

**Post-event report for**  
**Study UK Exhibition**

**3 March 2018**

**Milan**

## Introduction

Thank you for your participation at the Italy's fifth edition of the Study UK exhibition in March 2018 at the Palazzo delle Stelline, in Milan.

The purpose of this report is to provide you with a summary of the event, 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 event, which attracted approx. 1,200 students, was targeted at the HE, FE and ELT market. It hosted representatives from 50 UK institutions (listed below in Appendix A), who *engaged with* prospective students/visitors/partners, and provided the audience with information on educational opportunities in the UK.

The exhibition was held in a new venue, centrally located and conveniently reachable by public transport. The fair was supported by partners from both private and public sector, including the Local Education Authority and the Commune of Milan.

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 exhibition.

Regards,

**Filomena Casamassa** | Partnerships and Projects Manager, Italy

### This report includes:

<b>Introduction</b>	- Page 2
<b>Highlights</b>	- Page 3
<b>Visitors' Profile</b>	- Page 4 – 5
<b>Marketing</b>	- Page 6 – 7
<b>Visitors' Feedback</b>	- 8
<b>Exhibitors Feedback</b>	- Page 9
<b>Future Steps</b>	- Page 10
<b>Appendix: List of exhibitors</b>	- Page 11

## Highlights

This exhibition was held at the following venue/time/date...

<b>Venue(s)</b>	Palazzo delle Stelline - 03 March 2018
<b>Opening hours</b>	10:00-18:00
<b>Stand costs</b>	£1,995.00

The Brexit impact is affecting the numbers. There was a **-14,3%** decrease in visitors from last year's exhibition...

<b>Attendance</b>	<b>Milan</b>	
	<b>2017</b>	<b>2018</b>
	1,400	1,200

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

- When and How to apply?
- Professional Placements: Are they worth it?
- IELTS and its advantages.
- How to write a CV that gets you noticed
- My experience as a student and graduate in London

### Unique features to give added value to the event:

- Unlike for the past editions, this year we opted for a digitalized version of the market briefing, which was sent to the exhibitors beforehand, as well as having hard copies available on their arrival the evening before.

- this year we held a f2f networking event for exhibitors and agents the evening before, and according to the exhibitors' feedback this was very useful in terms of providing a platform for them to interact with agents and identify possible collaboration opportunities.

- A team of 53 students were engaged to assist and offer their valuable support to both visitors and exhibitors. This was part of their work experience under the Education Ministry initiative: (Progetto Alternanza Scuola Lavoro).

## Visitors' profile

Italy represents the third largest contingent of EU students after Germany and France (over 16,000 students in 2016-17).

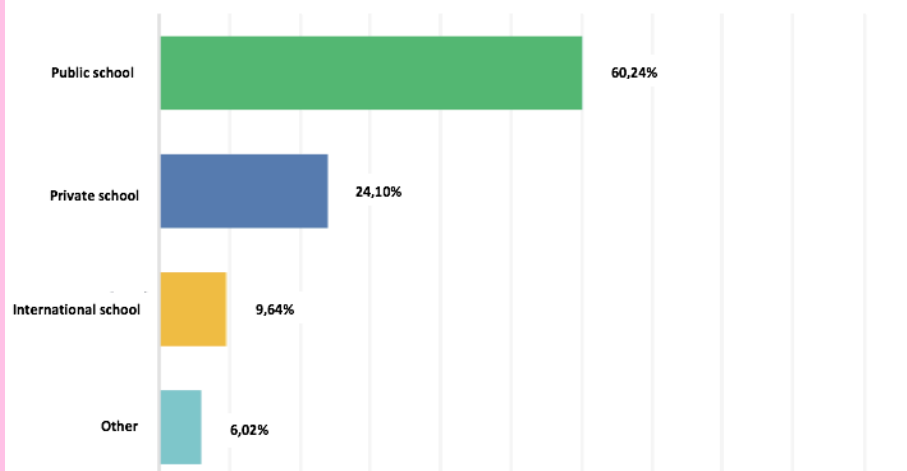
**60% of visitors are looking for Undergraduate Higher Education**

