

POST-EVENT REPORT

Study UK Exhibition

Sofia, Bulgaria

21 October 2017

INTRODUCTION

Thank you for your participation at the Study UK exhibition in Sofia, Bulgaria in October 2017!

This report provides a summary of the event, including visitor and exhibitor feedback. We trust that this information will enable you to report return on investment and will assist you with future decision-making.

The event, **targeted at the Higher Education market**, hosted representatives from **20 UK institutions** (listed below in Appendix A) and provided opportunities to engage with **prospective students, visitors and partners**. The exhibition was attended **by 600 prospective students**.

We are delighted to report an **increase in both the online pre-registrations** (12%) **and the actual attendees** (4%) compared to figures from the 2016 and 2015 exhibitions.

At British Council we highly appreciate your support and hope that we can continue to provide you with valuable marketing services. We hope to see you again at our next exhibition!

Teodora Vezenkova

Education Services Coordinator
British Council in Bulgaria

HIGHLIGHTS

Saturday 21 October 2017

open for the public from 11.00 to 17.00

Centrally located venue in the capital city

Sofia Hotel Balkan (previously known as Sheraton Hotel)

20 exhibitors and two partner stands

Visited by 600 prospective students

16 university presentations live streamed on Facebook

BENEFITS

The cost included

- Venue hire and refreshments
- Extensive and targeted promotional campaign
- **Live streaming** (online broadcast) of presentations by exhibitors
- **Market briefing** and welcome dinner with British Council and partners
- **Stand assistant** free of charge
- Left-over materials displayed at the British Council office
- **Further promotion** at another high-profile British Council event – materials displayed at a dedicated stand during the **Sofia Science Festival**.

ADDED VALUE

We reached online audiences across the country through the **live streaming (broadcasting online) of 16 presentations** by UK exhibitors. These presentations also live beyond the exhibition and their viewership numbers increase further over time.

The presentations can be watched on the [Facebook page of British Council Bulgaria.](#)

Advantages of live-streaming a presentation

- Reaching larger audiences from across the country through digital channels: **an average of 400 views per presentation (2017).**
- The presentations are live streamed (broadcast from the British Council office) on the day before the exhibition.
- No need to leave your stand and miss visitors on exhibition day
- Visitors focused on meeting exhibitors, not distracted by a parallel presentation programme at the venue.

VISITOR PROFILE

The United Kingdom is the number one destination country for Bulgarian students looking to obtain higher education abroad. In 2015-16 alone there were 6 365 students pursuing UK degrees (HESA).

Of the 600 prospective students who visited the exhibition:

45.10% were looking for **Undergraduate courses**

16.12% were looking for **Postgraduate courses**

7.09% were looking for **MBA's**

64% female

36% male

72.10% were **under 20 years old**

VISTOR INTEREST BY SUBJECTS AREAS

Agriculture and related subjects	1.38%
Applied and Pure Sciences	4.85%
Architecture, Building and Planning	4.61%
Business and Administrative Studies	15.22%
Computer and Mathematical Science	11.51%
Creative Arts and Design	9.85%
Education and Training	3.71%
Engineering and Technology	8.09%
Health and Medicine	6.66%
Humanities	7.94%
Law	6.09%
MBA	3.09%
Hair, Beauty and Personal Care	1%
Social Studies and Communications	10.56%
Travel, Tourism and Hospitality	5.42%

MARKETING CAMPAIGN

Extensive advertising campaigns on social media (paid ads)

300,000+ opportunities to view (reach) on Facebook, Twitter and Instagram

Extensive Facebook and Twitter campaigns (organic reach)

Email marketing to

27,000+ newsletter subscribers and also recent IELTS exam candidates

Extensive Google Ads campaign

16,000+ online visitors from Google ads alone

Media partnership with

Study Abroad Magazine

Posters in 100 targeted secondary schools in Sofia and...

also in universities, other educational institutions and in the premises of our partners from Orange Education

Marketing partnership with the Professions with Future event

taking place in the same venue

Media campaign

- Media coverage by the Bulgarian National Television, the Bulgarian National Radio, Study Abroad online portal
- Press release sent to all other media outlets

VISITOR AND EXHIBITOR FEEDBACK

An online survey was filled out by **55 visitors** after the exhibition.

78.18% of visitors confirmed that 'this exhibition has helped decide to apply in the UK'.

47.27% of visitors strongly agree and that 'this exhibition has met my expectations'.

41.82% strongly agree and **49.09%** agree that the quality of the exhibition was very high.

56.36% of visitors strongly agree and **32.73%** agree that 'British Council is leading in this area'

Some quotes by visitors

'The highest quality exhibition!'

'I think the exhibition was very informative and offered good variety of universities. I expected to be able to take a step further in my choice and the exhibition helped in achieving this.'

'I am very satisfied with the exhibition and the universities presented extremely well'

'It was great but the queues were long and there was a very long wait.'

Some quotes by exhibitors

'good quality and many students!'

'very good organisation of the fair and the turnout of students was great'

'really enjoyed it, so impressively busy'

'well-organised, well-attended. Thank you'

Appendix A – List of Exhibitors (in alphabetical order)

1	BPP University
2	Coventry University
3	De Montfort University, Leicester
4	ESCP Europe Business School
5	King's College London
6	London Metropolitan University
7	Swansea University
8	The University of Manchester
9	The University of Sheffield International, CITY College
10	University College Birmingham
11	UCL (University College London)
12	Universities in Cardiff (Cardiff Metropolitan University & University of Cardiff)
13	University for the Creative Arts
14	University of Bedfordshire
15	University of Bristol
16	University of East Anglia (UEA)
17	University of Essex
18	University of Kent
19	University of the West of England, Bristol