



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Study UK Schools Road Show 2017

**18 - 22 September
Hong Kong**

Post Event Report

CONTENT

Introduction.....2
Schools Visited.....3
Roadshow Programme.....5
Logistics6
Counsellor Networking Event7
Improvements for Next Year7
Appendix 1 – Visit Programme8
Appendix 2 – List of UK Representatives9



Introduction

From 18-22 September 2017 the Study UK Schools Roadshow included 38 UK universities visiting 15 international and local schools across Hong Kong, for the purposes of student recruitment.

The format at each school was mini-exhibition style, with each institution having a decorated table with pull up banner. At some schools the British Council led delegation were the only institution participants, while at some schools we joined a larger university fair in which the schools also invited other universities from the UK and other study abroad destination countries. Seminars were delivered by UK university reps at some of the schools.

The British Council coordinated the overall activity, with pick up by coach and transfer from school to school on each of the five days.

The five day Roadshow ended with a school counsellor networking event on the Friday afternoon at the British Council's venue.

Following the Roadshow a feedback survey was sent to all participants, with responses received from 21 out of 38 institutions. This post event report draws upon conclusions from that survey in order to identify potential improvements for the same activity in September 2018.



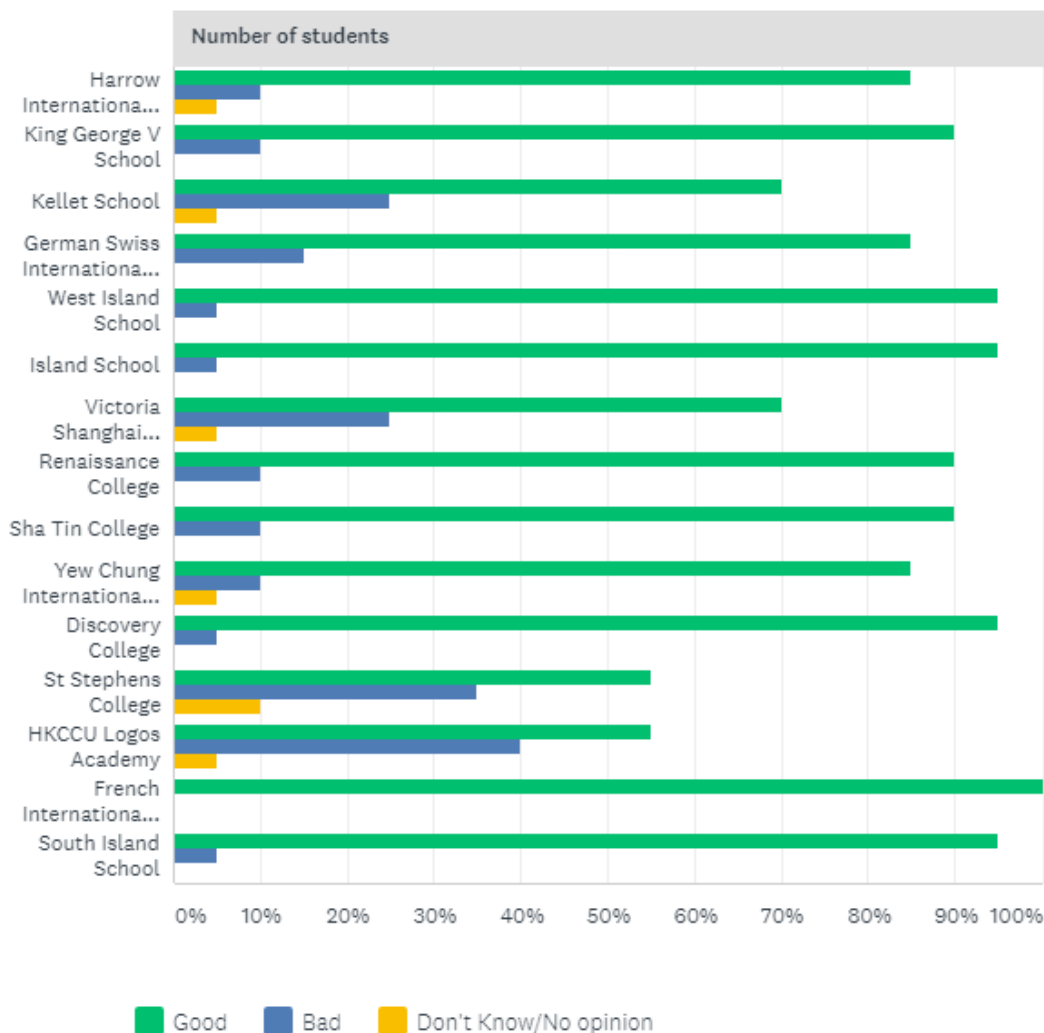
Schools Visited

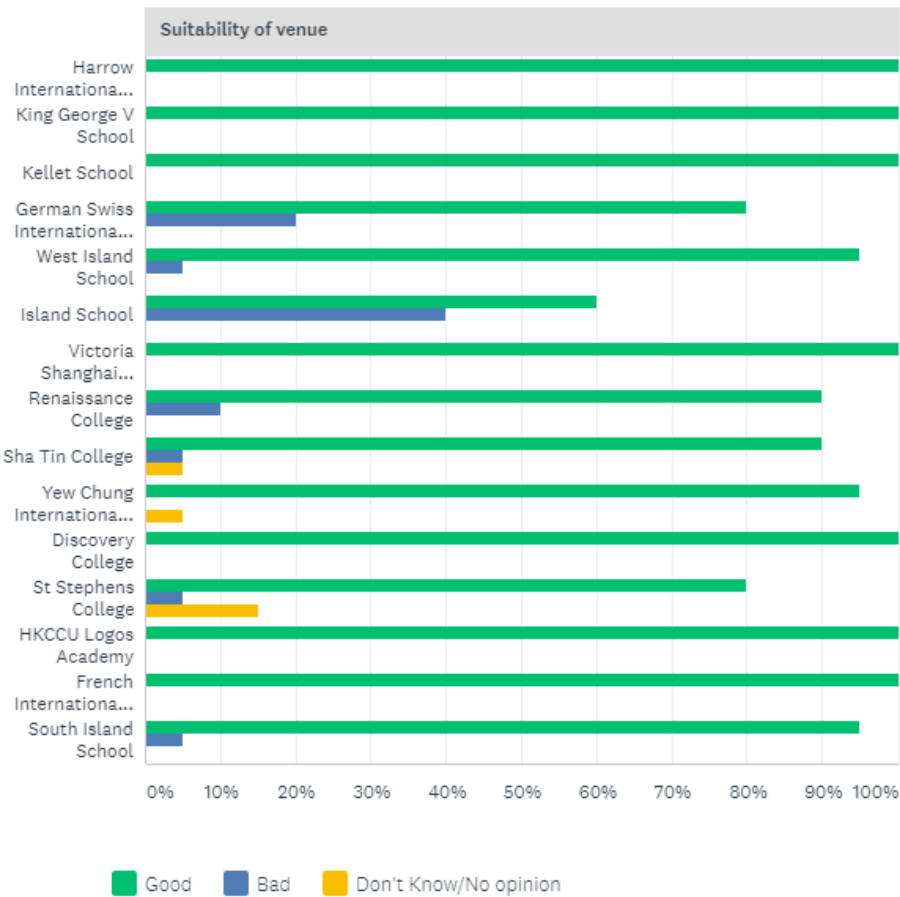
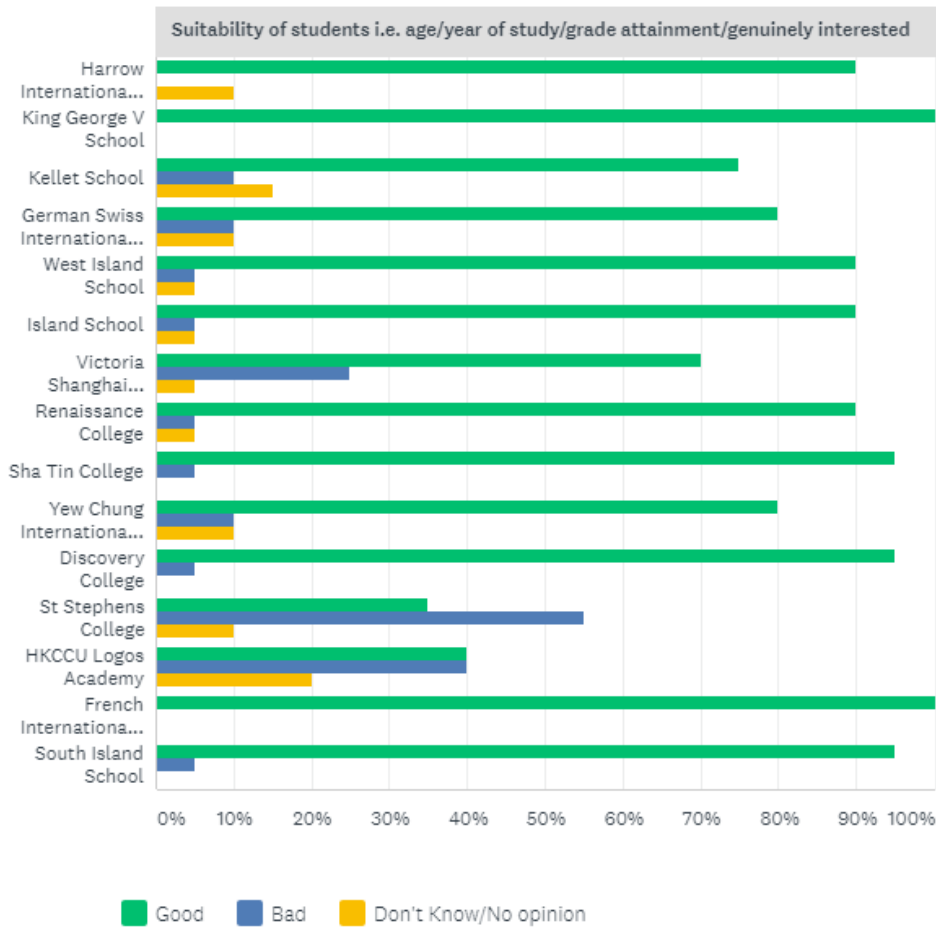
In the feedback survey we asked for schools to be rated either good, bad or don't know/no opinion in terms of number of students, suitability of students and suitability of the venue.

