

Post-event report for

Study UK Exhibition 2018

20 October 2018
Tokyo

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Introduction

The Study UK Exhibition 2018 was held in Tokyo on 20th October 2018 and attracted 781 visitors, which was a marginal increase on the 2017 exhibition. There were 49 participating institutions, including universities, pathway providers, language schools, and independent schools, as well as three event sponsors (British Airways, Tip Japan, IELTS). Institutions were pleased with the large number and high quality of enquiries received. There was a good level of interest for all levels of study and, for the second successive year, a notable increase in enquiries for boarding schools and undergraduate programmes.

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

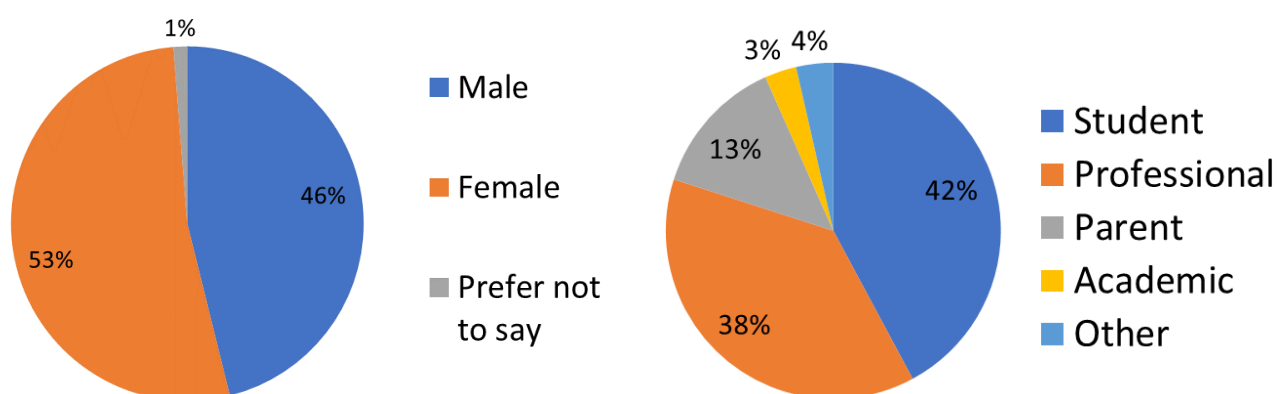
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that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

