



4th – 5th October 2014
Moscow, Russia

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1. Event fact file

Moscow

Venue	The Ritz-Carlton Hotel, Moscow, 4 th – 5 th October 2014
Opening hours	12.00 – 18.00
Opened by	Mr. Paul de Quincey, Director of British Council Russia and Cultural Counsellor British Embassy
Stand costs	£3,252.00 Inc VAT
Sponsors	Study Group
Unique feature to give added value	<ul style="list-style-type: none"> • Alumni Talks at 15.30 – 16.25 on 4th October and 5th October • Global Education scholarship presentation as part of the market briefing and at 16.30 on the 4th October • Various competitions were run to attract audience interest • 2 seminar halls with presentation programs
Seminars	28 seminars were conducted.

2. Objectives of the event

- To position the UK as the first choice for Russian students planning to study abroad
- To influence the quality of the student experience by providing a positive perception of the UK
- To showcase the variety of opportunities within the UK's education system
- To support participating institutions' recruitment in the Russian market

3. Key statistics

Attendance	Moscow	
	2013	2014
Sat 1	2000	2300
Sun 2	1950	1900
Total number of visitors	3950	4200
Exhibitors		
Secondary Institutions	10	13
HE and FE Zone	75	50
ELT sector	0	5
Visa section	1	0
Total number of exhibitors	86	67

Visitors' primary market objectives	2014	
	number	%
Level of Study		
Vocational and technical (eg NVQ, BTEC, VQ)	322	3%
Pre-university academic (eg A-Levels, IB)	562	5%
Boarding School	631	6%
MBA	984	9%
Undergraduate	1140	10%
Professional Award/Employment related qualifications (eg. ACCA etc.)	1147	11%
Short Course(s) (eg Summer course)	1926	18%
Postgraduate	1982	18%
Certificate courses / non degree courses / NVQ	2196	20%
Total	10890	100%
Main Subjects of Interest		
Business and Administrative Studies	1766	17%
Humanities	1322	13%
Creative Arts and Design	1168	11%
Social Studies and Communications	1048	10%
Education and Training	932	9%
Travel, Tourism and Hospitality	883	8%
MBA	845	8%
Computer and Mathematical Science	560	5%
Law	488	5%
Applied and Pure Sciences	480	5%
Architecture, Building and Planning	377	4%
Engineering and Technology	357	3%
Hair, Beauty and Personal Care	103	1%
Agriculture and related subjects	68	1%
Total	10397	100%
Demographics of visitors	Moscow	
	2013	2014
Male	23%	25%
Female	77%	74%
Prefer not to say	0	1%

Age (2014)	number	%
11-17	511	13%
18-22	937	23%
23-27	796	20%
28-35	776	19%
35-59	1050	26%
Total	4070	100%

*A full list of exhibitors can be found in Appendix 1

4. Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience. Various institutions worked together to deliver a total of 28 seminars over the weekend.

All the seminars were well attended. Some visitors have asked to increase the time allowed for seminars next year.

One of the most visited sessions was Alumni Talks which was held in the format of a talk-show. Visitors commented that this was a very important seminar for them, because they want more “insider” information, something that one cannot find on the official website of the institution.

Another presentation that was of great interest among both visitors and exhibitors was Global Education scholarship presentation. Ksenia Ivanenko, manager of the federal scholarship programme Global Education, spoke about the Universities and specializations that are in the programme list, about conditions and criteria that should be considered in the application.

The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

The presentations were advertised on the exhibition website well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

5. Market developments

The Education UK Exhibition has been held in Moscow for the past sixteen years. It is an annual event, very much anticipated by prospective students, educational agencies and representatives of Russian educational institutions who are keen to build links with UK institutions and who visit the Exhibition to make personal contacts with representatives of UK institutions, and to negotiate possible areas for collaboration.

Despite political and economic situation the demand for internationally recognised higher education is growing. The ‘educated’ versus ‘non-educated’ salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas institutes of higher education. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

The greatest concentration of Russia's population is in the Moscow region and more than 60 percent of demand for the UK education is concentrated in the capital, with the rest distributed in small pockets across Russia (according a student survey, 18% of response come from outside the two major cities (Moscow and St. Petersburg). The quality of school-leavers and graduates from prestigious institutions in Moscow is a major attraction for international student recruiters.

