



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Study UK Macau Road Show 2017

**23 & 25 September
Macau**

Post Event Report

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Introduction

On 23 & 25 September 2017 the Study UK Roadshow included 15 UK universities visiting Macau, with events hosted by Macau University of Science and Technology (MUST), Tertiary Education Services Office (GAES), and The International School of Macau (TIS), for the purposes of student recruitment. A networking dinner with local stakeholders including local and secondary schools, and local universities, was also held on the evening of the 23rd. The event followed a schools roadshow held in Hong Kong in the week previous.

The format at each event was mini-exhibition style, with each institution having a decorated table with pull up banner. At the MUST and GAES hosted events the British Council led delegation were the only institution participants, while at TIS 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 MUST and TIS.

The British Council coordinated the overall activity.

Following the Roadshow a feedback survey was sent to all participants, with responses received from 8 out of 15 institutions. This post event report draws upon conclusions from that survey in order to identify potential improvements for the same activity in September 2018.

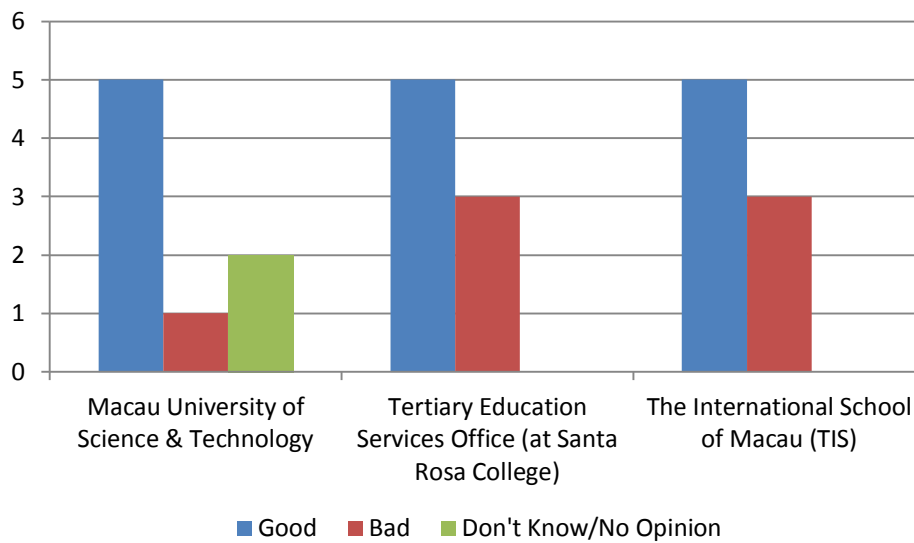


Recruitment Events

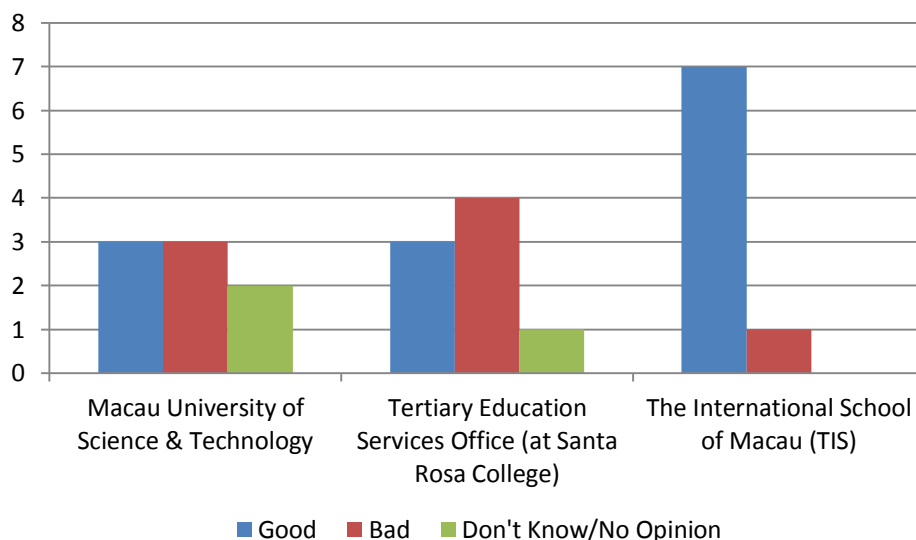
In the feedback survey we asked for schools to be rated either good, bad or don't know/no opinion in terms of number of students, suitability of students and suitability of the venue.

