

Post-event report

Study UK India Virtual Fair, December 2020

The Study UK India Virtual Fair was held on 5 December 2020 in which 47 UK universities participated and approximately 3250 visitors including 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. UKVI also participated ensuring 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 was on 4 December attended by 70 delegates from 47 participating universities. The market briefing included an economic overview of the Higher Education landscape in India, with a focus on factors that influences change in India, Local education trends, popular subjects, New Education Policy-key pivots and opportunities for UK, highlights from our Student and Agent survey and an update on COVID and its impact on education industry. More details and the presentation is available [here](#).

Highlights

Exhibition Logistics and Attendees Summary

Date	5 December 2020
Number of students	3250 approx
Number of participating UK universities	47
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
Study UK Scholarships and studying in UK	300

Value adds for UK universities

To promote the participating UK institutions and make their presence more visible by reaching a larger audience, additional 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) inviting students to attend the fair and highlighting university's key aspects.
- Exclusive Facebook posts were run for each participating UK HEI on [Study UK Facebook page](#) (547K followers) promoting HEI's USP.

Key highlights and analysis from the visitor registration data:

- Of the total registration 55 percent were female and 45 percent male.
- 59 percent students were looking for PG courses and 36 percent for UG courses.
- Engineering & technology, Computer & mathematical science, Health & Medicine, Business & administrative studies and Applied & pure sciences are the most sought subjects under PG level. Apart from these subjects like MBA, Humanities, Law, Creative arts & design and Social studies & communications drew good attention.
- In UG the top subjects are Engineering & technology, Computer & mathematical science, Health & Medicine and Business & administrative studies. Other subjects like Humanities, Law, MBA, Applied & pure sciences, Creative arts & design and Social studies & communications also received interest.

Marketing

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

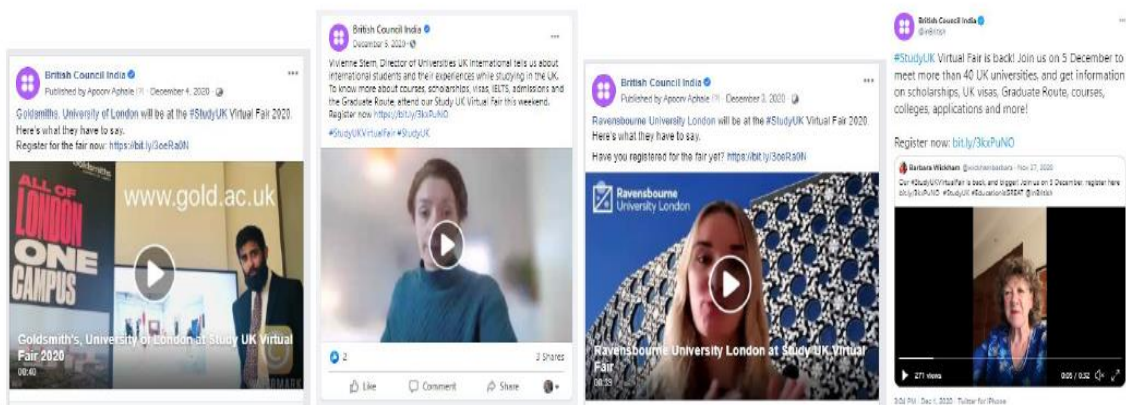
The campaign reached an estimated number of 96 million people, received 7855 registration and attended by approx. 3250 visitors.

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 interested to attend the fair.

