

Higher Education Fair as part of L'Etudiant Study Abroad Fair

Paris, 30 and 31 January, 2016

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1. Event fact file

Paris

Venue	L'Etudiant Study Abroad Fair, Porte de Versailles, Paris, 30 and 31 January 2016
Opening hours	10.00-18.00 both days
Stand costs	£2200 plus VAT for UK institutions promoting HE courses £1550 plus VAT for UK institutions and ELT schools promoting English languages courses
Unique feature to give added value	Market briefing and networking cocktail on 29 January 2016 at British Council, Paris
Seminars	Education UK panel both days with participation from British Council, IELTS, UK university representative

2. Key statistics

Attendance	L'Etudiant Study Abroad Fair, Paris	
	2015	2016
Total number of visitors	18,000	TBC July 2016
Total number of UK institutions	21	25
Total number of exhibitors	150	150

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

3. Impact of marketing plan

The exhibition was organised as part of the L'Etudiant Study Abroad fair and as such the marketing campaign for the UK exhibition was integrated into the wider L'Etudiant campaign. This involved extensive press, radio and on-line advertising, a poster campaign in the Paris metro, distribution of magazines in all Parisian higher education institutions and secondary schools as well as interviews in the press. Education UK flyers and posters were distributed in all British Council teaching premises in Paris.

During the exhibition, handouts on IELTS, UCAS and the UK education system were made available on our British Council and IELTS stands.

An evening event was held the evening before the fair. This event was split into an hour long market briefing session for UK participating institutions followed by a networking event attended by HE agents, international school representatives, French universities and study abroad organisations.



4. Conclusions and follow up

4.1 Key recommendations for institutions

Feedback from visitors suggested that institutions should be prepared to have up to date information to hand about equivalence of different types of French exams and grading systems. Many of the students did not understand the tuition fee system so it is good to have sheets prepared outlining how much EU students will pay and highlighting any scholarships that your institution has on offer to French students. Students were also keen to know average living costs and accommodation possibilities at each university. We produced a subject matrix which helped guide and direct students.

Some students were interested in Erasmus and Study Abroad options so it is important to have information on your institution's partnerships in France.

The Education UK panel was very successful on both days with over 100 participants in attendance on each day.

We would recommend the presence of alumni on your stand due to the volume of visitors and parents who may want to ask questions in French. It is also useful to have some information, such as details on student loans (including the new UK postgraduate loans and Erasmus loans) and tuition fees as well as living costs in French and your geographical location on a map.

As English language requirements have been highlighted by institutions as an issue with some prospective students, it is useful to have information on pre-sessional courses at the stand.

There were a higher number of postgraduate enquiries than at previous study abroad fairs we have attended. Institutions should be aware of this.

4.2 Key recommendations for the British Council

We will continue to partner with L'Etudiant in Paris. L'Etudiant is the number one organisation in this field and has a significant presence in France which will benefit future fairs.

The Education UK area was appreciated by both students, parents and institutions. The signage and specific marketing helped to ensure a good level of student enquiries. L'Etudiant are keen to repeat this set up for next year. We will attempt to secure a stronger visual presence at the fair with a flag over the UK area.

The market briefing and networking event was appreciated by those UK institutions who arrived in time to participate.

We have advised L'Etudiant of feedback concerning their new visitor registration application which was used for the second time at this fair. There were several issues around the use of this application and the use for institutions. We will try and ensure that students attending the fair complete all the necessary information online before.

We will continue to present the UK education system at events and conferences around France when opportunities arise.

This was the first year that we set up a special ELT offer. We need to further study the feedback we received before we decide whether to repeat this offer. This section of the fair would benefit from a stronger visual identity.



Appendix 1: List of participating institutions

Appendix 2: Exhibitors' survey results

Appendix 3: Advertising and promotion plan (media plan)



