

An education for life

Education UK Exhibition, Colombo

22nd-23rd Feb 2014

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1. Event fact file

Venue	Hilton Colombo, Colombo, 22 and 23 February 2014		
Opening hours	11.00 a.m. to 17.00 p.m.		
Opened by	Prof Kshanika Hirimburegama, Chairperson, University Grants Commission Sri Lanka & Keith Davies, Country Director British Council.		
Stand costs	£2,745 (plus VAT)		
Unique feature to give added value	TNE Participation: 11 TNE providers who are offering UK qualifications in Sri Lanka participated at the Education UK Exhibition. The exhibition benefitted from their participation as there is a rapid growth in Sri Lanka for in-country-delivery.		
Seminars		Attendance	Attendance
	Student Visa	105	Student Visa 80
	Making Your Decision: How To Choose a University?	60	Business Studies 25
	IT & Computing	20	Engineering 30
	Medicine	Cancelled	Study for a UK qualification in Sri Lanka 2

2. Key statistics

Attendance	Hilton Colombo	Hilton Colombo
	2014	2013
Day One (Saturday 22 nd Feb 2014)	690	852
Day Two (Sunday 23 rd Feb 2014)	522	820
Total number of visitors	1212	1672
Further Education	2	2
Higher Education	35	46
IELTS	1	0
Visa	1	1
TNE Zone	11	9
Total number of exhibitors	51	58

Visitors' primary market objectives	Hilton Colombo	Hilton Colombo
	2014	2013
Occupation of the visitors		
Student	770	1255
Professional	324	528
Parent	47	168
Academic	47	93
Other	24	62
Education Attained		
High School	229	529
Undergraduate	181	257
Graduate	105	109
Master	40	59
Main subjects of interest		
Business /Economics / Management	441	655
Computer Science / IT / Telecommunication	210	328
Engineering	237	404
Science	45	118
Medicine / Health	66	204
Law	25	117
Tourism & Hotel Management	26	71
Education	16	56
Fashion / Design	61	53
Humanities / Social Sciences	24	62
Media / Communication	16	52
Psychology	24	36
Architecture / Urban Planning	10	36
Language / Literature	3	65
Art / Culture	8	54
Demographics of visitors		
	Hilton Colombo	Hilton Colombo
	2014	2013
Male	714	1165
Female	498	748



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

3. Impact of marketing plan

The media campaign was planned to cover all the aspects this year to give the exhibition the full coverage possible. We have used:

- ◆ Press – Newspapers in all three mediums
- ◆ Electronic – Commercials, endorsements and interviews
- ◆ Printed – Posters & leaflet distribution
- ◆ School visits & pre-seminars
- ◆ Online – Websites, E-Flyers, e-mail distributions, Facebook advertising
- ◆ Other – bulk short message service (SMS), Newsletters were also printed and distributed strategically, mainly around schools, professional and vocational institutions, agents and public places such as food, clothing and supermarket outlets.

A full media plan can be found in Appendix 4.

Press-advertising:

The newspaper campaign took place a month prior to the event and 40 adverts were placed in popular newspapers in English, Tamil and Sinhalese languages. Furthermore write-ups were also placed with the advert to give more information about education in the UK, culture and success stories in the UK and student visa procedures.

British Council & Education UK Website:

Advertising on the British Council and Education UK website was started three months prior to the event with the pre-registration in Visitor Registration System. We had approximately 646 pre-registrations during this period. The pre-registered visitors were given a free pass to the exhibition.

School visits:

School visits were conducted by the Education UK team in three cities, Colombo, Kandy & Jaffna. We visited over 30 schools in all cities creating awareness among students, teachers and parents. Leaflets were distributed among students and posters were displayed in schools. We conducted seminars in number of schools about the 'Study in the UK & UK qualifications'. We managed to reach approximately 850 students during these visits.

