

Study UK Exhibition Fair 2017- Report



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I. Context

The Exhibition Fair took place on March 4, 2017, from 09:00 a.m. to 6:00 p.m. at Markham College, Miraflores. This was the first time that the British Council in Peru organises a Study UK Fair in the country. It had the participation of 12 UK universities (See below Table 1) and 2 Peruvian public organisations: SERVIR and SUNEDU.

1.1. Objective: the British Council Peru is very keen to start commercial initiatives like this one to further its support for the promotion of UK higher education opportunities, within a vigorous and growing Peruvian market that focuses increasingly on international programmes at the postgraduate level.

Table 1: List of Delegates

University	Delegate	Position	Email address
UCL (University College London)	Neil Green	Head of Student Recruitment & Marketing Operations	neil.green@ucl.ac.uk
BPP University	Rafael Minauro	Country Representative, Commercial Manager	rafaelminauro@bpp.com
University of Salford	Gareth Reid	International Recruitment Director Assistant	G.P.Reid@salford.ac.uk
University of East Anglia	Caroline Kavanagh	Head of International Office	C.Kavanagh@uea.ac.uk
University of Hertfordshire	Sam Poulton	Marketing and Communications	s.poulton@herts.ac.uk
University of Essex	Caroline Halling	Student Recruitment	challi@essex.ac.uk
Canterbury Christ Church University	James Stevenson	International Office	james.stevenson@canterbury.ac.uk
University of Aberdeen	Piotr Niewiadomski	Director of Internationalisation for Geosciences	p.niewiadomski@abdn.ac.uk
Newcastle University	Lydia Robinson	Alicia Fernandez (country agent was at the fair)	lydia.robinson@ncl.ac.uk
University of Surrey	Nigel Percival	Project Manager, International Partnerships	n.percival@surrey.ac.uk
Liverpool John Moores University	Nicholas Pitt	Head of International Recruitment	N.A.Pitt@ljmu.ac.uk
Ulster University	Claire Caldwell	International Marketing & Recruitment Officer	ce.caldwell@ulster.ac.uk

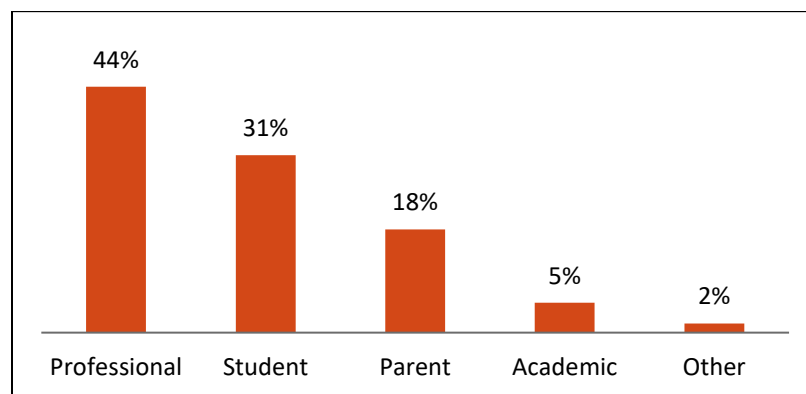
Source: own elaboration, 2017

II. Feedback from the Exhibition Fair attendees:

2.1. Audience:

The Study UK Exhibition Fair 2017 had 1,549 attendees. The main audiences were professionals and university students. The 44% of the attendees have already finished their undergraduate studies and they are working. Followed by a 31%, who is pursuing an undergraduate degree. An interesting fact is that a representative group of parents (an 18%) has attended the event. This reflects that parents are an important influence and support for Peruvian youth who are considering studying abroad. Finally, a 5% of the attendees were academics (university professors and researchers) and a 2% was dedicated to others -no identified- occupations.

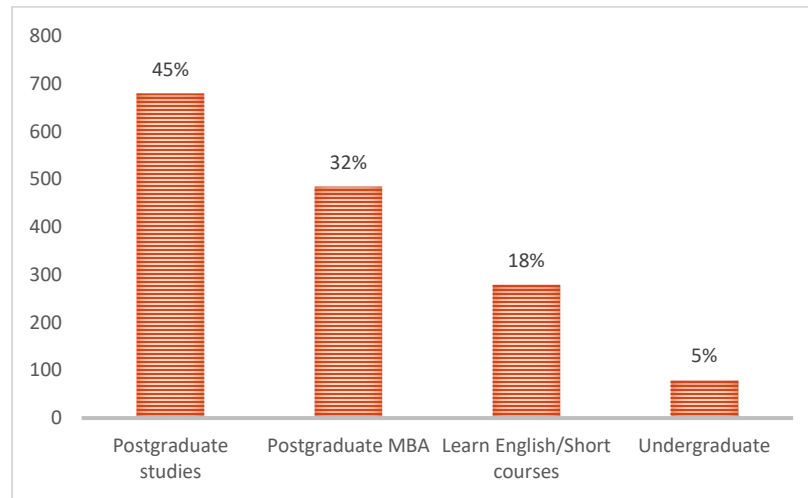
Graph 1: Occupation of the Attendees



Source: Survey, own elaboration 2017

2.2. Study interests:

According to the statistics, the 45% of the attendees were interested in postgraduate studies and a 32% specifically on MBAs. These numbers reflect that our communications and marketing strategy was successful because we have reached the target audience. In addition, there is a significant interest for short courses and learning English as a second language, which is a positive market indicator for our English for HE commercial activities. Finally, there was a small interest for undergraduate studies. Only a 5% of the attendees were interested in those programmes.