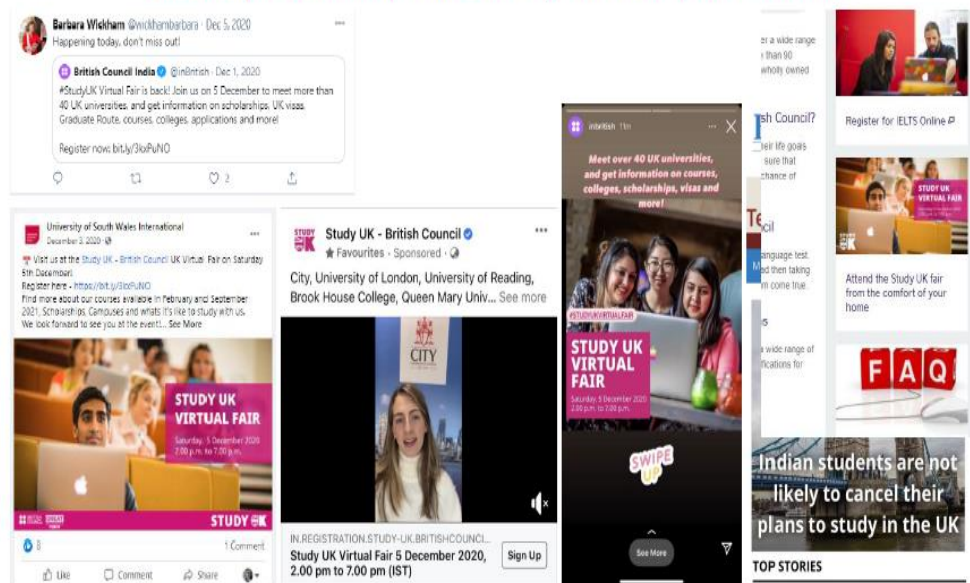
CAMPAIGN SNAPSHOTS

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CALL FOR REGISTRATION VIDEOS



WEBSITE | FACEBOOK | WHATSAPP | TWITTER | INSTAGRAM

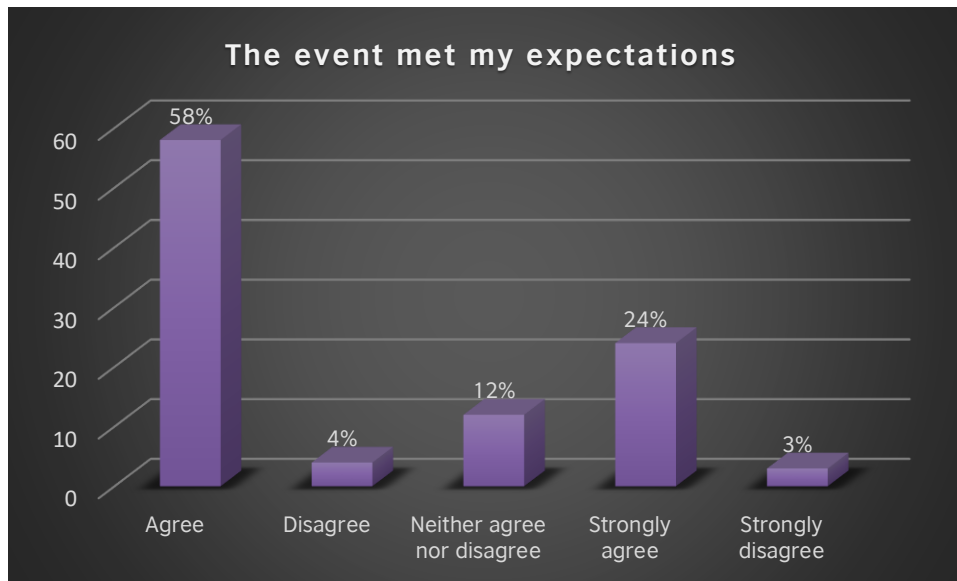


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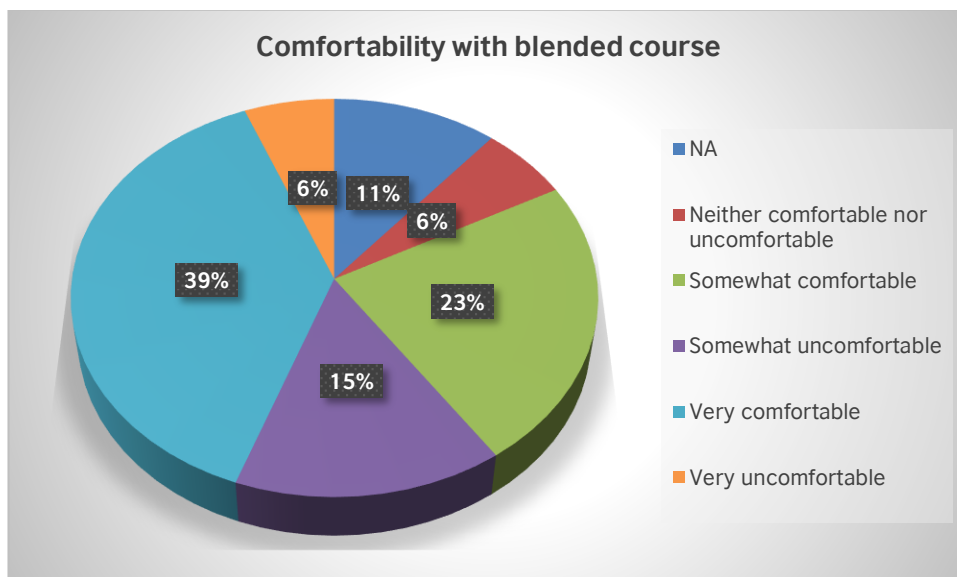
Visitor’s Feedback

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 131 attendees.