Facebook campaign:

The Facebook campaign was developed to promote the Exhibition and pre-registration from early January. Key information about all the exhibitors and key facts about the UK were posted daily which lead to an interactive communication with the members in our events page and the British Council Facebook page (96,794). Also a quiz on the UK was conducted to encourage visitors to pre-register. We believe it was a successful promotional tool this year with 2,678 hits and also 10 per cent of the visitors reported in the visitor survey that they heard about the event from Education UK page in Facebook. Overall we believe the promotions through Facebook is better for awareness and online surveys rather than to encourage actual participation at the event.



Radio:

Commercials and endorsements in three popular Radio stations were well commended by the audience. We believe the interviews we conducted using our Country Director in KISS FM, REAL FM and E FM was useful as many members in our Facebook page commented on the content of the interviews.

Other promotions:

22,000 leaflets were distributed strategically, mainly around schools, professional and vocational institutions, agents and public places such as food, clothing and supermarket outlets. Also posters were sent to schools in addition to the leaflets. Bulk SMS Campaign was carried out for 8,200 users and another SMS reminder was sent to 2,577 members in our general database 2 days before the event.

After speaking to exhibitors and through general observations made during the event, overall the quality of visitors was considered to be good. They knew their choice of subject and were informed about the courses and the institutions participating, which indicate that the media plan attracted a more targeted audience.


4. Conclusions and follow up

4.1 Key recommendations for institutions

- ◆ Consider in-country delivery (transnational education) as there are huge market and a lot of opportunities for in-country delivery in Sri Lanka.
- ◆ There is a huge demand for in-country-delivery in comparison to students going to the UK due to high costs and visa restrictions.
- ◆ There is a wide variety of UK qualifications and subject on offer in Sri Lanka, therefore, students first consider courses available at home before overseas study options.
- ◆ Work with local partners on advanced entry routes and top-up programmes.
- ◆ Since Sri Lanka is a price sensitive market, develop country specific scholarship offers and similar schemes.
- ◆ Since the British Council office does lot of pre-exhibition activities to promote the event, it is advisable to use or take part in those activities to promote individual institutions prior to the event. The key facts and scholarships information page on the official website for the exhibition is a good example for this.
- ◆ There is very little interest from the institutions to conduct subject seminars at the exhibition. Overall all the seminars were well attended and this is another way to promote the institutes and expertise of respective institutes.

4.2 Key recommendations for the British Council

- A considerable number of exhibitors stated that they were disappointed and reported that the UKBA was under prepared for the visa briefing before the networking event. We are looking into working with the UKBA to conduct a useful session along with statistics for Sri Lanka.
- Cost of the event in Sri Lanka was a major issue before and during the event. Most exhibitors mentioned that their participation is undecided due to the high costs. We will consider bringing down the costs as we would like to attract more institutions to attend our event.
- Number of exhibitors mentioned verbally and in survey results that they would like the British council to reduce the duration of the event.

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- Most exhibitors stated on the cost of the event, they would like the British Council to reconsider the cost of the event due to the low footfall.
 - Many visitors to the event stated that they would like to see traditional UK HEIs attending the event with new UK HEIs.
 - Another recommendation was to organise a shorter event in a small venue only for the UK HEIs.



Appendix 1: List of participating institutions (Alphabetical Order)