Key Statistics

49 Exhibitors
781 visitors
(661 pre-registrants)

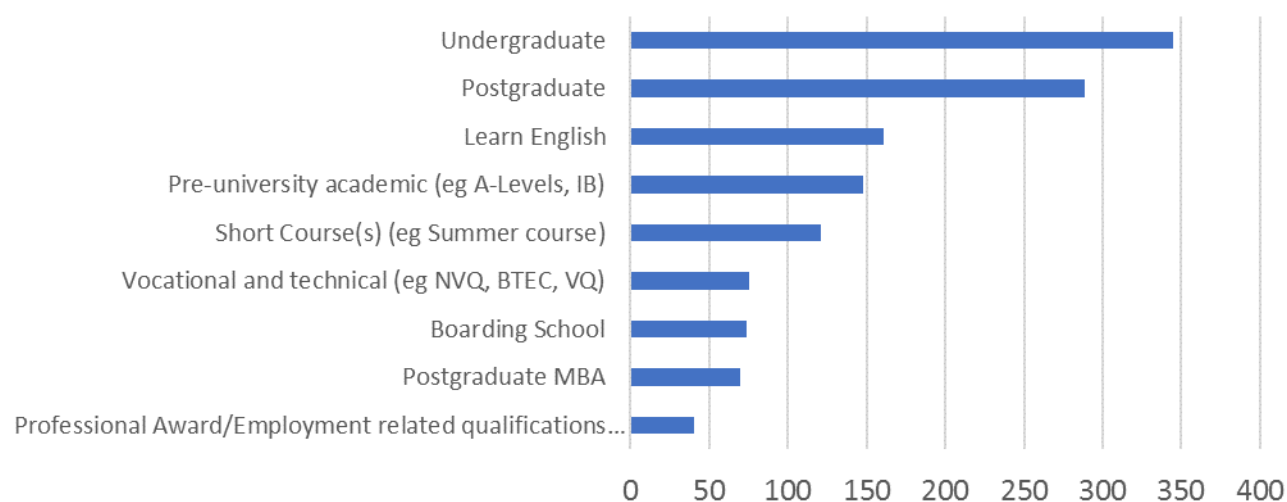
Stand cost: 2,087 GBP

Visitor demographics



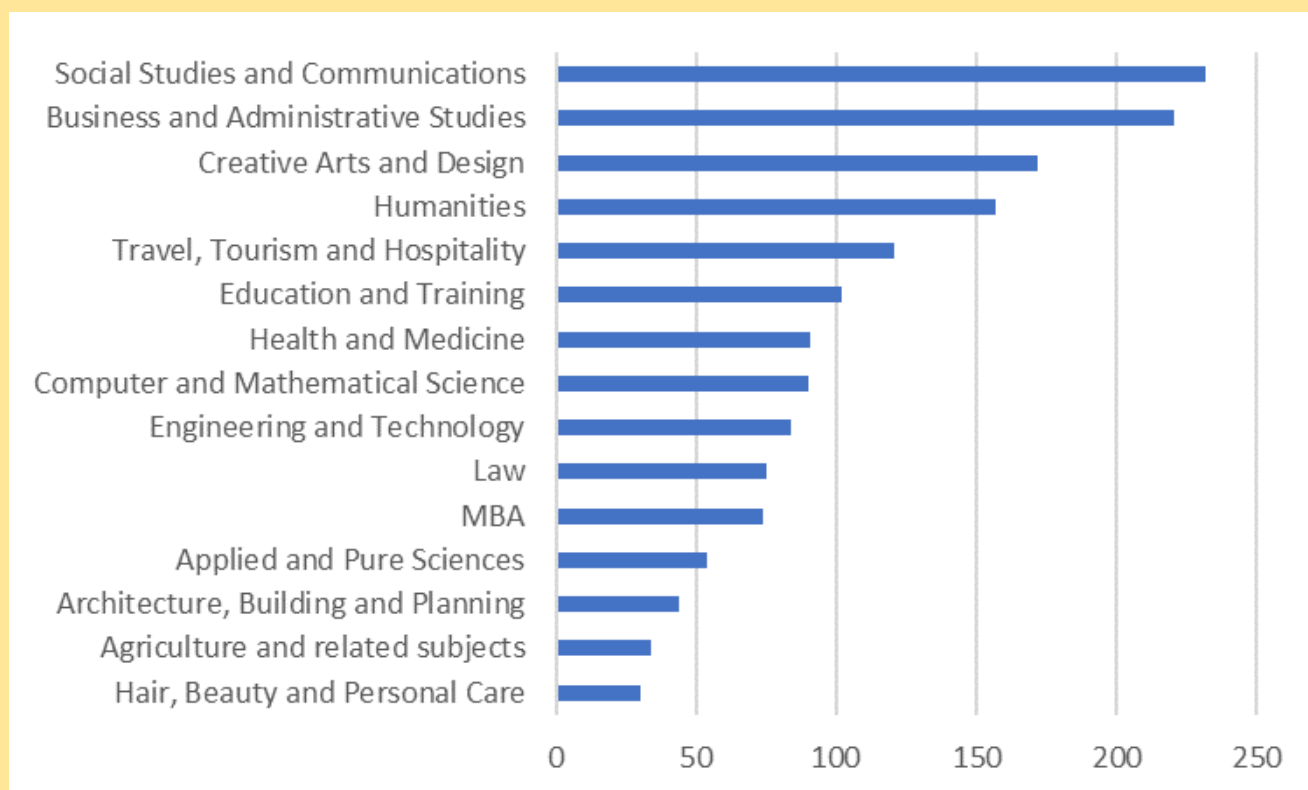
Visitors' preferences

Level of Study



There were enquiries for **all levels of study**. Interest in **boarding schools and undergraduate level study** was up on previous years. Interest in postgraduate level study was comparatively high but down on 2017.

Subject preference



Business & Administration Studies and **Social Studies** remain the most popular subject areas by some distance.

Interest in **Creative Arts and Design** and **Computer and Mathematical Science** grew significantly on the previous year.

