

## Post-event report for

### Study UK

Study Law, Health Sciences and Business in the UK Information Sessions  
February 28<sup>th</sup>, 2017, Vancouver, BC

Study a Postgraduate Degree in the UK  
March 3<sup>rd</sup>, 2017, Montreal, QC

Study in the UK, Counsellors Open Class Series  
March 6<sup>th</sup>, 2017, Toronto, ON

*Thank you for your participation at the Study UK Information Sessions held in Vancouver, Montreal and Toronto in February and March 2017.*

## 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 events “**Study in the UK - Information Sessions**”, hosted representatives from **15 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 Vancouver, Montreal and Toronto**, 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 by the Law Society of British Columbia and British Columbia Dental Association, who provided information on how to practice law or dentistry in British Columbia with a UK degree.*

*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 second Creative Industries Series event: **Ottawa International Animation Festival (OAIF) in Ottawa, ON**, and our Study in the UK Information Sessions scheduled for **autumn 2017**.*

Regards,

**Odette Valero** | Project Coordinator, Canada

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## Highlights

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

<b>Venue</b>	BCIT, Burnaby Campus, Vancouver, BC
<b>Date</b>	February 28 <sup>th</sup> , 2017
<b>Opening hours</b>	17:30 to 20:00

<b>Venue</b>	Tapas Restaurant, Montreal, QC
<b>Date</b>	March 3 <sup>rd</sup> , 2017
<b>Opening hours</b>	18:00 to 20:00

<b>Venue</b>	Hart House, University of Toronto, ON
<b>Date</b>	March 6 <sup>th</sup> , 2017
<b>Opening hours</b>	08:30 to 10:30




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

- 35 attendees in Vancouver, 15 Montreal and 32 attendees in Toronto
- 12 UK universities participated in Vancouver, 12 in Toronto and 5 UK universities in Montreal.
- UK representatives delivered presentations in Vancouver, Montreal and Toronto
- Participation of British Consul-General in Vancouver
- Special guests and presentations of the Law Society of British Columbia and the Dentistry Association in British Columbia

A number of successful presentations were held, covering such topics as...

- Studying in the UK
- Postgraduate Degrees in the UK
- Practicing Law in British Columbia with a UK degree
- Practice Dentistry in British Columbia with a UK degree
- Your future Career with a UK degree
- The experience of studying abroad - A Voice of Experience
- Studying Law in Northern Ireland
- Master class: Law
- Outside of the classroom- the importance of co-curricular activities whilst studying in the UK that can improve your future employability

Visitors' profile

	<b>Vancouver, BC</b> February 28 <sup>th</sup> , 2017
Profile	<ul style="list-style-type: none"> <li>High school students (local and international)</li> <li>Guidance counsellors</li> <li>Parents</li> </ul>
Online registrations	75  STUDY LAW, HEALTH SCIENCES AND BUSINESS IN THE UK- INFORMATION SESSION 28 Feb 2017 5:30 PM (31 out of 75 attended the event)
At the venue registrants	4
TOTAL attendees	35
	<b>Montreal, QC</b> March 3 <sup>rd</sup> , 2017
Profile	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Professionals</li> </ul>
Online registrations	25  Session d'information sur les études supérieures au Royaume-Uni 3 Mar 2017 6:00 PM (15 out of 25 attended the event)
At the venue registrants	
TOTAL attendees	15
	<b>Toronto, ON</b> March 6 <sup>th</sup> , 2017
Profile	Guidance counsellors (private and public high schools)
Online registrations	34  STUDY IN THE UK COUNSELLORS - OPEN CLASS SERIES 6 Mar 2017 8:30 AM (32 out of 34 attended the event)
At the venue registrants	3
TOTAL attendees	32

