



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Study UK exhibition Moscow
07.07.2017
(The Ritz-Carlton Hotel, Moscow)



Introduction

Thank you for your participation at the **Study UK exhibition in Russia in October 2017 at The Ritz-Carlton Hotel in Moscow.**

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, targeted at the **HE, FE, Secondary Education and ELT market**, hosted representatives from **56 UK institutions** and **3 British educational partners** and **11 partners** (Listed below in section below, p.22), that positively engaged with **prospective students, visitors and partners**, providing the audience with information on **educational opportunities, subject choices**, available programmes, scholarships etc.

For all the participants of the exhibition we provide a huge promotion in target Russian media and social media free of charge to both increase institutions' brand awareness and to attract target visitors to the event. Thus the event attracted around **4,000 visitors** thanks in part to the broad **media and marketing campaign with more than 110 publications in target media and social media (Details listed below in the Appendix 3)**".

Alongside the main exhibition, a series of **seminars** were also held that is a great change for institutions to be presented as real professionals and experts. During the exhibition there were **35 seminar sessions** arranged, including alumni talks. Thanks to these sessions visitors got relevant information about UK education and got answers on the most vital questions about British education with topics covered university rankings, creative portfolio, developing fluency in English language, Medicine and Healthcare career, IELTS preparation, visa assistance etc.

We highly support institutions' aims to be promoted and to have more Russian students, that's why our main objectives are:

- To provide a positive perception of the UK and to position the UK as the first choice for Russian students planning to study abroad
- To showcase the variety of opportunities within British educational system available for Russian students
- To support participating institutions' recruitment on the Russian market

At the 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,

Daria Lavrentieva, Educational Coordinator, Russia

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Highlights

In 2017 Study UK exhibition in Russia was held for the 19th time. Being arranged for years it has won a reputation of the best educational exhibition in Russia. It is the only one single-destination educational exhibition in Russia, dedicated to UK education only, and the most profound media support is arranged for its participants.

Event fact file

Venue	The Ritz-Carlton Hotel, Moscow – 07-08 October 2017
Opening hours	12:00-18:00
Opened by	Michael Bird OBE Director Russia and Cultural Counsellor, British Embassy Moscow
Costs in 2017	£2 400 (Plus VAT)
	ELT Providers - £990 (Plus VAT)
Unique feature to give added value*	<ul style="list-style-type: none"> • Alumni Talks • Global Education scholarship presentation • Chevening scholarship programme of the British Embassy • Various competitions were run to attract audience interest • 2 seminar halls for workshops
Seminars	35 (!) seminars were conducted* <i>The full seminar programme you may find on page 10 and in the Appendix 4</i>

There was a 15% increase in visitors from last year's exhibition!

Attendance	Moscow	
	2016	2017
Total number of visitors	3400	4000

The number of exhibitors increased compared to the last year!

Exhibitors		
Secondary Institutions	8	9
HE and FE Zone	42	39

ELT sector	7	8
Partners (educational services, consultancy, guardianship)	0	3
Total number of exhibitors	57	59

What visitors' said:

- “Extremely Effective!”
- “Excellent organisation”
- “Best educational event!”
- “Absolutely worth visiting!”
- “Wonderful event, better than any other exhibitions”
- “Very much enjoyed!”

Visitors' profile

Using VRS data and Feedback forms, we sum up the market/audience that visited the exhibition.

97% of visitors are said the exhibition met their expectations

94% of visitors said that exhibition you will more likely to choose the UK as a country to study, to visit or to have a rest in?

