



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Post-event report for

Study UK

Study UK – Shape Your Future
Toronto, ON
September 29th, 2017

Ontario, BC and UK Fair
Montreal, QC
October 2nd, 2017

Thank you for your participation at the Study UK events held in Toronto and Montreal in September and October 2017

www.britishcouncil.org/siem

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Introduction

The purpose of this report is to provide you with a summary of the events, 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 Study UK events hosted representatives from **17 UK institutions** (listed below in the Exhibitors' Feedback section), who engaged with **prospective students, professionals, parents and student counsellors from private and public high schools in Toronto and Montreal**, providing the audience with information on the studying opportunities in the UK (Undergraduate and Postgraduate programmes, admissions, funding, etc.)*

The events helped to build brand awareness of the Study UK and the UK universities who took part in the events, thanks in part to the direct marketing and social media campaign (details listed below in the Marketing section). Alongside the main events, a series of presentations were delivered from representatives from the Ministry of Education in Ontario, The Globe and Mail and the recruitment agency Talent Egg, who highlighted the importance of study abroad. Likewise they presented data on the skills students developed while being overseas, which could be an advantage for students when applying for a job.

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 events:

Regards,

Odette Valero | Project Coordinator, Canada

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Highlights

The information sessions were held at the following venue/time/date...

Venue	The Albany Club Toronto, ON
Date	September 29 th , 2017
Opening hours	17:30 to 20:00

Venue	Lower Canada College (LCC) Montreal, QC
Date	October 2 nd , 2017
Opening hours	17:30 to 20:00

The events were attended by students, professionals, influencers (parents, guidance counsellors), guest speakers, UK and Canadian institutions.

- 45 attendees in Toronto event, 85 in Montreal event, 8 in the webinar for Lower Canada College's students
- 15 UK universities participated in Toronto and 8 in Montreal
- Special guests and presentations at the Toronto event of representatives from the *Ministry of Education in Ontario, The Globe and Mail and the recruitment agency Talent Egg*
- Networking lunch at Lower Canada College between UK and Canadian universities' representatives
- Webinar for Lower Canada College students in Montreal to inform them about the UK Education system, two weeks after the main event on October 2nd 2017

Visitors' profile

	Toronto, ON September 29 th 2017
Profile	<ul style="list-style-type: none"> • High school students (Grade 10 to 12) • Undergraduate students • Guidance counsellors • Parents
Online registrations	<p>75</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Study UK Info Session - Shape your Future! 75 / 80</p> <p>29 Sep 2017 5:30 PM</p> <p>Manage Edit View</p> </div> <p><i>(42 out of 75 attended the event)</i></p>
At the venue registrants	3
TOTAL attendees	45
	Montreal, QC October 2 nd , 2017
Profile	<ul style="list-style-type: none"> • High school students (Grade 10 to 12) • Guidance counsellors • Parents
TOTAL attendees	85

Toronto Attendees' profile

30% students, 69% parents, 1% counsellors

78% female, 22% male

Montreal Attendees' profile

59% students 41% parents

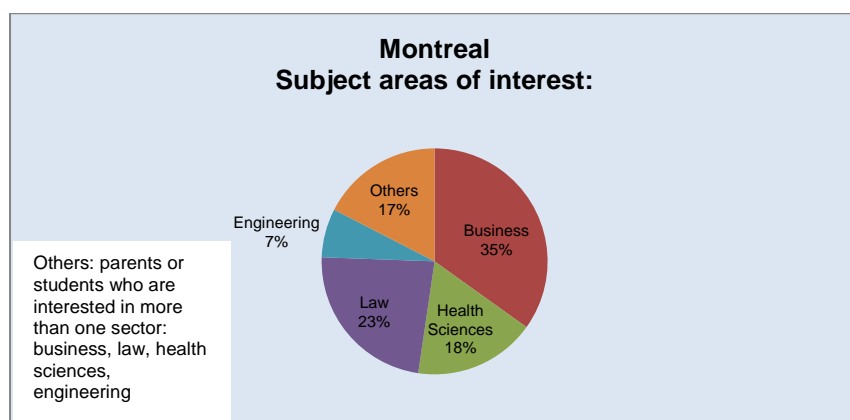
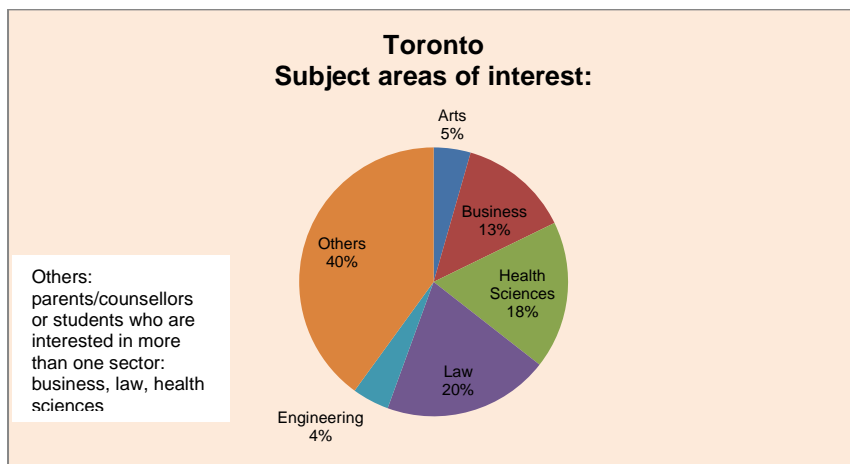
63% female, 37% males