**Vancouver Attendees' profile**

57% students 38% parents, 5% counsellors

73% female, 27% male

**Montreal Attendees' profile**

73% students 27% professionals

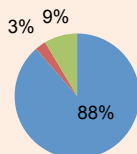
63% female, 37% males

**Toronto Attendees' profile**

100% guidance counsellors  
54% female, 46% male

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

Undergraduate studies Postgraduate studies Short Courses



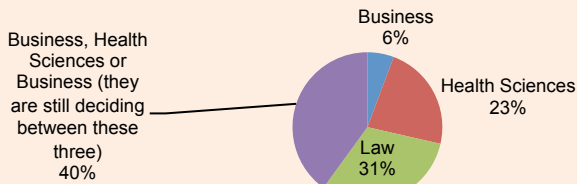
**Montreal**

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

**Toronto**

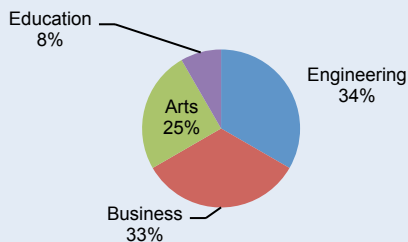
Which level of study your (counsellors) students are interested in: Undergraduate

**Vancouver Which subject area are you (student) interested in:**



**Vancouver: specific areas of interested in Health Sciences:** Medicine, Nursing, Pharmacy, Biochemistry, Psychology and Kinesiology

**Montreal Which subject area are you (student) interested in:**



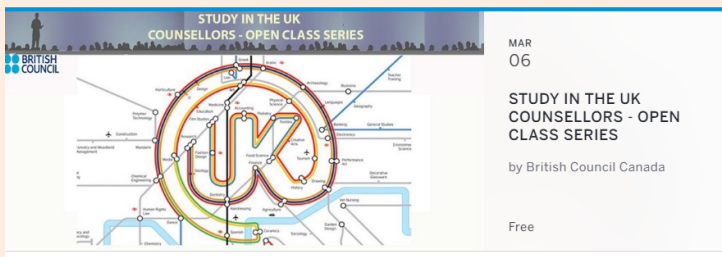
**Toronto**  
**Which subject area your (counsellors) students are interested in: All**

**Marketing**

**Marketing Collateral:**

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



**Session d'information sur les études supérieures**

BRITISH COUNCIL Education UK

**Ton avenir commence ici!**

Session d'information sur les études supérieures au Royaume-Uni

**Register Now**

#STUDYUK2017

Pour nous joindre  
 Envoyez-nous un courriel  
 ou appelez notre bureau

Restaurant Tapas 24  
 420 Rue Notre Dame Ouest  
 Montréal, Québec H2Y 1V3

Map

vendredi 03 March 2017 -  
 18:00 au 20:00

Si vous êtes étudiant(e), diplômé(e) ou professionnel(le), et que vous envisagez étudier en 2017-2018 ou plus tard, joignez-vous à l'événement afin d'en savoir plus sur les programmes des études supérieures au Royaume-Uni.

Des représentant(e)s des universités les plus prestigieuses du Royaume-Uni seront à Montréal afin de vous conseiller sur les sujets suivants :

- Les avantages de poursuivre des études supérieures au Royaume-Uni (ex. entre 12 et 18 mois d'études)
- Programmes de troisième cycle dans divers domaines d'études (ex. arts, gestion, droit, ingénierie, sciences de la santé, éducation, etc.)
- Conditions d'admission

Posters, Signage

**BRITISH COUNCIL** **IELTS** **Education UK** **British Consulate-General Vancouver**

**WANT TO STUDY  
LAW, HEALTH SCIENCES OR BUSINESS  
?**

**CAMPUS - SE2 :Town square D, 28 FEBRUARY**  
INITIATIVES FROM 10 UNIVERSITIES

Join us by The British Consul-General, Mrs. Nicola Denton  
You will be at the event to provide further information of the IELTS exam and answer any questions

**EVENT** JDY LAW, HEALTH SCIENCES AND BUSINESS IN THE UK  
FORMATION SESSION

**WHERE?** CITY BURNABY CAMPUS - Building SE2 (room Townsquare D)  
10 Willingdon Ave, Burnaby, BC V5G 3H2

**WHEN?** FEBRUARY 2017

**TIME** 0pm to 8:00pm

**COST** FREE

**REGISTER** <http://bit.ly/2YHFAx>

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#STUDYUK2017

**BRITISH COUNCIL** **Education UK**

**Your future begins here!**

Join us at  
**Study a Postgraduate in the UK  
Information Session**

#STUDYUK2017

**Location:** Tapas24 Restaurant  
420 Rue Notre Dame Ouest, #4,  
Montréal, QC H2Y 1V3

**Date:** 3 March, 2017

**Time:** 6:00pm to 8:00pm

**Register now:** [bit.ly/2j201VC](http://bit.ly/2j201VC)

Admission is free, Registration is required

Join us for a night of drinks and hors d'oeuvres.