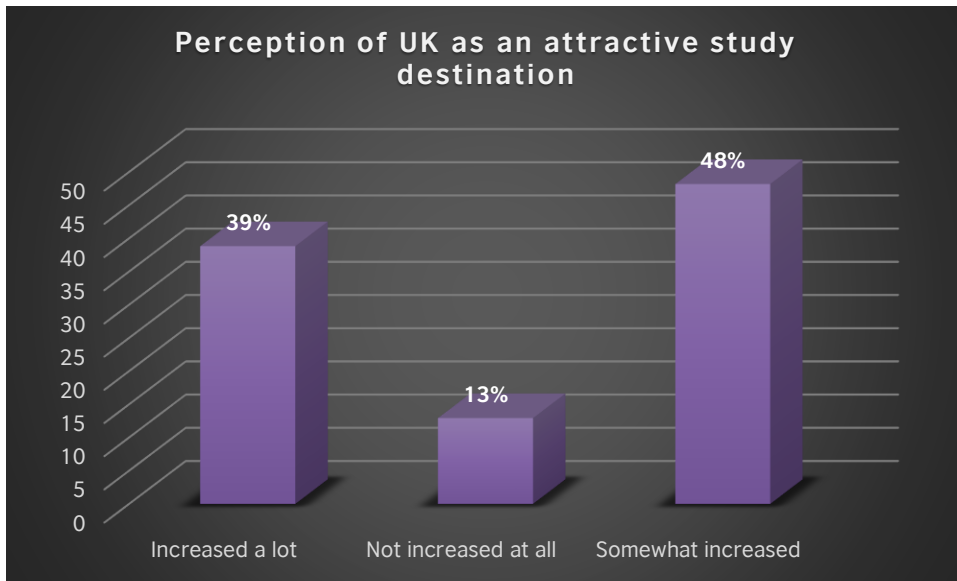
Below are few of the findings-



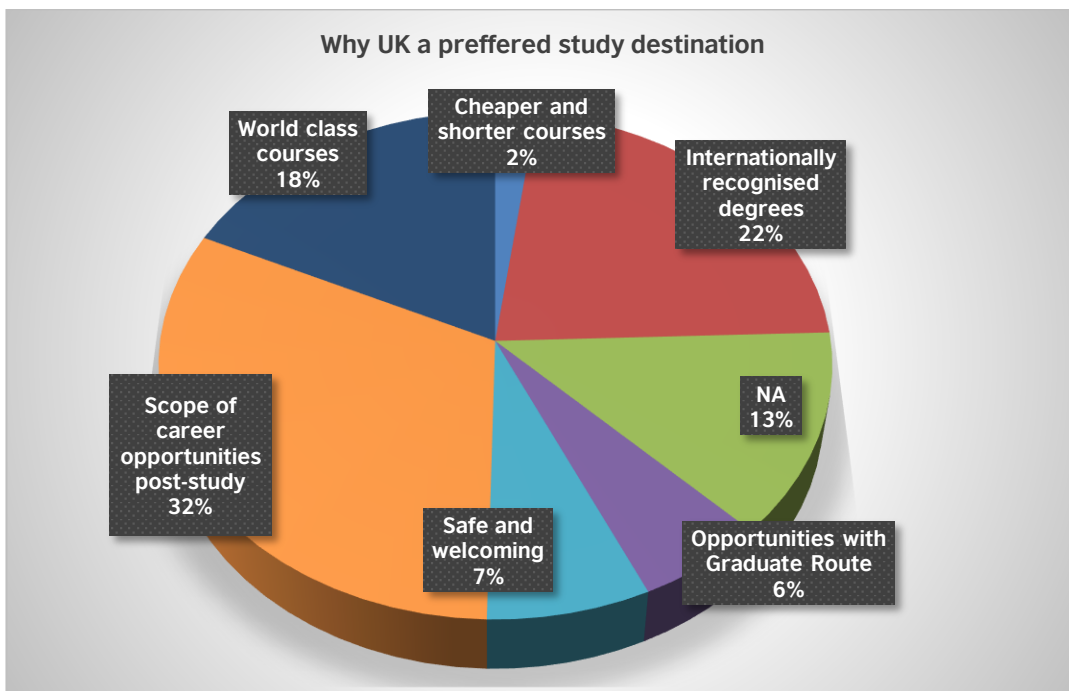
82 per cent students agree or strongly agree the event has met their expectations .