Toronto

Which level of study your (counsellors) students are interested in: Undergraduate
(there were only 2 participates interested in Postgraduate programmes)

Montreal

Which level of study (the student) are you interested in: Undergraduate



Marketing

A social media, digital and direct marketing tactics were developed to promote each event.

- English marketing collateral (posters, print material on-site, signage) website clips and e-mails were created for the Toronto event
- English and French marketing collateral (posters, print material on-site, signage) website clips and e-mails were created for Montreal

Website clips –British Council Canada and Eventsbrite



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Social Media

What should I study? Where should I study? How can I study and travel?
Shape your future with Study UK. Sign up today!



Study UK Info Session

Have you asked yourself any of the following: What should I study? Where should I study? How can I study and travel? On September 29th 2017, meet 12 UK universities in Toronto at the info session

What should I study? Where should I study? How can I study and travel?
Shape your future with Study UK. Sign up today!



Study UK Info Session

Have you asked yourself any of the following: What should I study? Where should I study? How can I study and travel? On September 29th 2017, meet 12 UK universities in Toronto at the info session



Vous voulez faire des études en mode?



Vous voulez faire des études en médecine ?



Posters, Signage

BRITISH COUNCIL

STUDY UK DISCOVER YOU

GREAT
BRITAIN & IRELAND
2015

#STUDYUK2017

Do you want to study Law, Medicine, Business, Engineering, Arts and more...
Join us at **Study UK Info Session - Shape Your Future**

Where: The Albany Club, 91 King St E, Toronto, ON M5C 1G3
When: Friday, September 29, 2017 **Cost:** Free
Time: 5:30pm to 8:30pm **Register now:** bit.ly/2wnF3UK

[/BritishCouncilCanada](https://www.facebook.com/BritishCouncilCanada) www.britishcouncil.ca

BRITISH COUNCIL

UK

Votre avenir commence ici !

Foire Universitaire
October 2, 2017
Montréal, QC

Inscrivez-vous dès maintenant

#STUDYUK2017

MEET:

UNIVERSITY OF LEEDS

MANCHESTER 1824 The University of Manchester

University of Brighton

LONDON METROPOLITAN UNIVERSITY

Aston University

University of Essex

New College of Humanities

PLYMOUTH UNIVERSITY

UNIVERSITY OF EXETER

uclan University of Central Lancashire

BPP UNIVERSITY

CITY UNIVERSITY LONDON

The University of Sheffield

EMERSON UNIVERSITY

UNIVERSITY OF SHEFFIELD

BRITISH COUNCIL

presents:

INFORMATION SESSION
STUDY UK - SHAPE YOUR FUTURE!

Learn about:
Job market trends in Canada
Skills Canadian employers require from future graduates
Benefits of studying abroad
Scholarships and loans
Undergraduate and Postgraduate programmes

THE ALBANY CLUB
TODAY, 5:30pm to 8:00pm
FREE ENTRANCE

Email-shots

- Personalized emails to guidance counsellors in high schools in Ontario and Québec
- Personalized emails to student and parent groups in Ontario and Québec
- Phone calls to guidance counsellors in Ontario and Montreal to confirm participation and provide further information about the event

BRITISH COUNCIL

Dear (name and last name),

The British Council and Lower Canada College pleased to invite you, your students and their parents to attend its University Fair. In the evening of Monday October 2nd, 2017 at Lower Canada College.

