



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**  
**Study UK Schools Roadshow and Exhibition**  
**Vietnam March 2017**

**09 - 12 March 2017**

# Introduction

- The Study UK Schools Roadshow and Exhibition – Vietnam March 2017 was held in three cities including Hai Phong, Hanoi and Ho Chi Minh City from 9th to 12th March 2017.
- Over 3 days, exhibitors involved in a mixture of activities including roadshows to local high schools and public exhibition.
- With 35 participating institutions, the school roads show and exhibition attracted 1,562 visitors in total compared to 1,730 visitors in the same event last year.
- The event was promoted heavily through popular online media channels. The PR campaign generated a coverage of over 300,000 views and the total advertising value is GBP13,000. Key message of the campaign was a value for money UK education has been featured in most of the coverage.

## This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposures  
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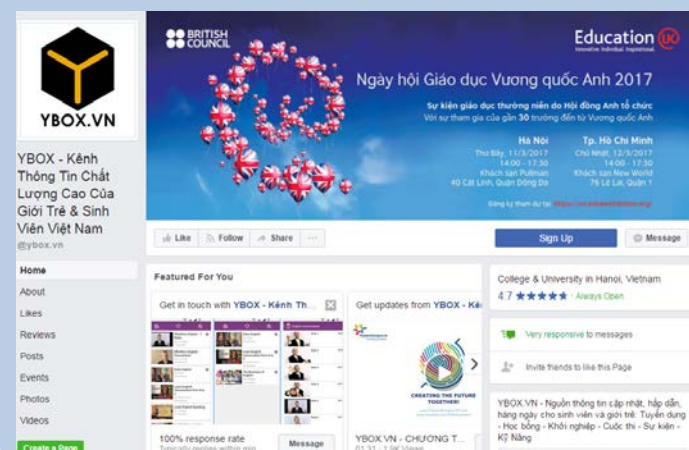
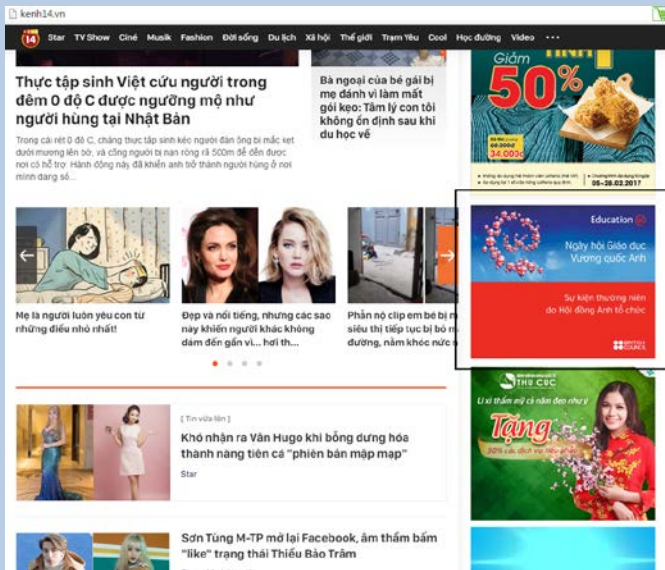
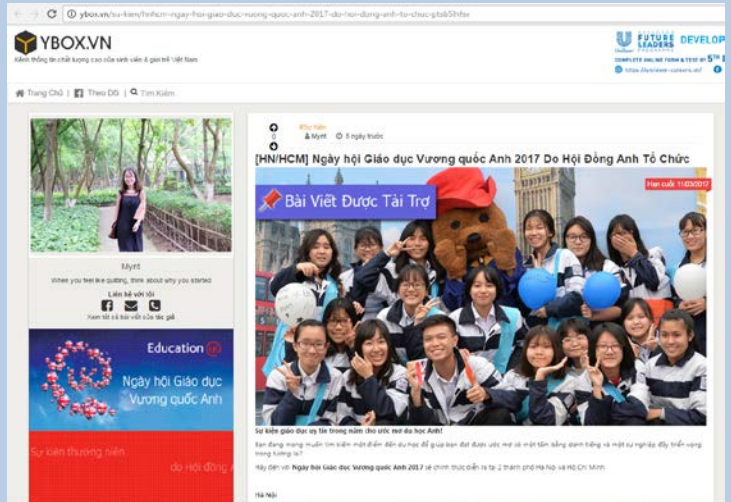
# Highlights