Exhibitors noticed the following market developments based on enquiries:

University of Greenwich: While business programmes remain popular, architecture and biochemistry areas are picking up.

University for the Creative Arts: A lot of interest in Post Graduate Study and Foundation courses

University of Bath: Subject choices are becoming more diverse – humanities and engineering

University of Warwick: Subject range is wider, more visitors asking computer science, translation studies, politics, when in other years the main stream was business related courses.

University College Birmingham: A lot of students interested in MBA and other Masters Programmes. Also, high interest in summer language courses for children under 16. Economics was the most popular subject.

BPP University: Really focused students who have done their research

Goldsmiths, University of London: Lots of masters students asking for programmes that offer practical skills

University of Bristol: Some interest in History of Art. The usual interest in Economics/ Business/ Finance/ Accounting courses. A lack of knowledge about the UK application system.

English UK: Good interest in English courses, a lot of interest in very young learners (aged 7- 8 ages), interest in family courses, several enquiries from group leaders.

Coventry University: Increased interest in engineering, journalism and communication, aviation management.

University of Westminster: Mainly business subjects but also a lot of linguistics, English language, literature. Law as well.

St. Joseph's College: Big demand for summer language courses.

Business & Finance subjects still received high interest from the visitors. Language, literature, translation, art, culture, social science and humanities are also very popular. A full report of visitors' subjects of interest can be found in Appendix 2.

6. Key internal and external influencers on the Exhibition

This year 67 institutions have been presented on the Exhibition, among them 4 language schools and English UK. This year for the first time ELT sector was represented on the Exhibition as a separate ELT zone. This year the number of exhibitors was reduced because of venue capacity (from 86 to 67). Seven new secondary education institutions and six new higher education establishments which had not taken part in the Education UK exhibition 2013 participated in this year's exhibition.

The visitor numbers this year actually increased by 6% compared to last year's numbers.

The media plan was more focused on digital promotion which was complimented by traditional advertising in newspapers and magazines which has proved successful in attracting the right

audience to the exhibition. The quality of the visitors has been evident through the type of questions asked at the individual exhibitors' stands and through the enquiries received by the British Council staff during the exhibition. 59.3% and 67.8% of exhibitors found that there was good number and good quality of students respectively.

7. Visitor survey analysis

- On-line registration was set up for the exhibition. The total number of Visitor Surveys completed online was 4396. The total number of visitors - 4200, was estimated on the basis of mechanical counter at the entrance.
- 93% of visitors were satisfied with the quality of event and received what they expected from the exhibition.
- Most visitors were interested in Learning English, Postgraduate and summer courses. There was also a substantial interest in Professional award, Undergraduate and MBA.
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (medicine, architecture, art etc.)
- Most of the visitors found out about the exhibition through various online sources.
- Some comments from visitors include:
 - “Very useful event to acquire present-day information”
 - “Interesting for all ages and useful for teachers”
 - “Excellent possibility, valuable information from requirements to scholarships”
 - “Very positive impression. Got all the information for my son who would like to study abroad”
 - “High level organisation. Well-planned programme”

More detailed information on visitor survey can be found in Appendix 2.

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 62. This represented 93% of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 78% of the exhibitors rated the exhibition as excellent and good overall.
- 76% of the exhibitors rated the British Council support before the exhibition as 4 and 5 (out of five) 73% of the exhibitors rated the British Council support during the exhibition as 4 and 5 (out of five)

Some of the specific comments received:

- “More networking opportunities.”
- “A registration desk for exhibitors would be useful, as well as a guide for exhibitors with details on things and locators of lunch etc.”
- “Please, do not change the venue.”

88% of the exhibitors rated the length of exhibition as 4 and 5 (out of five)

More detailed information on exhibitors' survey can be found in Appendix 3.

9. Impact of marketing plan

9.1. Objectives of the advertising campaign

Based on the result analysis of the exhibition 2013, situation on the Russian market of foreign education as well as on studying feedback from exhibitors, partners and visitors, the following tasks and objectives were set:

- The first objective was to increase the high quality of the target audience.
- Another objective was to broaden the target audience by attracting business audience, which is interested to continue their education on Master's and MBA programs but is not attending specialized courses. Also, we planned to increase the percentage of schoolchildren's parents interested in high quality education, including summer courses. In addition, we concentrated on deepening channel differentiation for different audience segments in terms of specialization.