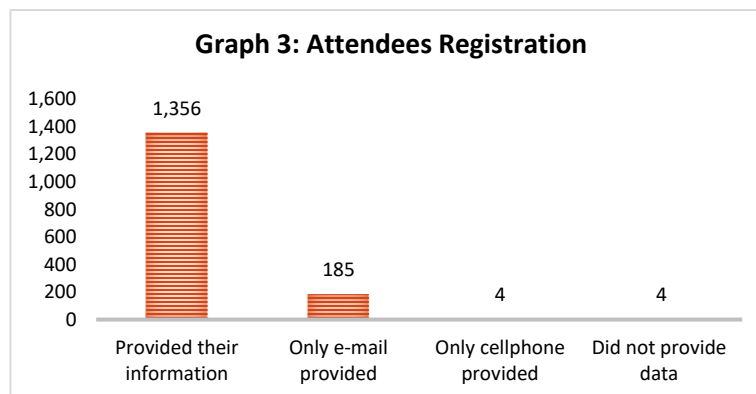
Graph 2: Study interests

Source: Survey, own elaboration 2017

2.3. Data collection:

The event producer was in charge of the attendees' registrations during the day of the event. They collected the personal data of all the audience attending the fair. We received 1,549 attendees that provided their personal data such as e-mails and phone numbers.

It was possible to obtain valuable information from more than 99% of the attendees to the fair. On the other hand, some attendees did not provide any contact information (e-mail and contact telephone); this represented only a 0.26% of total attendees.

Graph 3: Attendees Registration

Source: PIAF 2017, own elaboration

REGISTRATIONS	TOTAL
Provided their information	1,356
Only e-mail provided	185
Only cellphone provided	4
Did not provide data	4
TOTAL	1,549

For the accurate registration of the attendees, it was necessary to do it in the following way:

Onsite Registration: Public visitors who attended the fair and for a proper record of their data was necessary to generate trust with them. They provided us with the following data:

- Identity Document Number
- Full names
- Cell phone
- Email
- Gender
- Acceptance of providing their personal data in the framework of the law 29733

The phrase used was "Good morning, Good afternoon or Good evening" "Welcome to the Study UK Exhibition Fair 2017, please could you give me your ID number to register". In addition, the registrations staff asked, "Do you agree to provide your information to the organiser for future events?"

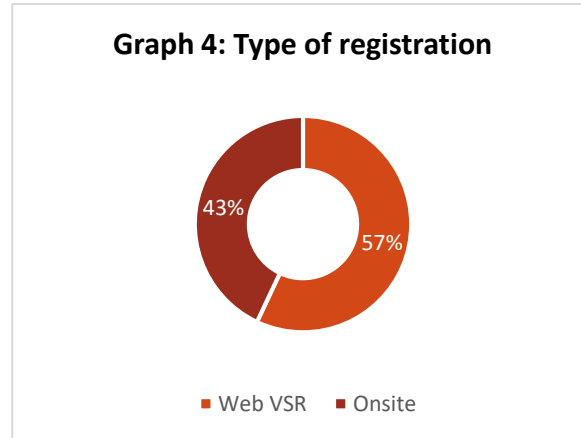
If the answer was YES, the feature of terms and conditions was registered as a sign of conformity. If the answer was NO, that feature was not registered in the system and it was left in the blank as a sign of its disagreement in providing data to the organiser.

In the same way, there were visitors who did not want to provide the total of their data because they did not remember it, did not have it or did not want to give it.

2.4. How did the attendees register to the Exhibition Fair

This graph shows the total of registrations made during the event were the pre-registered visitors, the ones who registered in advanced through the VSR platform (event website), represents a little more than 57%, while the visitors who registered on-site represents the 43% of the total of the attendees, as it can be seen in the graph 4.

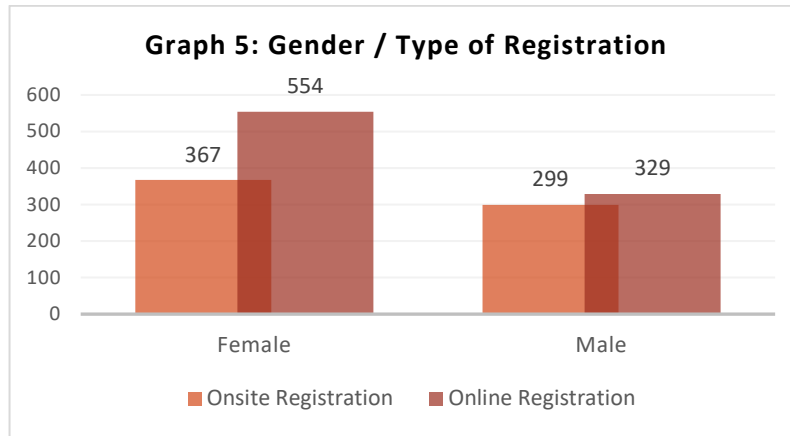
TYPE OF REGISTRATION	TOTAL
Web VSR	883
Onsite	666
Total :	1,549



Source: PIAF 2017, own elaboration

2.5. The gender of the attendees

Another important fact is that the attendance of female visitors was bigger than the male one. Women represented the 59% of the attendance while men represented the 41% as can be seen in the following image (Graph 5).

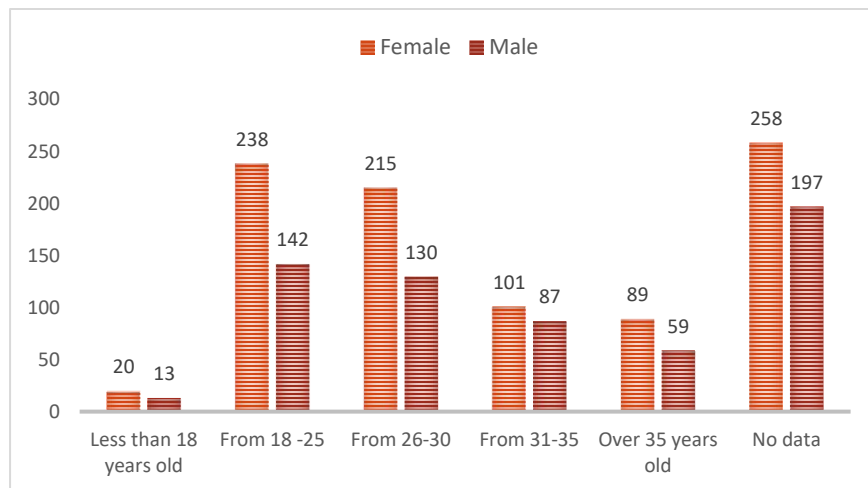


Source: PIAF 2017, own elaboration

2.6. Age Range:

Regarding the age range of the attendees, the graph shows the following ranges: less than 18 years old, from 18 to 25, from 26 to 30, from 31 to 35, more than 35 and those who did not provide their age. It should be noted that the range of 18 to 25 years old was the biggest audience as is appreciated in the following graph, followed by the range of 26 to 30 years old.

