# BRITISH COUNCIL

# Study UK India Virtual Fair December 2021
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## Report

The Study UK India Virtual Fair was held on 04 December 2021. 42 UK universities participated and approximately 1600 students and parents attended the event.

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. The UKVI session ensured students were up to date on latest UK student visa policies and we could share more details on the Graduate Route and Student Route.

The all-India briefing held on 03 December was attended by delegates from the 42 participating universities. The market briefing included an economic overview of the Higher Education landscape in India, with a focus on mobility trend and recent developments at policy level. More details and the presentation are available here.

## Highlights

**Exhibition Logistics and Attendees Summary**

| Date | 04 December 2022 |
|---|---|
| Number of students | 1600 |
| Number of participating UK universities | 42 |
| Platform | Zoom application |

Seminars were held on below topics-

| SEMINAR TOPIC | No of Attendees (zoom rooms had a limit of 300 at a single time) |
|---|---|
| Student Visas and Graduate Immigration Route | 300 |
| Studying and living in the UK and Scholarships | 300 |

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

- There was equal representation of male and female participants in the fair.
- 70 percent of visitors were looking for postgraduate courses
- Engineering & technology is the most popular subject in postgraduate level followed by Health & Medicine, MBA, Business & administrative studies, Computer & mathematical science, and Applied & pure sciences.
- In UG the top subjects are Engineering & technology, Health & Medicine, Business & administrative studies and Computer & mathematical science.
- Top cities from where most students registered are Delhi and Mumbai followed by Kolkata and Chennai. Pune and Hyderabad also show good registration. Apart from these Kochi and Thiruvananthapuram from the state of Kerala also have good numbers. of registrations.
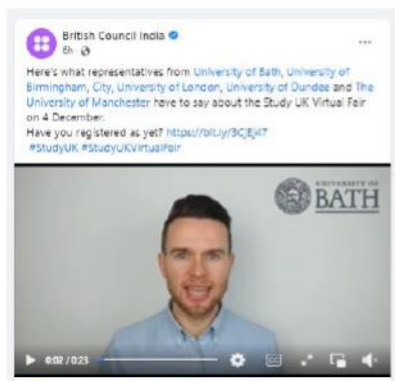
## Marketing

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 94.1 million people, received 4573 registrations, and attended by 1600 high potential students.**
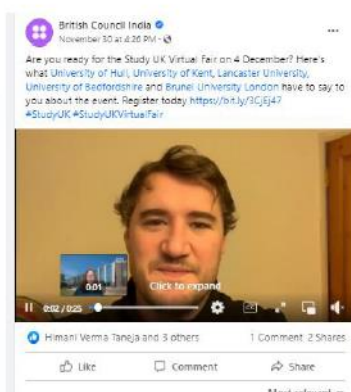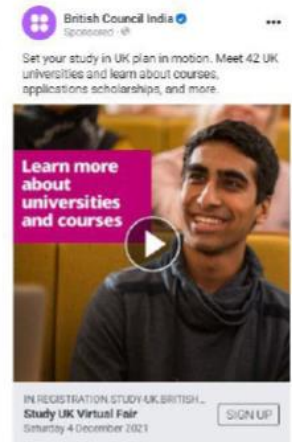
# CAMPAIGN SNAPSHOTS