Appendix 1: List of participating institutions

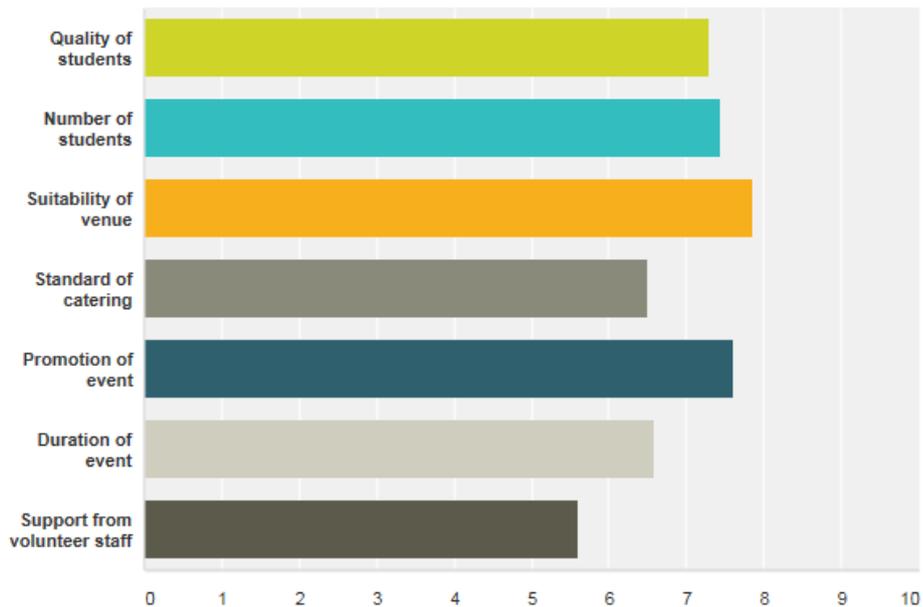
Anglia Ruskin University
Brunel University London
Buckinghamshire New University
Cardiff University
Coventry University
Edge Hill University
Goldsmiths, University of London
International House London
London College of Contemporary Arts
London Metropolitan University
Middlesex University
Northumbria University
Regent's University London
University for the Creative Arts
University of East Anglia
University of Essex
University of Keele
University of Kent
University of Lincoln
University of Manchester
University of Northampton
University of the Arts London
University of Salford
University of Westminster
University of Winchester



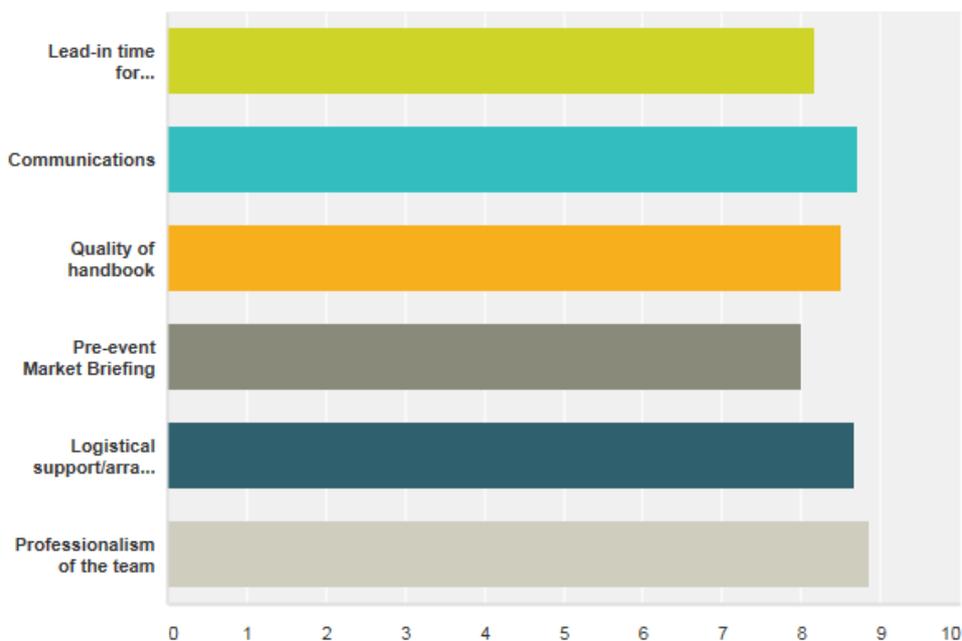
Appendix 2: Exhibitor's survey results

7 questionnaires were returned out of 25

1. Please rate the following aspects of the event you participated in



2. Please rate the following aspects of the British Council



3. Was the (calendar) timing of this event right for you?

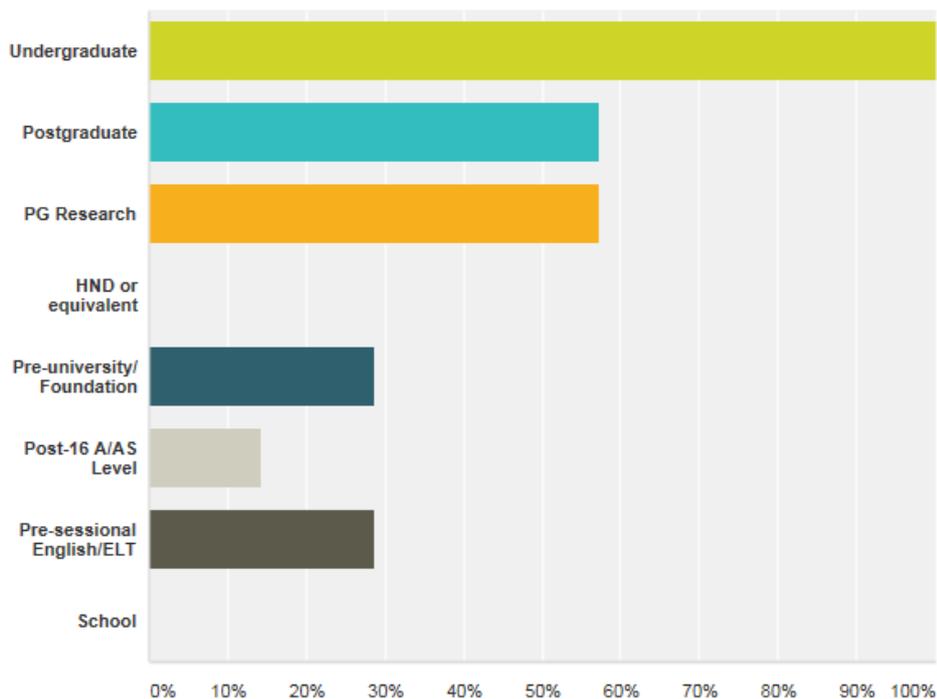
5 institutions answered yes, 2 answered no.