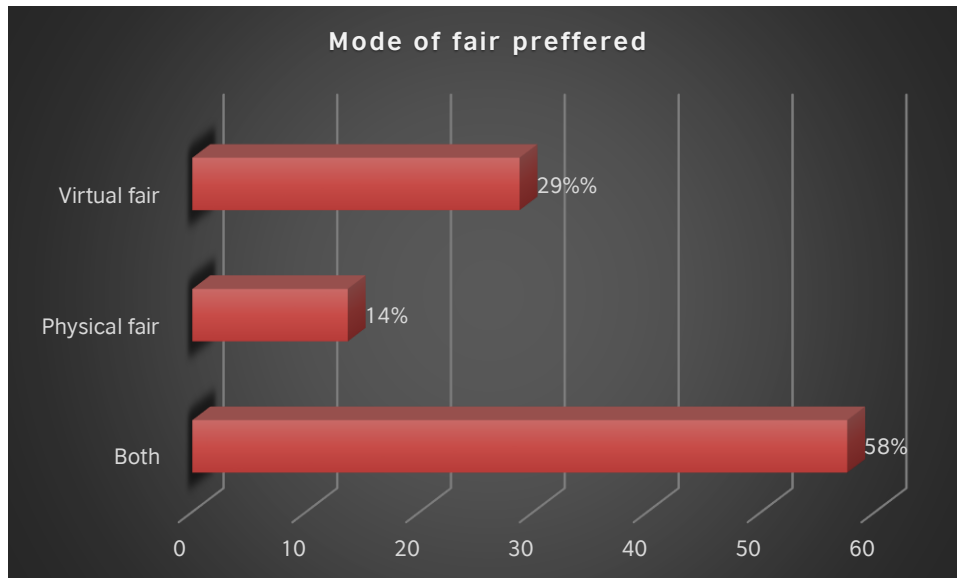
The visitors were asked “how comfortable they were with starting an online course and then starting a course with a UK University that offers blended learning options. (start online and arrive at campus for face-to-face classes later)?” 39 percent are “very comfortable” with such an arrangement and 23 percent are “somewhat comfortable” while 15 percent are “somewhat uncomfortable” and 6 percent are “very uncomfortable”



The visitors were asked to mark to what extent they perceived the UK as an attractive study destination” after attending the fair. 39 percent visitors are of the view that their perception has “increased a lot” and 48 percent thinks that it has “somewhat increased”. 13 percent says that it has “not increased at all”.



Above diagram shows why participants consider UK as a preferred study destination. 32 percent say it's because of “scope of career opportunities post-study”. This signifies that the new graduate immigration route has influenced student’s preferences significantly. 22 percent want to study in UK due to its internationally recognised degrees.



It is interesting to know that virtual events are gaining in popularity over physical events. Going forward 58 percent are comfortable with any mode of such fairs, while 29 percent prefer virtual fairs and 14 percent would like to attend physical fair.