Primary target audience

- Parents of schoolchildren for boarding schools and Foundation programs;
- School leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students - for MBA programs;
- Mothers of schoolchildren and students - for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition to future graduates and their parents, we used printed and online guidebooks (Kuda Poiti Uchitsya, Ucheba.ru and others).

To attract mothers of schoolchildren and students, we used a paid advertising campaign: placing banners on the main page of one of the major women's portals, contests, as well as publishing an article and an advertising block at the "Na Rublevke" newspaper. We also used PR opportunities with popular educational sites.

To promote the exhibition to the most numerous and active audience of students and young professionals, we used a combination of PR tools and Internet advertising: mostly we concentrated on attracting information sponsorship from more popular job search portals for young professionals (career.ru, Profirost, physcareer.ru). To promote the exhibition via these resources, we used a whole range of tools from mailings with invitations to the exhibition, subject articles, announcements, ad banners.

We also used such popular Internet resources, as Live Journal and Dnevnik.ru, the resources that have the biggest Internet audience (coverage between four and five million) and paid for advertisement space on the radio. This allowed us to attract the prospective audience to the exhibition (according to gender/age and financial characteristics) and to stimulate transfer, from

passive interest in the British education, to actions (visiting the exhibition, in our case). Traditionally, we paid much attention to PR placements on the websites dedicated to foreign education (Studyabroad.ru, Ubo.ru, Education Index).

Secondary target audience:

- Educational agencies
- International departments of universities

For each segment of the target audience, we developed text adverts corresponding to the needs and interests of each particular segment. We also used various ways of carrying the information: for businessmen – advertising in respected business publications; for parents of school children – banners on women's and educational resources.

Key stereotypes:

For parents of schoolchildren and students: 'Direct communication with educational institutions'

For students: 'Unique', "must-visit" events within the business agenda'.

For young professionals, businessmen and entrepreneurs: 'Education for you and your children', 'Complete and reliable information on British education in one place over 2 days';

9.2. Tools, Solutions, Results

We decided to use various tools and methods to implement each of the tasks set. In order to increase the traffic, we invited more educational media as partners. In addition, we invited such information partners as Live Journal, the resources that have the biggest Internet audiences.

To maintain the quality of the audience, we invited to partnership the media that proved their effectiveness during the previous year promo-campaign. We held a round of negotiations aimed at broadening the range of the exhibition promotion opportunities particularly on these resources. Correspondingly, the resources were given a higher partnership status.

The campaign budgets were reallocated to the benefit of the resources that proved their effectiveness during the 2013 promotion campaign

The communications tools used were appropriate for delivering this message to the audience and included:

- Advertising: advertising modules in the printed media, e-mails, contests on the radio and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines and social media.
- Public relations: announcements in the event calendar, contests, and social networks.
- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.
- Personal selling: participation at the exhibitions of other companies.

Most effective ways to deliver key messages were:

- SMM
- Internet banners and text announcements on Internet resources, mailings of the exhibition partners.

High integration level of all the elements of the promotion was achieved with the help of:

- Use of unified visual images, but different text messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment, placement of advertising modules and news mailing, contests).
- Regular publishing of the exhibition news on the BC resources and in social networks.
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial and human resources. We received more preliminary online registrations compared to the previous year.

To measure the effectiveness of the campaign, we used the following tools:

- Questioning during the on-line registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Indicators of the exhibition website traffic and analysis of sources of transfer from other information resources gave us reliable information on the effectiveness of both used channels and tools as well as on the effectiveness of the messages and their visual presentation, and interest of the target audience of these resources in the product offered.
- Questioning during the exhibition registration in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations made on the weekend, the overall quality of visitors was considered to be good. They seemed to know their choice(s) of subject, which indicate that the media plan attracted a more targeted audience.

