

Post-event report for

UK STEM Lecture Tour 2016

Hanoi, 21-23 November
HCMC, 24-25 November

Introduction

The purpose of this report is to provide you with a summary of the event, including the lecture attendants and participating UK universities as well as other useful information.

The UK STEM Lecture Tour 2016 aims to showcase the excellence of UK STEM education to prospective undergraduate and postgraduate students, coupled with some recruitment elements and partnership exploration opportunities. The tour was designed to include a diverse range of activities in Hanoi and Ho Chi Minh City

- 22 academic lectures to 734 undergraduate and postgraduate students, as well as academic staff at 11 universities and research institutes;
- 25 introductory lectures - an activity similar to an Open Day activity in the UK - to 989 students at international, bi-lingual and private high schools;
- 19 one-to-one meetings to discuss possible collaboration with related faculties and researchers at leading universities in STEM;
- 2 public seminars to 80 students and parents, followed by individual counselling sessions; and
- a networking dinner with local STEM contacts and introduction to Vietnam Newton Fund.

Six academics in different STEM areas and two international office staff joined this tour to raise profile and explore partnership with local universities and schools while contributed greatly to the promotion of the UK STEM among Vietnamese students and parents.

This report includes:

Introduction - **Page 2**

Highlights - **Page 3**

Marketing - **Page 4**

Visitors' Feedback - **Page 6**

UK participants' Feedback - **Page 7**

Future Steps - **Page 9**

Appendix: List of exhibitors, survey results, Advertising - **Page 10**

Highlights

45 lecture sessions were held for six academics to deliver at totally 24 elite universities and international, bi-lingual and private secondary schools in Hanoi and Ho Chi Minh City in a week. Individual academics were sent to different venues to give their respective lectures, each lasted for one hour. Each of the six UK lecturers had a different schedule. The below is the common frame programme.

City	Day	Time	Activity
Hanoi	Mon 21	AM	<i>Arrival in Hanoi</i>
		PM	Market and Event logistics briefings
		Evening	Networking dinner (tbc)
	Tue 22	All day	Visits to schools/ universities/ research institutes
		Evening	Public seminar
	Wed 23	All day	Visits to schools/ universities/ research institutes
Evening		<i>Flight to Ho Chi Minh City</i>	
Ho Chi Minh City	Thu 24	AM	<i>Free for self-arrangement</i>
		PM	Visits to schools/ universities/ research institutes
	Fri 25	All day	Visits to schools/ universities/ research institutes
		Evening	Public seminar
			<i>Programme ends</i>

Marketing

A press release was sent out one week before the event and various popular media channels spread the announcement of the event.



Each UK participating university had their respective institutional profile posted on the British Council's UK in 'My Eyes' Facebook page.



The promotion of the lecture tour was also echoed by the local institutions



Visitors' Feedback

A printed survey was distributed to attendants of the lectures. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to the series of lectures.

Around 90% attendants strongly agreed or agreed that the lectures and public seminars were well-organized and taught in exciting ways.

About 70% of university students and 60% of school students strongly agreed or agreed that they were inspired to study STEM.

An average of 87% attendants agreed that studying STEM in the UK offers wider career prospects.

Overall, the vast majority of attendants were interested in similar events with 84% of school students and 98% university students.

Some of the students made useful suggestions for future events:

- *"Some lectures should be more practical, aim at solving real problems"*
- *"Having translator would be nice because I cannot understand some major terms."*

Some examples of quotes from Visitors following the lecture tour:

For university lectures

- *"Very professional. Your methodology has made the lecture highly absorbable"*
- *"My first time attending such lecture and got to know UK teaching and research methodology, and found highly satisfied"*
- *"After attending the lecture, I have attained a lot of new and useful knowledge"*
- *"Most popular comment: I wish to have more similar lectures"*

For school lectures

- *"Haven't been to one before"*
- *"Fun and exciting"*
- *"Engaging, helpful experiment"*
- *"Clear and understandable"*
- *"Hope for more similar seminars in the future"*

Key Recommendations for the British Council mainly lies with the public seminars:

- “Each talk should last for 15-30 minutes only to give time for individual professors to talk about their respective universities”
- “There should be more interactive activities between professors and the audience”
- “The seminar should be tailored for different age groups”

UK Participants’ Feedback

A printed questionnaire form was distributed to UK academics and international office representatives to get their feedback for the event.

