



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Science, Technology and Innovation Roadshow 2015

**9-14 November 2015
Mexico City, Querétaro and León**

Introduction

Thank you for your participation at the Science, Technology and Innovation Roadshow 2015 in Mexico City, Queretaro and Leon.

The Roadshow is a one week programme organised by the British Council Mexico to promote Science, Technology and Innovation studies with Mexican students. We want to engage prospective students at undergraduate and postgraduate level.

The main objectives of the event were:

- *Present the best and most complete offer of academic programmes related to STEM from UK universities to Mexican prospective students.*
- *Be part of the Science Week programme organised by CONACYT, British embassy and the British Council.*
- *We created a special event called: “**Inspiring minds**” to showcase the UK as a technological and educational country for Mexican students*

*During this one week exhibition we visited the most prestige universities in Mexico City, Queretaro and Leon. We targeted **1,498** HE students and we hosted 11 UK institutions.*

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

At British Council Mexico we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Denise Valenzuela | Project Coordinator, Mexico.

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Highlights

Inspiring Minds event:

- An event organised by the British Council Mexico and the British Embassy with the support of CONACYT, as part of the National Week of Science and Technology
- The promotion was done by the 2 organisations, which make it a big event
- We had the participation of great speakers with excellent conferences related to STEM subjects

More cities, more universities:

- Rather than just visiting Mexico City, we decided to explore 2 additional cities. The aim for this was to get access to the highest profile universities in different states of Mexico
- The cities we visited are popular because of the impact of Science and Technology in their industries

High Profile Universities:

- All universities visited during the Roadshow have a strong profile
- Universities promote the internationalisation within students

Inspiring Minds exhibition

City	Number of attendees
Mexico City	438

Universities visited during the Science, Technology and Innovation Roadshow:

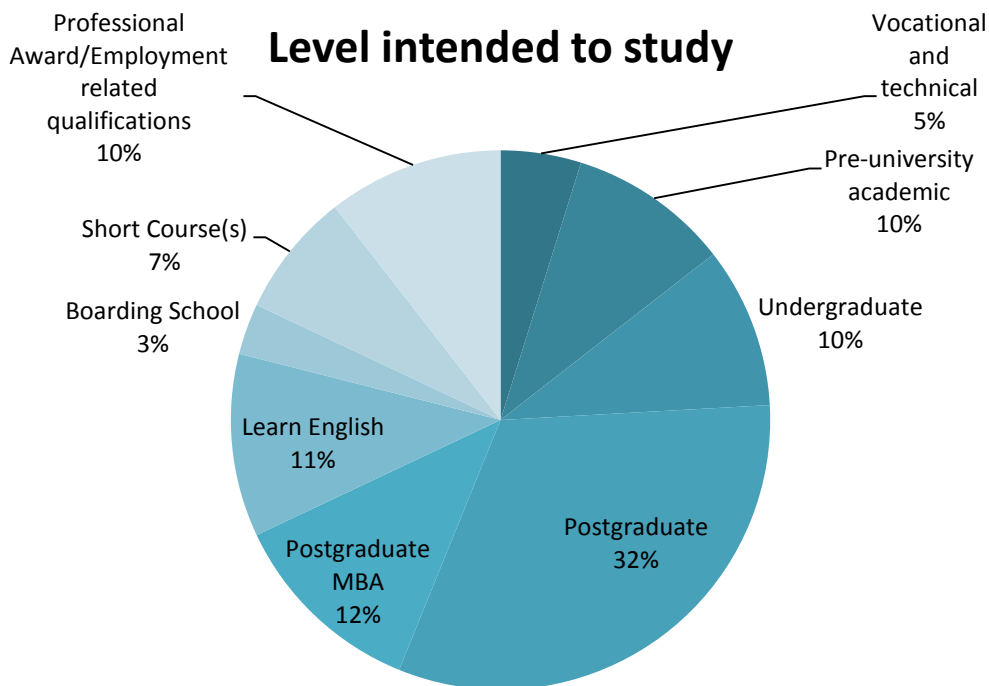
1. Universidad Anáhuac Norte
2. Universidad Anáhuac Sur
3. Universidad del Valle de México
4. Universidad Anáhuac Querétaro
5. Universidad La Salle Bajío
6. Universidad Iberoamericana León