9.3. Information support

The approach to creating the pool of information partners was determined by clear segmentation of the audience. We had a task to create several independent media plans for each segment:

Education/Education abroad:			Business education \business and mass market media
1	Studyabroad.ru	21	Ubo.ru
2	Znania.ru	22	The Moscow Times newspaper
3	Ucheba.ru		
4	Kuda poity uchitca? magazine		Finance/business
5	Study.ru	23	Vedomosty
6	Physcareer.ru		
7	Study.ru		
8	Moeobrazovanie.ru		General public:
9	Education idex	24	Abbyy.ru
	Publications for parents	25	Yes magazine
10	Eva.ru	26	Livejournal.com
11	Letidor.ru	27	Macmillan.ru
12	Planetaedu.ru	28	Theory & Practice
13	Kidsreview.ru	29	AIESEC
14	Dnevnik.ru	30	Elle
		31	w-o-s.ru
	Students\young professionals\expats	32	ria.ru
15	Career.ru	33	Gazeta.ru
16	HH.ru	34	Na Rublevke
17	Physcareer.ru	35	Macmillan
18	Cityclass.ru	36	OSD (Holidays with children)
19	hungryshark	37	isic
20	Elite Personnel Newspaper		
21	Profyrost.ru		
22	Changellenge		

Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks: thus, out of 40 resources, only 30 were invited as information partners.

The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.

Advertising banners on the main page of a website and on the issue-related pages (upon request)
37 banners in total

Minimum 1 mailings via subscriber/registered user databases, in total – 15 mailings to 500000 addressees

Minimum 2 adverts in the “News”, “Calendar”, “Events” columns, 37 Adverts in total

Analyzing the exhibition traffic statistics and feedback from the exponents, we can say that the pool of information partners had been formed correctly and the promotion campaign was successful. As a result of this promotion strategy, the audience was proportionally distributed among the exhibitors presenting different education levels: schools, universities, colleges, summer schools and language courses.

The effect was highly estimated by the information sponsors as well as exhibitors.

9.4. Partners of the Exhibition

Partners: Macmillan, ABBYY Lingvo , Hello London!, Cambridge University Press

As a result, the British Council received the following value for both cities (Moscow and St.Petersburg):

Name	Presents	Cost
Macmillan	30 books	35 000 rub
Cambridge University Press	40 books	60 000 rub
ABBYY	30 dictionaries + 30 certificates	111 000 rub
Hello London!	15 prizes	60 000 rub
Total RUB		266 000
Total value GBP		3 594

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition: **86%** rebooked their participation in the next year’s exhibition.

9.5. Advertising Budget

The advertising budget was formed on the basis of the following principles:

1. To pay for advertising only if:

- The resource is irreplaceable (search engines of the Internet)
- The resource attracts new audience for the exhibition (in our case – business audience (OSD – Holidays with children, w-o-s.ru)

- The resource is specialized and has proven its effectiveness in the past (“Na Rublevke” newspaper, abbylingvo.ru).

2. To receive maximum possible discount on placing advertisement and placing preferences.

Analysis of the site attendance and visitors’ questionnaires proved the correctness of the selected tactics of placing paid adverts: search engines and social networks were top sources of traffic to the website.

9.6. Social media marketing

During the preparations for the exhibition we attracted 5796 users to the communities in the social networks (VK and Facebook). 4 227 users were attracted on VK, 1 569 users were attracted on Facebook. The total reach of the community on VK was 216 966 users, on Facebook was 43 000 users.

Promoting the fair we attracted the targeted audience to the pages and managed to increase the users’ feedback. Particularly, we used such tools as:

- Targeted ads and page boosting on Facebook
- Post marketplaces (reposting in the large relevant communities)
- Sending invitations to the targeted audience (using the button: invite to the community)
- Sending private messages with invitations to the targeted audience
- E-mail sending
- Contests

The total reach of using these tools was 5 245 760 users.

The most effective tools for user attraction to VK were sending private messaging and invitations to the targeted audience. As for Facebook, the impact was primarily reached due to targeted ads and page boosting. Furthermore, the fast rising of subscribers was a result of e-mail sending to the targeted audience.

The most effective tools for engaging users on VK and Facebook were post marketplaces (reposting in relevant communities) and contests.