**25% of the visitors preferred Postgraduate Higher Education**

**5% of the visitors preferred English Language Courses**

**Of the total visitor numbers 65% were male, 35% were female.**

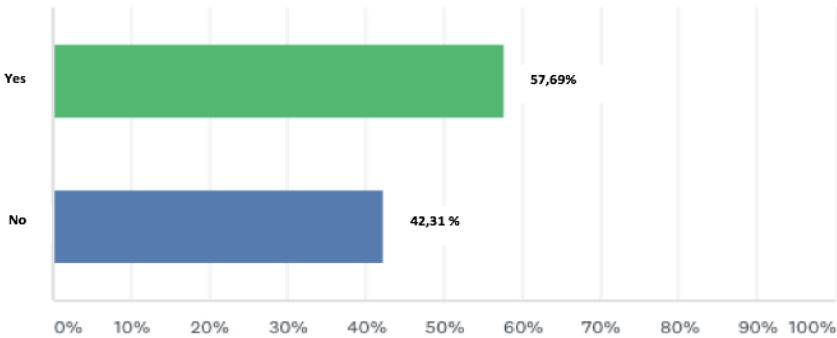
## Which school / university are you attending?



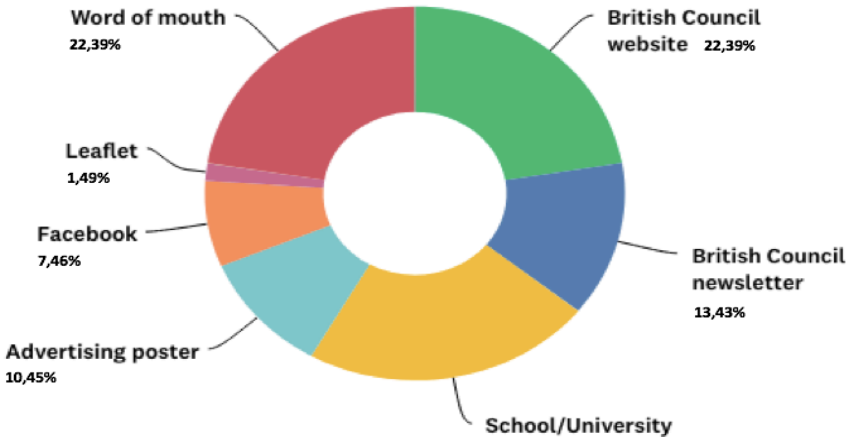
**Which study subject are you interested in?**

International Relations Finance Psychology Art Literature  
 Biomedical Engineering Computer Science Economics  
 Oriental Languages Business Design English Social Work  
 Medicine Anthropology Biology Politics Law Studies  
 Management Journalism

**Would you give up the idea of going to study in the UK if Brexit will affect the conditions (fees and grants) for EU students?**