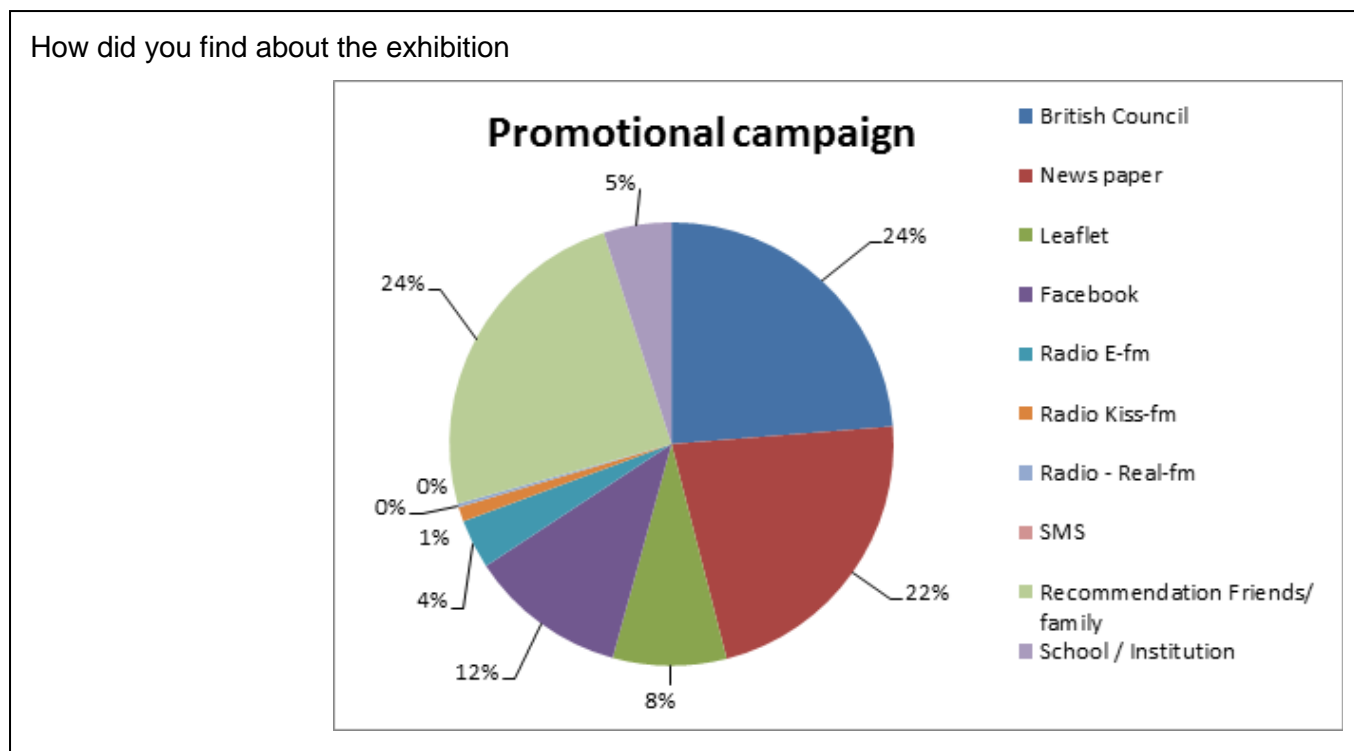
1	ABERYSTWYTH UNIVERSITY
2	THE UNIVERSITY OF BOLTON
3	BOURNEMOUTH UNIVERSITY
4	BPP UNIVERSITY
5	BRADFORD UNIVERSITY – SCHOOL OF MANAGEMENT
6	BRADFORD COLLEGE - UNIVERSITY CENTRE
7	UNIVERSITY OF CENTRAL LANCASHIRE
8	CITY UNIVERSITY
9	COVENTRY UNIVERSITY
10	GOWER COLLEGE SWANSEA
11	UNIVERSITY OF GREENWICH (LONDON)
12	UNIVERSITY OF HERTFORDSHIRE
13	UNIVERSITY OF KENT
14	UNIVERSITY OF LEEDS
15	LEEDS METROPOLITAN UNIVERSITY
16	LIVERPOOL JOHN MOORES UNIVERSITY
17	LONDON METROPOLITAN UNIVERSITY
18	LONDON SOUTH BANK UNIVERSITY
19	MIDDLESEX UNIVERSITY, LONDON
20	NORTHUMBRIA UNIVERSITY (NEWCASTLE)
21	THE UNIVERSITY OF NOTTINGHAM
22	NOTTINGHAM TRENT UNIVERSITY
23	PLYMOUTH UNIVERSITY
24	UNIVERSITY OF PORTSMOUTH
25	UNIVERSITY OF READING
26	REGENT'S UNIVERSITY LONDON
27	ROBERT GORDON UNIVERSITY
28	SAE INSTITUTE
29	UNIVERSITY OF SALFORD
30	THE UNIVERSITY OF SHEFFIELD
31	SHEFFIELD HALLAM UNIVERSITY
32	UNIVERSITY OF SOUTHAMPTON
33	UNIVERSITY CENTRE GRIMSBY
34	UNIVERSITY COLLEGE LONDON (UCL)
35	UNIVERSITY OF ULSTER: LONDON & BIRMINGHAM
36	UNIVERSITY OF WARWICK
37	UWE, BRISTOL
38	UKVI (UK BORDER AGENCY)