Visitors' profile

Inspiring Minds

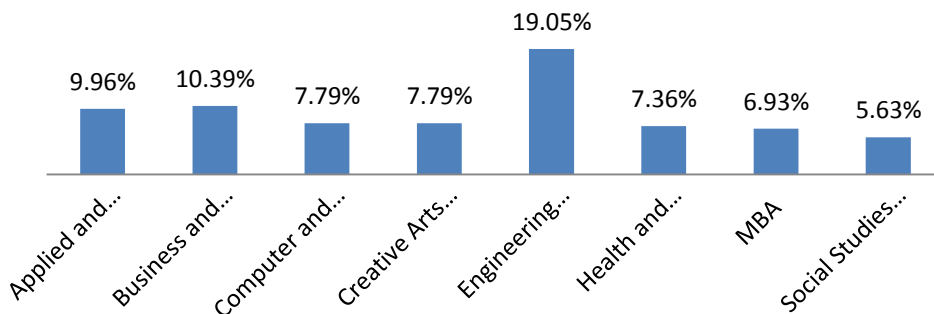
Key facts:

- 44% of students are looking for a postgraduate course



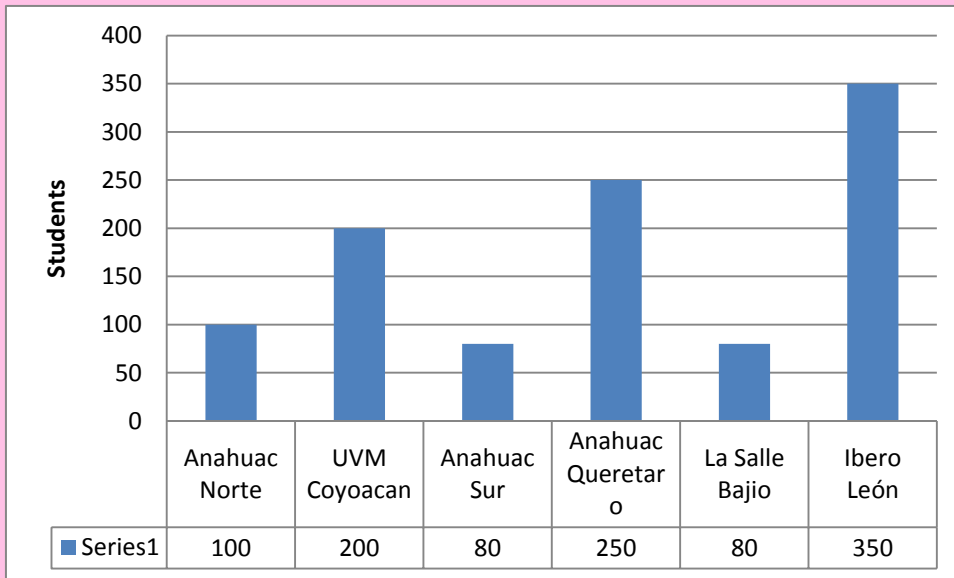
- Students were looking for Engineering and Technology
- Despite it was a STEM focus exhibition, some other areas were strong as well:

Other areas



Universities visit

We reached 1,498 students during the whole Science, Technology and Innovation Roadshow, from them, 1,060 were targeted during the fairs inside the Mexican universities:



Marketing

Our promotion and marketing activities were focus on digital campaigns run by:

- Facebook campaigns in Education UK Mexico
- Facebook adverts in British Council Mexico
- Promotion of Inspiring Minds as a whole programme with conferences, educational exhibition and workshops





Visitor's Feedback



"All the information from universities was perfect"

"There were too many people during the exhibition that I couldn't talk with any university"

"They gave me excellent information about scholarships and loans"

"I really liked the event"

"I got personalised information, I felt very happy with the attention of each university"

