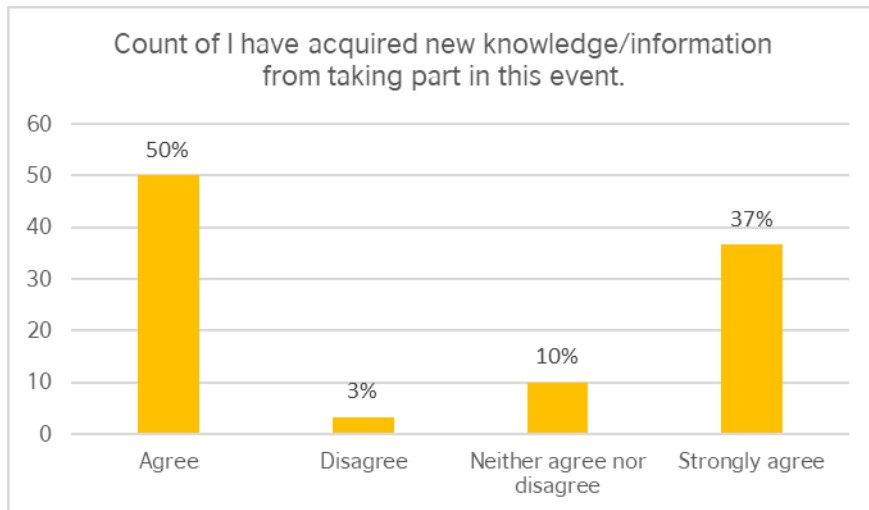
53 percent of students who attended the fair wants to start studying abroad by September 2022, 23 percent wants to start in September 2023 and 20 percent students plans to start their studies in 2024 or later.



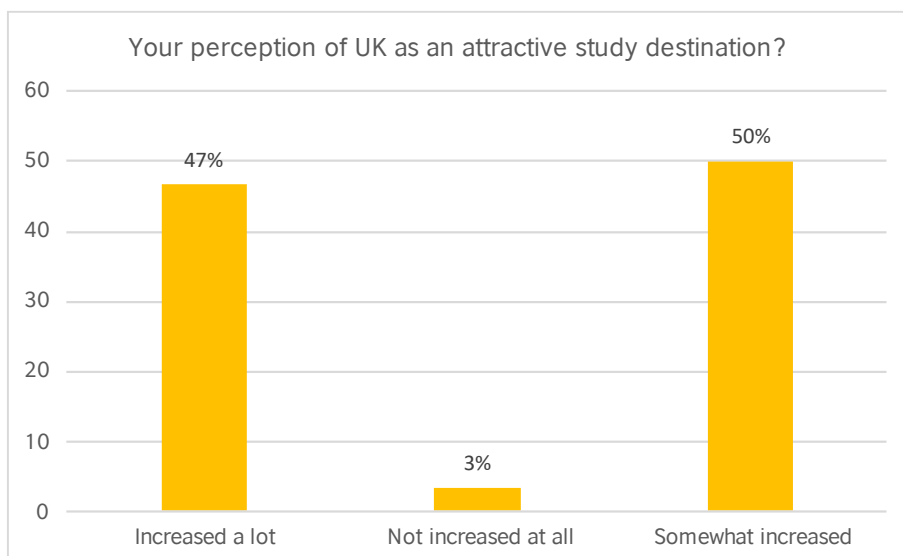
57 percent of students are pursuing for post-graduate studies, 23 percent are looking for undergraduate studies and 20 percent wants to do PhD.



