



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

Post-event report for  
Education UK Exhibition 2015  
21 – 22 February 2015  
Sri Lanka

## Introduction

Thank you for your participation at the Education UK exhibition in Sri Lanka in February 2015 at Colombo and Kandy, Sri Lanka.

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.

The event, attracted O-Level / A-Level students and students studying for a UK qualification in Sri Lanka, hosted representatives from **20 UK institutions, UKTI & IELTS** (Listed below in appendix 1), that positively engaged with **prospective students/visitors/partners**, providing the audience with information on “**educational opportunities/subject choices**” etc.

The event attracted over **850 visitors** thanks in part to the **media interest/marketing campaign (Details listed below in page 6)**. Alongside the main exhibition, a series of “student visa seminars” were also held to add a positive aspect for students and parents interested in studying in the UK.

At British Council 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,

Niroshi Siriwanasa | Manager International Higher Education, Sri Lanka

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Highlights

There were

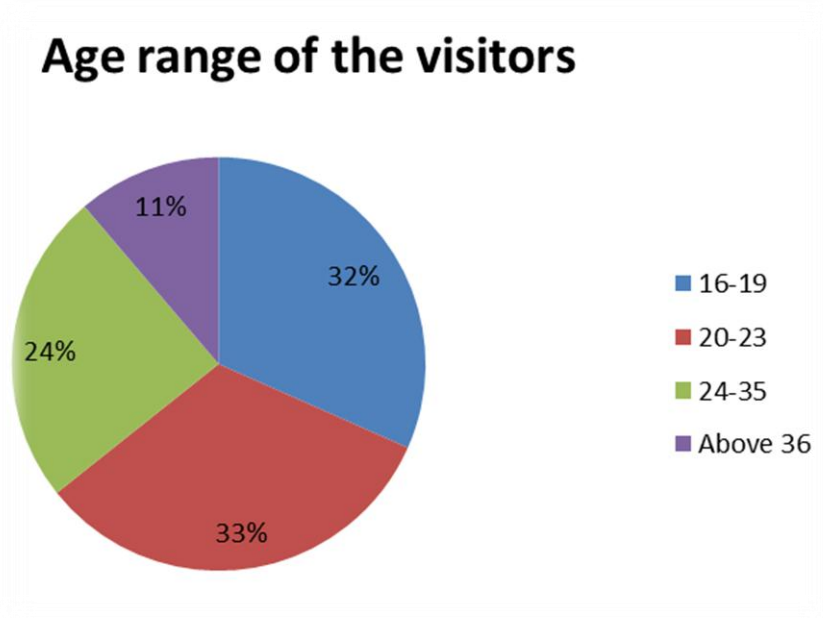
21 UK HEIs, 9 TNE partners, UKVI & IELTS team  
856 students and parents (60 per cent of the registrants)  
new exhibition format

Attended the exhibition



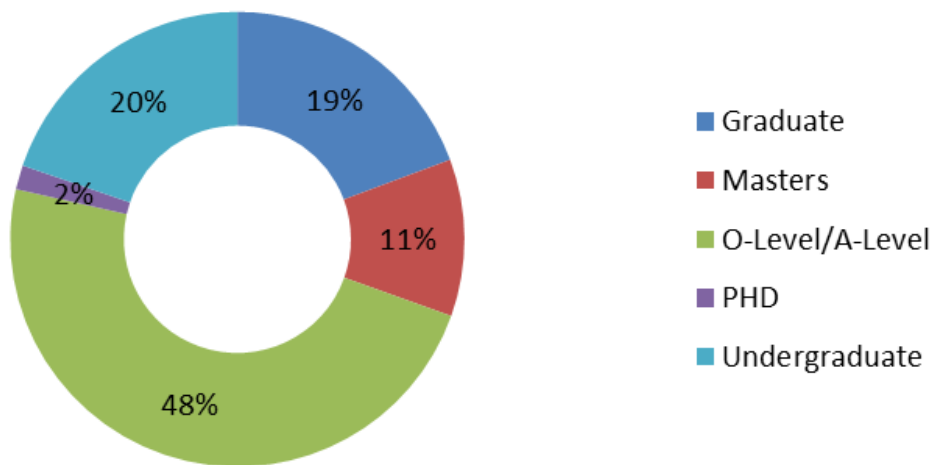
Visitors' profile

Majority of the visitors to the exhibition in Colombo was between 20 - 23 years of age (33%) -