When UK participants were asked “Are you interested in attending a similar tour again?”

44% said ‘Yes, very much’, and the rest said ‘Somehow interest’

When UK participants were asked to rate their overall satisfaction with the event,

**20% and 50% rated 5 and 4 respectively for Hanoi
while 75% and 25% rated 5 and 3 respectively for Ho Chi Minh city**

(with five being the highest level and 1 being the lowest level)

100% UK participants rated 5 (highest) for the British Council’s logistic support and arrangement

Some positive quotes from UK participants:

Pre-event briefing	<ul style="list-style-type: none"> ✓ <i>Useful, well-presented, informative and good venue</i> ✓ <i>More details needed on the institutes visited to tailor the talk</i>
Networking event	<ul style="list-style-type: none"> ✓ <i>Enjoyable, good for connection.</i> ✓ <i>Good gathering of people.</i> ✓ <i>Good food</i>
Lectures to university students	<ul style="list-style-type: none"> ✓ <i>Some visits were excellent</i>
Lectures to school students	<ul style="list-style-type: none"> ✓ <i>Interesting overall experience</i> ✓ <i>The student age varied too much</i>
Public Seminar	<ul style="list-style-type: none"> ✓ <i>Very well-organized and attended event although not as heavily attended as expected</i> ✓ <i>Was a good spectacle!</i> ✓ <i>Worked from my point of view</i>

Some negative quotes from UK participants:

- Fewer people than expected (for the public seminars)
- Low turnout, students not very interested in STEM

Some examples of the potential links and collaboration anticipated by UK participants as a result of the tour:

- Scientific links between VNU are going to be probed.
- Biomedical engineering research
- TNE (trans-national education)
- PhD studentship/ short visits through Newton Fund

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the lecture tour. The main findings and recommended next steps are outlined below:

British Council

- While allowing local institutions to select the lecture they find suitable for their students, the British Council Vietnam will inform delegates on expected audience earlier for them prepare or tailor presentations.
- Although several local institutions indicated in the lecture booking forms that no interpretation is required for their students, we should still arrange interpretation for all university lectures and some bilingual schools to ensure best outcomes for the students. However, this means longer lecture sessions.

UK Institutions

- The Handbook and Pre-departure Pack often provide good level of details about the arrangements of the visit in many aspects, including background targeted audience and number expected, links to local institutional profiles, and local representatives attending the meetings where applicable and available. UK participants are advised to read it thoroughly for prior preparation.
- It is suggested that institutions invite their alumni to attend future events and share success stories of their study in UK with the visitors.
- Institutions should send the British Council inputs such as their institutional more than one lecture abstracts for choice of local institutions. On-time submission will enable the British Council to prepare logistics properly.

The above points, though important, should not detract from what was a successful event. Next year's event (Currently Scheduled for **November 2017**) will build upon the lessons learned and prove even more popular. We hope to see you there!