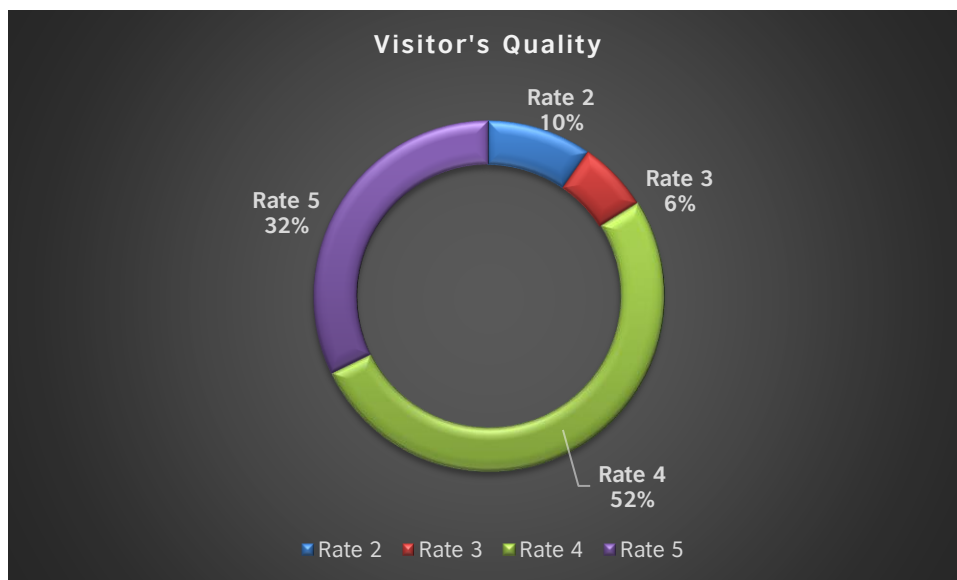
Few feedback from visitors-

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

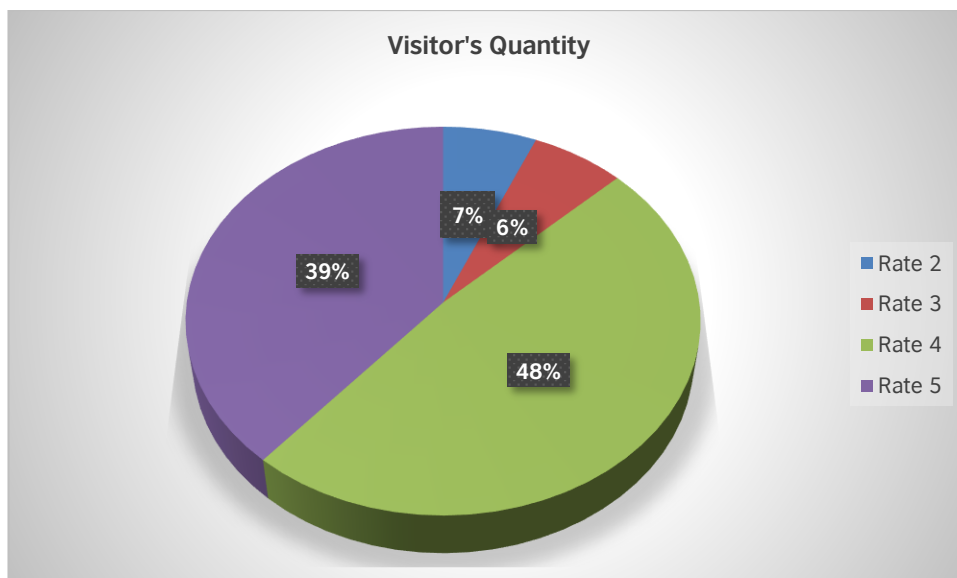
- *“The fair was simply splendid. I’m immensely satisfied with the guidance that I’ve received and an opportunity to interact with reputed UK universities directly. I must also assert that I’m zealously looking forward for the next fair as well. Thanks a lot!”*
- *“An amazing event! Keep it up.”*
- *“The fair was well thought out with a lot of University representatives helping students with their query. However, the wait time to get into each room caused a lot of delay and reduced the number of Universities I could’ve interacted with.”*
- *“Very valuable sessions. Provided lot of insights into college education in the UK.”*
- *“It was a superb experience.”*