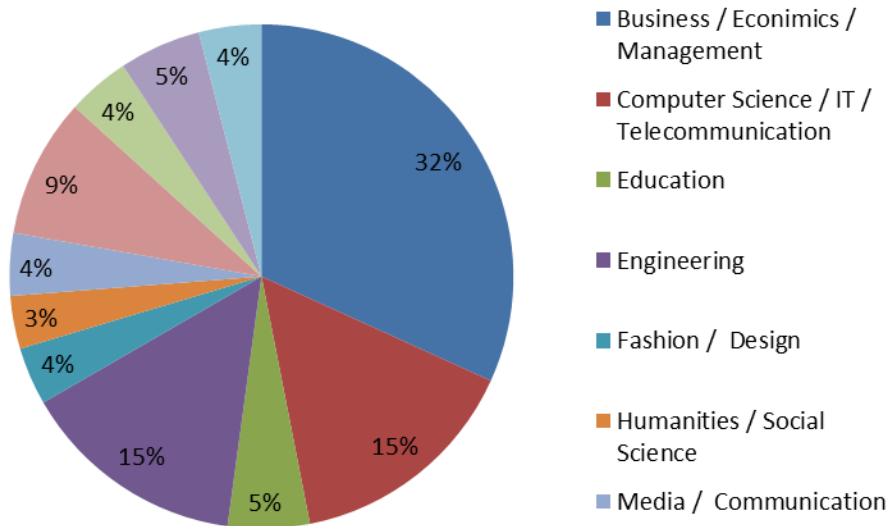
The visitors to the exhibition were post O-Level and A-Level students -

### Profile of the visitors

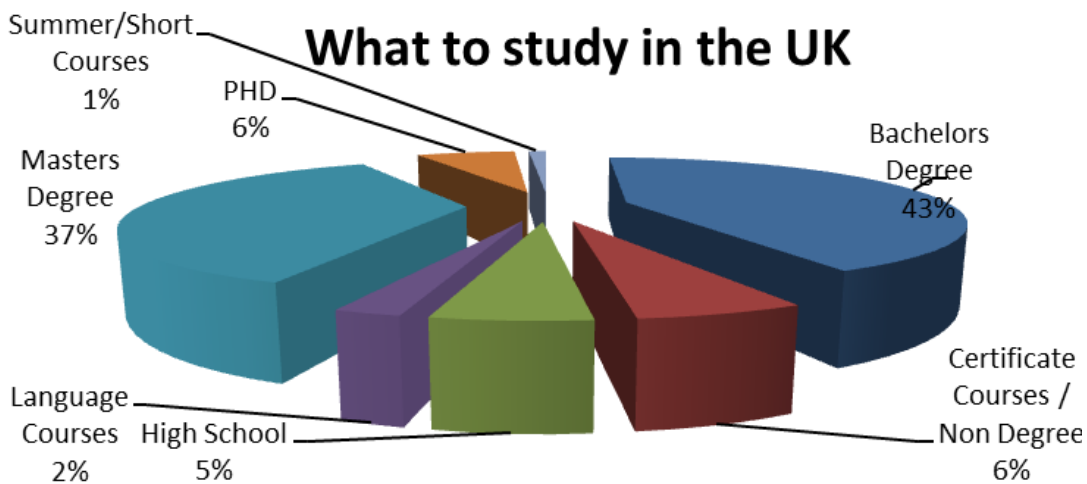


Most of the visitors to the exhibition were interested in Business related courses, Computer & IT and engineering courses -