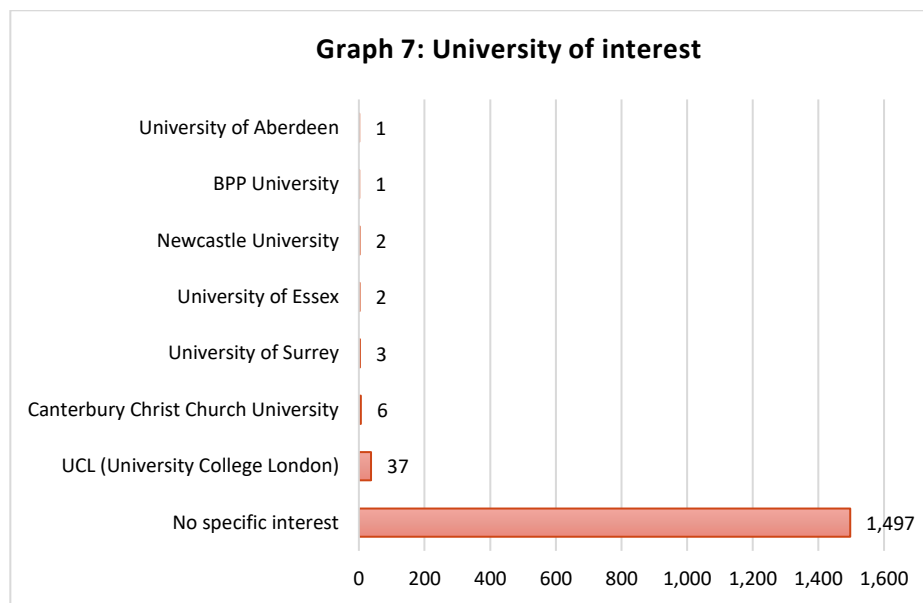
Graph 6: Age Range



Source: PIAF 2017, own elaboration

2.7. University of interest:

The objective of the fair was to spread a diverse British educational offer. Very few visitors came with a specific interest. However, there was a 2% openly interested in University College of London (UCL). This university is very active in promoting its presence in local and international events through its Peruvian alumni network, which is mainly located in Lima. In addition, it is one of the top 10th universities of the world according to the most important rankings.



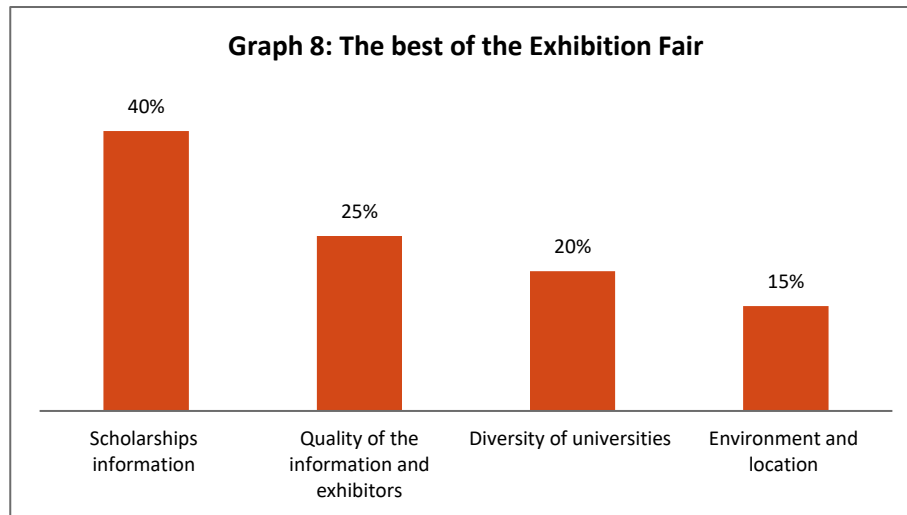
Source: PIAF 2017, own elaboration

2.8. The most significant attributes of the Exhibition Fair

Peruvians highly appreciated the provision of information about scholarships. The 35% of them manifested that the delivery of this material is tremendously important. The second aspect that they have valued was the quality of the information and exhibitors. They wanted to receive comprehensive information regarding tuition fees, application processes, visa process, scholarships, evidence regarding the prestige of the universities, etc. Our fair covered this aspect because we offered parallel sessions and we invited SERVIR and SUNEDU. Two public institutions that talked about scholarships and the licensing process for foreign degrees, respectively.

The third attribute was the diversity of the universities. In the case of our first exhibition fair, we got a great mixture of universities and programmes covering all attendee's professional interests and areas.

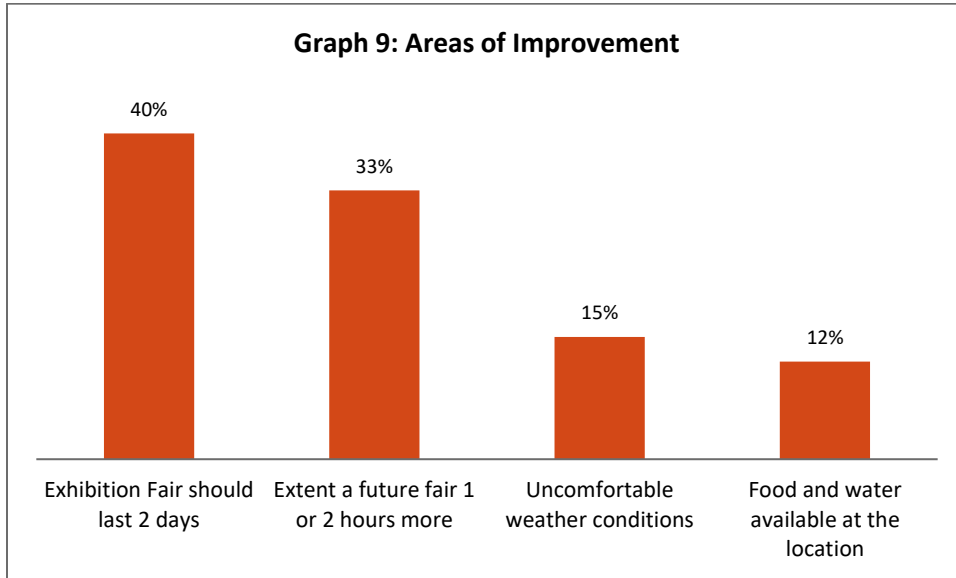
Finally, the environment and the location play a less considered role but still important. Markham Miraflores was in a central location and provides a safe and spacious environment.