Delegates' Feedback

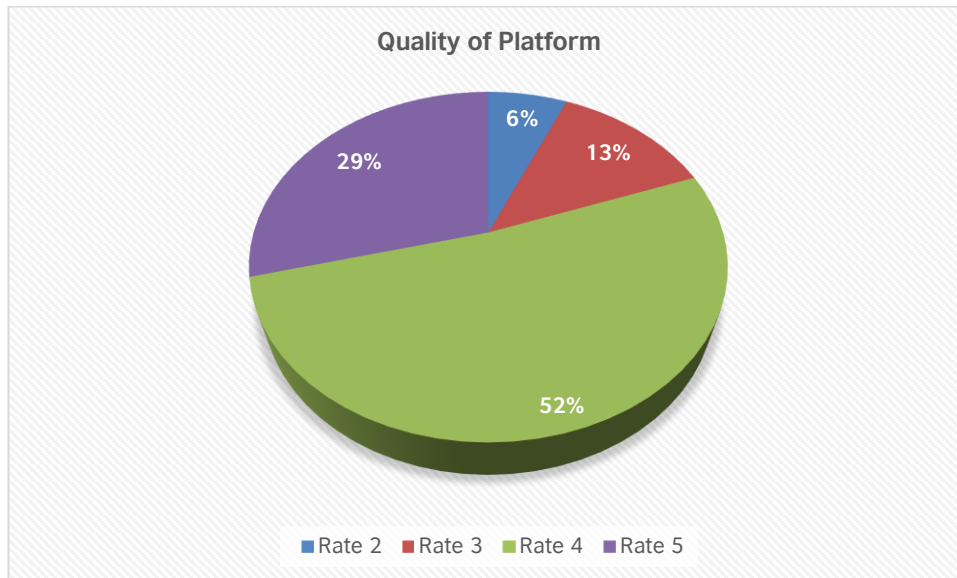
Out of 47 UK HEIs that participated in the fair 31 universities shared their feedback with us. Institutions were asked to rate various parameters on a scale of 5 to 1 where, 5= Excellent, 1= Poor.



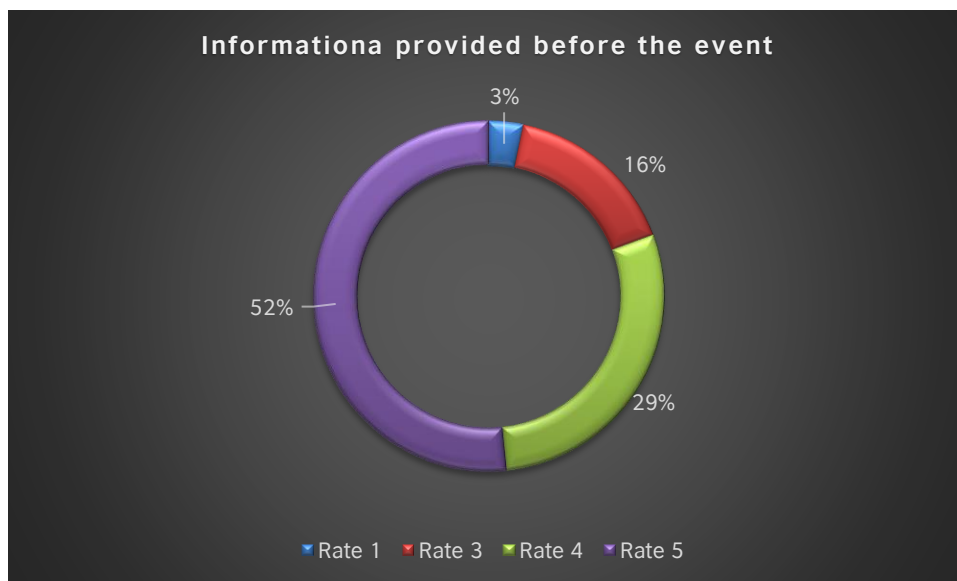
16 universities have given rating “4” for visitor’s quality and 10 universities have rated it “5”.



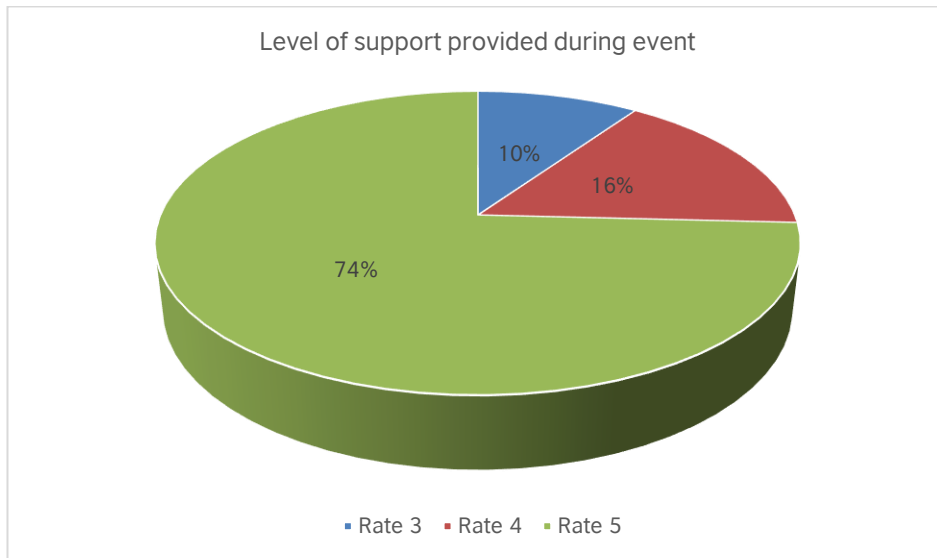
When asked about to rate quantity of visitors, 48 percent universities rated it “4”, 39 percent rated it “4”



