

Post-event report for

Study UK Exhibition 2019

19 October 2019
Tokyo

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Introduction

The Study UK Exhibition 2019 was held in Tokyo on 19th October 2019 and attracted just under 800 visitors, making it the fourth successive year of growth for this event. There were 45 participating institutions, including universities, pathway providers, language schools, and independent schools, as well as four event sponsors (British Airways, DISCO Inc., Tip Japan, IELTS). There was a strong interest for all levels of study and a notable increase in enquiries for boarding schools, short courses, and undergraduate programmes.

The seminar programme included sessions on foundation programmes, Creative Arts and Design, and sports-related study delivered by participating institutions, as well as seminars on boarding school education, English language study, undergraduate and postgraduate study, scholarship opportunities, the IELTS exam, and post-study career opportunities delivered by British Council and partner organisations. All seminars were well-attended and well-received by visitors.

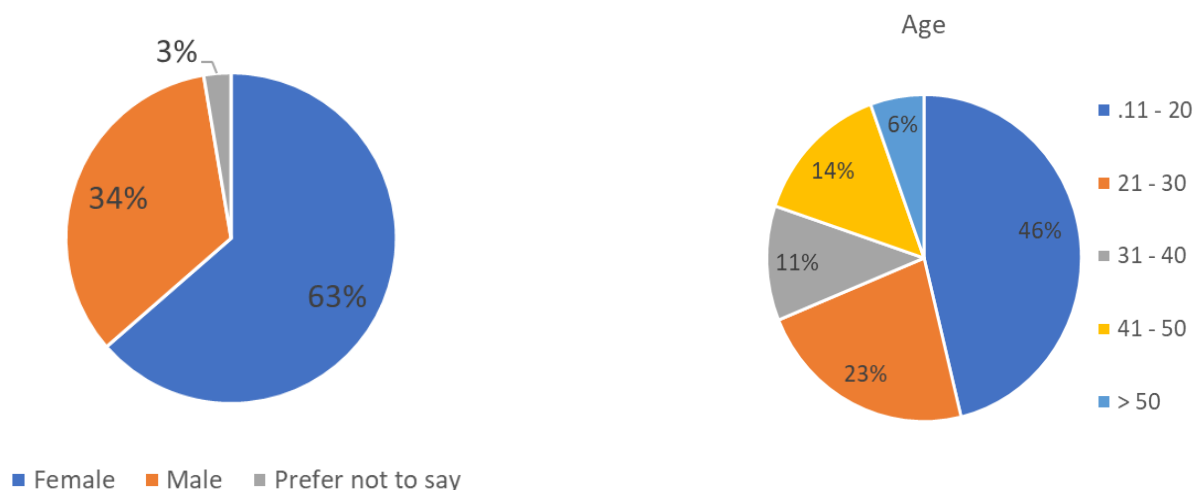
British Council Japan undertook a review of the Exhibition to identify what worked well and the key lessons learnt in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