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

**BRITISH COUNCIL** **British Consulate-General Vancouver**

**STUDY IN THE UK  
COUNSELLORS OPEN CLASS**

Musick Room, Hart House  
Today, March 6th, 2017  
8:30am to 10:30am

**UK INSTITUTIONS**

**UNIVERSITY OF LEEDS** **LEEDS BECKETT UNIVERSITY** **Loughborough University**

**UNIVERSITY OF EXETER** **UNIVERSITY OF NORTHAMPTON** **Lancaster University**

**MANCHESTER** **uclan** **CITY UNIVERSITY LONDON**

**Brunel University London** **UEA** **UCL**

**BRITISH COUNCIL** **IELTS**

**STUDY A POSTGRADUATE DEGREE  
IN THE UK, INFORMATION SESSION**

Tapas24 Mezzanine, local 4  
Today, March 3th, 2017  
6:00pm to 8:00pm

**UK INSTITUTIONS**

**UNIVERSITY OF LEEDS** **THE UNIVERSITY OF NORTHAMPTON**

**uclan** **Loughborough University** **LEEDS BECKETT UNIVERSITY**

Marketing Campaign:

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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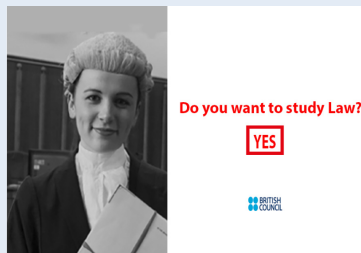
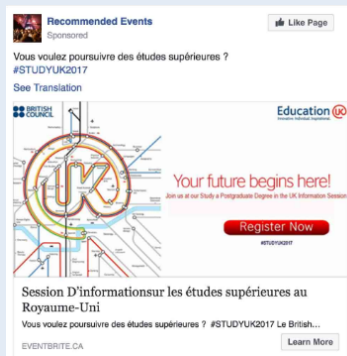
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a) Direct marketing Strategy

- Personalized emails to guidance counsellors in high schools in BC and Ontario
- Personalized emails (English and French versions) to career counsellors to colleges and universities in Québec
- Phone calls to guidance counsellors in BC and Ontario to confirm participation and provide further information about the event



b) Social media strategy: Facebook, Twitter, Instagram and LinkedIn





Visitors' Feedback

Online surveys were sent after the event to all of the attendees in Vancouver, Montreal and Toronto. 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.

**Vancouver:**

- Response rate: 20 out of 35 attendees responded our questionnaire
  - 2 guidance counsellors
  - 8 parents
  - 10 students

**Vancouver:**

**When the visitors were asked, the event met your expectations:**

20% strongly agree, 80% agree

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

**Vancouver:**

**When the visitors were asked, how useful was the information you received at the event:**

100% Very useful

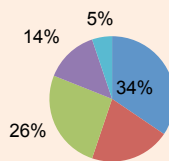
*(10 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Vancouver:**

**What was the most relevant or interesting element of this event for you:**

*(respondents had the opportunity to choose two options)*

- Study in the UK (presentation)
- UK universities' presentations
- The UK universities that were at the event
- Practice law in Canada with a UK degree (presentation)
- Practice dentistry in Canada with a UK degree (presentation)



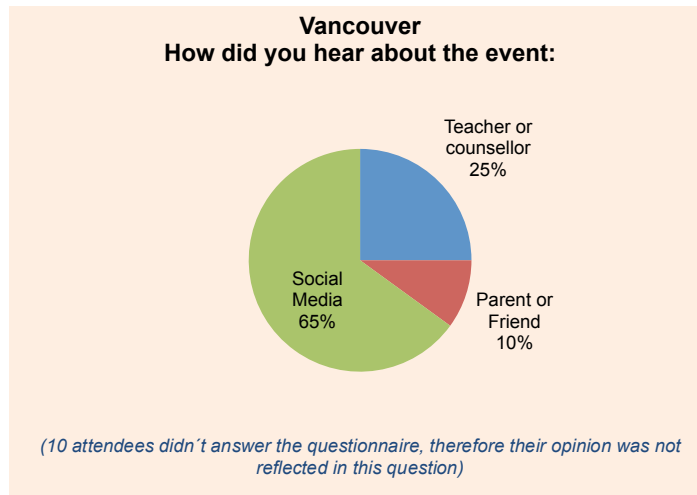
*(10 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Vancouver:**