There were

**35 INSTITUTIONS**  
**1,562 PARENTS & STUDENTS**

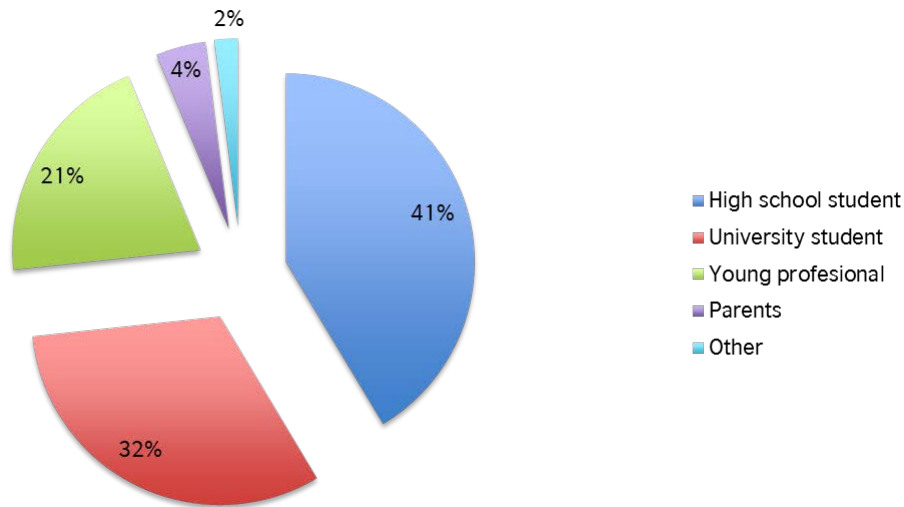
attending the exhibition

## Online channels have been optimised in event marketing activities...



## Visitors' profile

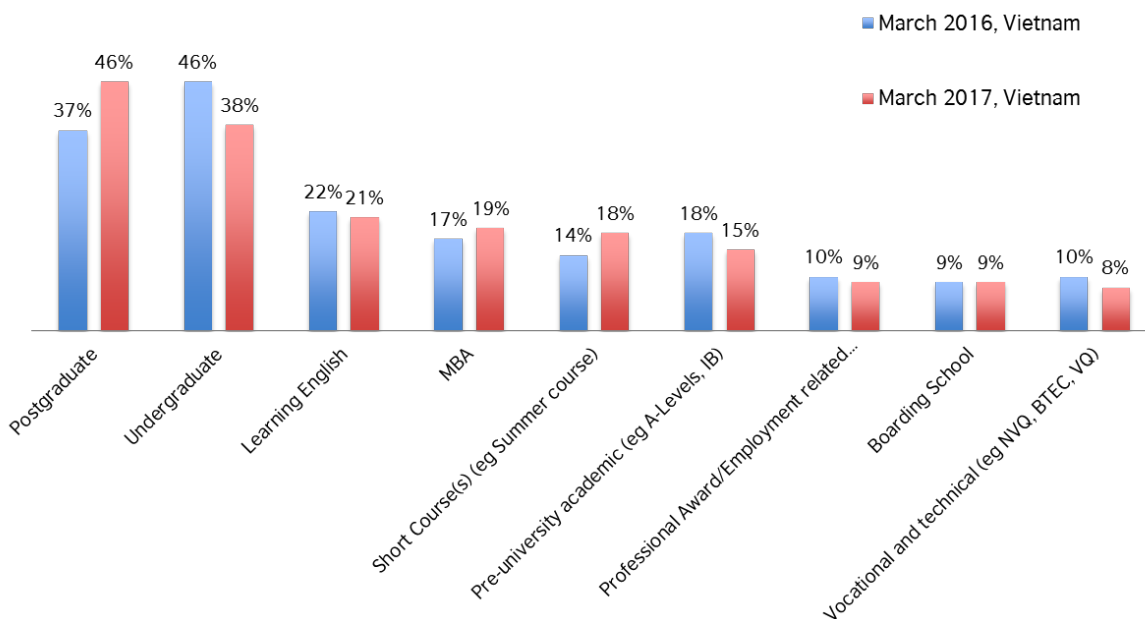
41% of visitors are high school students and 32% of visitors are university students