Appendix 2: Visitors' survey results

Age of the attendees to the Exhibition	Survey results showed 17 per cent of the visitors were between 16 to 19, 32 per cent were between the ages of 20 to 23, 40 per cent were between 24 to 35 and 11 per cent were over 35 years of age.
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Gender of the attendees to the Exhibition	Survey results showed 67 per cent of the visitors who attended the event were male and 33 per cent were female.
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Overall experience of the exhibition	Survey results showed 99 per cent of the visitors who attended the event mentioned the event provided the information they were looking for and 1 per cent said the event did not fulfil their requirements.
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Rate the quality of the service you received	Excellent (%)	Good (%)	Neither good nor bad (%)	Bad (%)	Poor (%)
British Council staff	30	53	5	0	1
Student Helpers	42	44	3	0	0
UK representatives	34	48	5	1	1
Agent	26	49	12	1	1

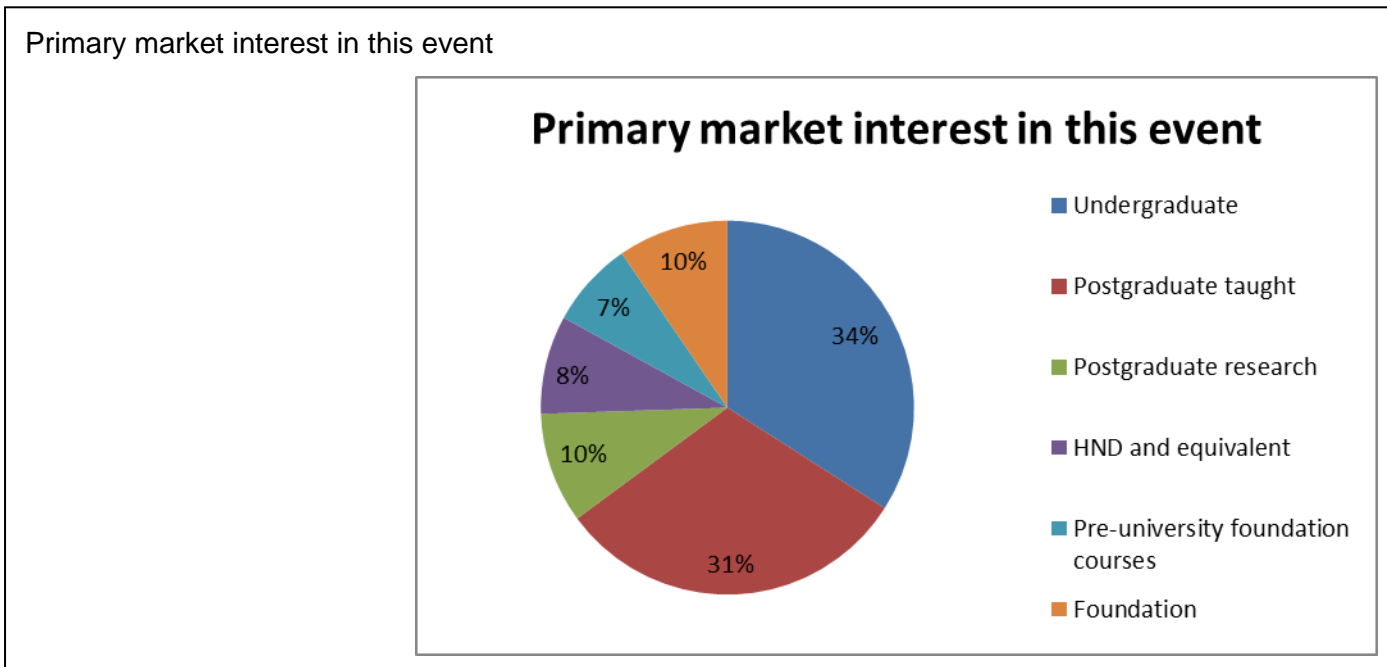
Registrants by Motivations to Study		
	Motivations to Study	(%)
1	High academic standard	3
2	International recognition of qualifications	1
3	Overseas work opportunities	1
4	Cultural environment	1
5	Scholarship offered	1