## WEBSITE | FACEBOOK | WHATSAPP | TWITTER | INSTAGRAM



# CAMPAIGN SNAPSHOTS

## REGISTRATION PAGE

## 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 69 attendees.

Below are few of the findings-

### Intend to start studying abroad by

| Period | Percentage |
| --- | --- |
| January 2022 | 5% |
| September 2022 | 59% |
| After 2022 | 36% |
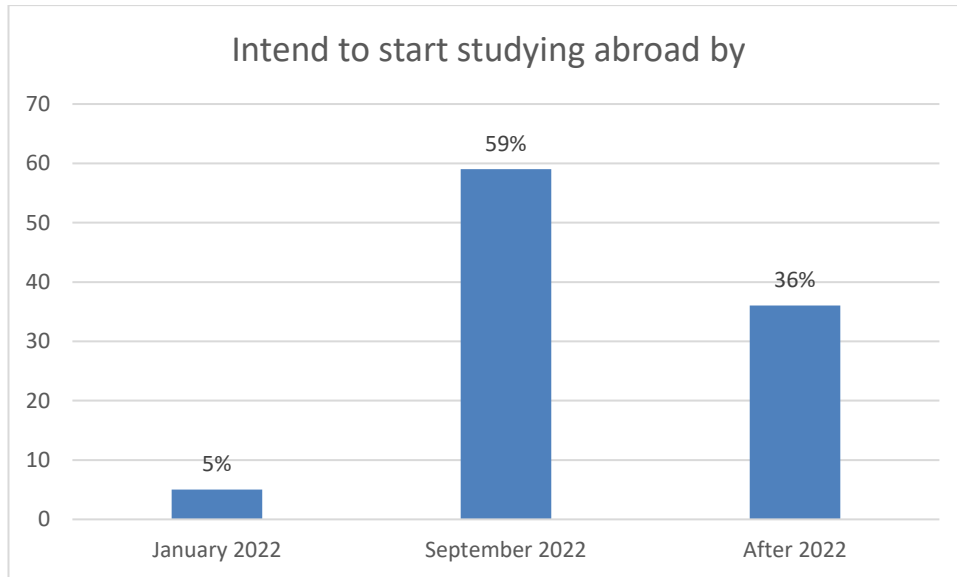
59 percent of students who attended the fair wants to start studying abroad by September 2022 and 36 percent wants to start after 2022.

### The event met my expectations

| Response | Percentage |
| --- | --- |
| Agree | 23% |
| Disagree | 10% |
| Neither agree nor disagree | 51% |
| Strongly agree | 14% |
| Strongly disagree | 1% |
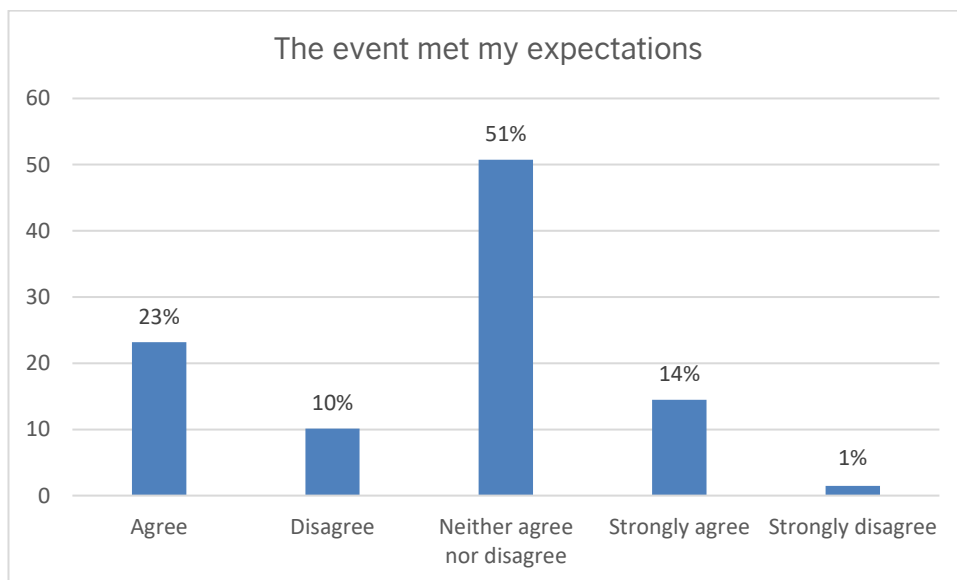
37 percent students agree or strongly agree that the event has met their expectations.