45 Exhibitors
795 visitors
(720 pre-registrants)

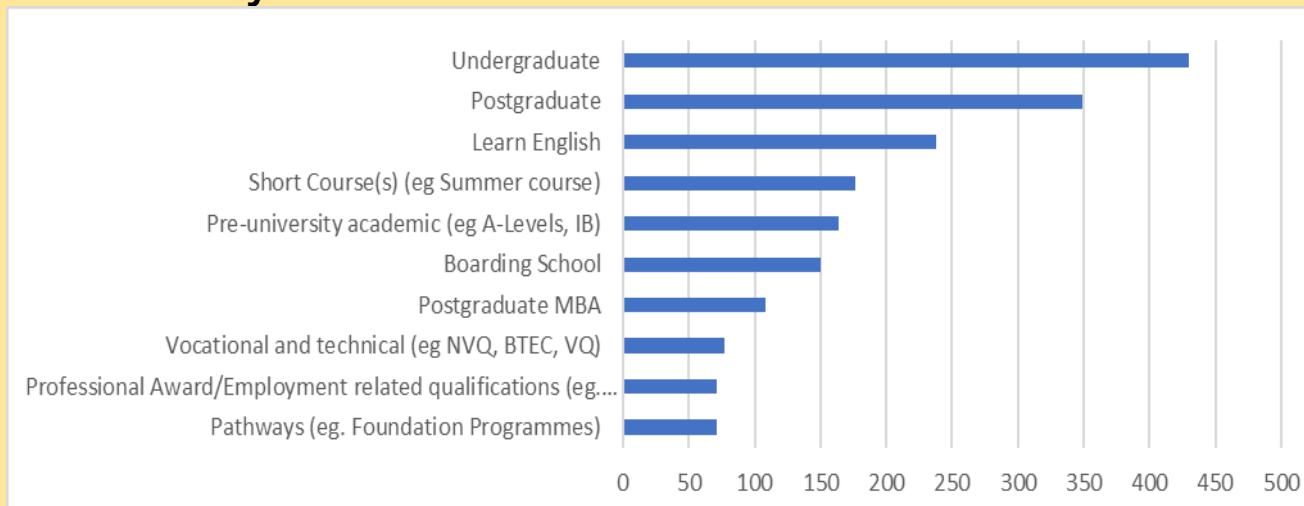
Stand cost: 2,100 GBP

Visitor demographics



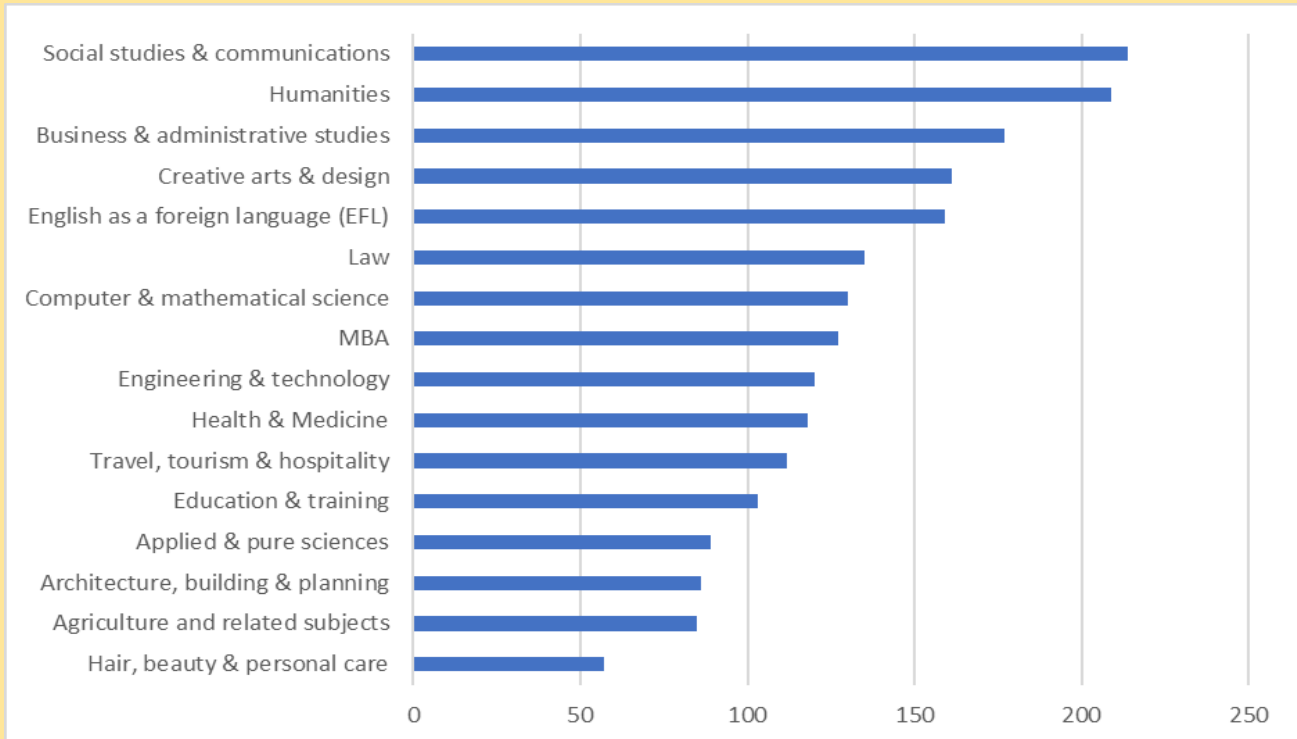
Visitors' preferences

Level of Study



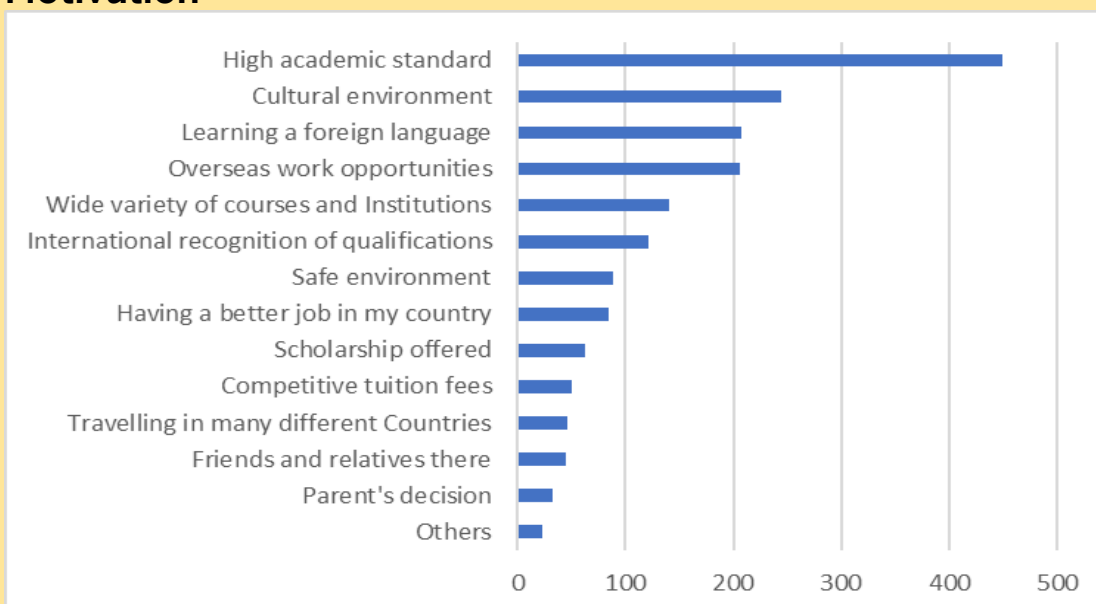
There were enquiries for **all levels of study**. Interest in **boarding schools, learning English, short courses, and undergraduate level study** was up on the previous year.

Subject preference



Social Studies remains the most popular subject area, closely followed by **Humanities**. There was a notable increase in interest for **Law**, **Computer & Mathematical Science** and **MBA**. Interest in **Creative Arts and Design** and Business & Administrative Studies remains high but was marginally down on the previous year.