### Most popular subject areas



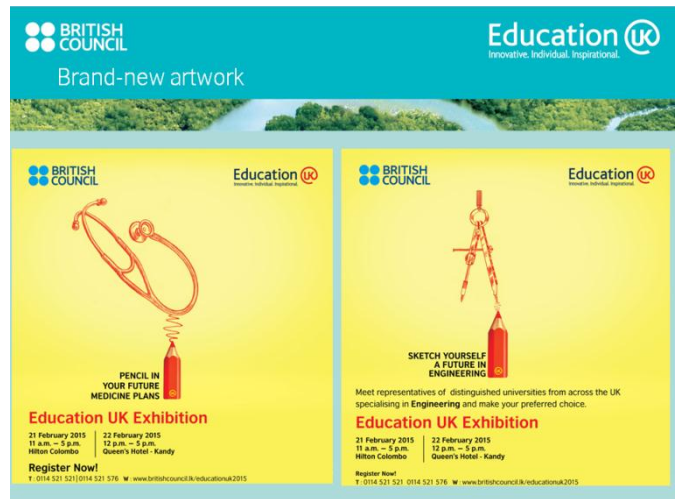
43 per cent of the visitors were interested in studying for a first degree in the UK -



Marketing

**A total of LKR 9.4 million was spent on promotions**

- Print – Newspapers, Posters, Leaflets
- Digital – Web, Pop-up banners, E-mailers, Google advertising
- Outdoor – Hoardings, Posters
- Electronic – Radio commercials & endorsements
- Direct marketing - Street promotions



**NINE weeks prior to the event**


- British Council website
- British Council Library & Customer service display panels
- British Council Facebook page
  - Reach – 28,600
  - Likes, share & comments – 3,654
- Letters to schools
  - 58 schools – Colombo & Kandy
- Direct mailers
  - British Council – 7,051
  - Library – 15,380
  - Edex Exhibition – 7,205



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FOUR weeks prior to the event



- Adaderana.lk- banners  
Reach – 10,000
- Ikman.lk – banners  
Reach – 82,000
- Google display advertising  
Clicks – 6,042
- Hoardings in Colombo  
Colombo 7  
Nugegoda



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THREE week prior to the event

- Press advertising  
Sunday Times - 4  
Sunday Lankadeepa - 2  
Daily Mirror - 6  
Daily FT - 4  
Daily News - 4

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EducationUK

Text  
British Council annual Education UK Exhibition on 21 Feb at Hilton Colombo and 22 Feb Queen's Hotel Kandy. Register now: [www.britishcouncil.lk/educationuk2015](http://www.britishcouncil.lk/educationuk2015)



**ADD COLOUR TO YOUR FUTURE IN THE UK**

Education UK Exhibition  
21 February 2015 - 22 February 2015

**WHY VISIT THE BRITISH COUNCIL EDUCATION UK EXHIBITION?**

- The exhibition organised by the British Council, is the largest British education exhibition of its kind in Sri Lanka.
- Up-to-date more than 30 UK institutions are participating in this exhibition, enabling students and parents in Sri Lanka to select the best study option from a wide range of courses and qualifications.
- UK institutions offer prospective students an opportunity to choose from a variety of routes through the education and training system, combining different types of courses according to their different needs and abilities.

Visit the Education UK exhibition and meet representatives of distinguished universities from across the UK, representatives from United Kingdom Visa and Immigration (UKVI) to obtain details for student visa. Also, obtain information on IELTS and determine your ideal academic future from a range of possibilities.

Date: Saturday 21 February 2015  
Venue: Hilton Colombo  
Time: 11.00 a.m. – 5.00 p.m.

Date: Sunday 22 February 2015  
Venue: Queens Hotel - Kandy  
Time: 12.00 p.m. – 5.00 p.m.