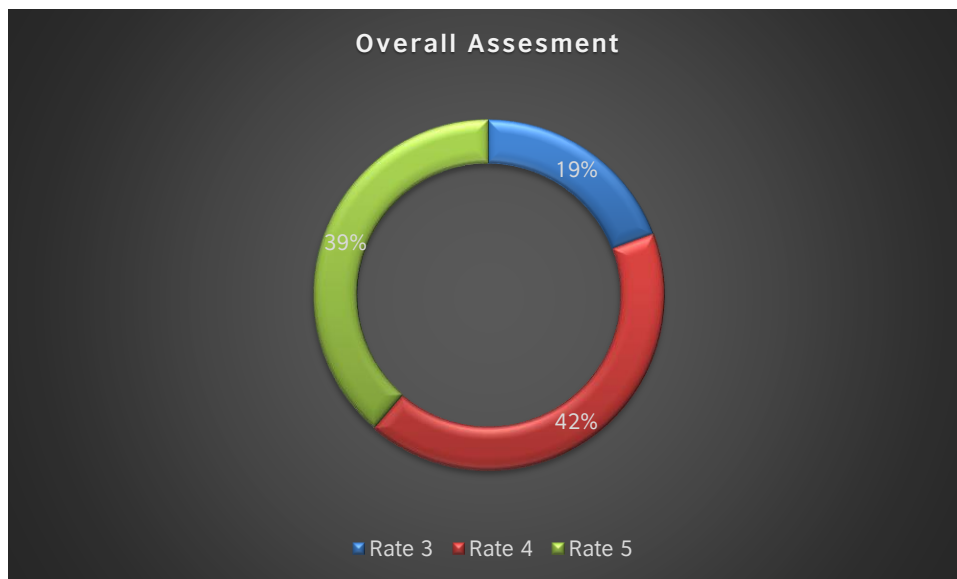
29 percent of the universities are of the view that the platform used (zoom application) for the virtual fair was of excellent quality and rated “5” and 52 % universities have rated it “4”



Universities were asked to provide their feedback on “information and communication provided before the event”. Out of 31 universities 16 (52 percent) universities rated it “5” and 9 (29 percent) universities rated it “4”.



74 percent universities are of the opinion that level of support provided by British Council was excellent and rated it “5”



39 percent universities have given a rating of 5 as overall assessment of the event and 42 percent have given rating 4.