Motivation

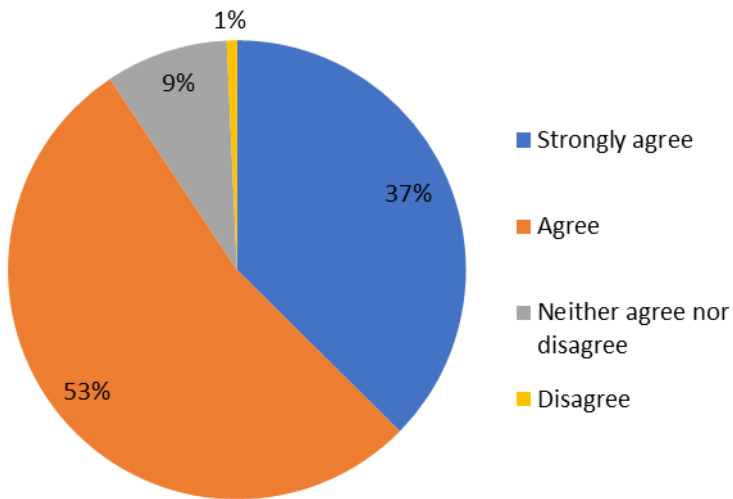


Visitor feedback

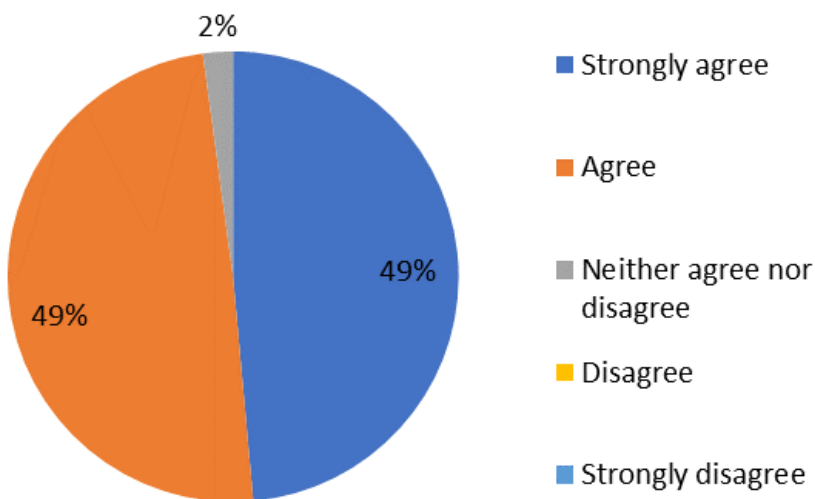
Methodology

Visitors were encouraged to provide feedback via a questionnaire. Questions were designed to gather quantitative statistics as well as qualitative feedback on the exhibition. Responses were received from **139 visitors**.

90% of respondents said it was a **high-quality** event



98% of respondents felt they had **acquired new knowledge** through the event



Comments from visitors

- Of all the study abroad fairs, this is the best quality event.
- This fair was packed full of great content - I'm really glad I attended.
- I could get so much useful information – thank you very much!
- It was very helpful to have Japanese speakers at the booths.
- It was so helpful that many international students (alumni) attended this event. I learnt a lot from them. I hope there are opportunities to talk to them next time too.
- It was great to be able to talk to alumni who worked while studying in the UK.
- The popular universities should have more staff or larger booths to reduce the wait times and enable people to listen to the seminars as well.
- When an institution has a long queue, it would be better to set a limited time per enquirer.
- There wasn't enough time to visit all the booths as the wait times were long.
- The event could be a little longer.
- It would be good if more top-ranking universities could take part.
- It would be good if more further education colleges could attend.

Exhibitor feedback

Comments and recommendations from Exhibitors

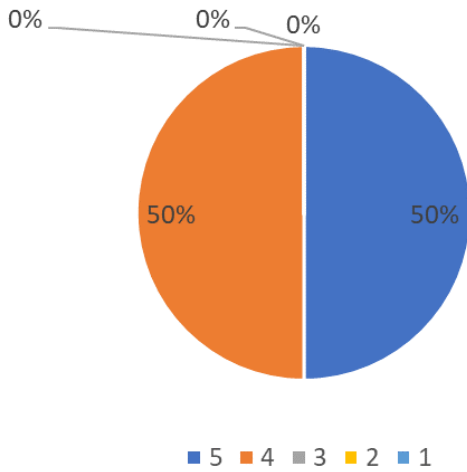
- As always, an excellent event.
- Thank you very much indeed. Another great event.
- A very good exhibition with well qualified informed students.
- I think you got it right and I am sure I that it will flourish for schools if they do the follow up.
- Excellent briefing - one of the best from any British Council event in any country that I've visited. Helpful queue management from British Council staff.
- Maybe you could send out a reminder regarding interpreters as we missed the communication on this.
- Excellent event - no recommendations!

What market developments did you notice from this event?