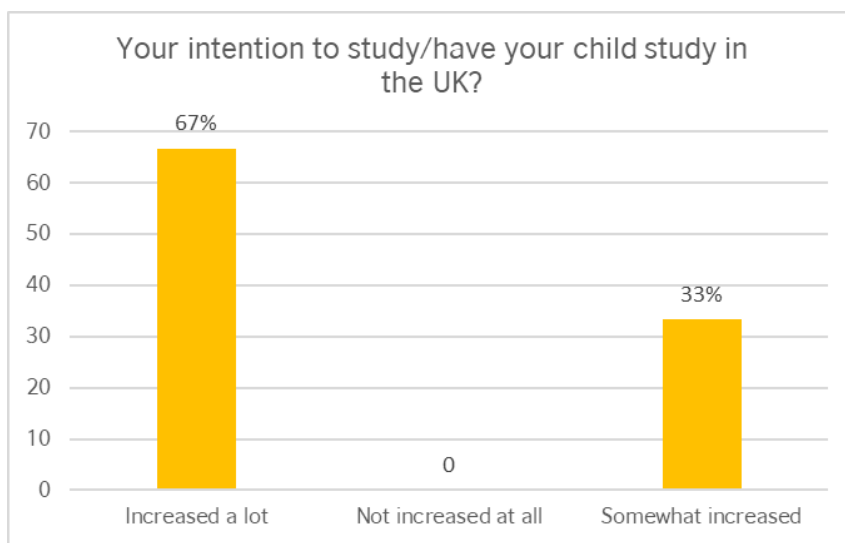
20 percent of participants strongly agrees that the event has met their expectation and 77 percent agrees to it.



37 percent of the attendees strongly agree that they have acquired new information about studying in the UK by participating in the fair, and 50 percent agree to it.



By participating in the fair, 97 percent attendees perception of UK as an attractive destination has increased a lot or has increased to some extent.



After attending the event 67 percent students/parents says that their intention to study/ have their child study in the UK has increased a lot and 33 percent said that it has somewhat increased.

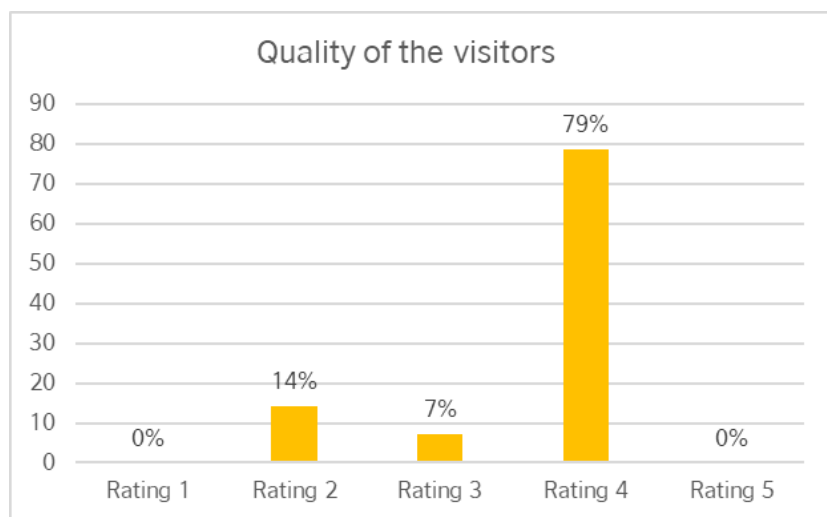
Some feedback from visitors-

We received plenty of encouraging feedback from visitors. Few of them are-

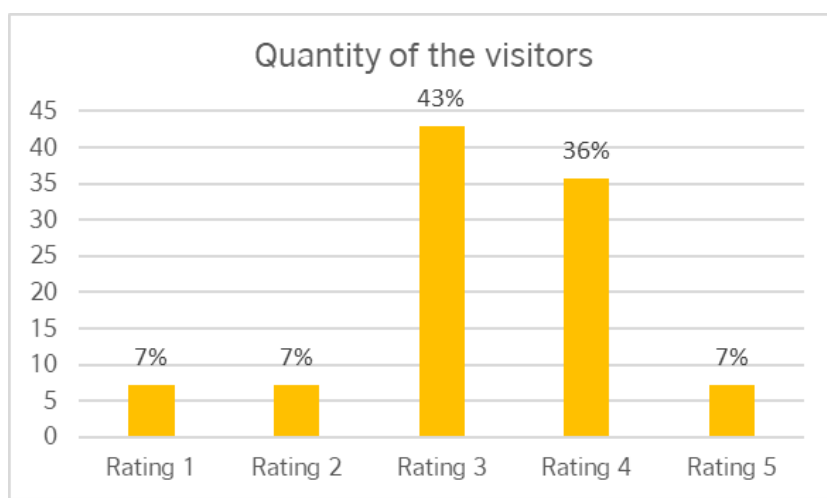
- *“You are doing great indeed. I hope to experience many more subject fairs soon.”*
- *“Please increase fair duration. I couldn’t meet other universities due to time constraint”*
- *“It was a good experience. I’m looking forward to joining many more Subject Fairs from the British Council especially on STEM.”*
- *“I think if new Universities can be brought in that will be really nice”*
- *“Nothing, everything was good and all representative are very helpful but I was looking for a more personal counselling from you”*
- *“More universities should participate. Scholarship details are not clear”*