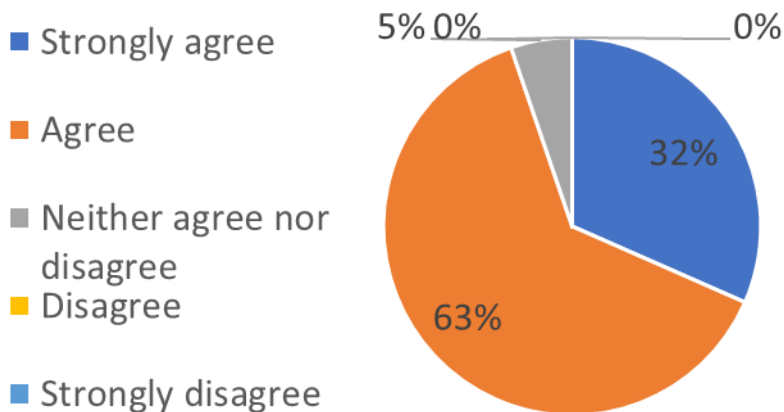
With the recent tourism boom in Japan and the 2019 Rugby World Cup/2020 Olympic and Paralympic Games approaching interest in **Travel, Tourism and Hospitality** remains high.

Visitor feedback

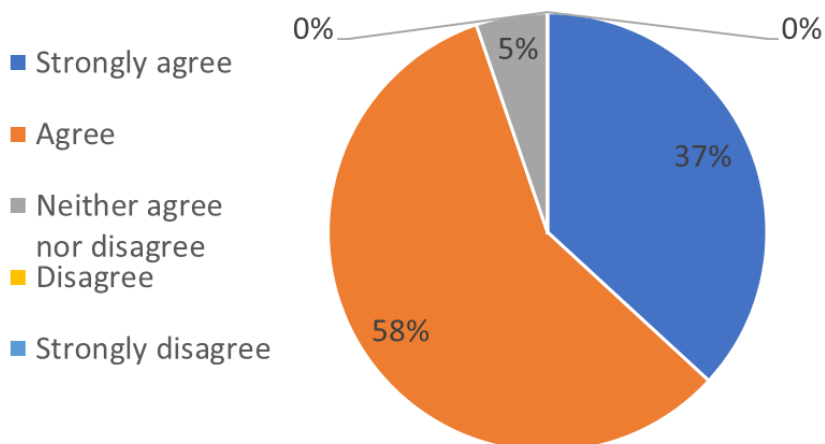
Methodology

Visitors were encouraged to provide feedback via an online questionnaire. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to the exhibition and the decision making process.

95% of respondents said it was a **high quality** event



95% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- I took part in the US Expo as well, but this event was far more informative. The institution representatives were very enthusiastic.
- I could receive a lot of useful information.
- I would have liked more information on distance learning programmes.
- The venue felt cramped and it wasn't clear where we should wait in line for the booths.
- The more popular universities should have more staff or larger booths to reduce the wait times and enable people to listen to the seminars as well.
- There wasn't enough time to visit all the booths as the wait times were long.
- I know very little about all the institutions, so I didn't really know where to start.
- The space between the booths was crowded at times so it may be better to use a larger venue.

Exhibitor feedback

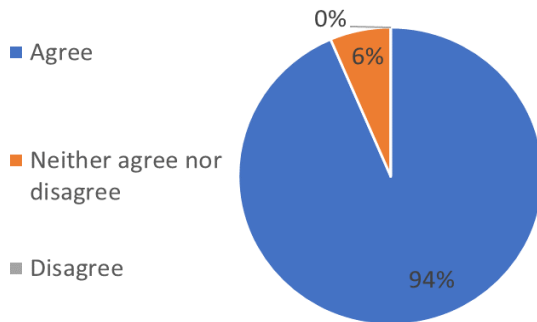
Main compliments

- Great exhibition with high quality students
- Very busy event with majority of students well-researched and engaged
- Thank you all for such a fantastic event!
- The Fair exceeded my expectations and the quality/quantity of the visitors was far beyond what I could have hoped for.
- Excellent venue – easy to access
- Reasonable value compared to British Council events elsewhere
- Very well-organised and well-attended
- The professionalism and enthusiasm of the BC staff and interpreters was a testimony to the Tokyo Office.
- British Council Japan is always unfailing helpful