Source: Survey, own elaboration 2017

2.9. Areas of improvement according to the attendees

According to the statistics, the 40% of the attendees agreed that the Exhibition Fair should last 2 days because many of them wanted to stay longer and some of them finally did it. This feedback is related to the second statistic, the 33% of the attendees have recommended us to extend a future fair 1 or 2 hours more. Certainly, we were able to close the fair around 8:00 pm. We did not allow the entrance of more people after 6 pm. However, many stayed inside the school until they finished talking with all the exhibitors. Exhibitors were not annoyed and many of them (around 8) stayed longer under their own will. Finally, a 15% of the attendees felt uncomfortable about the weather conditions, and a 12% wanted to have food or drinkable water at the location. During the fair, some attendees asked the organisers where to buy bottled water or food and we suggested Wong, which is a supermarket located in front to school, so I still thinking is not necessary to include those services. Probably, this demand was a consequence of the hot weather.

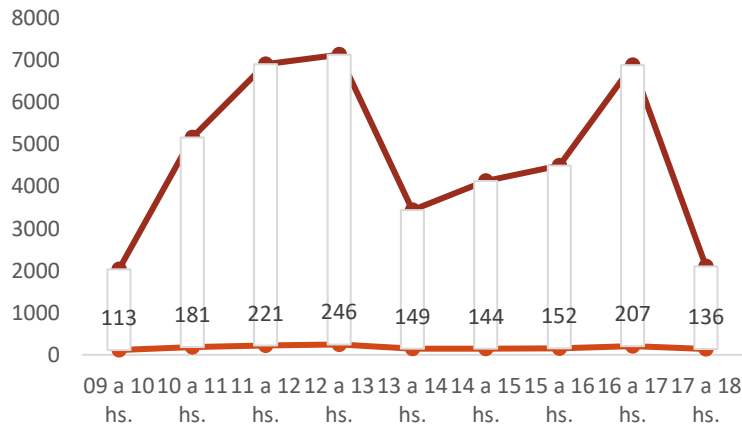


Source: Survey, own elaboration 2017

2.9. Flow of people during the Exhibition Fair

The following graph shows the attendance flow during the hours of attention. The greatest flow of audience that we had was on the schedule of the morning from 11 a.m. to 2 p.m., followed by the 4 p.m. to 5 p.m. schedule as it is seen in the following image.

Graph 10: Flow of people during the Exhibition Fair



Source: PIAF, own elaboration 2017

III. Feedback from UK universities

3.1. Feedback regarding the previous events (March 3rd):

The British Council Peru organised a welcome lunch for the 12 incoming UK universities. This lunch was an opportunity to perform a casual "focus group". During this two hours meeting, the UK universities expressed their main interests and knowledge about the Peruvian market, which are:

- Peru is one of the fastest growing economies in the Latin American region. UK universities feel that the current government supports open markets and the economic forecast is positive.
- Many of them believed that the existence of national scholarship programmes is very positive. Peruvian students have the chance to pay UK degree's tuition and living expenses through PRONABEC awards (Beca Presidente and others).
- UK universities already know that the Peruvian labour market has a shortage of competitive professionals in almost every sector, and many Peruvians are seeking additional degrees, which represents an interesting opportunity for them.
- The existence of a top group of British, bilingual and international high schools in Peru. UK universities are convinced that these students represent a strong potential market for their courses and programmes.

Before this welcome lunch, the British Council Peru held its first key stakeholder's Conference: *"Higher Education Sector Insights in Peru and the UK"* where the UK universities had the valuable opportunity to obtain useful information from primary sources about the Peruvian Higher Education market (See the agenda on page 4).

They also, interacted with governmental authorities, policy makers and international relations office managers in the Peruvian Higher Education sector. In addition, each exhibitor got a hardcopy of the latest British Council Peru's publication *"The reform of the Peruvian university system: internationalisation, progress, challenges and opportunities"*.

In general, the UK universities were very glad about the conference and they have provided a positive feedback. One of our exhibitors said:

“The events of the previous day provided an excellent opportunity for networking, and also provided some very interesting and useful information on the state of the Peruvian higher education sector...”

Neil Green, UCL

Table 2. Stakeholder’s Conference: “Higher Education Sector Insights in Peru and the UK”

Time	Activity
8:00 a.m.– 8:30 a.m.	Registration and welcome coffee
8:30 a.m. – 8:50 a.m.	Welcome Speech Speaker: Samantha Lanaway, Country Director, British Council Peru
8:50 a.m. – 9:20 a.m.	The shape of global higher education Speaker: Michael Peak, Senior Advisor Education Research British Council Manchester – United Kingdom.
9:20 a.m. - 9:50 a.m.	Peru-UK Opportunities for Higher Education Engagement: From Quality Assurance to Internationalisation Presentation of the British Council Peru publication and the main Peruvian higher education sector insights. Speaker: Raul Andrade, Project Director, APOYO Consulting
9: 50 a.m.- 10:10 a.m.	Q&As for Michael Peak (British Council) and Raúl Andrade (APOYO Consulting)
10:10 a.m. – 11:00 a.m.	Panel on “Current status of the internationalisation of higher education: global and Peruvian perspectives” Moderator: Michael Peak, Senior Advisor Education Research British Council Manchester – United Kingdom. Panelists: <ul style="list-style-type: none"> • Josie Carbonell, Director International Office, Universidad Peruana de Ciencias Aplicadas (UPC). • Patricia Céspedes, Director Internationalization Office, Universidad de Ingeniería y Tecnología (UPEC). • Oscar Silva, Director of International Cooperation, Universidad Nacional de Ingeniería (UNI). • Andrés Cáceres, Chief of Cooperation and Institutional Relations, Universidad Nacional Mayor de San Marcos (UNMSM).
11:00 a.m.– 11:20 a.m.	Q&As
11:20 a.m.– 11:40 a.m.	Coffee Break