The two Direct Subsidy Scheme (DSS) schools, St. Stephens College and HKCCU Logos Academy were rated less positively than international schools. In the case of HKCCU Logos Academy it was their first year hosting a visit, and we believe improvements could be made by changing the format (so that parents are not all in the seminar room leaving the exhibition hall empty).

Of the international schools Kellett School was less positively rated in terms of number of students (and less positively than last year), which we believe is due to the timing of the visit to that school. Likewise Victoria Shanghai Academy is less positively rated, as this is a large university fair organised by the school with over 100 institutions present, participants have a wide range of institutions to speak to.

Island School is less positively rated in terms of venue, in early 2018 they are moving to a new campus with a larger hall.





The number of parents/students who attended as reported by each school is as follows:

School	Attendance
Harrow International School	350
King George V School	220
Kellett School	200
German Swiss International School	230
West Island School	340
Island School	400
Victoria Shanghai Academy	900
Renaissance College	600
Sha Tin College	300
Yew Chung International School	430
Discovery College	780
St. Stephens College	300
HKCCU Logos Academy	300
French International School	270
South Island School	250
Total	5,870

Roadshow Programme

Of the 21 survey responses received, all 21 reported that the Roadshow was worth attending.

Q: Did you find the roadshow worth attending?

ANSWER CHOICES	RESPONSES
Yes	100.00% 21
No	0.00% 0
TOTAL	21

“The roadshow is incredibly well organised and students, on the whole, were polite, welcoming and willing to engage in conversation.”

“An excellent way to visit all key international schools in a limited period of time, without the worry of travel and logistics!”

However, a number of improvements have been identified for 2018:

“The programme was a bit more cramped and it would have been good to have more breaks”

“The roadshow is THE most gruelling week of the year (although very enjoyable) and so any extra hours sleep or downtime (for emails) would be appreciated - some of the fairs got quiet by the end and so may not need to be two hours long each, 1 hour may be fine.”

1. At some schools we will shorten the visit from two hours to 90 minutes, in order to give more down time.

“Some of the days are incredibly long, which is not only tiring but makes it very difficult to stay on top of emails from home.”