Delegates' Feedback

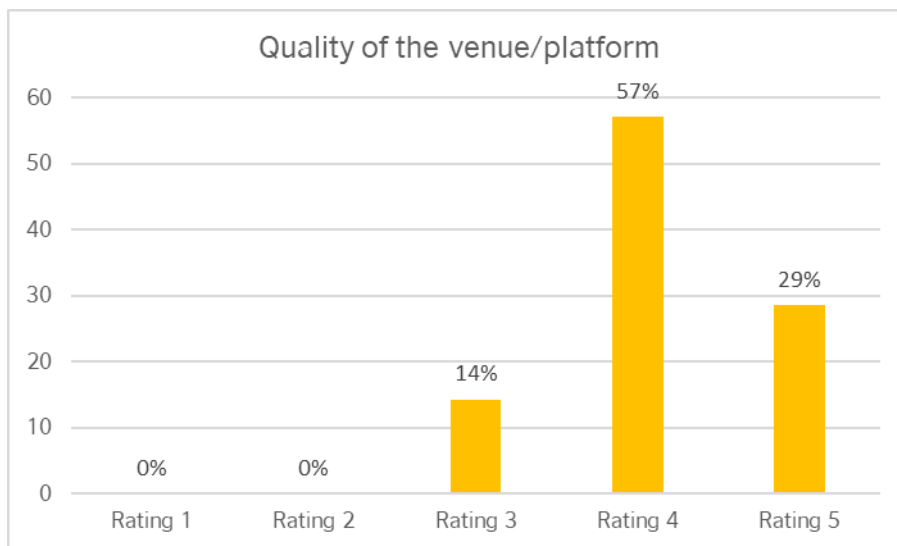
14 universities shared their feedback with us. Institutions were asked to rate various parameters on a scale of 5 to 1 where, 5= Excellent, 1= Poor.



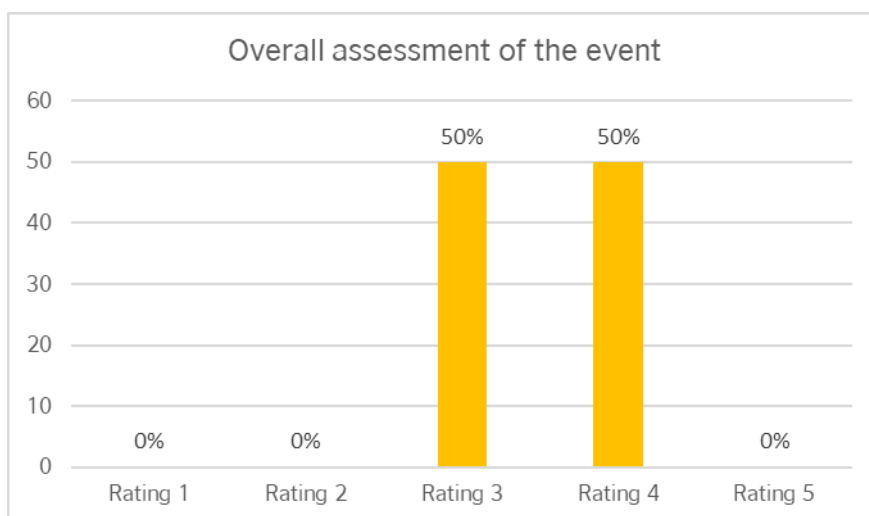
79 percent have given rating "4" for visitor's quality.



When asked to rate quantity of visitors, 36 percent universities rated it "4", and 7 percent rated it "5" and 43 percent rated it "3".



29 percent 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 57 percentage of universities have rated it “4”



50 percent universities have given a rating of “4” as overall assessment and an equal number has given it “rating “3”.

The event received a positive response from the participating universities. The universities feels that they have received good quality students during the fair. We have also received few suggestions like including more subjects, introduction of universities to students beforehand, devise a more convenient way of data collection etc. The universities observed that there were more postgraduate students attending the event compared to undergraduate students which is a usual trend among Indian students.

Photographs

EVENT DAY SNAPSHOTS