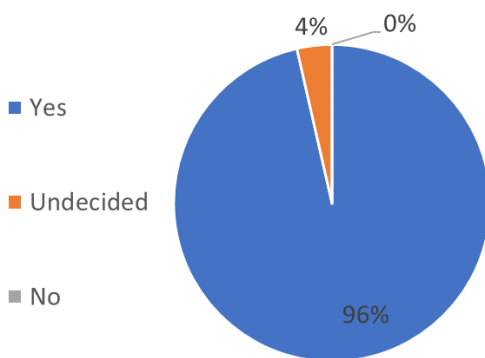
Main complaints

- Booths were a little cramped and table shallow
- Good enquiries but an expensive fair
- Would prefer full-day event
- Please schedule the market briefing for the morning of the event
- Please increase the number of slots for institution presentations

The number of quality enquiries received made a **good return on the investment** of attending



We are **interested in attending a similar event** in the future





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

- Feedback regarding the venue was largely positive, particularly in terms of accessibility and the quality of facilities. However, some visitors felt the main hall was crowded and a number of institutions noted the booths were tight for space. In order to provide a more comfortable experience for all, we will explore alternative layouts for the 2019 event.
- This year, institution seminars were incorporated into the programme for the first time. These sessions were well-attended and feedback received was extremely positive. Given this result, we will look to expand the number of seminar slots for next year to add further value to the event.
- A sizeable number of institutions and visitors commented that the event was too short. We will look at bringing forward the start time to 12pm from 1pm in 2019.
- Many institutions requested that the market briefing be delivered on the day, rather than at the British Council the day before the exhibition. Based on the feedback will make this change in 2019.

UK institutions

- As with the previous year, a number of visitors commented that the wait time for certain booths was long. We would encourage institutions to limit the time spent with each enquiry to ensure no prospective students are missed.
- Reflecting the general market trend, there was an upturn in enquiries for undergraduate programmes (particularly from junior-high school students/their parents) and a slight drop in interest for postgraduate degrees this year. Institutions are advised to be aware of these trends when formulating strategy for 2019 and beyond.
- Institutions should also be aware that interest in scholarship opportunities is growing in Japan. If your institution provides funding support, this should be highlighted when counselling students as well as in promotional copy produced for the Japan market.
- Participating institutions are strongly encouraged to bring an alumnus to support at your stand at future exhibitions given that alumni are such key influencers in Japan and can make the difference when converting students.

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.

Appendix 1: Event Marketing

The Exhibition was promoted widely to the British Council Japan's database of prospective students (+4,500 subscribers) and via the below channels:

DIGITAL



英国留学フェア2018



【日時】2018年10月20日(土) 13:00-18:00
【会場】秋葉原UDX GALLERY (アクセス)
【参加方法】入場無料・予約不要(オンライン事前登録で特典あり)

イギリス留学を検討する方向けのイベントとして、英国の約400の国際文化の芸術施設アトリウム・カンパニオンが主催する唯一の大規模イベント「英国留学フェア」、イギリスの語学学校、ホーディングスクール、カレッジ、大学から49校の代表者が来日し、皆さまの留学相談に応じます。



EVENT WEBSITE

Page views: 46K+

Unique users: 23K+

SOCIAL MEDIA

Reach: 900K+

Clicks: 3,704



VIDEO MESSAGE FROM BRITISH AMBASSADOR TO JAPAN

Reach: 15K+

Clicks: 398



GOOGLE ADWORDS/DISPLAY ADS

Impressions: 2m+

Clicks: 16,438



RESEMOM WEBSITE DISPLAY AD

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

Impressions: 600K

Clicks: 1,896

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

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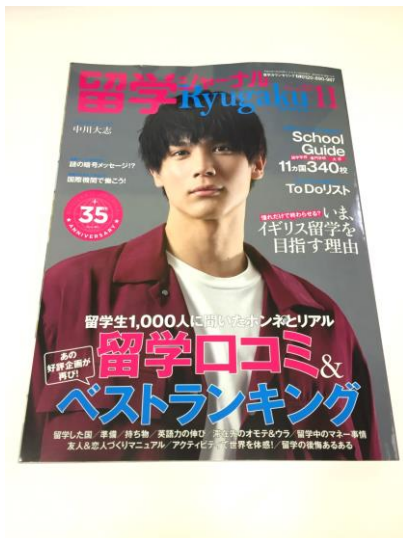
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PRINT