2. On a couple of days journey times were longer than would be the case if schools were better grouped together. We will endeavor to better link schools so that journeys are smoother/shorter next year.

“I think 3 school fairs per day should be the limit. Four is a little too many, although we really do appreciate how fantastic it is to have the opportunity to visit so many schools.”

3. We are reluctant to reduce the number of schools visited, but will consider adding the option of opting out of particular schools next year. For example not all universities realistically recruit from Harrow International school (a morning visit), and if HKCCU Logos Academy is held in an evening next year institutions could also be given the option to opt out if they wish.

Logistics

From the survey two main complaints were clearly identified, which will be rectified for next year:

Lunches

“The catering was absolutely awful at most venues when provided by the BC. It is clear the BC has skimped on the catering budget”

“Less sandwiches”

1. On some days a sandwich lunch was arranged by the host school, for next year we will arrange lunches and delivery to schools so that we have better control over this.
2. This year sandwiches and rolls were arranged in the interests of timing – knowing that breaks between schools would be tight. Lunches may still need to be grab and eat, however next year we will arrange more nutritionally healthy and more variety of options from a different supplier.

The Hotel

The Harbour Plaza Metropolis met with seemingly universal disapproval.

“Please consider changing the hotel - the Harbour Plaza Metropolis is a terrible location, the room I was allocated was very damp and the cleaning standards are not good.”

“A different hotel would be appreciated; it is a little dated and in an awkward place to get to the MTR”

1. We will use a different hotel next year and take into account user reviews on websites such as trip advisor to ensure that the hotel chosen is comfortable and has the required facilities.

Transport

A couple of survey respondents reported that the bus used was not comfortable. This is something outside of our control, but we hope that a smoother programme with shorter drives between schools next year will mean that this becomes less of an issue.

Counsellor Networking Event

Since last year a networking event has been organised at the end of the roadshow, to provide a more relaxed opportunity to meet and talk with career counsellors, who are typically busy during visits to their schools.

The survey respondents who attended the Counsellor networking event suggested that this event was worthwhile:

Q: Was the counsellor networking event worthwhile?

ANSWER CHOICES	RESPONSES	
Yes	47.62%	10
No	4.76%	1
Not sure or N/A or I didn't attend	47.62%	10
TOTAL		21

However, it was also reported that the event did not offer sufficient time to meet with enough counsellors.

1. For next year we will consider a more structured event (for at least part), in order to assist breaking the ice and to facilitate more discussion.

The networking event conflicted with a university fair held by a school that was not included in the roadshow. While it is always possible that a school may schedule an event at the same time, we will liaise with the school to see whether they can be included in next years roadshow or whether we can at least avoid a timing clash. As we are limited in terms of options for when we can hold a networking event, this may or may not be possible.

2. For next year we will endeavour to avoid schedule clashes with other school fairs.

Improvements for Next Year

Improvements for next year identified are as follows:

Roadshow Programme

- Shorten some school visits to 90 minutes
- Look to better geographically group together some of the schools
- Facilitate opt-out of certain school visits, in the interests of shorter day options

Logistics

- Better lunch catering
- A different hotel

Counsellor Networking

- A more structured event
- Attempt to avoid clashes with any school fairs

Appendix 1 – Visit Programme

Date	Time	Where / From
Monday 18 September 2017 (3 schools)	07.40	Harbour Plaza Metropolis
	09.00 – 11.00	Harrow International School
	12.00 – 14.00	King George V School
	15.00 – 17.00	Kellett School
Tuesday 19 September 2017 (4 schools)	07.40	Harbour Plaza Metropolis
	09.00 – 11.00	German Swiss International School
	12.00 – 14.00	West Island School
	15.15 – 17.15 (14.45-15.15 break)	Island School
	18.30 – 20.30 (18.00-18.30 break)	Victoria Shanghai Academy
Wednesday 20 September 2017 (3 schools)	08.15	Harbour Plaza Metropolis
	09.30 – 11.30	Renaissance College HK
	12.20 – 14.20	Shatin College
		(down time at Festival Walk shopping mall)
	17.00 – 19.00	Yew Chung International School
Thursday 21 September 2017 (3 schools)	08.00	Harbour Plaza Metropolis
	09.30 – 12.30	Discovery College
	14.30 – 16.15 (14.00-14.30 break)	St. Stephen's College
	18.45 – 20.45 (17.30-18.45 break)	HKCCCU Logos Academy
Friday 22 September 2017 (2 schools + 1 event)	07.30	Harbour Plaza Metropolis
	08.30 – 10.30	French International School
	13.00 – 14.30	South Island School
	16.00 – 18.00	School counsellors networking event at British Council

