

POST-EVENT REPORT

Study UK Exhibition

Sofia, Bulgaria

19 October 2019

INTRODUCTION

Thank you for your participation at the Study UK exhibition in Sofia, Bulgaria in October 2019!

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 **11 UK institutions** (listed below in Appendix A) and provided opportunities to engage with **prospective students, visitors and partners**. The exhibition was attended by **350 prospective students**.

Why target the Bulgarian market?

With over **6000 students** obtaining their higher education degrees in the United Kingdom, Bulgaria is in the top **10 of EU countries of origin for students in the UK**

The UK is the #1 destination of choice for Bulgarian students - around 2000 Bulgarian students yearly apply through UCAS for their Undergraduate degrees in the UK

Excellent opportunity for the UK higher education sector to recruit Bulgarian students following confirmation that tuition fees and access to student loans remain unchanged for EU students for admissions 2020 – 21

The **local labour market drives** the need for well-educated high-profile graduates for variety of sectors; UK, alongside other international alumni, have **exposure to excellent professional opportunities**

Business & Administration, STEM, Design and Creative Studies, Social Sciences, Biosciences, Law, and Architecture are the **degrees generating the highest interest amongst Bulgarian students**

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

OUR FACE-TO-FACE OFFER

Study UK Exhibition - £1270 + VAT

Sofia, Saturday 19 October 2019

open for the public from 10.00h to 18.00h

Face to face interactions with **high calibre potential students and their parents**, enabling you to **build strong relationships** and reach the prospects directly

The only local fair focusing **exclusively on UK HEIs**

Consistently receiving **high numbers and high-quality visitors, with excellent command of English** and our fairs have been **described as the busiest that delegates have attended** and consistently receive over 90% positive feedback from exhibitors

Stand assistants free of charge

Opportunity to deliver **30-minute presentation of the University on the day before the fair**, which will be uploaded on our Facebook page for further visibility

Life in the UK Stand – opportunity to promote your institution through your alumni representatives

Further promotion at high profile British Council events, such as Sofia Science Festival; and your prospectus materials will be distributed from our British Council office in Sofia

We celebrated our 80-year anniversary of British Council in Bulgaria with drinks reception following the fair! All refreshments, lunch and welcome dinner are included in the fee for exhibitors

OUR DIGITAL OFFER

Study UK Online - £500 + VAT

Sofia, Saturday 19 October 2019, and four large cities outside the capital

Deliver a 60-minute face to face meeting, completed with a Q&A session, via online platform Zoom, screened at the Study UK exhibition venue in Sofia

Prospective students present at the venues in order to attend University sessions and their **contact details shared** with Universities for marketing and recruitment purposes

Larger geographical reach achieved by partnering with a local education agency with offices in **four cities outside Sofia** also hosting the **60-minute meetings programme** via Zoom

Cost-effective model to promote your degrees to the local market **by presenting each institution's unique selling points (USPs)** and providing general information only once to number of prospective candidates simultaneously

No travel and accommodation costs incurred for representatives – they are able to deliver their 60 minute participation **from any location as long as they are equipped** with a device with a secure internet connection, with camera and microphone, and free platform **Zoom video conferencing platform**

HIGHLIGHTS

Centrally located venue in the capital city

Central House of Architects, 11 Krakra St, Sofia 1504

11 exhibitors and two partner stands

Study UK exhibition had 75% registration to attendance rate, visited by **300** prospective students

1 University presentation live streamed via Zoom and **1** IELTS presentation, opportunity to liaise and have free consultation with our partners and education agent

Visitors also attended the digital format in **4 cities outside Sofia** – Blagoevgrad, Plovdiv, Ruse and Varna

Study UK Online had 193 registrants and 68 attendees for five locations

VISITOR PROFILE

The United Kingdom is the number one destination country for Bulgarian students looking to obtain higher education abroad. In 2018-19 there were 6 020 students pursuing UK degrees (HESA).

Of the approx. 350 prospective students who visited the exhibition:

56.98 % were looking for **Undergraduate courses**

26.50 % were looking for **Postgraduate courses**

11.4 % were looking for **MBA's**

7.69 % were looking for **vocational, technical and professional qualifications**

35.61 % were interested in a UK programme to study abroad

8.83 % were interested in a UK online / distance learning degree

56% female

34% male

10% other

242 of all registrants were under 20 years old

INTEREST BY SUBJECTS AREAS

Agriculture and related subjects	3.13%
Applied and Pure Sciences	11.4%
Architecture, Building and Planning	9.69%
Business and Administrative Studies	30.2%
Computer and Mathematical Science	23.93%
Creative Arts and Design	21.94%
Education and Training	6.84%
English as a Foreign Language (EFL)	8.55 %
Engineering and Technology	17.95%
Health and Medicine	13.68%
Humanities	15.67%
Law	14.81%
MBA	10.26%
Hair, Beauty and Personal Care	1.99%
Social Studies and Communications	22.22%
Travel, Tourism and Hospitality	10.26%

MARKETING CAMPAIGN



WEBSITE
13,456
webpage visits

SOCIAL MEDIA
206,000 people
reached

18,425 post
engagements

EMAIL
29,000+
monthly
subscribers

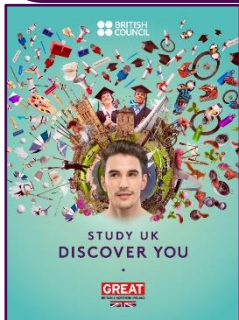
16,928
targeted
subscribers

542
IELTS
candidates

MEDIA PARTNERSHIP
Study Abroad:
30,000 unique online visitors
15,000 copies of magazines

PRINT ADVERTISING
3,000 leaflets in 10 schools,
education agents and British
Council premises

PRESS RELEASE
246 media



VISITOR AND EXHIBITOR FEEDBACK

An online survey was filled out by 33 visitors after the exhibition.

69.70% of visitors confirmed that 'this exhibition has helped decide to apply in the UK'.

53.13% of visitors would recommend and that students visit the Study UK Online digital format.

45.88% of visitors agree that they found the Life in the UK stand helpful

Some quotes by visitors

"It was useful to meet the universities and it helped me decide which universities I'd like to choose when applying"

"Excellent!"

"I enjoyed the online presentation by British Council"

"The queues were very long"

Some quotes by exhibitors

"Excellent number of students. Kept busy all day! Thanks"

"This event is well organised, the communication pre-event is great, including the market briefing!"

"The VRS was problematic"

"Great fair! Really well organised. British Council staff are lovely! The students are lovely!"

Appendix A – List of Exhibitors (in alphabetical order)

1	Birmingham City University
2	Imperial College London
3	The University of Law
4	The University of Sheffield International, CITY College
5	UCL (University College London)
6	University of Bristol
7	University of East Anglia (UEA)
8	University of Essex
9	University of Kent
10	University of the West of England, Bristol
11	Nottingham Trent University (digital participant)