Regarding monitoring social media we analyzed the event mentions on social networks and blogs. We found 195 mentions of the Education UK.

9.7. Coverage of the target audience, PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without a major increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.

9.8. Conclusions and Recommendations

The advertising campaign was successful. More than 100 different online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition. This is an indicator of the effective work of the project marketing team. Almost 100% rebooking of the partners’ and information sponsors’ participation in the next event confirms mutual benefits from the cooperation and gives reason to anticipate a wider spectrum of opportunities to promote the exhibition in the next year.

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Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:

- To broaden cooperation with professional media in order to further differentiate the audience sources by specialization (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition.
- To broaden cooperation with the most effective resources, without increasing the number of information partners. Instead, we recommend to increase the audience coverage and impact duration.
- To broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- To promote the exhibition on the websites of the educational agencies, specializing on British education.

10. Budget analysis

The exhibition's value for money was rated by exhibitors as 3 on a one to five scale.

We have managed to negotiate good terms with the venue, and we also saved on construction choosing the table and chairs format. We also actively promoted the exhibition through partners instead of paid advertising where possible.

11. Conclusions and follow up

11.1. Extent to which the objectives were met

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in the Russia market:

This objective was met according to the feedback from exhibitors but we need more time in order to evaluate it properly.

11.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Undertake profile-raising activities in Russia throughout the year.
- Provide more information on English language courses and short/summer programs.
- To send materials (brochures and catalogues) at least 3 weeks before to the exhibition via freight.

11.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next year's exhibition will take place on 3 – 4 October 2015.
- Many exhibitors expressed the opinion about Ritz Carlton with 70% thinking that it is the best venue for this kind of event.
- Better signage of the lecture halls is needed.
- An agent's networking-event and presentations will give the full picture of the education market in Russia.

Appendix 1: List of participating institutions

Schools, colleges and education centres

- Badminton School
- Bexhill 6th Form College
- CATS College
- City and Islington College
- Concord College
- FoundationCampus
- Ellesmere College
- Ruthin School
- St. Joseph's College
- Westbourne School
- Wrekin College
- ISIS Education
- MPW COLLEGE

Universities

- Aberystwyth University
- University Of The Arts London
- Arts University Bournemouth
- Aston University, Birmingham
- University of Bath
- Bath Spa University
- Birkbeck, University of London
- University College Birmingham
- Bournemouth University
- BPP University College
- University of Bristol
- Brunel University London
- Cardiff University
- University of Central Lancashire
- City University London
- Coventry University
- University for the Creative Arts
- University of East Anglia
- The University of Edinburgh
- University of Essex

- University of Exeter
- University of Glasgow
- Goldsmiths, University of London
- University of Greenwich
- University of Hertfordshire
- INTO University Partnerships
- Istituto Marangoni London
- University of Kent
- King's College London
- Lancaster University
- University of Leeds
- The University of Manchester
- London Metropolitan University
- Middlesex University London
- Newcastle University
- Northumbria University Newcastle
- University of Portsmouth
- Queen Mary, University of London
- The University of Reading
- Regent's University London
- University of Roehampton
- Royal Holloway, University of London
- Sheffield Hallam University
- University Of Southampton
- University of St Andrews
- The University of Surrey
- UCL (University College London)
- The University of Warwick
- University of Westminster
- University of York

Language schools

- ClubClass Language School
- LiveLanguage
- English UK
- Kaplan International English
- International House London

Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
rate	Number of answers	%
10	200	67.8
9	44	14.9
8	27	9.2
7	15	5.1
6	5	1.7
5	2	0.7
4	1	0.3
3	1	0.3
2	0	0.0
1	0	0.0
Total	295	100

My expectations of visiting this exhibition were fully met		
answers	Number of answers	%
Absolutely agree	133	44.3
agree	146	48.7
Don't know	16	5.3
disagree	4	1.3
Absolutely disagree	1	0.3
Total	300	100

Exhibition was of high quality		
answer	Number of answers	%
Absolutely agree	152	51.0
agree	135	45.3
Don't know	9	3.0
disagree	1	0.3
Absolutely disagree	1	0.3
Total	298	100