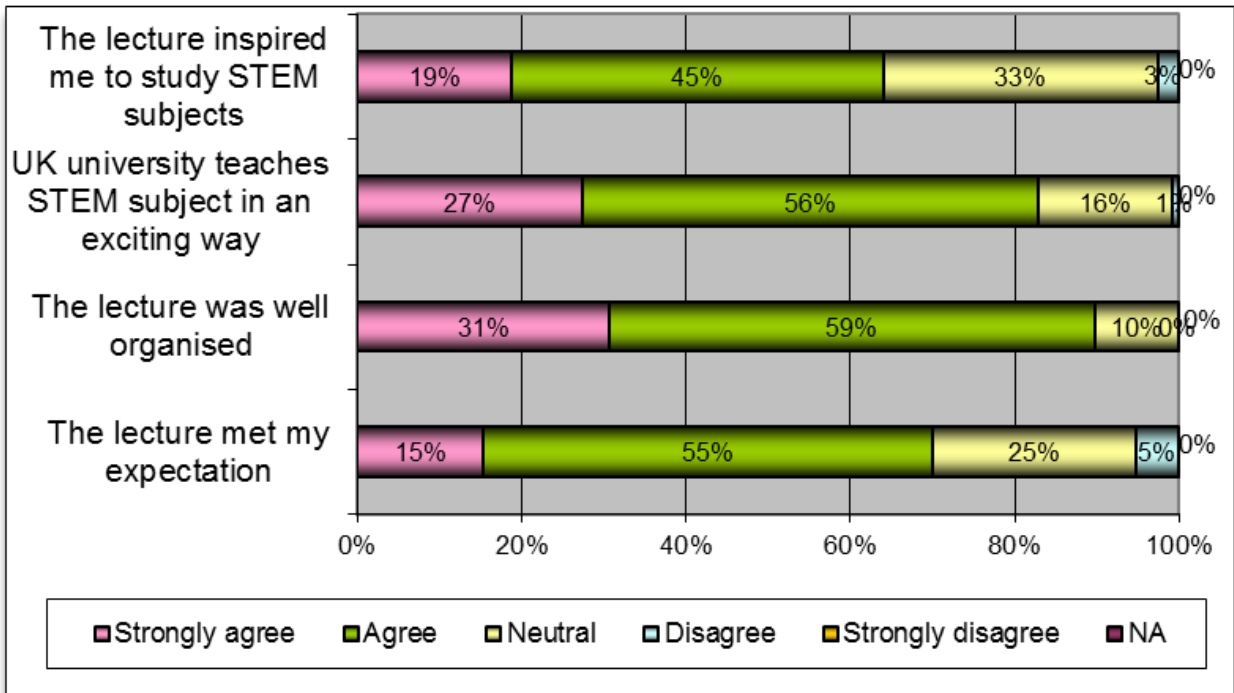
Appendix

List of exhibitors (Alphabetical Order)

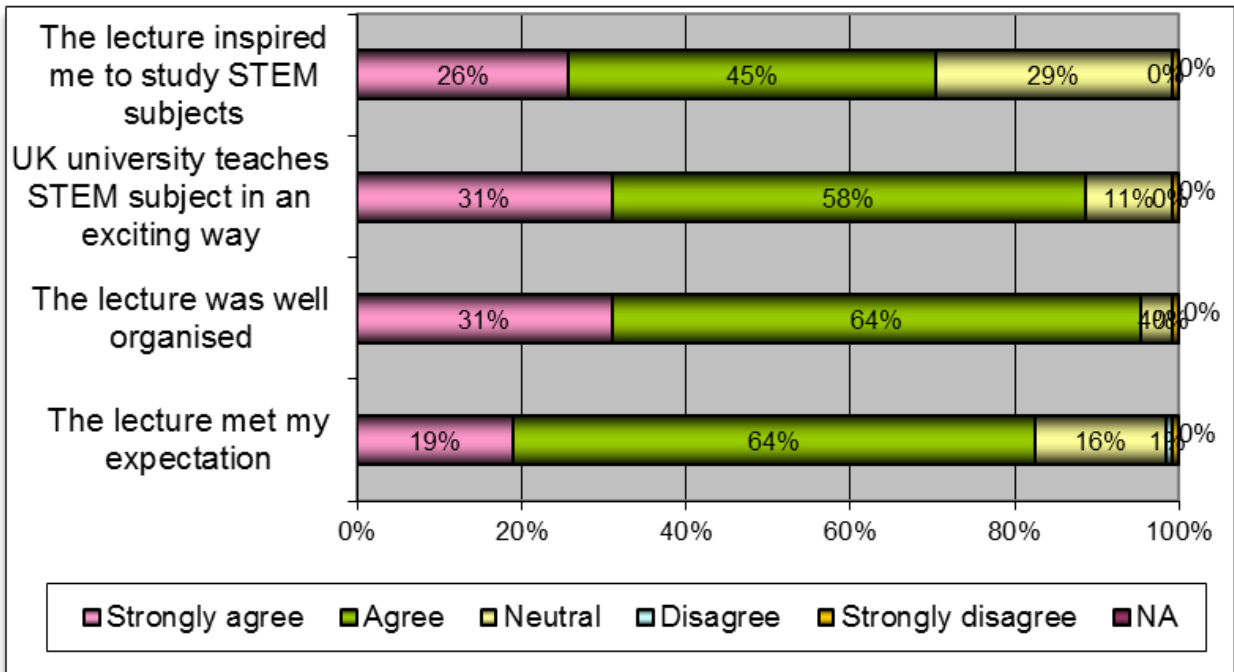
- Aston University
- University of East Anglia
- University of Kent
- The University of Manchester
- University of Sheffield
- University of Southampton