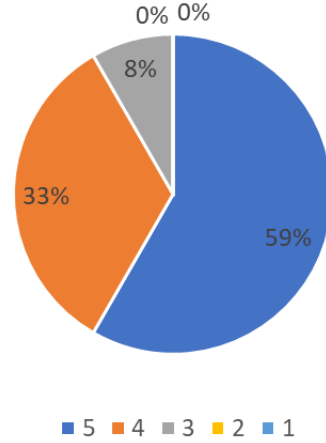
- The market is opening up for a Boarding School experience for 1, 2 and 3 terms as well as for long term courses.
- There is more interest in studying in the UK and English is improving.
- Market is increasing and finance improving.
- Growth of interest in UG programmes.
- Growth of in-country provision of foundation programmes.
- People are interested in study abroad but they are very discerning and price sensitive.
- Increased interest from high school students.
- Most students were asking for non-International Development courses such as MEDICINE/FILM/MEDIA.



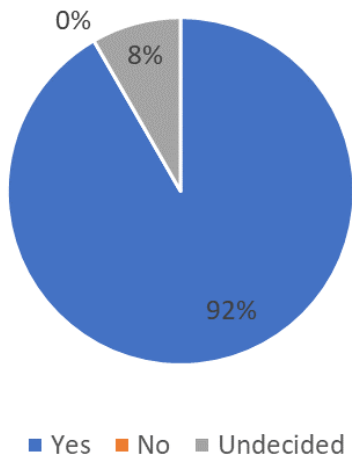
Quality of Visitors (5=Excellent, 1=poor)



Quantity of Visitors (5=Excellent, 1=poor)



Will you be attending this event again next year?



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

- This year's seminar programme featured new sessions on employability and career development. These sessions were well-attended and received positive feedback from visitors so we will aim to incorporate similar themes in the 2020 fair.
- Sport will be high in the public consciousness next year with the 2020 Olympic and Paralympic Games coming to Tokyo. We will look to capitalize on this interest in sports by expanding the sports-related content at the 2020 fair.
- The exhibition was busy throughout and some visitors felt it ended too early. To ensure we provide ample time for visitors to meet institutions, we will consider extending the opening time from 12:30-6:30pm next year.
- In 2020, rather than delivering the market briefing face-to-face prior to the exhibition, we will look at recording the market briefing and sharing with exhibitors well in advance. This will enable institutions to better prepare for the event and their trip to Japan as a whole.

UK institutions

- As with the 2018 fair, institutions reported an increase in enquiries for undergraduate programmes. There was also an upturn in interest for short courses (boarding school taster programmes, ELT programmes for all ages, summer/winter programmes for university students). Institutions are advised to be aware of these trends when formulating strategy for 2020 and beyond.
- Some institutions noted that Japanese students are becoming more price-sensitive. Meanwhile, long queues at the scholarship booths (JASSO and Tobitate Ryugaku Japan!) suggest demand for funding support is as high as ever. Institutions are encouraged to recognize this and to highlight any scholarship opportunities you provide, as well as to clearly articulate how your programmes offer excellent value for money.
- Some visitors commented that the wait time for certain booths was too long. We would encourage institutions to limit time spent with each enquiry to ensure no prospective students are missed.
- Institutions are encouraged to prepare some promotional materials in Japanese. This could be a flyer, poster or banner, or a page within your website introducing your institution and highlighting key USPs. Even a small amount of copy in Japanese can be effective in establishing that all important first contact with prospective students.
- Further education colleges are encouraged to attend the 2020 event as we received a number of enquiries for college level study.

We would like to thank all institutions for participating in this exhibition and we hope to see you at our spring exhibition in March 2019. Please see the link below for details on this event:

<https://education-services.britishcouncil.org/exhibition/study-uk-japan-spring-fair-march-2020>

<https://education-services.britishcouncil.org>

Appendix 1: Event Marketing

The Exhibition was promoted widely to the British Council Japan's database of prospective students (+7k subscribers) and via the below channels:

DIGITAL



EVENT WEBSITE

Page views: 83K+



SOCIAL MEDIA

Reach: 650K+

Clicks: 21k+



VIDEO MESSAGE FROM BRITISH AMBASSADOR TO JAPAN

Reach: 139K+

Clicks: 336



GOOGLE ADWORDS/DISPLAY ADS

Impressions: 4m+

Clicks: 8k+



RESEMOM WEBSITE DISPLAY ADS

(education information website targeting parents of primary and secondary school students)