11:40 a.m. – 12:40 p.m.	<p>Panel on “Mutual Recognition Agreement: boosting engagement opportunities between the UK and Peru”</p> <p>Moderator: Salvador López, Regional Director Education & Society, British Council Americas</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Patrick Shipp, Team Leader Americas, Department for Business, Energy & Industrial Strategy BEIS • Verónica Zapata, Director, General Division of Higher Education, Ministry of Education – DIGESU. • Mariella Del Barco, Director, Division of Diplomas and Degrees, National Council of Higher Education– SUNEDU.
12:40 p.m.– 12:50 p.m.	Q&As
12:50 p.m. – 1:10 p.m.	Closure Salvador López, Regional Director Higher Education, British Council

3.2. Feedback regarding the Exhibition Fair:

The 92 % of the exhibitors agree that the Study UK Exhibition Fair in Peru was successful. Only Ulster University said that the fair just met its expectations, which is not a negative opinion at all. The exhibitor was a bit disappointed because her parallel session was slightly moved. She spoke one hour later in a different schedule. However, we informed her in advance about the change, she accepted the modification and her session was full of attendees.



Source: Survey, own elaboration 2017

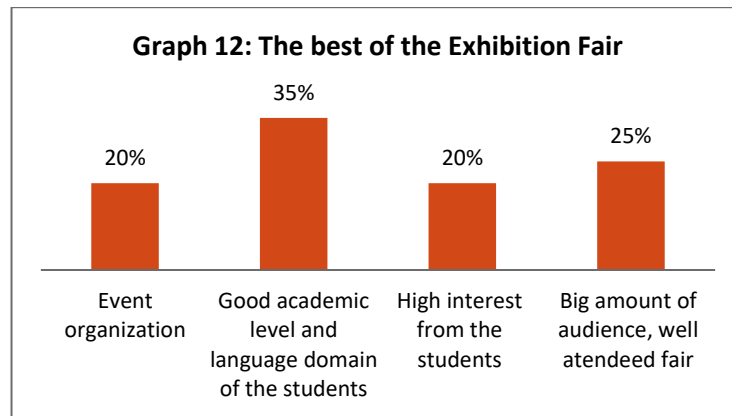
Some comments:

“... thought the fair and the event before it was a big success. So many congratulations to you and to the rest of the team....” Neil Green, UCL

“... the event was successful. We are very impressed with the English level of the students....” Dr Piotr Niewiadomski, University of Aberdeen

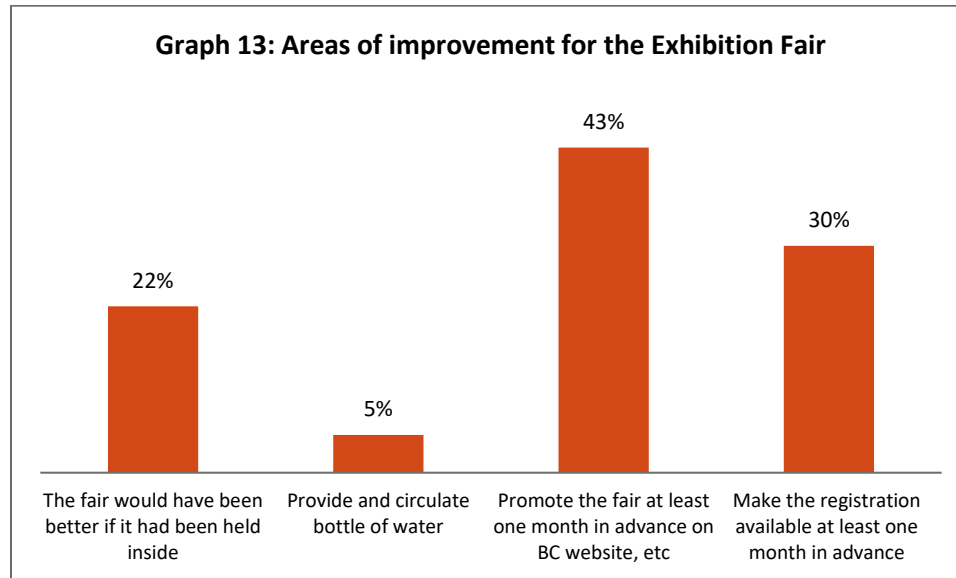
"Good level of students; the great level of English and a high GPA...We want these students at our university" Rafael Minauro, BPP University

"Quiero agradecerle por todo el apoyo brindado en la feria y felicitarlos por la excelente organización" Alicia Fernandez, Newcastle University



Source: Survey, own elaboration 2017

The majority of the exhibitors agreed that the good academic level of the attendees and their good domain of the English language were the best aspects of the Exhibition Fair. Secondly, the big amount of audience was an attribute that they highly appreciate since they require to feed and/or build a robust database of potential students. Furthermore, the face-to-face interaction provides them with a significant idea of the Peruvian student profile. Other well-ranked aspects were the event organisation and the high interest of the Peruvian students that have attended the fair.



Source: Survey, own elaboration 2017

As it is seen in graph 5, the 22% of the exhibitors thought that the fair would have been better if it had been held inside. At this time of year in Peru, it is very hot. Furthermore, Miraflores is extremely humid, so these were very uncomfortable conditions for the exhibitors.

Also, 5% thought it would have been a good idea to have someone circulating and providing them with bottles of water on a regular basis. We have provided jars with water, but I think that the format was uncomfortable.