**How did you know about this event?**



Marketing

**A total of £13 thousand was spent on Marketing for this exhibition**

**Our marketing reached an estimated audience of 18.909.761 people**

**Promotion**

Timeline: from 8/01/2018 to 3/03/2018

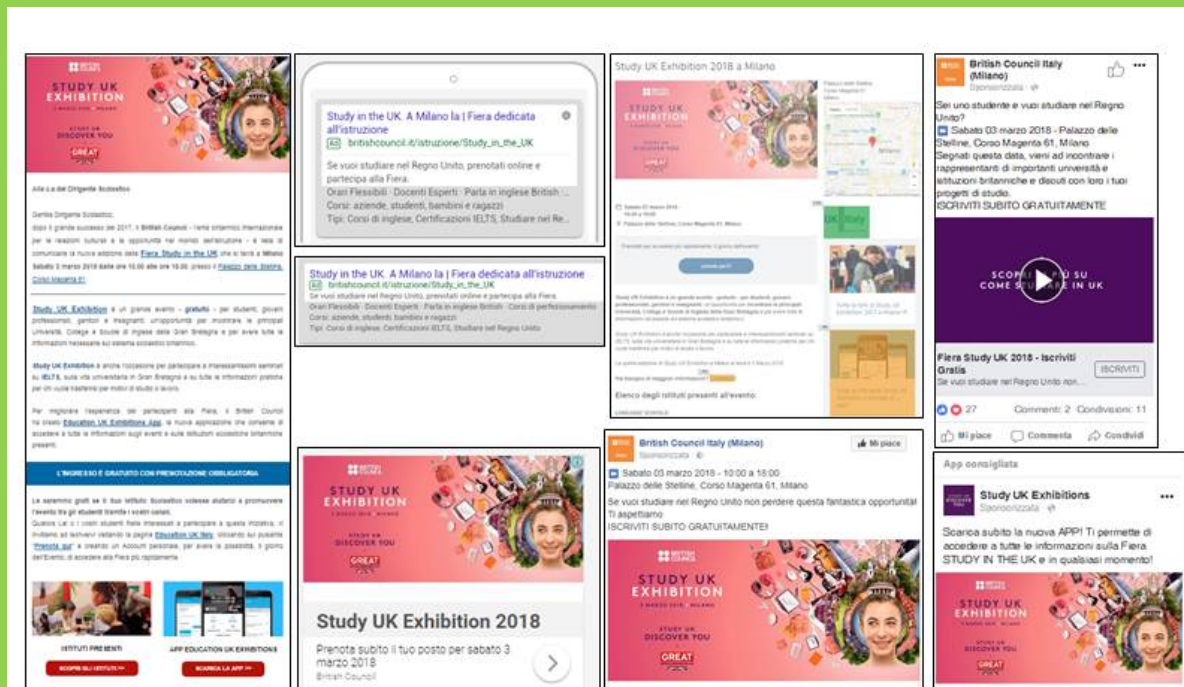
Channels:

- Online: Facebook Ads + Google AdWords.
- Out of Home: Metro billboards
- Direct marketing: DEM, newsletter to students, invites to schools, Poster and flyers

Audience :

- Facebook campaign sign in total coverage: 1.585.538 impressions, 12.154 clicks, CTR 0,86%
- Facebook campaign App total coverage: 36.528 impressions, 351 clicks, CTR 0,71%
- Google Adwords Search campaign: 1.640.517 Impressions, 9962 clicks, CTR 0,61%
- Google Adwords Display campaign: 20.222 Impressions, 2905 click, CTR 14,37%
- Out of Home campaign total coverage: 200 billboards on 3 metro lines from 13 to 26 February 2018 - an average of 15.600.000 views.
- Direct Marketing: 8000 DEM sent, 956 invites to schools (Lombardia, Piemonte, Veneto, Emilia Romagna, Liguria); 18.000 newsletter's recipients, 120 poster sent to schools

**Online:**



Outdoor:



Branding at Fair:



## Visitor's Feedback

A printed survey was distributed during the exhibition to visitors who were asked to provide their feedback. However, most visitors were reluctant to complete the questionnaire, with a result of collecting only 89 responses out of 1,200.

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 92% said yes, 8% said no**

**When the visitors were asked “Would you give up the idea of going to study in the UK if Brexit will affect the conditions (fees and grants) for EU students?” 58% said yes, 42% said no.**

### Some examples of quotes from Visitors following the exhibition:

- More seminars on general fields would be useful
- More Institutions
- Info of international recognition of teacher qualifications
- UCAS stand could be helpful
- The App should have a search function to find courses according to subjects
- Fair could be organized according to subject sections

### The number of Exhibitors has increased from last year from 42 to 50!

- The fair has become an important annual appointment for the more and more growing numbers of Italian students who want to learn about the wide range of UK study options.
- Thanks to the thoroughly market campaign we run in advance of the fair, students that visit our events are of good quality and well prepared.
- Since we started the fairs in Italy in 2014 we have engaged with a number of new local education contacts who support us with the promotion of the event through their channels. This is an opportunity to reinforce our brand, as-well-as to position the UK as the first choice of study market for Italian students.