Impressions: 650K+

Clicks: 1,962

<https://education-services.britishcouncil.org>

PRINT



FLYERS

Sent to **1.5K+** universities, schools, international centres across Japan

Non-paid Channels

The event was also promoted through the below non-paid channels:

- British Council e-flyer (10k+ subscribers)
- British Council study abroad agent newsletter
- British Embassy Japan social media
- UK in Japan campaign site
- British Chamber of Commerce in Japan newsletter
- Visit Britain social media
- British Culture in Japan social media
- Ministry of Foreign Affairs social media
- JASSO (Japan Student Services Organisation) website
- Tobitate Ryugaku Japan Scholarships project social media
- JAFSA (Japan Network for International Education) mailing list
- JAOS (Japan Association of Overseas Studies) mailing list
- Eigonet (PD support site aimed at school teachers)
- Senseiportal (event listing site aimed at school teachers)

Appendix 2: List of exhibitors / Seminar Programme

Exhibitors	
Universities / Pathway Providers	
Arts University Bournemouth	The University of Manchester
Bellerbys College	The University of Sheffield
Birmingham City University	Ulster University
Cardiff University	University of the Arts London
CEG ONCAMPUS Coventry	University of Birmingham
Coventry University	University of Bristol
Goldsmiths, University of London	University College London
Istituto Marangoni	University of Cambridge, Homerton College
Kaplan International Pathways	University of East Anglia
Leeds Arts University	University of Essex
Newcastle University	University of Exeter
Northumbria University	University of Kent
Queen Mary University of London	University of Leeds
Royal Holloway, University of London	University of Northampton
SOAS University of London	University of Warwick
Staffordshire University	University of York
Independent Schools	
Abbey DLD Group of Colleges	Princess Helena College - part of United Learning
Bishopstrow College	Rossall School
Cardiff Sixth Form College	St Leonards School, St Andrews
Concord College	Tettenhall College
Mander Portman Woodward	
English Language Schools	
Celtic English Academy	EF International Language Campuses
Centre of English Studies	IH Bristol, Manchester & Aberdeen
Other Participating Organisations	
UKVI	IELTS
Ministry of Foreign Affairs of Japan	TIP JAPAN (student travel insurance)
JASSO (Japan Student Services Organization)	British Airways
Tobitate Ryugaku Japan	

Seminar Programme

Seminar Room 1	
13:00 - 13:30	A guide to studying English in the UK
13:40 - 14:00	An introduction to studying at UK boarding schools
14:10 - 14:50	All you need to know about studying at universities in the UK
15:00 - 15:30	An Introduction to the IELTS English language test
15:40 - 16:10	Scholarships seminar including information on Japanese government scholarships
16:20 - 16:50	Alumni Voices - Japanese graduates of UK universities join us to share their experiences of studying in the UK and how they developed their careers after graduating
17:00 - 17:20	From studying in the UK to working at an international organisation - how to develop your career after studying abroad. Session delivered by the Ministry of Foreign Affairs

Seminar Room 2	
13:20 - 13:50	Strong Foundations – An overview of Foundation programmes leading to UG study in the UK Anisa Atlasi, International Officer, University of Manchester
14:00 - 14:30	Why study Creative Arts and Design in the UK? Jenny Oxley, Head of Internationalisation, Leeds Arts University
14:40 - 15:10	Sport in the UK. Where do Universities fit in? Sport focused study options and career opportunities Katy Storie, Head of Sport and Exercise, Northumbria University
15:20 - 15:40	How studying abroad can boost your career DISCO Inc CareerForumNet (CFN) - market leader in career development and international recruitment
15:50 - 16:20	7 tips for making the most of your study abroad experience and leading a happy and exciting life Daisuke Kubo, Yoshimoto Sports Co.,Ltd
16:30 - 17:00	Applying for a Visa to Study in the UK Simon Morris, UKVI

Appendix 3: Event Images