## I have acquired new knowledge/information from taking part in this event

| Category | Percentage |
|----------|-----------|
| Agree | 48% |
| Disagree | 3% |
| Neither agree nor disagree | 13% |
| Strongly agree | 36% |
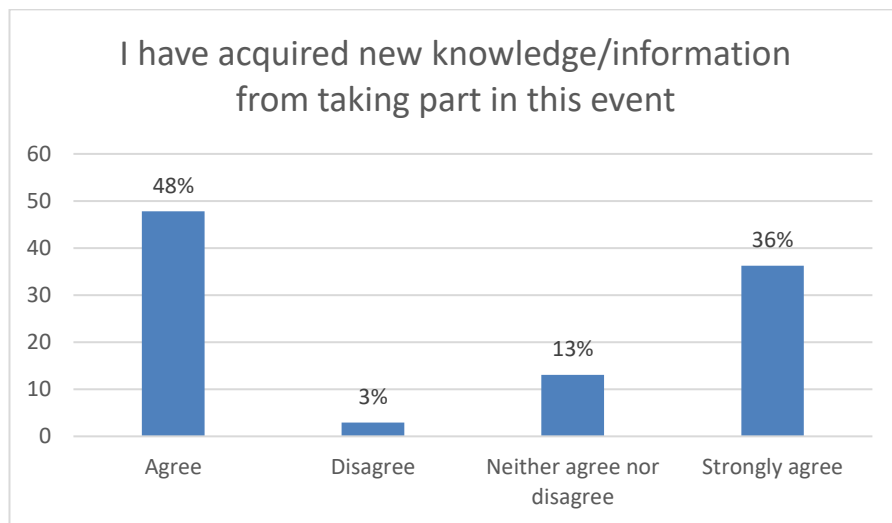
36% of the attendees strongly agrees that they have acquired new information about studying in the UK by participating in the fair, and 48% agree to it.

## Your perception of UK as an attractive study destination?

| Category | Percentage |
|----------|-----------|
| Increased a lot | 48% |
| Not increased at all | 10% |
| Somewhat increased | 42% |
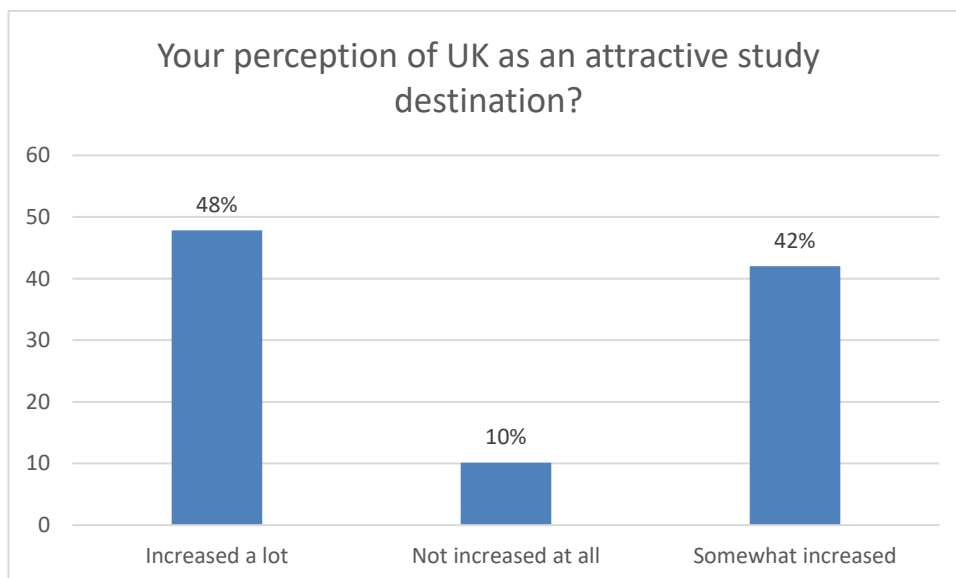
By participating in the fair, 90 percent attendee's perception of UK as an attractive destination has increased a lot or has increased to some extent.