This will be an excellent opportunity to learn about undergraduate programmes in the UK and Ontario, inquire about admission requirements, loans and scholarship opportunities (UK, international studies), benefits of studying in the UK, etc.

Visiting UK Institutions (include): University of Leeds, London Metropolitan University, University of Brighton, City, University of London, University of Essex, The University of Manchester, Aston University, The University of Sheffield, University of Essex, New College of the Humanities, University of Central Lancashire, BPP University, Staffordshire University, Norwich University of the Arts and University of Plymouth.

This event will take place from 8:30pm to 8:00pm on Monday, October 2nd 2017 at:

“Lower Canada College” located at 4090 Avenue Royal,
Montréal, QC H4A 2M5

*Refreshments will be provided

Registration process:
Counsellors, students and parents who are interested in participating in this free event, must register online at:

We recommend all attendees to register as soon as possible, as we have limited spots available.

We hope you will be able to join us. Please feel free to contact us with any questions you may have.

Regards,
Odette Valero / Project Coordinator
O: +1 416 399 7746
E: odette.valero@britishcouncil.org

Please see french version below:

Cher/Chère Coordonnateur/Coordonnatrice,

Le British Council et le Lower Canada College sont heureux de vous inviter, ainsi que vos étudiants et leurs parents, à la foire étudiante Shape Your Future, dans la soirée du lundi 2 octobre 2017 au Lower Canada College.

Cet événement est une excellente occasion d'en apprendre plus sur les programmes de premier cycle au Royaume-Uni et en Ontario, de vous informer sur les critères d'admission, sur les opportunités de prêts et bourses (notamment pour études internationales), sur les avantages d'étudier au Royaume-Uni, etc.

Les institutions britanniques présentes à l'événement incluent :

La foire aura lieu de 18h30 à 20h le lundi 2 octobre 2017 au :

Lower Canada College, situé au 4090 Avenue Royal,
Montréal, QC, H4A 2M5

*Des rafraichissements seront servis

Visitors' Feedback

Online surveys were sent after the event to all of the attendees in Toronto and Montreal. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our events in both cities and the decision making process.

Respondents: students, professionals, parents and student counsellors.

Toronto:

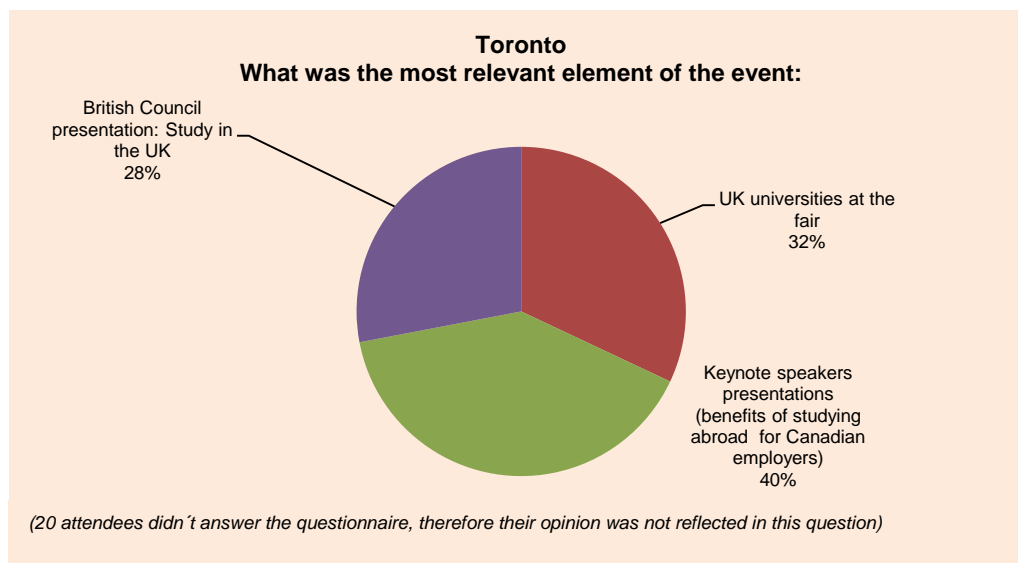
- Response rate: 25 out of 45 attendees responded our questionnaire
 - 2 guidance counsellors
 - 20 parents
 - 3 students

Toronto:
When the visitors were asked, the event met your expectations:
 40% strongly agree, 60% agree

(20 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto
When the visitors were asked, how useful was the information you received at the event:
 80% Very useful 20% Useful

(20 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)



Toronto:
After the event, visitors were asked "Are you more likely to study in the UK (if you are a parent or counsellor, are you more likely to encourage your son/daughter or student(s) to study in the UK":
 65% more likely, 30% no change, 5% less likely

(20 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)



Toronto
When the visitors were asked, do you have any suggestions as to how we could improve similar events/activities in the future?