Visitors' feedback

Lectures at STEM universities

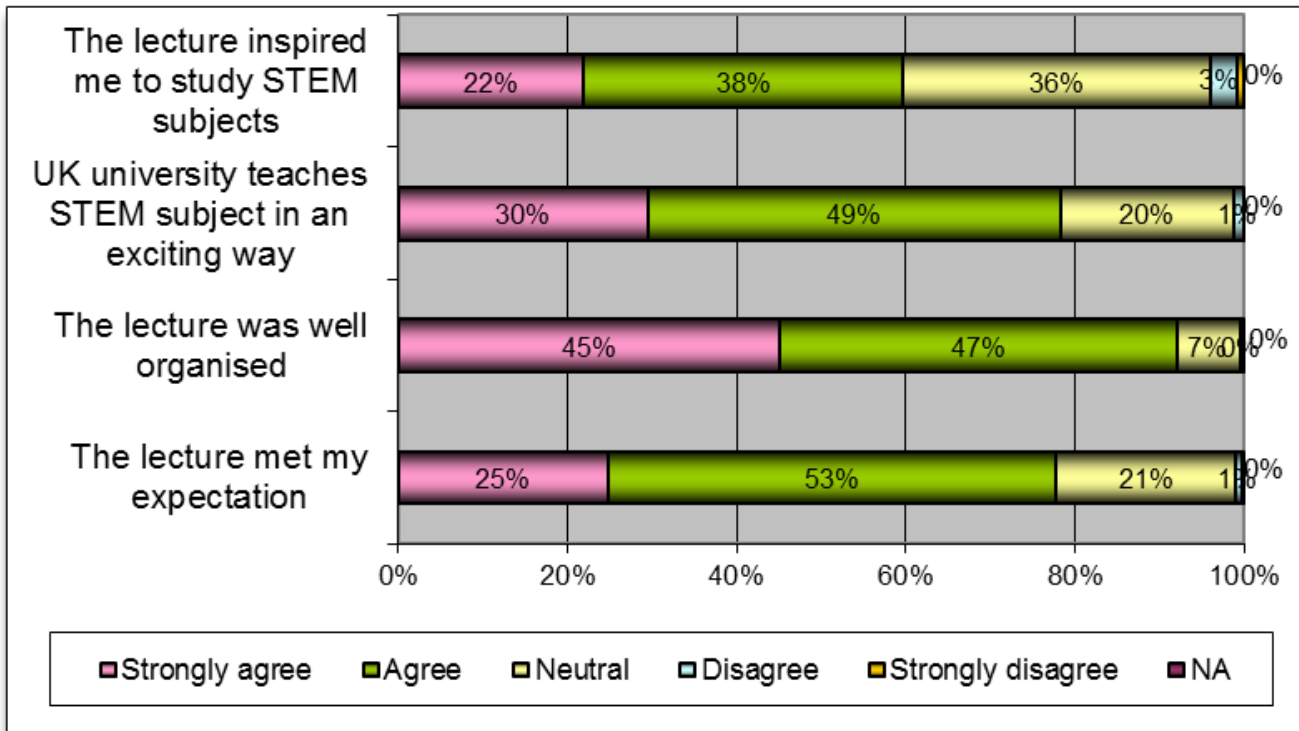


Hanoi

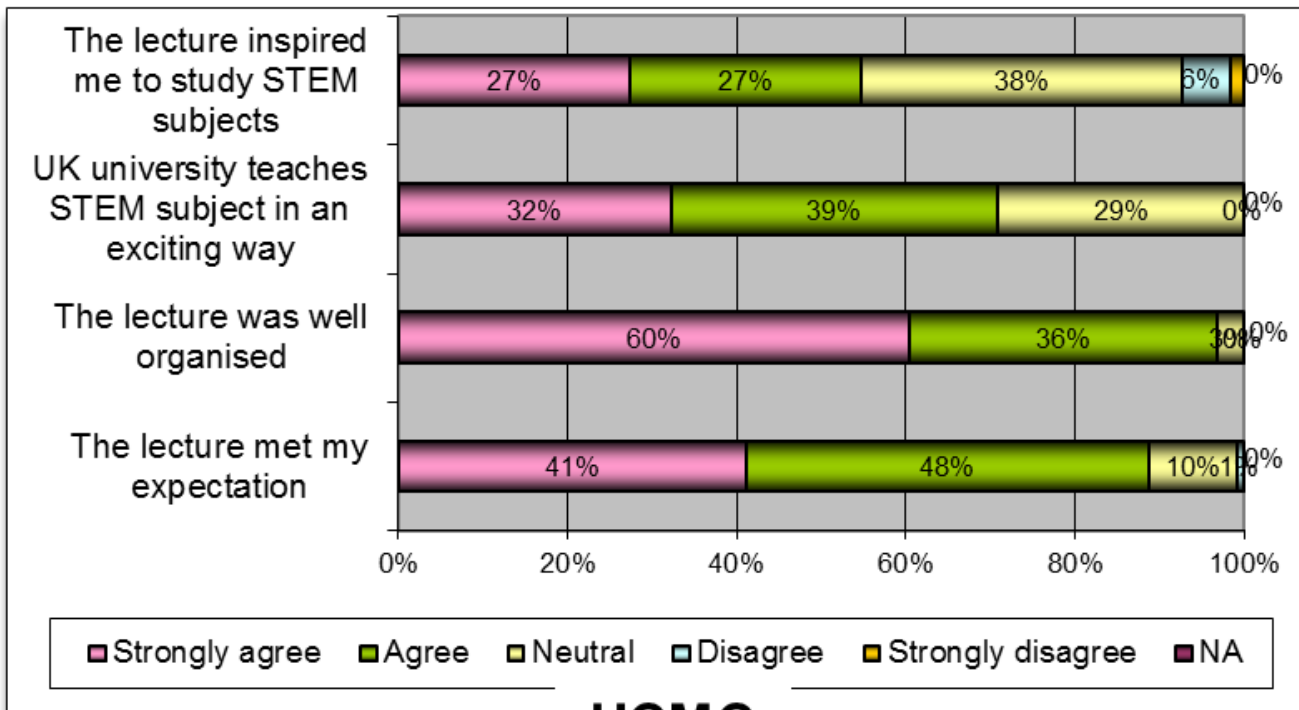