Impressions of the number of students at each event were mixed. Suitability of students at MUST and GAES received mixed reviews, but was positive at TIS. Feedback about the venues used was positive. A number of lessons can be learned and changes will be made should the programme be run in 2018 in order to make it more effective.

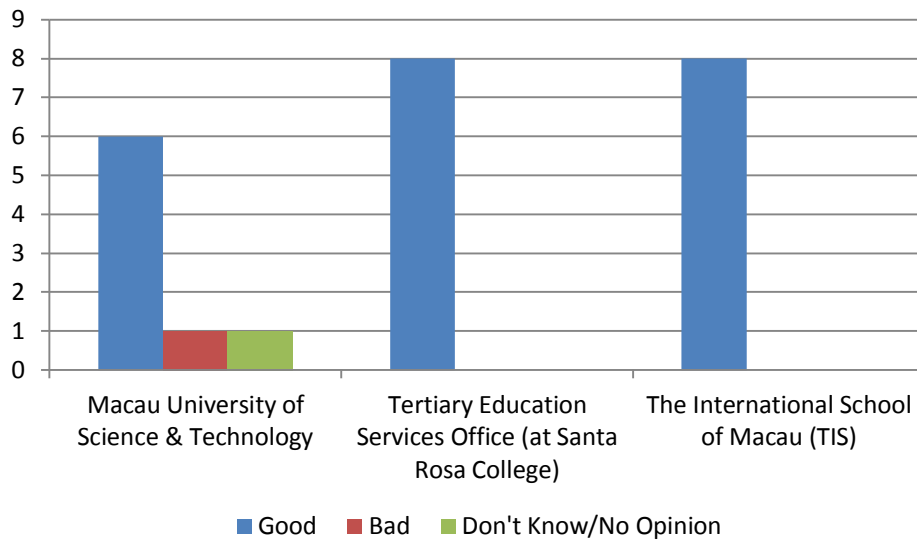
Number of Students:



Suitability of Students:



Suitability of Venue:



The estimated number of parents/students who attended each event is as follows:

School	Attendance
MUST	70
GAES	200
TIS	300
Total	570

The TIS event included students from three other schools in Macau and Zhuhai, that were invited by TIS to attend.

Overall Roadshow Programme

Of the eight survey responses received, six reported that the Roadshow was worth attending and two suggested that it wasn't.

Q: Did you find the roadshow worth attending?

ANSWER CHOICES	RESPONSES
Yes	75.00% (6)
No	25.00% (2)
TOTAL	8

“Overall, I'm happy with the event. It's well run and the majority of content is worthwhile.”

“I felt the visit to TIS was worthwhile, particularly as we also met MAC students. I don't think the other visits were quite as worthwhile, but it is hard to assess the impact of our attendance until we know how many applications we receive.”

“With the exception of the TIS fair I don't believe any of the other students we met were genuine about studying at <<institution name>>. TIS fair was also too long and a waste of a full day and we didn't get a large amount of enquiries.”

“I liked the fact that we had a single location for the event on Monday. It was nice to 'bring the fair to us', after a busy week travelling around Hong Kong.”

Networking Dinner

Of the eight survey responses seven rated the networking dinner as worthwhile and one did not attend.

If this is held again next year we will book earlier in order to have a private room for the function, and start with drinks so that people can mingle.