For pre-registration please contact:  
011-4832126, 011-793232 or visit [www.britishcouncil.lk/educationuk2015](http://www.britishcouncil.lk/educationuk2015)

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TWO week prior to the event



- Leading radio stations – Commercials & endorsements  
Sun FM- English  
Yes FM- English  
Gold FM- English  
E FM - English  
Sirasa FM - Sinhala
- Short Message Service  
Reach – 25,937
- Leaflets  
Colombo – 2,000  
Kandy – 8,000
- Posters – 14,000




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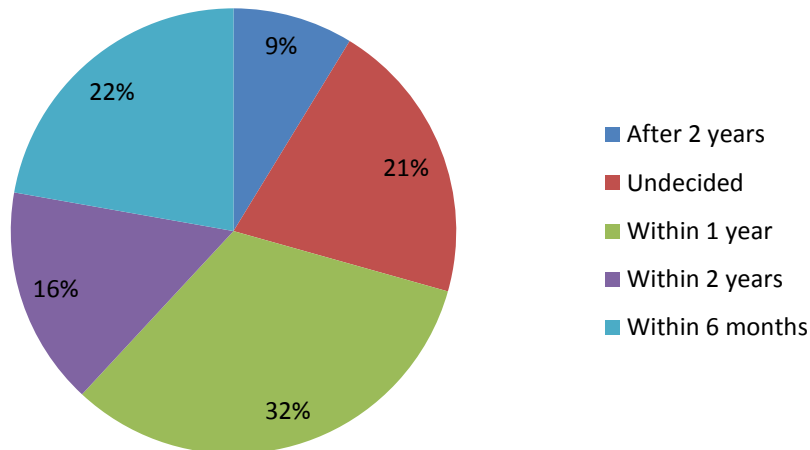
One week prior to the event

- Radio interviews  
Yes FM  
E FM
- Daily Mirror  
Pop-up banner  
Head banner  
Reach – 2,601

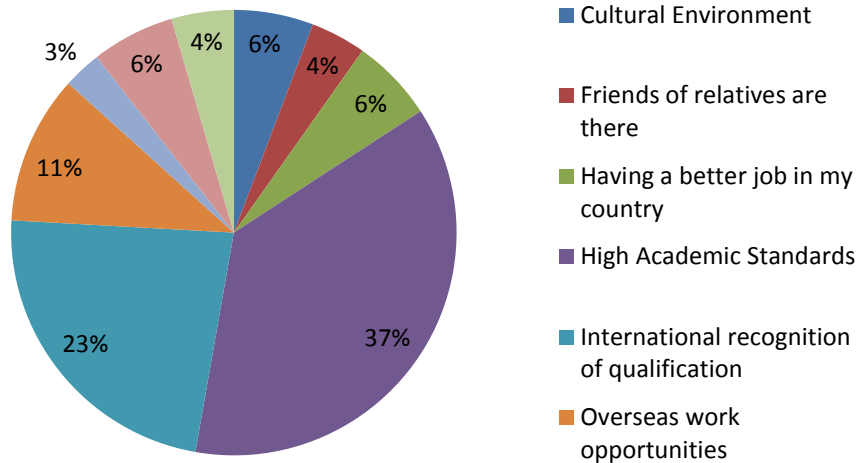



## Visitors' feedback

32 per cent of the visitors attended the exhibition stated they are considering to study in the UK within the next 1 year.



Despite the visa issues, the number one motivation for visitors to study in the UK is High academic standards.



Some of the key words visitors used to describe the exhibition:

- Excellent
- Very Helpful
- Good
- Great
- Well Organized
- Awesome
- Super

### Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- More information on scholarships offered by UK institutions
- Request to conduct the exhibition during a two day period



Exhibitor's Feedback

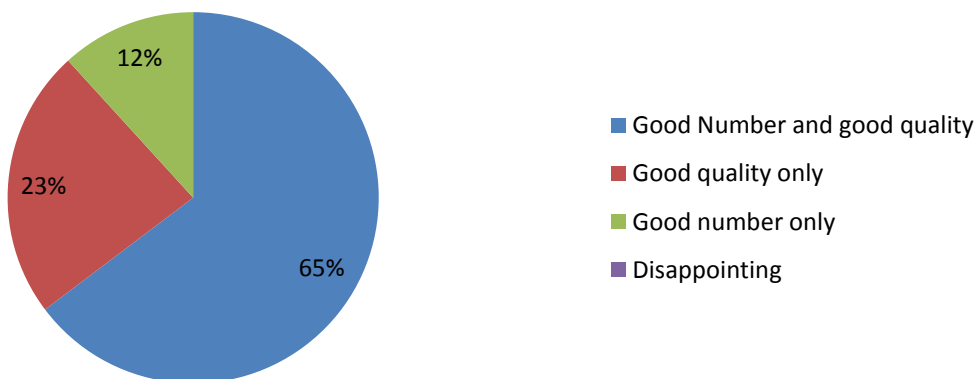
**Main compliments:**

- Event was well structured
- One day worked very well
- New format was good. Numbers were good.
- Maintain current format of length of event and layout of hall
- Good number of visitors who asked good quality questions
- The market briefing session provided useful information
- The British Council staff were wonderful