HCMC

Lectures at secondary schools

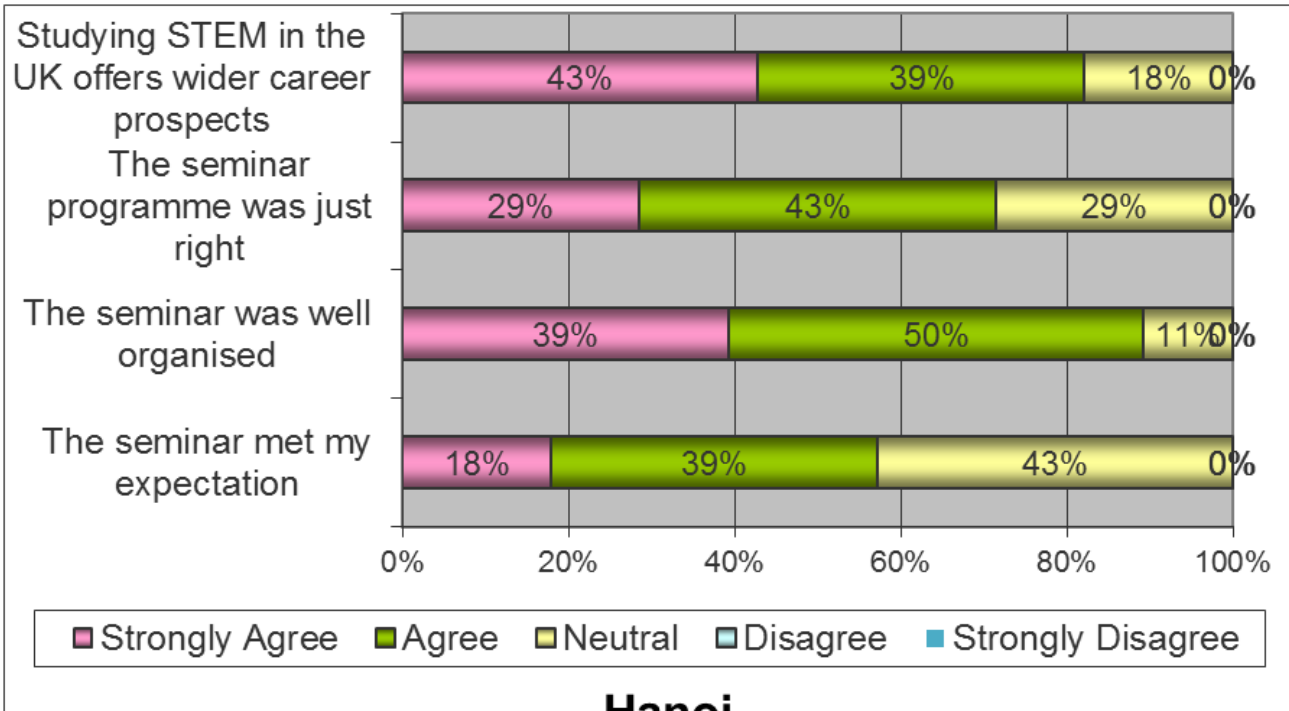


Hanoi

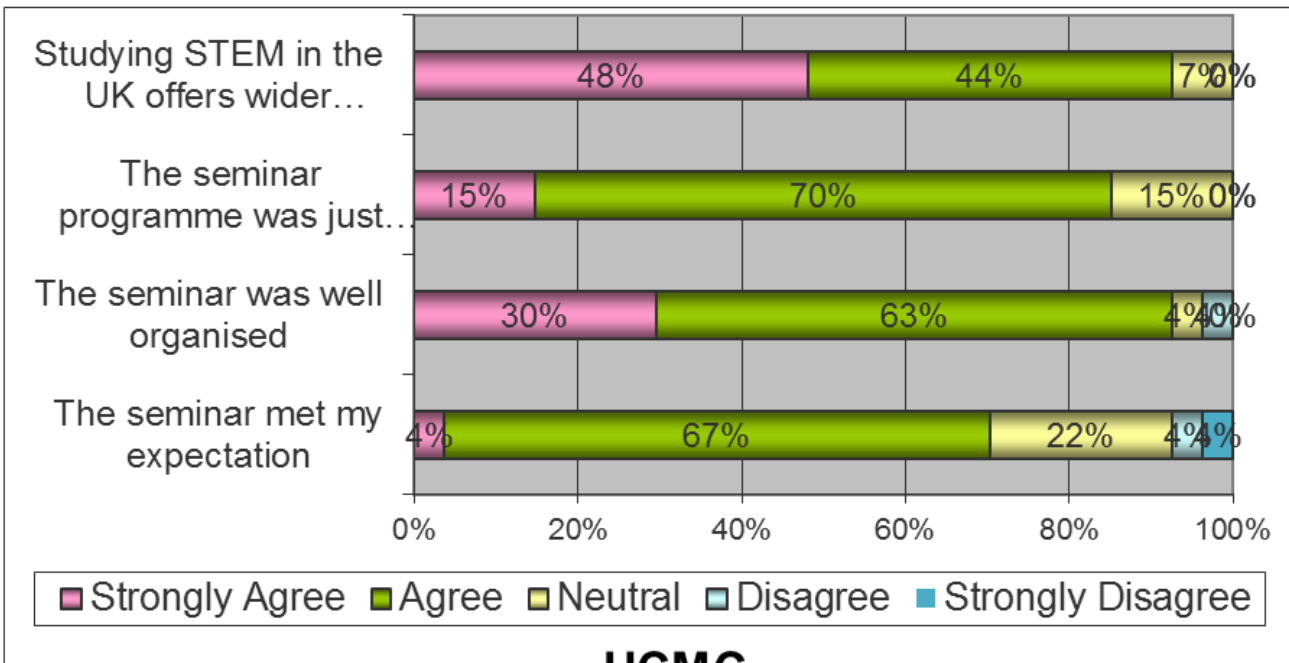