## Exhibitor's Feedback

At the exhibition there were **50 unique exhibitors** from UK HEIs; this represents a 19% increase on last year's exhibitor count.

Exhibitor Attendance	Milan	
	2017	2018
	42	50

When exhibitors were asked “Will you be attending a similar exhibition next year?” **50% said yes, 6% said no, 43% maybe.**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **65% said very, 25% were undecided, 10% not at all.**

#### Some positive quotes from exhibitors:

- Great Fair
- Excellent translator
- The event is less busy than previous years but quality is still good.
- Good British Council support

#### Some negative quotes from exhibitors:

- Not very keen on venue. Hotel not very nice.
- Shorter event, maybe from 11am to 5pm or from 12 to 6pm
- Numbers a little disappointing but understandable
- Request feedback by email

## Future steps

Despite being very satisfied this year with the number and quality of visitors, as-well-as the interest from the exhibitors, we still feel that there is space for improving the arrangements and outcomes of the exhibition.

Milan is a very busy city and although it offers a great number of venues and hotel options, these are often quite expensive. The new venue seems to work well in terms of suitable location, wide spaces, people flow, hotel facilities and costs, so we have taken the decision to use the same venue for next year. However, we will consider improving the quality of food and having an exhibitors' lounge where we will serve coffee, tea and light refreshments.

We feel that the on-line registration system, which requires an excessive amount of information from the users, has in some way stopped people from enrolling beforehand. For next year we will consider using a new and better accessible registration system and also monitor the number of people attending the seminar sessions. To note: differently from last year, this time we had more people registering on the day than on-line.

We also noted a considerable increase in the demand for Masters and PhDs. This might be explained by the fact that:

- a) there's a rush to get in before Brexit takes hold
- b) venue is also used for the QS Postgraduate event so students may have associated the venue with this type of course
- c) we were near the Università Cattolica so there may have been students finishing their first degree from there
- d) there is a genuine rise in interest in PostGraduate courses!

Whatever the reason it's a trend that we will consider for next year.

We believe that the Milan Fair has become an essential event for Italian students who want to study in the UK and we hope we continue to have the same success for our future events.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for February 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!

## Appendix

## List of exhibitors (Alphabetical)

## List of Exhibitors (Alphabetical Order):

1	Aberystwyth University	26	Hult International Business School
2	Anglia Ruskin University	27	Istituto Marangoni London
3	University of the Arts London	28	University of Kent
4	Ashbourne College	29	Lancaster University
5	Aston University	30	University of Lincoln
6	Bangor University	31	London Metropolitan Business School
7	University of Bath	32	Loughborough College
8	University of Bedfordshire	33	The University of Manchester
9	University College of Birmingham	34	Middlesex University London
10	The University of Bolton	35	MPW Schools and Colleges
11	University of Bristol	36	Northumbria University
12	University of Cardiff	37	Nottingham Trent University
13	University of Chichester	38	The University of Reading
14	City, University of London	39	Regent's University London
15	Coventry University	40	Richmond The American Int. University in London
16	David Game College - London	41	University of Roehampton, London
17	University of Derby	42	Royal Holloway, University of London
18	DMU	43	Scarborough College
19	University of East Anglia (UEA)	44	SOAS University of London
20	University of East London	45	University of South Wales
21	ESCP Europe Business School	46	University of Southampton
22	University of Essex	47	St Mary's University, Twickenham
23	Goldsmiths, University of London	48	Swansea University
24	University of Greenwich	49	Twin Group
25	Hartpury College & University Centre	50	University of Warwick