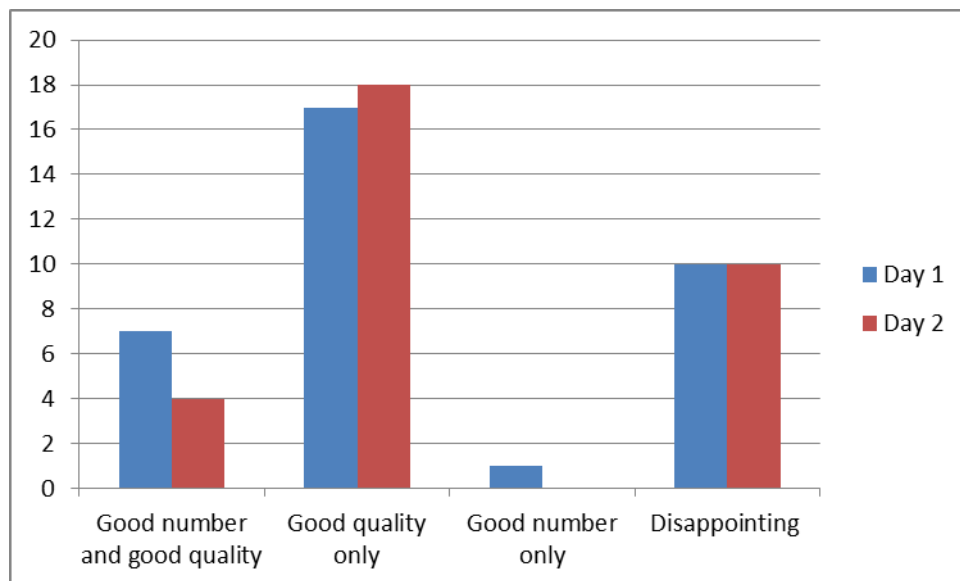
Appendix 3: Exhibitors' survey results

Attendance at exhibitions in Sri Lanka	Survey results showed 74 per cent of the exhibitors said they have attended the exhibition in previous years and 26 per cent said they have not attended before.
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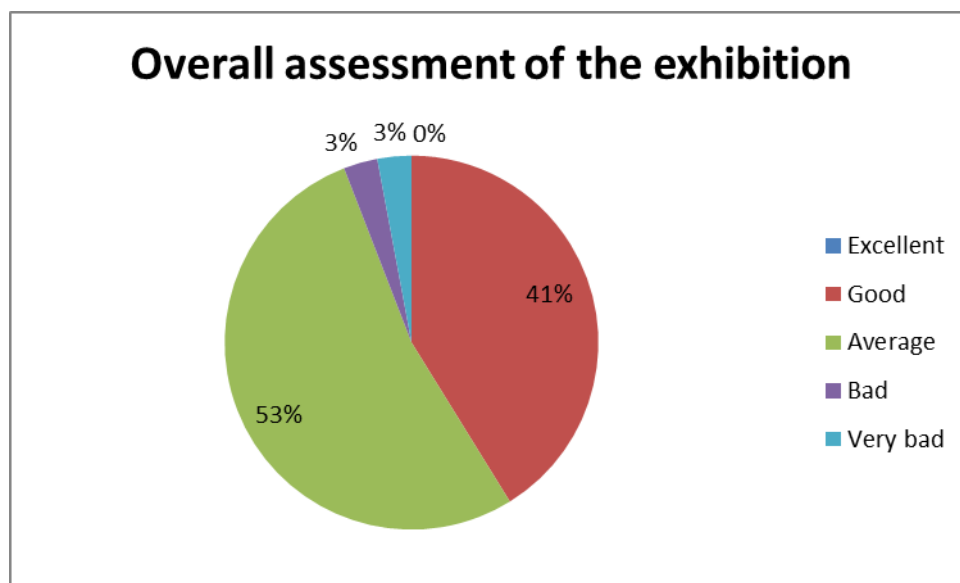
Main aim in participating in this event	70 percent of the total number of exhibitors stated their main aim is to recruit students and raise the profile, 27 per cent said their aim was only to recruit and 3 per cent said its profile raising.
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Assessment of the visitors