**Your intention to study/have your child study in the UK?**

| Category | Percentage |
|---|---|
| Increased a lot | 51% |
| Not increased at all | 9% |
| Somewhat increased | 41% |
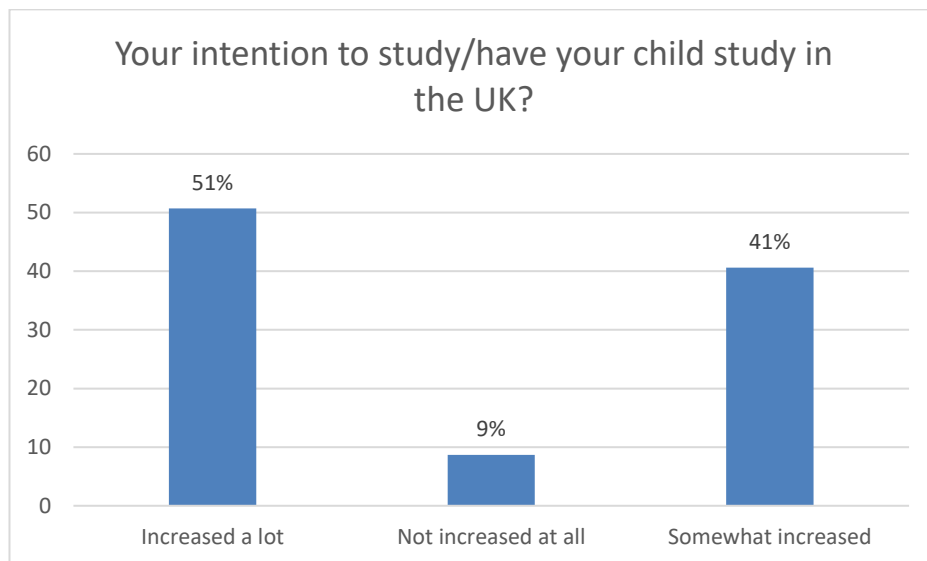
After attending the event 51 percent students/parents says that their intention to study/ have their child study in the UK has increased a lot and 41 percent said that it has somewhat increased.

**Some feedback from visitors-**

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

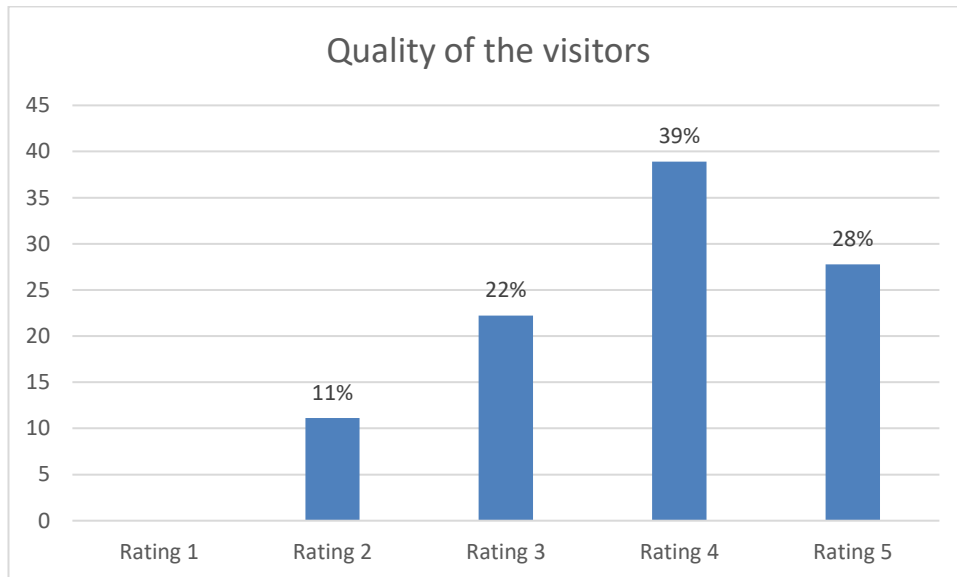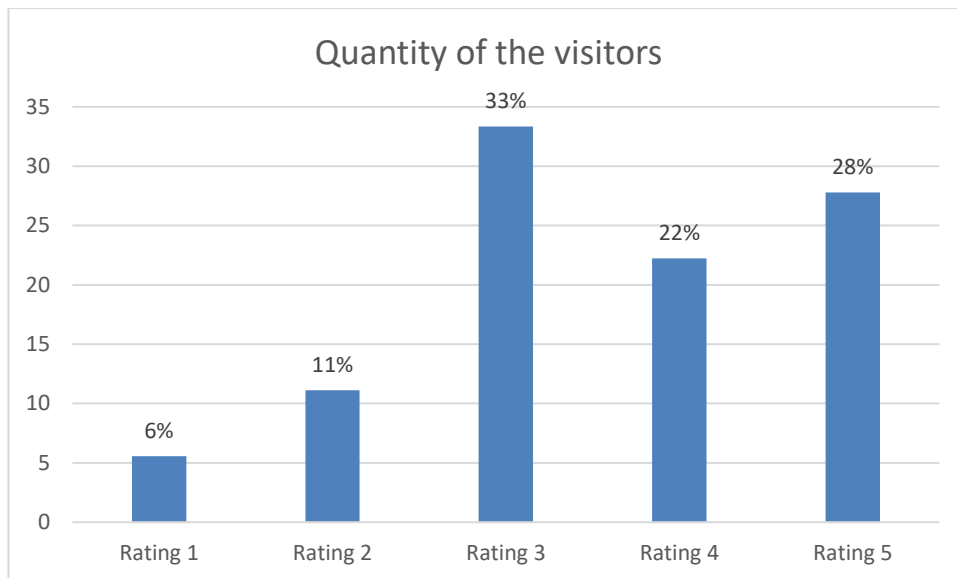- *"Please include more information on PhD opportunities and mode of application next time"*