Finally, 43% of the exhibitors recommend having something on the British Council website advertising the fair at least one month in advance and 30% recommends making the registration link available one month in advance also. This will give the universities enough time to publicise the event that sells and provide the registration link to their contacts. We have some delays with the graphic design of the campaign since the Study UK brand is new and there were not available guidelines at that time, so it took longer for us.

Other comments that I received from the UK exhibitors were regarding the small attendance of students coming from the British and international schools. The British Council promoted the event among the British schools. However, the focus of the fair were postgraduate programmes, short courses and English lessons. Consequently, the schools promote the event among their alumni community.

IV. Aspects to consider before the Exhibition Fair

To deliver the most effective event successfully, the following needs to take place:

- Work with UK British Council Services for International Education Marketing (SIEM), UUKi and others to engage all universities in the UK to participate and deliver the UK Education proposition in a high-quality way which is tailored to local market insight
- Engage credible voices in promoting a UK Education on our behalf – from alumni to British academics, researchers, policy makers, politicians, influencers and business people
- De-brand British Council's current Education UK offer to ensure there is no confusion or competition for attention in the marketplace.

Deliver a simplified 'customer journey' with a clear call to action so that potential students can access the opportunities, information and expertise they need in the easiest possible way.

- Create an integrated, digitally driven journey that reaches students through the channels they use (primarily mobile, face-to-face) and ultimately connect them directly to universities for which they can apply.

This is the list of To-dos before the exhibition fair that needs to be considered:

- Find a venue:
During the planning stage, the British Council Peru considered developing the Exhibition at a hotel. After many site visits and proposals from different hotels in Lima (Swissotel, JW Marriott, Hilton and others), the E&S Manager selected Miraflores Belmond Hotel because it was the most affordable option. However, the rent costs are high, the cheapest venue costs around GBP £6,000.00 without including catering costs and the event production. Consequently, we have decided to organise the fair in a free-cost venue such as Markham College.

Something that it is important to consider is that Markham College has experience in organising foreign universities fairs for its students. However, this was the first time that Markham hosts an exhibition fair that was open to the public. At the planning stage, we expected around 800 attendees and we informed about our expectations to the school.

- Put together a role profile to hire a Project Officer (6-5 months in advanced part time, 3 months in advanced full time).
- With the support of the SIEM UK team, open a VSR official portal for the registrations and information about the Education Exhibition Fair in Peru. For this we should be able to have ready:
 - 4 months in advance:
 - Peru promotion email shot
 - Costing details
 - 3 months in advance:
 - Information Handbook for exhibitors.
- Get quotes of at least 3 accommodation options for exhibitors which they will pay. We have worked with the following hotels: Hotel Hilton Miraflores, Marriott Courtyard and Casa Andina Select.
- A fully integrated STUDY UK-branded communications plan. This need to be developed and launched in time to kick-start student's decision-making process. Communication campaign needs to begin 3-2 months before the fair with activity spikes the last month. A media plan to be developed but, depending on a budget would include:
- Digital activity: a newly-developed platform with high quality, engaging content, clearly connecting prospective students with universities, and other key sector partners such as IELTS examinations and Chevening scholarships.
 - This includes having a landing page on our local website providing information about the event.
 - Design and send e-invitation to all potential participants.
 - Social media: video content adapted and delivered for the most relevant social media channels for each market as well as a targeted online ad campaign on Facebook and Twitter
 - Design content calendar of posts for Facebook and Twitter.
 - Coordinate with digital team organic and paid campaigns in social media.
- PR: media partners e.g. El Comercio, RPP group, Gestion, Publimetro, public and private universities.

- Targeted advertising – posters and flyers distributed in key places and times. For example, at the main entrance of universities campuses.
- Prepare agenda of participation for parallel sessions the day of the event (charlas), which needs to include: Chevening, Alumni, IELTS, PRONABEC, SUNEDU, SERVIR, UK HEIs.

V. Event production

The event production started 3 months before the Exhibition Fair, and it included the following aspects:

- Registration service
- Electronic and audio equipment
- Booths and their furniture
- Decorative totems and tents
- Public relations, press and marketing strategy
- Graphic design for the campaign
- Posters and flyers distribution and printing services
- Social media campaign
- Event production, set up, and in-situ coordination

Table 3. List of positive aspects, improvement opportunities and observations

Positive Aspects	Improvement Opportunities	Observations
The booths, furniture and the exhibition equipment were high quality. Exhibitors said that the assigned space was bigger than the one they use to have in other Latin-American countries. Also, the counter had a lock, something that was very convenient and useful for exhibitors, especially when they were away from their booth.	BC Peru requested to divide our booth into 2 areas. One for IELTS and the other for Chevening Scholarships. The event producer agreed on it. However, on the event day, there was only one booth for both.	IELTS needs an exclusive booth and the same for Chevening Scholarships. Both topics are very attractive for Peruvian students and were very popular during the fair.
The visual design of the STUDY UK campaign is very colourful and attractive (<i>See picture 1</i>).	However, exhibitors prefer a plain visual design for their booths' walls because they usually paste their posters and flyers so they	The main wall can be plain and the rest can have the Study UK design.

	finally cover a huge part of the design	
Have an exhibition outdoors provide a more collaborative and easy-to-interact environment. There were no crowded booths at all	Exhibitors complained about the heat. Many of them were expecting the fair indoors. We sent a communication about the weather. However, not everybody checks the e-mail on time because they were travelling to Lima or with limited access to their e-mail.	If the BC Peru organises again a fair outdoors, it cannot be held during the summer months in Lima. It is recommended to have it indoors with available A/C.
Interviews and press releases in different print and digital media sources produced a \$20, 247 marketing ROI.	2 days prior the fair, a couple of press releases on websites promoted scholarships in the UK rather than the Exhibition Fair itself. This was risky because BC Peru did not want to promote something false or generate wrong expectations among its audience.	We talked about this situation to the event producer and they said it is not possible to manage what reporters will write. However, it is necessary to clarify these aspects in advance and mention them on the event producer's contract.
Before the UK Exhibition, the British Council Facebook page had around 5000 followers and after the intensive two-week promotion, the number of followers has increased to 10,000 approx.	The number of questions and comments on facebook was huge and it was not possible for one person, who is not exclusively dedicated to the exhibition's social media campaign, to provide a prompt response.	Request in advance the permissions for an external or internal BC Facebook community manager during the Exhibition Fair campaign.