Overall assessment of the exhibition



Networking reception

62 per cent of the exhibitors who attended the networking reception mentioned they have met new and useful contacts at the reception and 38 per cent said they did not meet any useful contacts at the event.



Comparison of the exhibitions (2012 and 2013)	Survey results showed that 50 per cent of the exhibitors did not attend the event last year, 22 per cent said the event was about the same as last year, 3 per cent said the event was better this year, no one thought it was much better this year and other 25 per cent mentioned it was worse this year.
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Future attendance	Survey results showed 8 per cent of the total number of exhibitors will attend next year 88 per cent were undecided and 4 per cent will not attend next year.
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Please rate the following, with 1 being very bad and 5 being excellent	1	2	3	4	5
Level of British Council support before the exhibition	3	0	3	14	15
Level of British Council support during the exhibition	2	0	4	8	20
Quality of the venue	1	2	1	12	13
Quality of the accommodation	1	1	2	12	16
Length of the exhibition	3	8	7	9	8
Value for money	5	9	12	7	2
Exhibition specific event – Networking reception	0	4	11	12	2

Given below are few of the comments stated by the exhibitors in the surveys:

- 'I experienced more PG enquiries than in previous years, there is a growing PG market and also more interest in TNE'
- 'We are back in business after a big crisis and we will work closely with BC Sri Lanka to raise our profile in this country'.
- Given the number of student and parents for this event I think either just one day or two short days would be sufficient.
- There is clearly interest in UK education and lots of opportunity for in-country partnerships and collaborations. However students seem to be highly dependent on scholarships.
- We would like to do more school or university visits to raise our profile; we have not been involved in the market for a while and need to re-establish our presence.
- Thank you British Council for your hard work, good organisation and quality support
- Local institutions presence in UK exhibition (in UK) is questionable
- Market is very weak for the UK; competition had increased tremendously over the years.
- Staff and helpers / assistants at this exhibition were some of the best. Organisation was excellent and presentation exceptional. Unfortunately the number of students attending the exhibition was very low (Particularly on Sunday) for this reason and a one day fair would be sufficient.
- The event is slightly expensive and doesn't justify as a two day event given the overall footfall.

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity)
Print	Newspaper Adverts	One month	40 adverts
	Leaflets	Two months	22,000 (Colombo Kandy & Jaffna)
	Press write-ups	One month	12
Electronic	Radio interviews	Two week	6 interviews
	Radio endorsements in three popular radio stations (Real fm, E fm & Kiss fm)	One Month	
	Radio commercials – (Real fm, E fm & Kiss fm)	One Month	90 commercials
On-line	Education UK website	Three months	Web page with pre-registration
	British Council website	Three months	Web page with pre-registration
	Emails	Two months	8000 approximately 7,563 approximately (Reach for a post is 2,678 members, engagement was 300 members and 20 -30 members were talking about each post)
	Face book campaign & advertising	One month	96,794 members
	British Council Facebook page	Six weeks	
	E-flyer campaign	One month	16 campaigns - 8,000 people
School & TNE Visits	'Study in the UK' Seminars in Colombo, Kandy & Jaffna Visits to TNE providers in Colombo Kandy & Jaffna	One month	850 Students and teachers
Others	Education UK Quiz programme	One month prior to the event	Open to public – 200 participants 40
	Letters to schools	Two month	
	Letters, posters and leaflets to agents/ local institutions and public places	One month	22,000
	Display at the BC library		
	Bulk SMS campaign	Two months	8,200 users & BC general database of 2,577 members
		One week	