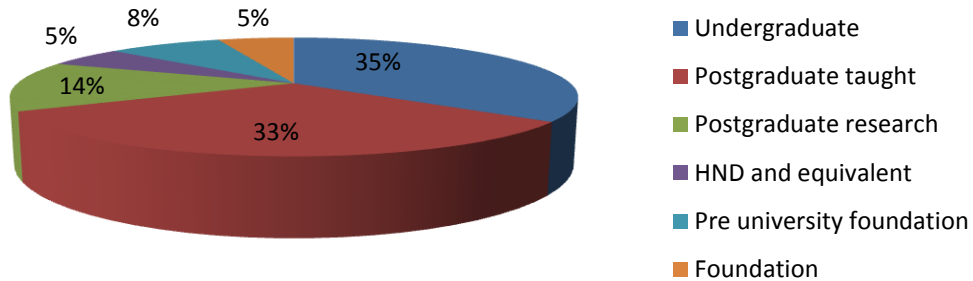
**Some negative quotes from exhibitors:**

- Cost of the fair is too much. This could be one of the major reasons in deciding the number of exhibitors.
- Fewer students than expected
- Do not include Kandy to the exhibition
- Cancel networking event and reduce cost

**What is the assessment of the visitors?**

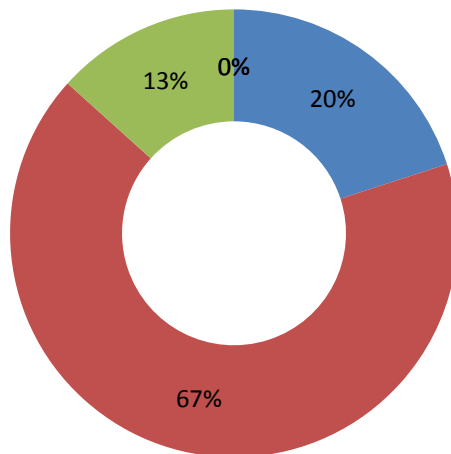


**What is the primary market interest?**



**Overall assessment of the exhibition**

■ Excellent ■ Good ■ Average ■ Bad ■ Very Bad



**What learning points have you picked up for your institution?**

- The level of English is good
- Scholarship option is a major drawing factor
- It is difficult for students to be issued their visas on time
- TNE appears to be well established and a significant element of the education system
- Continued interest in the UK despite significant competitor activity

## 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**

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a smaller venue.
- British Council understands the importance of providing value-added services to the exhibitors, although some of the comments suggested canceling networking event with local agents, we will try to design a low cost networking activity to identify possible collaboration opportunities.

### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

## Appendix

**List of exhibitors**

1	The University of Bolton
2	BPP University
3	University of Central Lancashire (UCLan)
4	University of East London
5	Edinburgh Napier University
6	Gower College Swansea
7	University of Greenwich (London)
8	University of Hertfordshire
9	University of Kent
10	Middlesex University, London
11	Queen Mary, University of London
12	Sheffield Hallam University
13	University of Southampton
14	University of Surrey
15	UCFB Wembley
16	University College London
17	University of Warwick
18	University of the West of England, Bristol
19	Xi'an Jiaotong-Liverpool University
20	York St John University
21	UK Visas & Immigration
22	IELTS
23	Academy of Design (AOD)
24	British College of Applied Studies (BCAS)
25	Business Management School (BMS)
26	CIMA
27	ESOFT Group of Companies
28	Northshore College of Business and Technology
29	Pearson Qualifications International
30	Victoria Higher Education Campus
31	Seylan Bank