No. of visitors: n = 1,196 survey responses (statistics collected Hanoi public exhibition @ Pullman Hotel and HCMC public exhibition @ New World hotel)

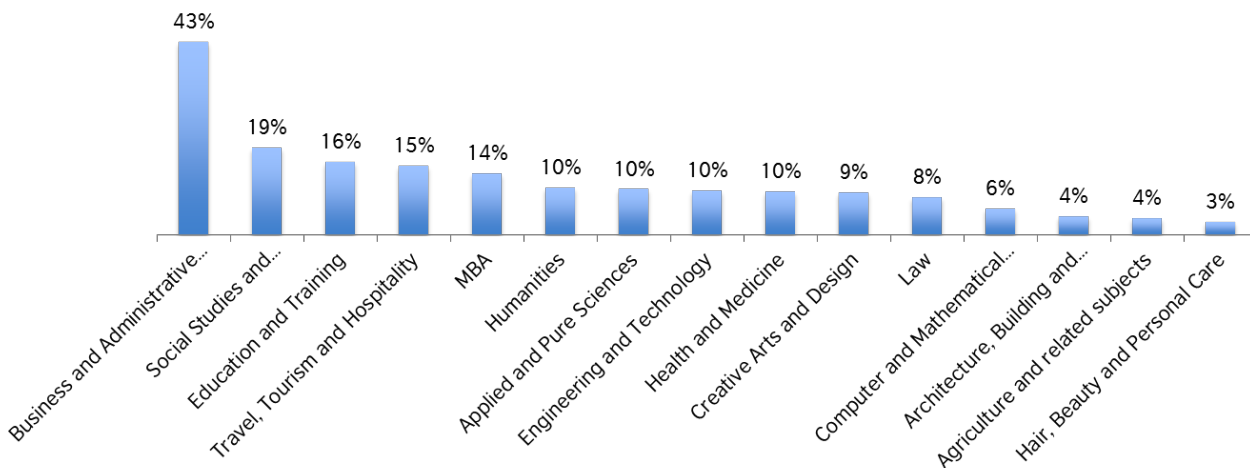
## Visitors' preference

Majority of visitors are looking for Undergraduate and Postgraduate programmes. However, more visitors are interested in Post-graduate in this year's exhibition compared to the March 2016 exhibition



## Subject preference

Business related subjects still account the largest part for demanded subject areas. The gap is narrow between other popular subjects.



## Marketing

We spent

**£13,000**

on promotion

### Printed materials

3,500 invitations distributed at local schools/ universities/clubs/ British Council activities  
28 banners and 62 posters at local high schools



### Online

- Web banner placed on 4 popular online newspaper;
- Dedicated event website/ FB campaign started 7 weeks before the event date
- Teaser video, exhibition mobile app

### Direct marketing

- 4 email campaigns sent to student database
- SMS to highschool parents
- SMS sent to database of 1,000 students, parents registered to participate in the event
- Invitation letters sent to British Council parents