HCMC

Public talk



Hanoi



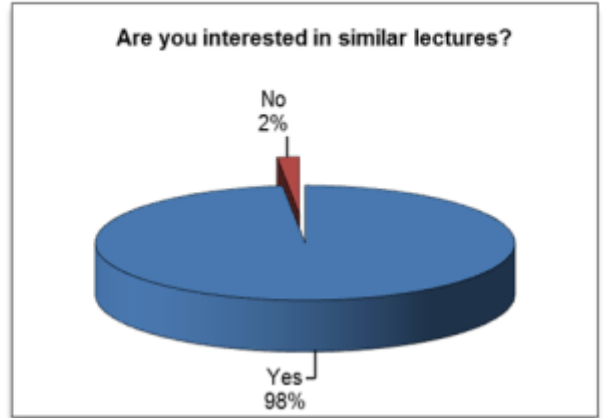
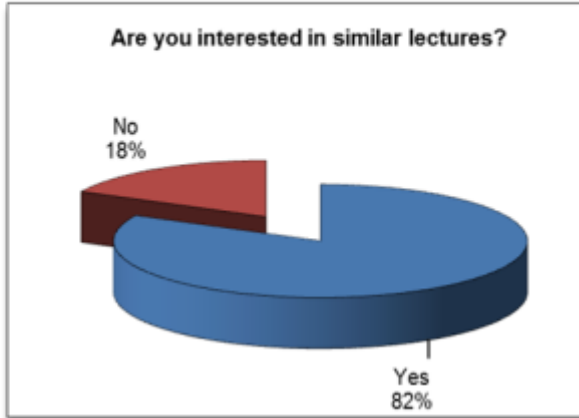
HCMC