Picture 1: Study UK Exhibition Fair booth



Source: PIAF

VI. Communications & Social Media Management

The public relations activities carried out for the first Exhibition Fair Study UK Peru includes:

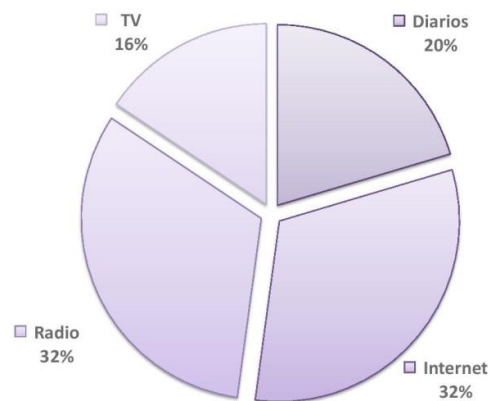
- Development of the press release
- Media training
- Interview management
- Diffusion of the event
- Monitoring and advertising

Table 4. Impact on media and valorization in USD

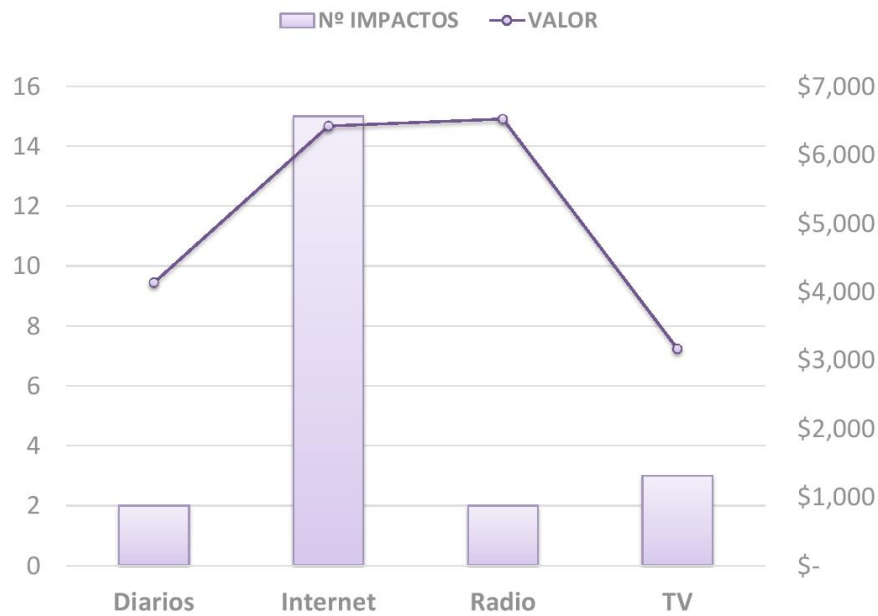
MEDIOS	N° IMPACTOS	VALORIZACIÓN
Televisión	3	\$3,167
Radio	2	\$6,523
Diarios	2	\$4,134
Internet	15	\$6,423
TOTAL	22	\$20,247

Source: PIAF, 2017

Graph 14: Shared Value Media (in %)



Source: PIAF, 2017

Graph 15: Impacts on media

Source: PIAF, 2017

Interviews and press releases in different print and digital media sources produced a \$20,247 marketing ROI.

The internet by far was the most powerful source of information and promotion for the Exhibition Fair, and the one that generates the biggest ROI amount. According to the statistics, 70% of the attendees know about the exhibition fair through the internet. Consequently, it was a good strategy to orient our diffusion efforts to the digital platforms and social media.

Please find below the media pieces and their economic value.

TELEVISION



Movistar TV: 552
Claro TV: 15 y 515 HD
Señal abierta: 3.1

CAPITAL TV
- El Informativo Capital -
Tiempo: 13:51
Fecha: 18/02/ 2017
Valor: US\$ 1,662
Rating: 0.3 (equivale a una audiencia aproximada de 25mil personas)



TV PERÚ
-Noticias-
Tiempo: 01:06
Fecha: 02/03/ 2017
Valor: US\$ 443
Rating: 0.67 (equivale a una audiencia aproximada de 50mil personas)



LATINA
-Noventa Matinal-
Tiempo: 00:18
Fecha: 03/03/ 2017
Valor: US\$ 1,062
Rating: 4.5 (equivale a una audiencia aproximada de 360mil personas)

RADIO



CAPITAL

- El Informativo Capital -

Tiempo: 12:43

Fecha: 18/02/ 2017

Valor: US\$ 3,777

Audiencia: 74mil personas (Estudio de CPI – 2015 en Lima Metropolitana)



RPP

-Encendidos-

Tiempo: 05:12

Fecha: 03/03/ 2017

Valor: US\$ 2,746

Audiencia: 129mil personas (Estudio de CPI – 2015 en Lima Metropolitana)

NEWSPAPERS



Publímetro
-Especial Posgrados-
Pg.: 18
Fecha: 23/02/2017
Valor: US\$ 3,283
Lectoría: 135,648

Educación UK

La feria reunirá a los representantes de 12 importantes universidades del Reino Unido, quienes darán informes sobre becas para seguir estudios de postgrado.

CUÁNDO: Mañana, 9 a 6 p.m.

DÓNDE: Colegio Markham (calle Augusto Angulo 291, Miraflores).

CUÁNTO: Ingreso libre.