British Council is one of the leading organisations in cultural relations		
answer	Number of answers	%
Absolutely agree	187	62.8
agree	83	27.9
Don't know	26	8.7
disagree	1	0.3
Absolutely disagree	1	0.3
Total	298	100

Diversity of education programmes offer		
rate	Number of answers	%
5	195	69.4
4	72	25.6
3	11	3.9
2	1	0.4
1	2	0.7
Total	281	100

Quality of seminar programme		
rate	Number of answers	%
5	143	52.2
4	114	41.6
3	15	5.5
2	1	0.4
1	1	0.4
Total	274	100

Quality of exhibition venue		
rate	Number of answers	%
5	216	76.9
4	51	18.1
3	11	3.9
2	3	1.1

1	0	0.0
Total	281	100

Information available before the event		
rate	Number of answers	%
5	180	64.3
4	82	29.3
3	15	5.4
2	2	0.7
1	1	0.4
Total	280	100

British Council staff support		
rate	Number of answers	%
5	225	80.6
4	42	15.1
3	10	3.6
2	1	0.4
1	1	0.4
Total	279	100

Where you saw information about this event		
resource	Number of answers	%
Flyers, posters	11	3.6
Newspapers, magazines	7	2.3
Radio, TV	3	1.0
Internet	217	70.9
Friends, colleagues	68	22.2
Total	306	100

Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%

YES	50	83.3
NO	10	16.7
Total	60	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	13	21.0
Profile raising	5	8.1
Both	44	71.0
Total	62	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	39	22.3
Postgraduate taught	41	23.4
Postgraduate research	14	8.0
Higher national diploma and equivalent	0	0.0
Pre-university foundation courses	16	9.1
Foundation	23	13.1
Post-16 A-level	10	5.7
Pre-sessional English School	11	6.3
Secondary education	9	5.1
Summer courses	12	6.9
Total	175	100

What is your assessment of the visitors?		
Answers	Number of answers	%
Number of the visitors		
Good	35	59.3

Average	20	33.9
Disappointing	4	6.8
Total	59	100
"Quality" of the visitors		
Good	40	67.8
Average	18	30.5
Disappointing	1	1.7
Total	59	100

Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
YES	34	60.7
NO	22	39.3
Total	56	100

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	11	18.3
Good	36	60.0
Average	13	21.7
Bad	0	0.0
Very bad	0	0.0
Total	60	100

How does this year's exhibition compare to last year's?		
Rate	Number of answers	%
Much better	2	3.5
Better	12	21.1

About the same	19	33.3
Worse	3	5.3
Much worse	0	0.0
Didn't attend last year	21	36.8
Total	57	100

Level of British Council support before the exhibition		
Rate	Number of answers	%
5	20	33.9
4	25	42.4
3	13	22.0
2	1	1.7
1	0	0.0
Total	59	100

Level of British Council support during the exhibition		
Rate	Number of answers	%
5	19	31.7
4	25	41.7
3	15	25.0
2	1	1.7
1	0	0.0
Total	60	100

Quality of the venue		
Rate	Number of answers	%
5	42	70.0
4	16	26.7

3	1	1.7
2	1	1.7
1	0	0.0
Total	60	100

Quality of the accommodation		
Rate	Number of answers	%
5	34	79.1
4	9	20.9
3	0	0.0
2	0	0.0
1	0	0.0
Total	43	100

Length of the exhibition		
Rate	Number of answers	%
5	31	52.5
4	21	35.6
3	6	10.2
2	1	1.7
1	0	0.0
Total	59	100

Value for money		
Rate	Number of answers	%
5	6	12.0
4	22	44.0

3	18	36.0
2	4	8.0
1	0	0.0
Total	50	100

Seminars programme		
Rate	Number of answers	%
5	5	23.8
4	9	42.9
3	4	19.0
2	3	14.3
1	0	0.0
Total	21	100

Networking reception		
Rate	Number of answers	%
5	10	31.3
4	9	28.1
3	11	34.4
2	2	6.3
1	0	0.0
Total	32	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	46	85.2
Earlier than this year	2	3.7
Later than this year	6	11.1

Total	54	100
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How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	23	39.7
Likely	34	58.6
Unlikely	1	1.7
Very unlikely	0	0.0
Total	58	100