Are you interested in similar lectures?

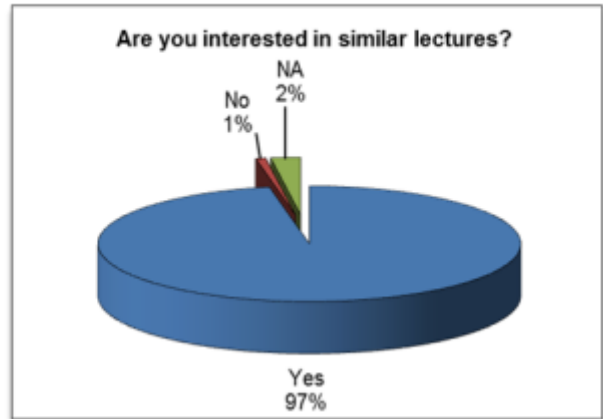
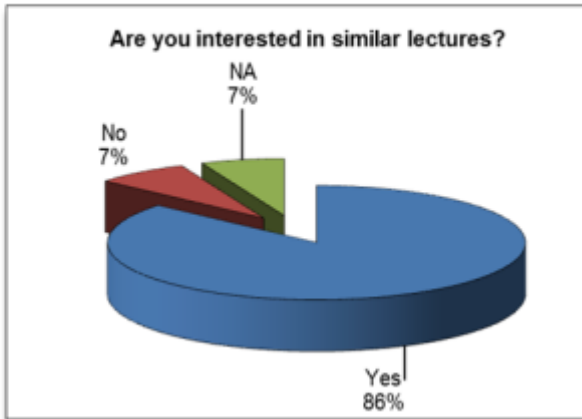
School lectures