- Include information or advice on funding the extra expense of studying in the UK over Canada.
- Provide information of scholarship options for Canadian in the UK
- Organize an event dedicated only to Medicine, this would be useful.
- My favourite part was the presentations of the keynote speakers, especially the one of Talent Egg and the Globe and Mail reporter, all information was really relevant

(20 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)

NOTE: Responses from Montreal attendees were not collected as per request from Lower Canada College, who provided with the venue for the event.

Exhibitors' Feedback

Number of UK universities who registered for each event:

- Both events: Toronto and Montreal: 8
- Only Toronto: 7
- Only Montreal: 2

Response rate of the questionnaires: 12 UK universities responded the questionnaire / 5 didn't respond

- UK universities who participated in Toronto: 7
- UK universities who participated in Montreal: 5

Toronto
When exhibitors were asked, the event met my expectations:
3 agree, 2 neither agree or disagree, 2 disagree

(A total of 15 UK universities participated in the event, 8 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Montreal
When exhibitors were asked, the event met my expectations:
1 agree, 2 neither agree or disagree, 2 disagree

(A total of 10 UK universities participated in the event, 5 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto

When the exhibitors were asked, did you acquire new knowledge and/or skills from taking part in this event/activity:

2 agree, 3 neither agree or disagree, 2 disagree

(A total of 15 UK universities participated in the event, 8 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Montreal

When the exhibitors were asked, did you acquire new knowledge and/or skills from taking part in this event/activity:

1 agree, 2 neither agree or disagree, 2 disagree

(A total of 10 UK universities participated in the event, 5 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto

When the exhibitors were asked, what went well and should be repeated:

- *Good venue*
- *BC staff friendly and supportive*
- *Decent talks and a reasonable number of attendees (especially given big RIC fair and other events that same weekend)! But a few more people would of course be welcomed.*
- *The study abroad presentation and the benefits for employers was excellent and should be repeated.*
- *Having an expert in the area of Law delivering a session to attendees*

(A total of 15 UK universities participated in the event, 8 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Montreal

When the exhibitors were asked, what went well and should be repeated:

- *Interaction with lots of students and parents. Perhaps it was including Canadian universities that increase the number of visitors.*
- *The location was great!*
- *A good school and opportunities to talk to the School Counselor*

(A total of 10 UK universities participated in the event, 5 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto

When the exhibitors were asked, what could have been better or changed:

- *There was too many presentations*
- *It was Friday night a bit risk for a fair!*
- *I felt the attendance was low. I think we should try to do more as a group of UK universities around one core event, so more local school visits and a PGT event at local universities.*

(A total of 15 UK universities participated in the event, 8 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Montreal

When the exhibitors were asked, what could have been better or changed:

- *A PGT event at local universities.*
- *It seemed many students were interested in Canadian institutions*
- *It might not be good to have UK and Canadians universities at the same event*

(A total of 10 UK universities participated in the event, 5 didn't answer the questionnaire, therefore their opinion was not reflected in this question)

List of Exhibitors (Alphabetical Order):

1	Aston University	10	The University of Sheffield
2	BPP University	11	University of Brighton
3	City University of London	12	University of Central Lancashire
4	London Metropolitan University	13	University of Essex
5	New College of the Humanities	14	University of Exeter
6	Norwick University of the Arts	15	University of Hull
7	St. Mary's University of Twickenham	16	University of Leeds
8	Staffordshire University	17	University of Plymouth
9	The University of Manchester		

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

- British Council understands the importance of providing value-added services to the exhibitors, thus for next year events, we will evaluate doing this event on another day of the week and not engaging Canadian universities in the same event, as it was the case this year in Montreal
- Going forward, British Council Canada will better coordinate our event agenda to enable exhibitors more time to communicate and showcase their programmes.

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.
- We will advise UK universities to share further information of the admission requirements for Medicine and other relevant information of students' experiences abroad and/or extracurricular activities.
- Many visitors (students and counsellors) 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.

The above points, though important, should not detract from what was a successful exhibition. Next year's events will build upon the lessons learned in these events. We hope to see you there!

2018 events

Information Session for Counsellors – March 2nd, Toronto, ON

Event Photos



For any enquires please contact:

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