Appendix 2 - List of UK representatives

Institution	Representative First Name/Last Name		Title / Position
University of Aberdeen	Joseph	Whimster	Lead International Officer
University of the Arts London	Connie	Chan	Education Manager
	Sarah	Tong	Counsellor
Arts University Bournemouth	Chloe	Swann	International Officer
Aston University	Mr Pengbo	Song	International Officer
University of Bath	Virginia	Irwin	Deputy Head: International Student Recruitment
	Dr Sally	Clift	Dean for Graduate Studies, Faculty of Engineering and Design
	Professor John	Sessions	Department of Economics
University of Birmingham	Alexa	Haslam	International Officer
	Nina	Morris	International Strategy Co-ordinator, College of Engineering and Physical Sciences
University of Brighton	Alicia	Zaman	International Officer
University of Bristol	Stephanie	Wood	Deputy Head of International Student Recruitment
The University of Buckingham	Anastasiya	Ostapchuk	Communications and Marketing Officer, Medical School
University of Central Lancashire	Cathy	Jackson	Executive Dean & Head of School of Medicine
Coventry University	Louise	Morgan	International Officer East Asia
	Gary	O'Neill	Associate Head of Department - Building
University of Dundee	Will	Harman	International Recruitment Manager
University of East Anglia	Tracey	Hearn	Country Development Manager (East Asia)

University of Essex	Christabel		Regional Development Manager
University of Exeter	Lauren	Hitchman	International Officer
	Dr Greta	Bosch	Law academic (18 th & 19 th)
	Dr Sarah	Hodge	BioScience academic (20 th – 22 nd)
University of Glasgow	Mhairi	Macfarlane	Senior International Officer
University of Kent	Max	Howells	International Officer
Lancaster University	Hannah	Metcalf	Student Recruitment Assistant
University of Leeds	Sam	Miles	International Marketing Officer
	Lulu	Pan	International Marketing Officer
Leeds Beckett University	Tracy	Commons	Associate Director - Commercial Marketing and Engagement
Liverpool Hope University	Laura	Williams	Senior Student Recruitment Officer
Loughborough University	Charlotte	Davison	International Officer
University of Manchester	Alison	Evans	International Officer
	Mario	Pezzino	Economics Undergraduate Director
New College of the Humanities	Elke	Tinnacher	Head of International Recruitment
Newcastle University	Ching Mei	Lim	Regional Manager (SE Asia), International Recruitment
	Dr Nick	Morris	Senior Lecturer, School of Biomedical Sciences
The University of Nottingham	Emma	Winter	International Relations Officer
Nottingham Trent University	David	Berry	International Officer
Oxford Brookes University	Alice	Wong	Manager Hong Kong office
	Wen	Lai	Recruitment Assistant

Queen Mary University Of London	Jiou (Rita)	Ren	International Officer
Royal Holloway University of London	Nathan	Whittaker	Regional Manager
The University of Sheffield	Chris	Wilson	Country Manager
	Dr Stefanie	Pukallus	Lecturer, Department of Journalism Studies
	Dr Megan	Freeth	Lecturer in Psychology
University of Southampton	Claire	Curran	International Scholarships and Funding Manager
St Mary's University, London	Joe	Docherty	International Director
Staffordshire University	Nigel	Lee	International Senior Officer
	Dr Pamela	Ho	International Development Officer
University of Strathclyde	Lingyun	Wang	International Recruitment Officer
University of Surrey	Dan	Rolfe	Regional Manager
	Jelena	Cheung	Regional Representative (East Asia)
Swansea University	Susan	Jones	International Officer
University of Warwick	Wynne	Kam	Director of Operations, Warwick Hong Kong Office
	Louanne	Wong	Liaison Officer