- *"It was a great experience while attending fair"*

- *"Great informative seminar and visiting each University is a great option for students who are looking for studying abroad"*

- *"Need more person to person (1:1) interaction, so more doubts can be solved"*

- *"Waiting time to meet University representative must be reduced. There must be a time limit allotted to each participant"*

- *"Thank you so much. It was an amazing eye-opening experience for me, but my bad luck I missed the session about visa. I'm eagerly waiting for the next fair. Once again a huge thank you"*

- *It was an informative and influential event. Since this was my first time attending the virtual fair. I was thrilled with the possibilities and the information I could gather for future plan to study in UK"*

- *"The fair was very good experience as it solved lots of queries and doubts. The panel were very informative and helpful"*

- *"The sessions went well, and I have asked all my friends to register so as to gain more insights into studying in the United Kingdom."*

## Delegates' Feedback

Out of 42 UK HEIs that participated in the fair 18 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.

### Quality of the visitors

| Rating | Percentage |
|--------|-----------|
| Rating 1 | 0% |
| Rating 2 | 11% |
| Rating 3 | 22% |
| Rating 4 | 39% |
| Rating 5 | 28% |

39 percent have given rating "4" for visitor's quality and 28 percent universities have rated it "5".

### Quantity of the visitors

| Rating | Percentage |
|--------|-----------|
| Rating 1 | 6% |
| Rating 2 | 11% |
| Rating 3 | 33% |
| Rating 4 | 22% |
| Rating 5 | 28% |

When asked to rate quantity of visitors, 28 percent universities rated it "5", and 22 percent rated it "4"