FLYERS / POSTERS

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



RYUGAKU JOURNAL MAGAZINE

(Japan's leading study abroad magazine)

Readership: 50K+

Non-paid Channels

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

- British Council study abroad agents newsletter
- British Embassy Japan social media
- British Chamber of Commerce in Japan newsletter
- Welsh Government Japan Office social media
- Visit Britain 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

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

Appendix 2: List of exhibitors / Seminar Programme

Participating Institutions	
Abbey DLD Group of Colleges	SOAS University of London
Bishopstrow College	Staffordshire University
Cambridge Education Group	TEG English Cardiff
Cardiff University	The University of Liverpool
Celtic English Academy	The University of Manchester
Centre of English Studies	The University of Nottingham
Coventry University	The University of Sheffield
Edge Hill University	The University of Winchester
EF Academy International Boarding Schools	Ulster University
EF Education First Japan	University of the Arts London
Giggleswick School	University of Birmingham
Goldsmiths, University of London	University of Bristol
Istituto Marangoni London	University of Cambridge, Homerton College
King's College London	University College London
Leeds Beckett University	University of East Anglia
Mander Portman Woodward	University of Essex
Millfield and Millfield Prep School	University of Exeter
Newcastle University	University of Kent
Oxford Brookes University	University of Leeds
Queen Mary University of London	University of Northampton
Rydal Penrhos School	University of Oxford, Department for Continuing Education
Royal Holloway, University of London	University of St Andrews
St Lawrence College	University of Warwick
St Leonards School, St Andrews	University of York
Sidcot School	

Seminar Programme

Seminar Room 1	
13:20 - 13:50	基礎からわかる！英国英語留学 ～英国で英語を学ぶ理由・コースの選び方・プランニング～ A guide to studying English in the UK
14:00 - 14:20	All about 英国ボーディング・スクール留学 ～英国ボーディング・スクールの魅力・学習内容・進路～ An introduction to studying at UK boarding schools
14:30 - 15:10	英国大学・大学院留学基礎セミナー ～大学学部・交換/短期・大学院留学について～ All you need to know about studying at universities in the UK

15:20 - 15:50	英国留学に利用できる奨学金のご紹介 ～英国の各教育機関が提供する奨学金の探し方、日本学生支援機構 (JASSO) および「トビタテ! 留学 JAPAN」が提供する奨学金をご紹介～ Scholarships seminar including information on Japanese government scholarships
16:00 - 16:30	英国留学経験者トークショー ～留学準備・現地での生活・留学後のキャリア～ Alumni Talk Show - Discussion with Japanese graduates of UK universities
16:40 - 17:00	「国際機関で働くために！」外務省国際機関人事センター イギリスでの留学経験を活かして国際機関に就職するための方法についてご説明します 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
17:10 - 17:30	IELTS 英語運用能力評価試験の説明会 ～英国留学に必要な英語力証明 IELTS について～ An Introduction to the IELTS English language test

Seminar Room 2	
14:00 - 14:30	大学進学準備コースで学ぼう ～イギリスの大学進学への道～ Studying an International Foundation Year- your pathway to a UK Undergraduate degree Naomi Willoughby, Edge Hill University
14:40 - 15:10	イギリスにおけるクリエイティブ留学のすべて ～アート・デザインを学ぶ魅力～ All about Studying Creative Arts & Design in the UK Stephen Piggot, Goldsmiths University of London
15:20 - 15:50	開発学を学ぶ魅力とキャリア構築について What can I do with a degree in Development Studies? Dr Maren Duvendack, Senior Lecturer in Development Economics, University of East Anglia
16:00 - 16:30	ウェールズに留学しよう! ～ウェールズ留学の特色と魅力について～ Study in Wales High quality education and research, affordable cost of living, safe and friendly campuses, beautiful scenery - Wales has it all! Come along to this session to find out more. Shoko Doherty, CEO Celtic English Academy
16:40 - 17:10	英国留学におけるビザの概要 Applying for a Visa to Study in the UK Jingjing Jiang, UK Visas and Immigration

Appendix 3: Event Images



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