University lectures

Hanoi

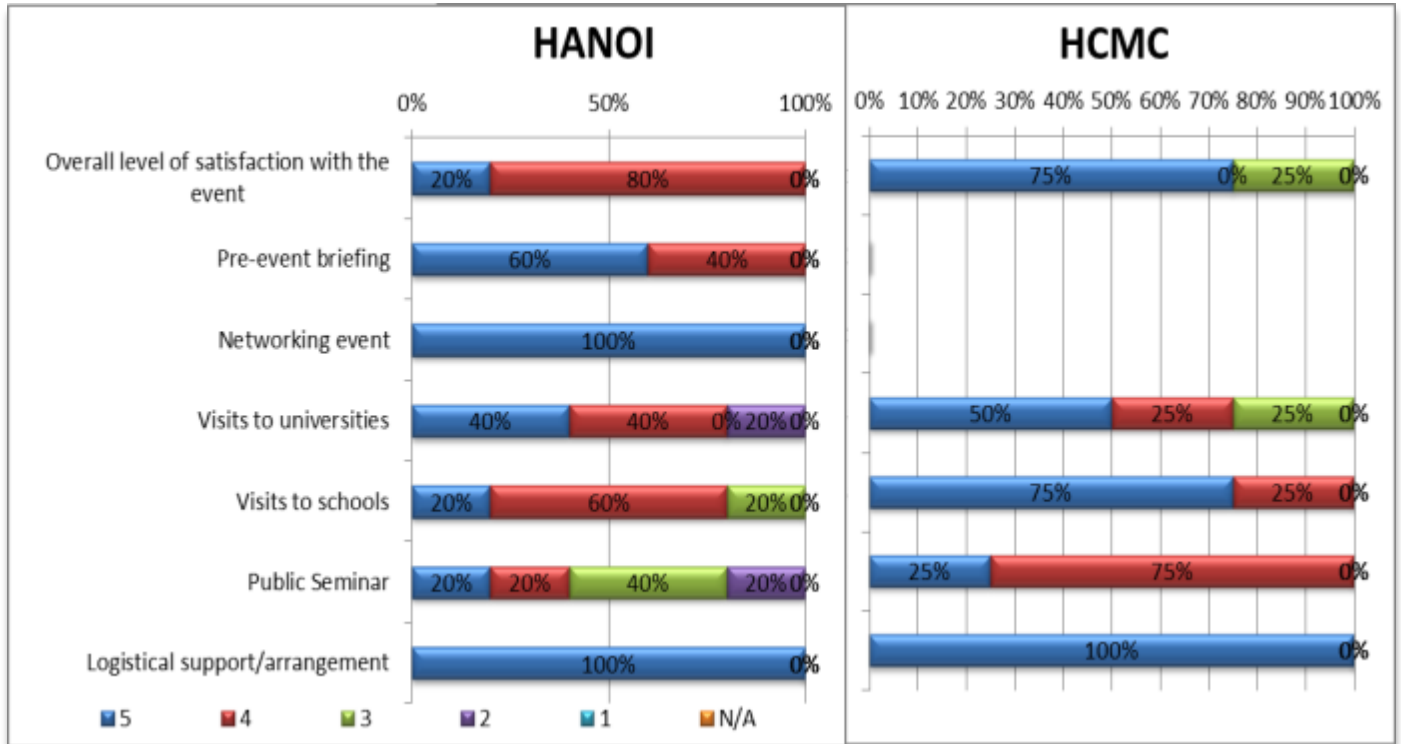


HCMC

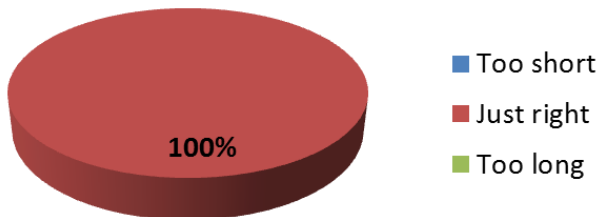


UK delegates' feedback

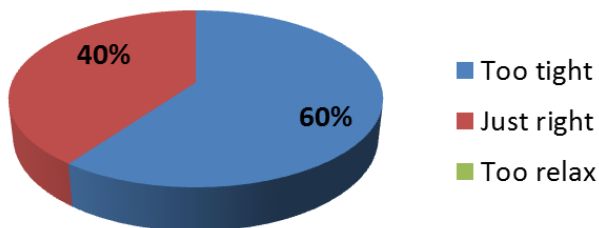
Please rate the following attributes of the UK STEM Lecture Tour 2016 using the rating scale of 1 to 5 (with 1 being the lowest; and 5 being the highest).



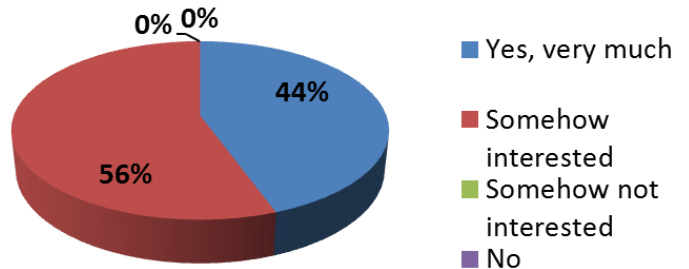
How was the duration of the event?



How was your schedule arranged?



Are you interested in attending a similar tour again?



A review of the UK STEM Lecture Tour Vietnam 2016 through photos

Networking dinner with **42** local contacts, including academics, international office members from STEM universities, international and bi-lingual schools, and alumni at the Ambassador's Residence. Head of Prosperity, British Embassy, introduced **Newton Fund** to enhance Vietnam-UK links.



19 one-to-one meetings to discuss possible collaboration with related faculties



22 academic lectures to 734 university students and academics at 11 leading institutions in STEM



25 academic lectures with simple experiment and demonstration activities to 989 secondary students at 13 international, bi-lingual and private high schools



www.britishcouncil.org/siem

© 2013 British Council. All rights reserved.
This document may not be amended, copied or distributed without express written permission.

2 **Public talks** the benefits of studying STEM, inspiring around 80 students & parents interested in UK STEM education.



www.britishcouncil.org/siem

© 2013 British Council. All rights reserved.
This document may not be amended, copied or distributed without express written permission.

Individual counselling sessions following the Public Talks to those looking for study opportunities with the UK participants universities