**When the visitors were asked, after attending "Study Law, Business or Health Sciences in the UK" 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:**

72% more likely, 22% no change, 6% less likely

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



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

- Direct entry Medicine in the UK is the most frequent asked question in our counselling office. An event dedicated specifically to this would be useful.
- Due to weather my wife arrived late to the event, it would be useful to have a copy of the presentations especially in this type of circumstances.
- My son and I favourite part was the presentations next door with the university representatives my favourite ones were those ones sharing students' experiences abroad, though it would be great to have some time for Q&A.
- Please share information of scholarship options.

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

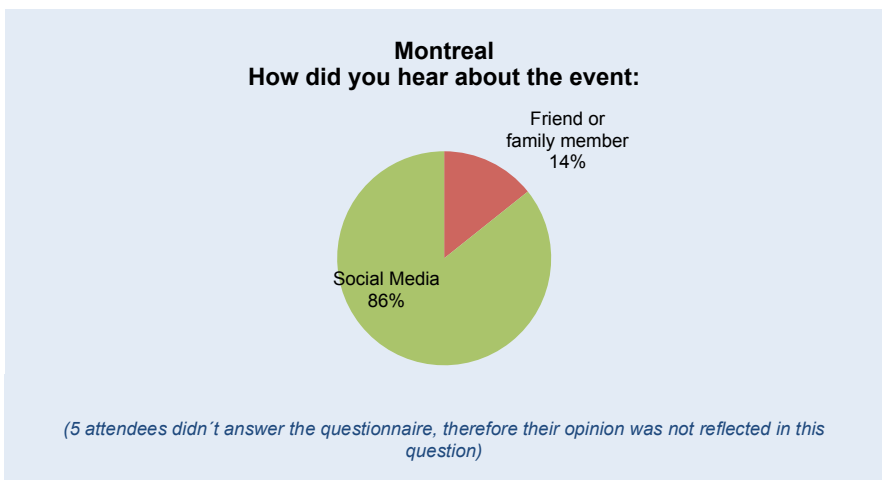
**Montreal**

- Response rate: 7 out of 12 attendees responded our questionnaire
  - 3 professionals
  - 4 undergraduate students

**Montreal**  
When the visitors were asked, the event met your expectations:  
100% agree  
*(5 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Montreal**  
When the visitors were asked, how useful was the information you received at the event:  
100% Very useful  
*(5 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Montreal**  
When the visitors were asked, after attending "Study a Postgraduate degree in the UK" are you more likely to study in the UK:  
90% more likely, 10% no change  
*(5 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*



**Montreal**

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

- To book a private room to avoid the noise  
*(5 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Toronto**

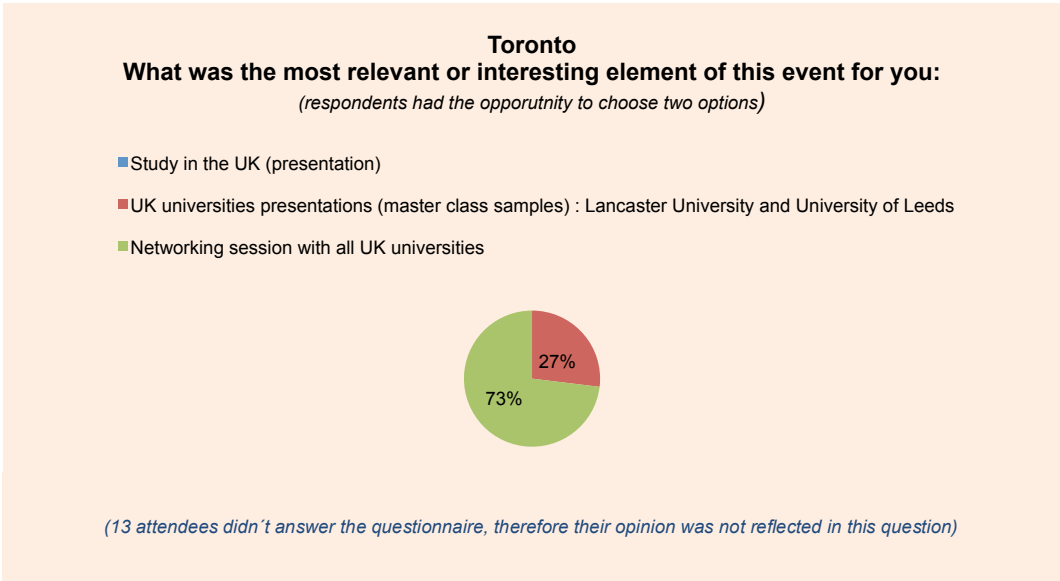
- Response rate: 19 out of 32 attendees responded our questionnaire