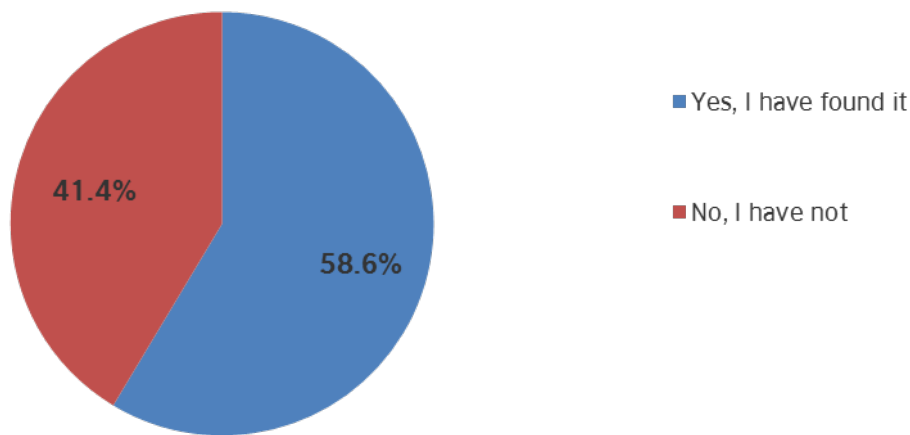


## Visitors' feedback

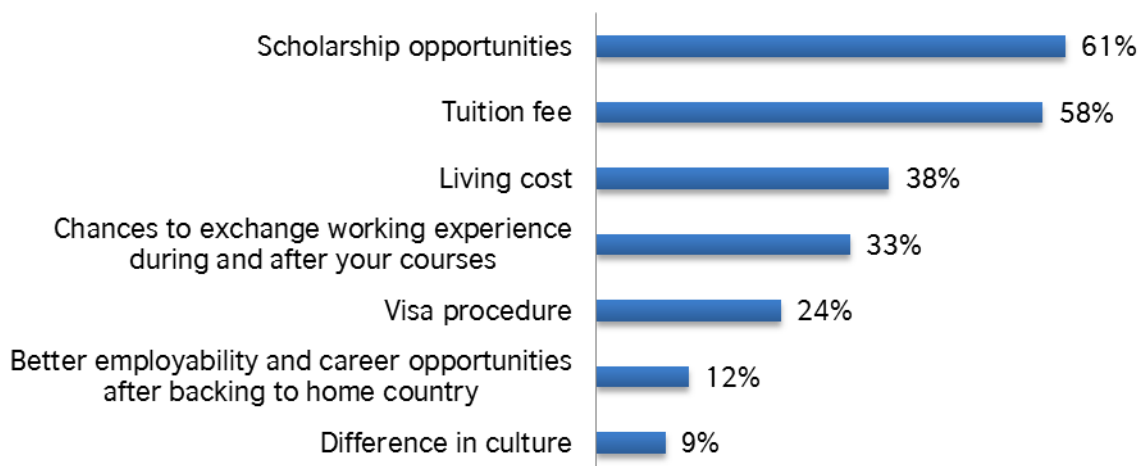
### Methodology

We distributed a printed survey to the visitors during the exhibition and the visitors could get a lucky draw gift after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

**58.6%** visitors surveyed have found the course that met their requirements



**Scholarship opportunities, Tuition fee and Living cost** and are still the top three concerns about choosing the UK



## Suggestions from visitors

- Great seminar about UK education, need to have more seminars in future events
- More seminars on UK education
- More exhibitions at other provinces
- Bigger place for next exhibitions
- More info about Secondary and High Schools in the UK
- More UK programmes in Vietnam