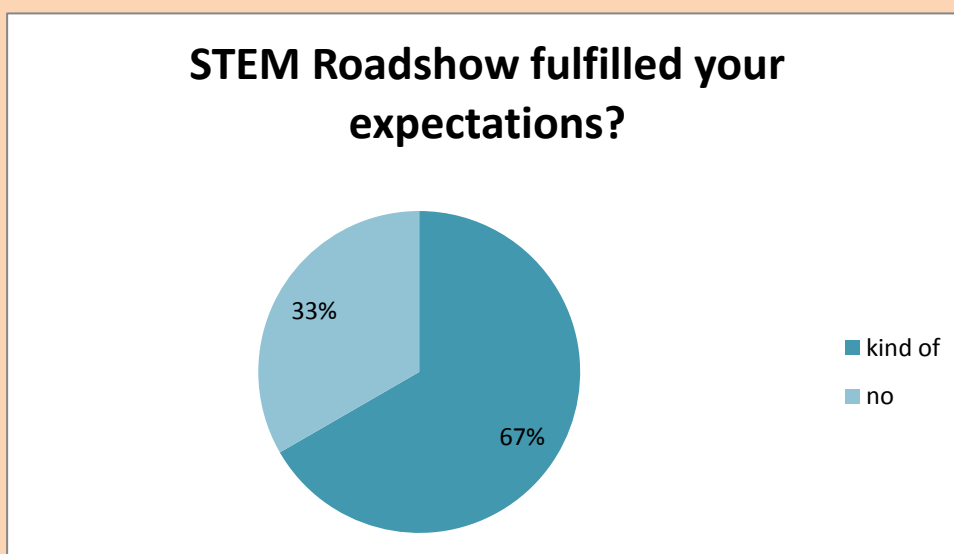
In order to receive quality feedback about our exhibitions, we create a contest to win Apple gadgets. This helps us to get as much information as possible about our exhibition and to engage students with our events.

100% of the attendees mentioned that the exhibition met their expectations

More than 90% of attendees mentioned that British Council Mini Fair was a quality event and felt very satisfied with the information received

Exhibitor's Feedback

Expectations were met...



33% of the exhibitors rated the Autumn Roadshow as a good exhibition, while the other 67% mentioned the exhibition wasn't as good as expected

All the exhibitors are hesitating about coming to the exhibition for next year. This decision is based on different facts such as the programme, universities to visit in Mexico, etc.

Some positive quotes from exhibitors:

- I am very satisfied with the support received prior to, and during, the science and tech roadshow. Especially all staff members of the BC who are very accommodating and well advised.
- Last day in Palacio de Minería (which we felt was a good event) the interest of students was very generic with little focus on the focus of the fair which was science and technology.
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Some negative quotes from exhibitors:

- I think if you are going to organise fairs at schools/universities you need to target the institutions effectively, especially when there is a theme to the fair, ie STEM.
- You also need to make sure that the schools visited are fully on board, that they are committed to the event, that they understand the purpose of the event and that they promote the event effectively internally
- This was a first try for the BC and although I very much enjoyed attending unfortunately the event was not a great success in terms of being able to target the right type of student audience

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 exhibition. The main findings and recommended next steps are outlined below:

British Council

- Do a research about the institutions in Mexico that offer STEM subjects. In order we can visit during our STEM Roadshow
- Once we contact those universities, we must make sure they understand the aim of the fair, they share the aim with students and they help us to promote the exhibition. Otherwise students won't be interested in the fair
- Create more promotion strategies for exhibitions with universities
- Regarding the Inspiring Minds exhibition, it was very successful with attendees and exhibitors. We should create the same event for next year.

UK Institutions

- It would help if institutions are not feeling good with the programme, to approach BC staff to share these comments. Even we send a survey, it is not the same as personal feedback to British Council staff

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition in November 2016, will build upon the lessons learned and prove even more popular.

We hope to see you in our Science, Technology and Innovation Roadshow 2016!

Appendix

List of exhibitors

University Of Southampton
The University Of Liverpool
Durham University
The University Of Nottingham
University Of Aberdeen
Coventry University
Cardiff University
University Of Bristol
Robert Gordon University
The University Of York
Anglia Ruskin University

End of Report