La República
-Ocio y Cultura-
Pg.: 28
Fecha: 03/03/2017
Valor: US\$ 851
Lectoría: 190,000

INTERNET – WEB

El Comercio
-Portada-
Fecha: 27/02/ 2017
Valor: US\$ 450

El Comercio
-Desarrollo-
Fecha: 27/02/ 2017
Valor: US\$ 397



USUARIOS ÚNICOS

13.37 Millones
Desktop

7.66 Millones
Mobile

Visitas mensuales

Gestión
-Portada-
Fecha: 28/02/ 2017
Valor: US\$ 450



Gestión
-Desarrollo-
Fecha: 28/02/ 2017
Valor: US\$ 1,229



USUARIOS ÚNICOS

2.36 Millones
Desktop

1.07 Millones
Mobile

Visitas mensuales

Publmetro
-Portada-
Fecha: 28/02/ 2017
Valor: US\$ 450





Publimetro
-Desarrollo-
Fecha: 28/02/ 2017
Valor: US\$ 368

USUARIOS ÚNICOS

**1.29 Millones
Desktop**

**490 Miles
Mobile**

Visitas mensuales

Andina
-Desarrollo-
Fecha: 03/03/ 2017
Valor: US\$ 352
Visitas mensuales: 647 mil usuarios únicos

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EL PERU EN EL MUNDO

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Prestigiosas universidades del Reino Unido ofrecerán becas para estudios de postgrado

Una oportunidad para jóvenes se presenta este sábado en Lima. Foto: Diffusio

14:00. Lima, mar. 3. British Council, organización internacional del Reino Unido para las relaciones culturales y oportunidades, realizará este sábado a las 6 de la mañana la primera Feria de Educación, UK, que busca brindar oportunidades para estudios de postgrado.

El evento, que tendrá lugar de 8:00 a.m. a 6:00 p.m. en el colegio Markham de Miraflores, invita a 12 prestigiosas universidades del país europeo, las que ofrecerán información relacionada a becas, carreras profesionales y especializaciones, programaciones de pago, apoyo administrativo para visas, entre otros.

La feria tiene como objetivo brindar alternativas para una educación de calidad en las universidades del Reino Unido, que están posicionadas entre las mejores del mundo por su alto nivel profesional y académico. @Santofiel Lauro, director British Council Perú.

Otro de los puntos clave de este evento, además, es informar a los estudiantes que estudiar en ese país es más barato de lo que se piensa realizar en nuestro país.

"Muchos egresados del Reino Unido se encuentran actualmente en posiciones claves en el sector privado y público del país, muchos otros son líderes de opinión en sus especialidades. Más del 50% de personas busca emigrar para hacer un postgrado internacionalmente, queremos que sepan que existe la posibilidad de este rol. Por ello, el evento, desarrollado con las mejores instituciones británicas, entregará becas y la asistencia necesaria para emprender una formación en el extranjero", señaló.

De acuerdo a un reporte elaborado por el Tracking Internacional Graduate Chicanos en el 2015, los graduados internacionales con un título en Reino Unido obtienen, en promedio, un mayor sueldo y mayor competitividad en el mercado laboral a diferencia de estudiar en un país de origen.

Algunas de las universidades participantes en este evento son: BPP University, University of East Anglia, University of Essex, University College of London, University of Surrey, University of Suffolk, University of Northumbria, Canterbury Christ Church University, Liverpool John Moores University, University of Aberdeen, Newcastle University y Ulster University.

(FIN) NDD/IBC

Educación UK

Me gusta Compartir 0 Twittear G+ 0 Enviar a un amigo

La feria reunirá a los representantes de 12 importantes universidades del Reino Unido, quienes darán informes sobre becas para seguir estudios de postgrado.

CUÁNDO: Mañana, 9 a 6 p.m.

DÓNDE: Colegio Markham (calle Augusto Angulo 291, Miraflores).

Cuánto: Ingreso libre. 🇵🇪

La República
-Desarrollo-
Fecha: 03/03/ 2017
Valor: US\$ 100
Visitas mensuales: 14.6 millones

RPP
 -Portada-
 Fecha: 03/03/ 2017
 Valor: US\$ 450



RPP
 -Desarrollo-
 Fecha: 03/03/ 2017
 Valor: US\$ 350



Perú 21
 -Portada-
 Fecha: 03/03/ 2017
 Valor: US\$ 450



Perú 21
 -Desarrollo-
 Fecha: 03/03/ 2017
 Valor: US\$ 377



USUARIOS ÚNICOS



Visitas mensuales

Perú.com
 -Desarrollo-
 Fecha: 03/03/ 2017
 Valor: US\$ 350



USUARIOS ÚNICOS



Visitas mensuales



Ecco radio
 -Desarrollo-
 Fecha: 03/03/ 2017
 Valor: US\$ 200
 Visitas mensuales: 10mil

VII. Conclusions

- The British Council Peru exceeded the expected number of attendees. In a primary stage, we expected around 800 persons and we almost doubled this size. We got 1,549 attendees and this group was the target audience.
- It is clear that the majority of the audience is oriented to postgraduate studies and MBAs. The attendees were satisfied with the academic offer that the BC showed at its fair. However, the UK universities want to reach the school sector as well, especially the students coming from British and international schools. The British Council can work on personalised strategies in order to accomplish this requirement. For example, UK universities can do a series of visits and/or talks for the students of these schools.
- There is a growing interest of Peruvians for taking short courses and English lessons abroad. The British Council needs to take advantage of this trend and start planning commercial activities related to English for Higher Education.
- Certainly, there are more than 10 exhibition fairs in the Peruvian market and all of them are always full of people. It is not very true that fairs are disappearing because the evidence shows that this strategy still alive in the Peruvian market. An exhibition fair allows universities to reach students massively, understand their needs, interact with them, build and feed a robust database, and know more about the state of the HE market. The benefits go beyond the mere registration of a student to a postgraduate or undergraduate program. It is important to consider that someone who attends a Study Fair will finally study the programme abroad in a period of 2 years as a minimum. First, he does a university research and fairs are one of the best sources of information. Recruiters understand that they will concrete their "sales" in a period of to 2 years, not immediately. It also depends on the follow-up they do.

- There were external circumstances such as the novelty of the Study UK brand, not having available guidelines for the branding or templates with the Study UK logo. Everything was developed very fast. I believe that this was a special situation that is not going to be repeat in the next opportunity because the brand is going to be well-developed at that stage.