Appendix 4: Advertising and promotion plan (media plan)

No	Name	Description	Target audience	circulation/ resource traffic (monthly)	Mailing/addresses	Advertising package	Period	coverage /people	PR value
1	Ucheba.ru	Educational portal	Schoolchildren's parents, students, professionals of the educational sphere	1144000,00	80000,00	Exhibition news release + 2 banner + 2 e-mail delivery	September	1144000,00	95000,00
2	Elite Personnel	The newspaper mainly contains vacancies of the leading Russian and foreign companies and major Moscow HR agencies;	Active, successful, high-qualified professionals, middle and top managers, business elite and graduates of the best universities.	17100,00		Exhibition news release	August, September	17100,00	35000,00
3	Cityclass.ru	Information portal	General public	106000,00	50000,00	Exhibition news release + Social network+ e-mail delivery	September	106000,00	40000,00

4	Career.ru	Information portal for young professionals	Students, young professionals	650000,00		Exhibition news release + TGB	September	650000,00	50000,00
5	studyabroad.ru (http://www.studyabroad.ru)	Information portal	younger than 20 years old - 33%, aged 20-30 - 55%, aged 30-50 - 12% Students, middle and top managers	100000,00	24000,00	Exhibition news release + banner + 2 e-mail delivery	September	112000,00	45000,00
6	Physcareer.ru (http://www.Physcareer.ru)	Information portal on career for students and graduates of technical universities	Students and graduates of technical universities	45000,00	40000,00	Exhibition news release + banner+e-mail deliver	September	45000,00	24000,00
7	Russkii reporter magazine	Magazine	businessmen, general public	338800		2x 1\2 advertising module+Social network	September	338800	306800,00
8	The Moscow Times	Business portal	General public	150000,00	18000,00	Exhibition news release + 2 e-mail deliver	September	150000,00	59400,00
9	Macmillan	British publishing house	those learning foreign languages	80000,00		Exhibition news release+ + banner	September	80000,00	50000,00
10	Head Hunter (http://hh.ru)	Information portal on career	General public	300000,00		banner	September	300000,00	170000,00

11	livejournal.com	Information portal	General public	1000000,00		banner	September	1000000	800000,00
12	Kuda poity uchitca? magazine	newspaper	Schoolchildren's parents, students, professionals of the educational sphere	19500,00		1\3 advertising module	September	40000,00	62000,00
13	Dnevnik.ru	school information portal	schoolchildren, Schoolchildren's parents	300000,00		Social network+ banner	September	300000,00	270000,00
14	Letidor.ru	parent's portal	Schoolchildren's parents	150000,00		Exhibition news release+ banner	September	150000,00	80000,00
15	Kidsreview.ru	Information parent's portal	Schoolchildren's parents	360000,00		Exhibition news release	September	365000,00	5000,00
16	Education Index	Information portal	Students, professionals of the educational sphere	20155,00	34000,00	Exhibition news release + banner+Social network	September	20155,00	200658,00
17	Moe obrazovanie (www.moeobrazovanie.ru)	Educational portal	Schoolchildren's parents, students, professionals of the educational sphere	55400,00		Exhibition news release	September	55400,00	18500,00

18	Profyrost.ru	Information portal on career for students	Students, young professionals	25490,00		Exhibition news release +Social network	September	25490,00	24000,00
19	Na Rublevke (http://narublevke.com)	Newspaper	residents of the Rublevo-Uspenskoye shosse with high and very high income	18000,00		2 advertising module 1\3	September	40000,00	Advertising
20	ABBYY lingvo	Dictionaries	those learning foreign languages	1200000,00		banner	September	1200000,00	Advertising
21	Career.ru	Information portal for young professionals	Students, young professionals	2400000,00		banner	September	2400000,00	Advertising
22	OSD (Holidays with children) www.osd.ru	Information parent's portal	Schoolchildren's parents	250000,00	8000,00	banner+2 e-mail deliver	September	258000,00	Advertising
23	VK и FB	Social Network	General public	500000,00		TGB	September	500000,00	Advertising
24	Ubo.ru	Information portal	General public	125000,00	10000,00	Exhibition news release + banner+mail deliver	August, September	135000,00	24000,00