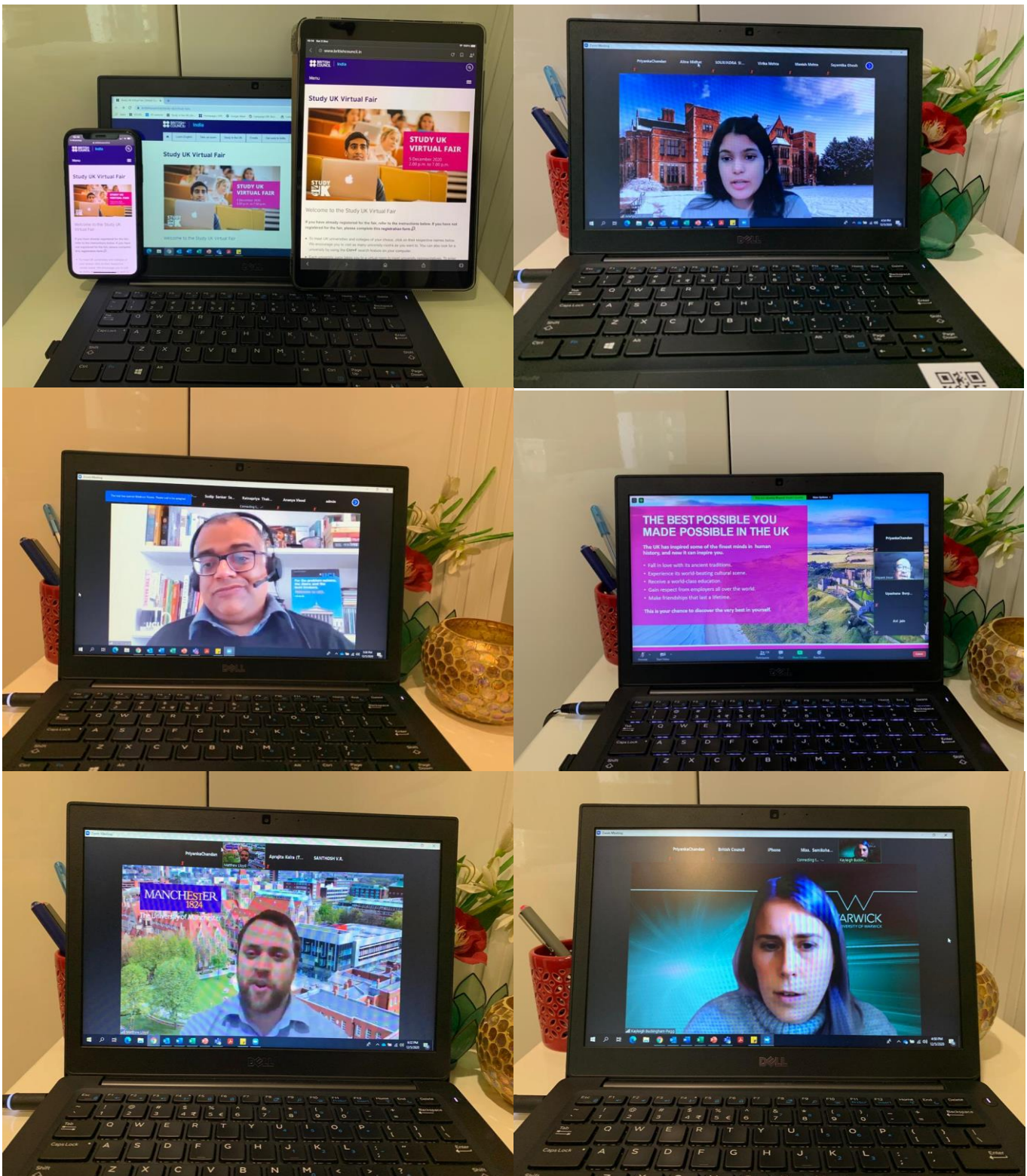
Few feedback from UK universities-

- *“The virtual fair functioned very well, and the British Council staff were there to support us in any way. Overall a great event.”* **SOAS University of London**
- *“It was the smoothest online fair I have attended.”* **University of Glasgow**
- *“Access to students from remote cities noticed”* **Manchester Metropolitan University**
- *“The majority of the students that I met weren't for business courses, therefore it has shown the importance of promoting non-business courses to the Indian market and how well-received those courses are.”* **University of Reading**
- *“More UG enquiries compared to previous event. Overall, there's increased interest in studying in the UK due to GIR.”* **University of Northampton**
- *“We recently delivered some webinars to schools and universities with the British Council. One student who attended the study UK event mentioned that she was attending the event because she enjoyed the webinar. We will look to run more webinars with the British Council in future.”* **London Metropolitan University**
- *“The quality of students is very good, especially going for Humanities courses. This is a positive development that we all should focus on.”* **University of Essex**
- *“More variety in the courses of interest from the students i.e. English Lit, Creative Writing, Criminal Justice, etc.”* **Keele University**
- *“Fantastic event, well-marketed and I was pleasantly surprised with the engagement. Good quality students who had researched the university prior. For a specialist university, we were still extremely busy throughout the majority of the event.!”* **Ravensbourne University London**

We also received some constructive and useful feedback from the UK sector around reducing the number of hours of the fair, and allowing more flexibility in keeping the video, allowing screenshare and more, within child protection and other such safety guidelines. A suggestion around holding similar events for agents to meet UK HEIs exclusively is a very useful one. There was also a suggestion that we allow a break in the event as for most participating institutions it can be a very intense 5 hours of non-stop meeting and talking to students.

We truly appreciate these inputs and they will only help us make these events better for you in the future.

Photographs



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