## Exhibitors' feedback

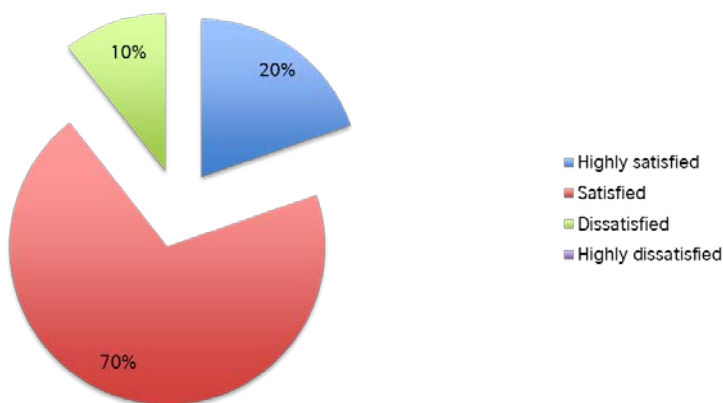
### Main compliments

- A very successful event
- Students are more ready to apply for the current year rather than future years (which is great)
- Good market briefing - honest

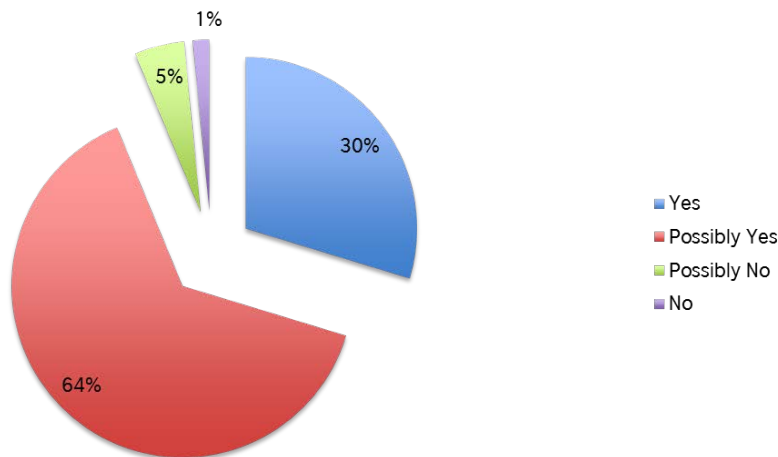
### Recommendations for future event

- Quite a long gap between pre-event briefing and start of exhibition. Perhaps do pre-event briefing later, maybe at 1PM instead
- More info needed about hosting schools for roadshow activities in advance

### What is exhibitors' assessment about the overall exhibitions?



### Will exhibitors consider coming back to the next British Council exhibition event?





**Appendix: List of exhibitors**

No.	Institution	Booth number		
		Hanoi	HCMC	HP
<b>UK Institutions</b>				
1	Aston University	1	1	
2	Bellerbys College	2	2	
3	University of Birmingham	3	3	
4	Birmingham City University	4	4	
5	BPP University	5	5	
6	University of Bradford	6	6	1
7	Cardiff Sixth Form College	7	7	2
8	Coventry University	8	8	
9	University of East Anglia	9		
10	Edge Hill University	10	9	
11	EF Education First			3
12	Exeter College	11		
13	University of Gloucestershire	12		
14	University of Greenwich	13	10	4
15	Harrogate Ladies' College	14	11	
16	University of Hertfordshire	15		
17	University of the Highlands and Islands		12	
18	University of Huddersfield	16		
19	University of Kent	17	13	
20	Kings Education	18		
21	Leeds Beckett University	19	14	5
22	Liverpool John Moores University	20	15	6

23	London South Bank University	21	16	
24	Navitas UK	22		7
25	Oxford Brookes University	23	17	
26	Oxford International College	24	18	
27	Queen Ethelburga's College	25	19	
28	Robert Gordon University	26	20	
29	Sheffield Hallam University	27	21	
30	Staffordshire University		22	
31	University of Southampton	28	23	8
32	Southampton Solent University	29		
33	St Edmund's College	30		
34	St Lawrence College	31	24	
35	University of Sunderland	32	25	9
36	Swansea University	33	26	
<b>UK qualification programmes in Vietnam</b>				
1	British University Vietnam	34	27	10
2	London College for Fashion and Design	35	28	11