4. How was the duration of the event?

4 institutions felt the event was the right length, 3 felt it was too long.

5. What is your primary market interest in this event (tick all that apply)

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6. Have you developed/built on existing relationships during your visit?

Institutions confirmed they had built relationships with local institutions, agents and government during the event. One institution replied in the negative.

7. What are the main learning points you have picked up for marketing your institution in France in future?

I learnt that French students, other than those studying the Bac STD2A stream, do not have much art and design in their curriculum and therefore most would be most suited to studying Art Foundation before undergrad. I also learnt that it is essential to have a French speaker attending the event as many parents do not speak English well.

To not rely so strongly on the web as an information / marketing tool. Effective use of the internet is still not as widespread in France as in the UK. I feel that we have made an assumption that information is getting through to prospective students simply by posting it online, which would be the case for UK students, but not for French (and possibly other overseas markets). I will suggest the use of more print materials.

Knowing about the importance of study abroad/industry work experience for French students, popular subjects and bursary.

8. Have you been to any non-British Council organised events in France previously?

4 institutions had previously attended a British Council event in France.

9. If you have - who were the organisers?

Studyrama, QS

10. How does this event compare to that event

1 institution felt the event was better, 3 preferred neither event and 3 institutions skipped this question.

11. What recommendations do you have for exhibitions in France in future?

None, this worked very well.



I would be interested in considering other events elsewhere in France. Given the size of France and its relative de-centralised administration, I would be interested in attending events elsewhere in the country, budget depending.

Organize your own British Council Study in UK event - though bigger events like L'Etudiant attract bigger numbers of people in general, they are not that focused and not that good quality that it would be in a more specialized event

12. Would you consider coming back to the next British Council exhibition in France?

All institutions responded yes.



Appendix 3: Advertising and promotion/media plan in collaboration with L'Etudiant for Paris event

Media partners:

NRJ RADIO: 40 ad spots + 20 speak messages

DIRECT MATIN: 2 publications

LE MOCI: 1 publication + web campaign

VOCABLE: 1 publication + insertion of invitations + web campaign

LE PARISIEN ECO: 1 publication

Poster campaign

- Distribution of posters and entry passes in Student Information Centers
- 400 posters in Parisian metro stations
- 2 449 posters in Paris and regional City Halls and councils
- 799 posters in the bus network

Direct promotion

High schools

Higher education institutions and universities

Classes préparatoires

Student Information Centers

Telemarketing : 1 978 calls

Distribution of invitations and posters : 300 000 lycéens Passes and 210 000 student Passes + 150 000 student Passes in the monthly l'Etudiant magazine giving free entrance on the fair

Communication in l'Etudiant Agendas (950 000 copies)

Free entries downloadable from letudiant.fr

L'Etudiant and Express-Roularta Group e-mailing databases (over 2 million contacts)

Social networks and newsletters



Press: Insertions in the following publications



SALON DE l'Étudiant



PARTIR ÉTUDIER À L'ÉTRANGER

→ FORMATIONS À L'ÉTRANGER → CURSUS INTÉGRÉS → DOUBLES DIPLÔMES
→ SÉJOURS LINGUISTIQUES ET COURS DE LANGUES → STAGES À L'ÉTRANGER...

STUDY IN UK*



*Étudier au Royaume-Uni

30 | 31 JANVIER

PARIS EXPO _PORTE DE VERSAILLES

→ ESPACE ÉTUDIER EN AUSTRALIE
→ CONFÉRENCES ET RENCONTRES

→ TÉLÉCHARGEZ VOTRE IMMATRICULATION GRATUITE
SUR letudiant.fr



ANNOUS PARIS

L'EXPRESS

VOCABLE