**Toronto**

**When the visitors were asked, the event met your expectations:**  
80% strongly agree 20% agree  
*(13 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:**  
100% Very useful  
*(13 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?**

- During the presentation it was mentioned loans and funding options in Canada, but what about scholarship options in the UK.

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

**Exhibitors' Feedback**

**Number of UK universities who attended each event**

- **Vancouver:** 12
- **Montreal:** 5
- **Toronto:** 12

**Response rate of the questionnaires:**

- Vancouver: 8 out of 12 UK universities responded the questionnaires
- Montreal: 3 out of 5 UK universities responded the questionnaires
- Toronto: 10 out of 12 UK universities responded the questionnaires

**Vancouver**

**When exhibitors were asked, the event met my expectations:**

2 agree, 1 neither agree or disagree, 5 disagree

*(4 UK universities 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 neither agree or disagree, 2 disagree

*(2 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Toronto**

**When exhibitors were asked, the event met my expectations:**

5 strongly agree, 4 agree, 1 neither agree or disagree

*(2 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Vancouver**

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

4 agree, 4 disagree

*(4 UK universities 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 neither agree or disagree, 2 disagree

*(2 UK universities 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:**

**Vancouver**

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

- The presentations from the professional bodies were excellent and should be repeated; however perhaps these could be held in a separate room, so that they are targeted only at the relevant students. That said, they were certainly interesting for the university .
- Having an expert in the area of Law delivering a session to attendees  
*(4 UK universities 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:**

- The attendees were all very focussed on PG and would be great potential students for the UK.  
*(2UK universities 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:**

- Many counsellors and networking opportunities.
- The format and 'speed-dating' with counsellors.
- There was a good number of visitors and the session was very relevant to their enquirers.  
*(2 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**Vancouver**

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

- A less formal structure with more time for the mini fair. More contact time with the visitors, most of the visitors went next door to listen to the presentations
- The location of the venue was not ideal, it was noisy and attendance was limited. The out of town location perhaps meant that attendance levels were not as expected, although the weather did not help.
- Suggestion: A weekend afternoon in Vancouver would have been preferred
- Allow longer time for university presentations.  
*(4 UK universities 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:**

- The venue was not well-suited to presentations, the noise levels from the restaurant were high.
- Not enough PG students
- More attention to detail in the presentation  
*(2 UK universities 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:**

- Allow counsellors to move, rather than the universities.
- Be stricter with timing and have a wider room layout
- It was an early start 8.30am especially for those coming in from the GTA beyond.
- Better catering
- Presentations should be kept to max three
- Suggestion: to have a UCAS/Personal statement presentation.

*(2 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

**List of Exhibitors (Alphabetical Order):**

1	Bangor University	11	University of Northampton
2	Brunel University London	12	University of Nottingham
3	City University of London	13	University College London
4	Lancaster University	14	University of Central Lancashire
5	Leeds Beckett University	13	University of Exeter
6	Loughborough University	14	University of Leeds
7	Queen's University Belfast	15	University of West Anglia
8	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 the cost effectiveness and the feasibility of choosing other venue options.
- Going forward, British Council Canada will better coordinate our event agenda to enable exhibitors more time to communicate and showcase their programs.

### 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!

### 2017 events

- Creative Industries: Ottawa International Animation Festival (OIAF) 2017  
Date: Autumn – date TBC  
Location: Ottawa, ON  
Opportunity to showcase any of the following programs: graphic design, animation, visual effects, ,etc.
- Other events in Toronto be confirmed for autumn 2017

Vancouver, BC



Toronto, ON

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