## Quality of the venue/platform
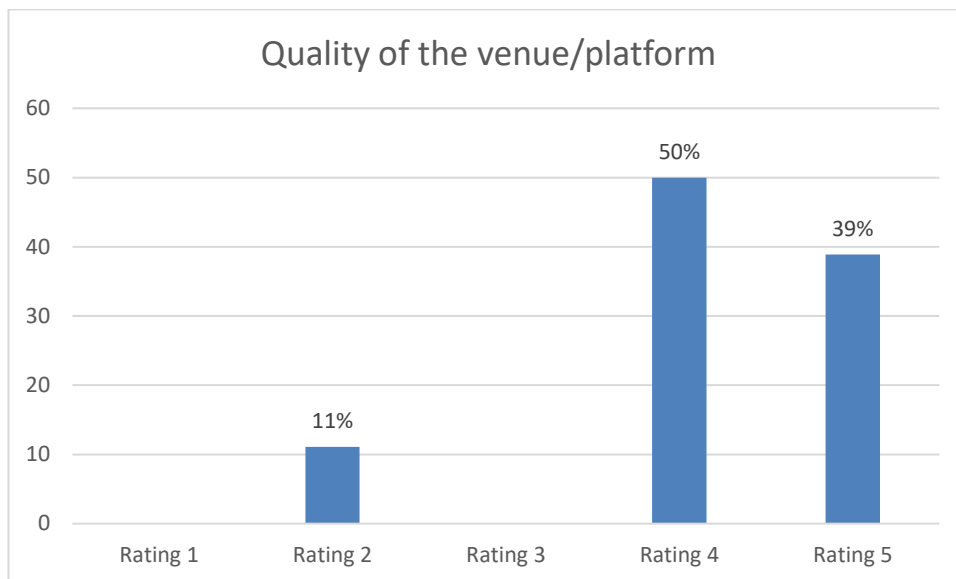


39 percent of the universities are of the view that the platform used (zoom application) for the virtual fair was of excellent quality and rated "5" and 50 percentage of universities have rated it "4"
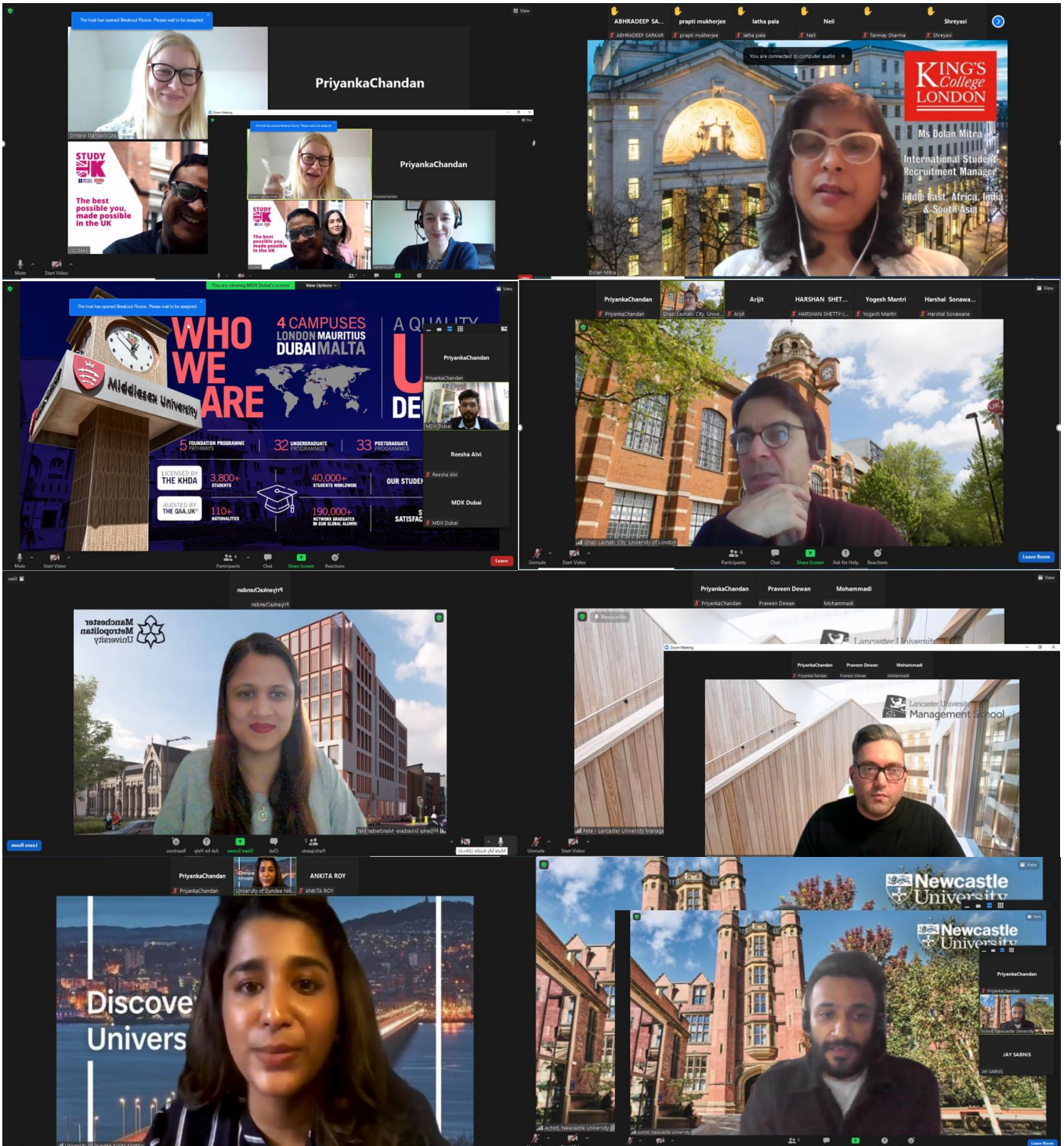
## Overall assessment of the event
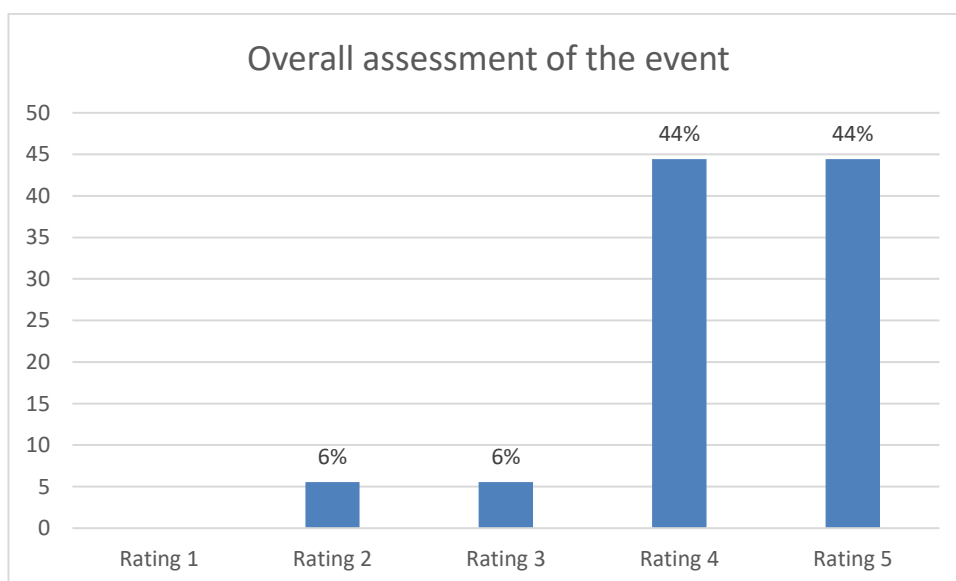


44 percent universities have given a rating of "5" as overall assessment of the event and an equal percent have given rating "4".

**Some feedback from UK universities-**

- *"Let's keep doing events online until we can travel to India"*

- *"Maybe we should be allowed to collect the leads in private messages so it's easier because a lot of time is spent when they need to fill external forms.*

- *I believe that the current format works well."*

- *"Promoting each of the participating institutions and pre-counselling students to some extent so as to guide them to the better suited universities"*

- *"Event was well organised, and the platform was good. British Council staff were helpful. There were some technical issues with the event as some students struggled to join the event and kept dropping out. Some came back later, some didn't. The pace of the event was up and down as there were either a lot of enquirers at once or none at all.*

- *"I found it easy and smooth"*

# Photographs