25	Planetaedu.ru	parent's portal	Schoolchildren's parents	5880,00		Exhibition news release + banner	September	5880,00	15400,00
26	Vedomosty	Newspaper	General public	500000,00	219500,00	Exhibition news release +mail deliver + banner	September	719500,00	340000,00
27	Gazeta.ru	Information portal	General public	200000,00		Exhibition news release + banner	September	200000,00	124600,00
28	Changellenge	Information portal for young professionals	Students, young professionals	150000,00	43000,00	Exhibition news release +Social network	September	193000,00	38000,00
29	isic	Educational portal	Students, young professionals	300000,00	35000,00	Exhibition news release +Social network+2 e-mail deliver+2banner	September	335000,00	56000,00
30	hungryshark	Information portal for young professionals	Students, young professionals	38000,00		Exhibition news release +Social network+banner	September	38000,00	67000,00

31	ria.ru	Information portal	General public	3000000,00		Exhibition news release +banner+article	September	3000000,00	1500000,00
32	Superjob.ru	Information portal on career	General public	100000,00		Exhibition news release +banner	September	100000,00	35000,00
33	w-o-s.ru	Information portal	Students, young professionals	2500000,00		Exhibition news release +banner	September	2500000,00	Advertising
34	Elle	women portal	General public	4310000,00		Exhibition news release +banner	September	4310000,00	380000,00
35	Yes magazine	schoolchildren's magazine	schoolchildren	674000,00		Exhibition news release +banner	September	674000,00	41477,00
36	Theory & Practice	Educational portal	Students, young professionals	2100000,00		Exhibition news release +banner	September	2100000,00	Advertising
37	AIESEC	Educational portal	Students, young professionals	140000,00		Exhibition news release +banner	September	140000,00	27500,00
38	Eva (http://eva.ru)	women's portal	career woman, mother	170000,00		Exhibition news release	September	170000,00	49000,00

39	Study.ru (http://www.study.ru)	Information portal	schoolchildren and students learning foreign languages	500000,00		Exhibition news release +2 banner+article	September	560000,00	33200,00
40	Tatler	magazine	General public	120000,00		1\2 advertising modul	September	120000,00	Advertising
41	Znania.ru	Educational portal	Schoolchildren and students aged 14-24	166000,00		Exhibition news release + banner	September	166000,00	41500,00
	Total RUB			24328325,00	561500,00			24763325,00	5108035,00
	Total advertising value GBP								76001,85

Context advertising

City	Resource	N of displays	Clicks	CTR (%)	CPC (RUB)	Expenditure (RUB)
Moscow	Google.AdWords	930 076	5 862	0,63	10,84	63 552,49
Moscow	Yandex.Direct	381 249	986	0,64	284,4	101 316,6

Paid advertising

	Name	Target audience	Target	circulation	Advertising package	Period	Cost/Rub
career.ru	www.career.ru	Information portal for young professionals.	Russia	2 million	On-line banner 370 X 100	15.09 - 28.09	107 232,00
		Students, young professionals	Moscow	400 000	e-mail delivery HeadHunter (www.hh.ru)	1 (September)	
OSD (Holidays with children)	www.osd.ru	Schoolchildren's parents	Moscow	250 000	On-line banner 240x120 + 2 e-mail delivery	e-mail delivery 05.09, 12.09; On-line banner 1 week 22.09- 28.09	59 000,00
VK и FB	www.vk.com	Schoolchildren	Moscow	500 000 min	Social CRM	1 month 05.09 - 05.10	190 000,00

Na Rublevke	Newspaper	residents of the luxurious Rublevo-Uspenskoye district	Rublevo-Uspenskoye district	18000	advertising module 1\3	25.10	120961,00
Theory & Practice	www.theoryandpractice.ru	Students, young professionals	Moscow, St Petersburg	2 100 000	200 000	22.10 - 03.11	112 200,00
w-o-s.ru	www.w-o-s.ru	Students, young professionals	Moscow, St Petersburg	2 500 000	215 000	22.10 – 03.11	119 230,00
www.abbylingvo.ru	www.abbylingvo.ru	those learning foreign languages	Moscow	1 200 000	1 200 000	15.10 – 03.11	145 000,00