Improvements for Next Year

1. In terms of suitability of students (particularly at the GAES event), we believe that one challenge is the local education system. If we are to run this activity next year the British Council will seek to better understand the system in advance and provide a briefing to participating institutions before the first event.
2. This year TIS decided to extend the timing of their fair to 9am – 4pm. As feedback suggests this was too long, and meant that enquiries were spread out over a long period of time. For next year we would discuss with TIS to shorten the event back to three hours, as it was in 2016. This would allow us to also visit a large local school on the same day.

“I think the TIS fair could be shortened, unless more schools are invited (which I'd welcome)”

3. The venue at TIS was spread out over two floors, with the UK on one floor and other countries on another floor. While the venue was suitable we believe that more student enquiries would have been received had all institutions been on the same floor. We will discuss this with TIS for next year.
4. The MUST event was arranged at short notice this year, and if repeated next year would be planned further in advance. MUST have suggested that more students would attend if it was held on a weekday, however this is difficult considering that the Macau Roadshow is scheduled to immediately follow the Hong Kong Roadshow. Alternatively it could be scheduled to take place on the same day as TIS.

Appendix 1 – Visit Programme

Date	Time	Where / From
Saturday 23 September 2017 (1 public event + networking dinner)	09.00	Pick up from Harbour Plaza Metropolis hotel in Hong Kong
	10.15 – 11.15	Departure: China Ferry Terminal Arrival: Macau Taipa Terminal Bus to Macau University of Science and Technology (MUST)
	12.30 – 14.00	Macau University of Science and Technology (MUST) 1 to 1 meetings with students – mostly Mainland Chinese undergrad students who may be interested in PG in the UK. Approx. 50-70 students.
	15.00 – 17.30	Tertiary Education Services Office (GAES) @ Colegio de Santa Rosa de Lima (English Secondary) 聖羅撒英文中學 Over 100 interested parents, students for UG and PG studies anticipated. Address: 367 Av, Dr.Rodrigo Rodrigues, Macau 羅理基博士大馬路 Afterwards, bus to Sofitel Macau at Ponte 16 Hotel 澳門十六浦索菲特大酒店
	19.00 -	Networking dinner with Macau HEI, career counsellors (Mistral Restaurant, in hotel)
Monday 25 September 2017 (4 schools, hosted by Macau International School)	08.00	Sofitel Macau at Ponte 16 Hotel (please check out in advance)
	09.00 – 16.00	International School of Macau (TIS), Alberta Curriculum 澳門國際學校, also hosting: <ul style="list-style-type: none"> • Macau Anglican College (IGCSE and A-level) • School of the Nations (IGCSE and IB Diploma) • Zhuhai International School (IB) 300 visitors to be expected. Address: Macau University of Science and Technology (Block K), Avenida Wai Long, Taipa 氹仔偉龍馬路澳門科技大學 K 座
	16.00 – 20.00	Casual networking drinks hosted by TIS (optional but please go if no urgent travel) Depart on TIS arranged bus at 16.30

		Venue: The Roadhouse
		Those with evening flights leave for ferry terminal directly at 16.00
	20.00 -	Depart for Hong Kong or own arrangement.

Appendix 2 - List of UK representatives

Institution	Representative First Name/Last Name		Title / Position
University of Aberdeen	Joseph	Whimster	Lead International Officer
Arts University Bournemouth	Chloe	Swann	International Officer
The University of Buckingham	Anastasiya	Ostapchuk	Communications and Marketing Officer, Medical School
De Montfort University	Yimeng (Anney)	An	Regional Manager
University of Dundee	Will	Harman	International Recruitment Manager
Edge Hill University	Anisa	Atlasi	Regional Manager (Asia)
University of Essex	Christabel		Regional Development Manager
University of Glasgow	Mhairi	Macfarlane	Senior International Officer
Lancaster University	Hannah	Metcalfe	Student Recruitment Manager
University of Leeds	Sam	Miles	International Marketing Officer
Liverpool Hope University	Laura	Williams	Senior Student Recruitment Officer
Nottingham Trent University	David	Berry	International Officer