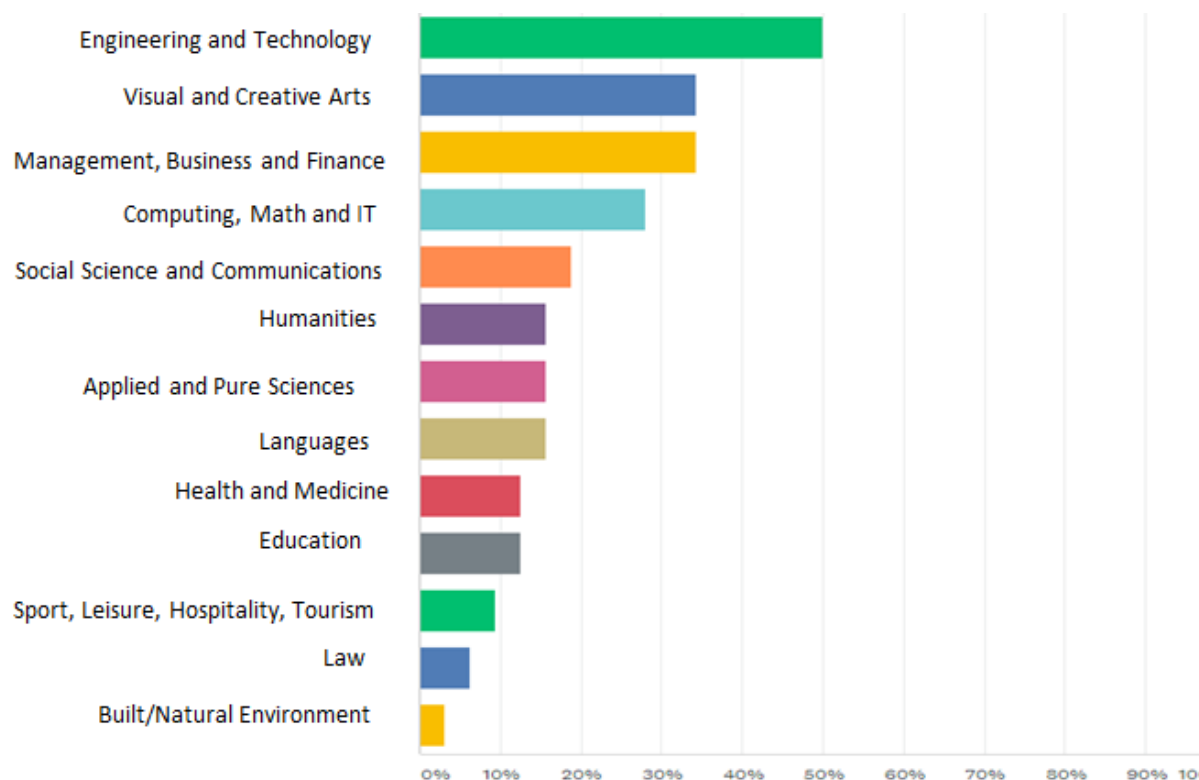
Of the total visitor numbers 73% were female, 27% were male

Visitors' primary market objectives	2017	
	Number	%
Level of Study		
Vocational and technical (eg NVQ, BTEC, VQ)	66	3,89
Pre-university academic (eg A-Levels, IB)	154	9,07
Boarding School	56	3,3
MBA	180	10,61
Undergraduate	321	18,92
Professional Award/Employment related qualifications (eg. ACCA etc.)	120	7,07
Short Course(s) (eg Summer course)	226	13,32
Postgraduate	329	19,39
Lear English	245	14,44
Total	1697	100%

Main Subjects of Interest		
Business and Administrative Studies	233	14,48
Humanities	220	13,67

Creative Arts and Design	179	11,12
Social Studies and Communications	151	9,38
Education and Training	158	9,82
Travel, Tourism and Hospitality	74	4,6
MBA	113	7,02
Computer and Mathematical Science	102	6,34
Law	51	3,17
Applied and Pure Sciences	78	4,85
Architecture, Building and Planning	63	3,92
Engineering and Technology	134	7,71
Hair, Beauty and Personal Care	16	1,00
Agriculture and related subjects	16	1,00
Health and Medicine	31	2,00
Total	1609	100%

Did preferences change in 2017 compared to 2016 on the Russian market? According to the recent survey the interest has increased for the following subjects:



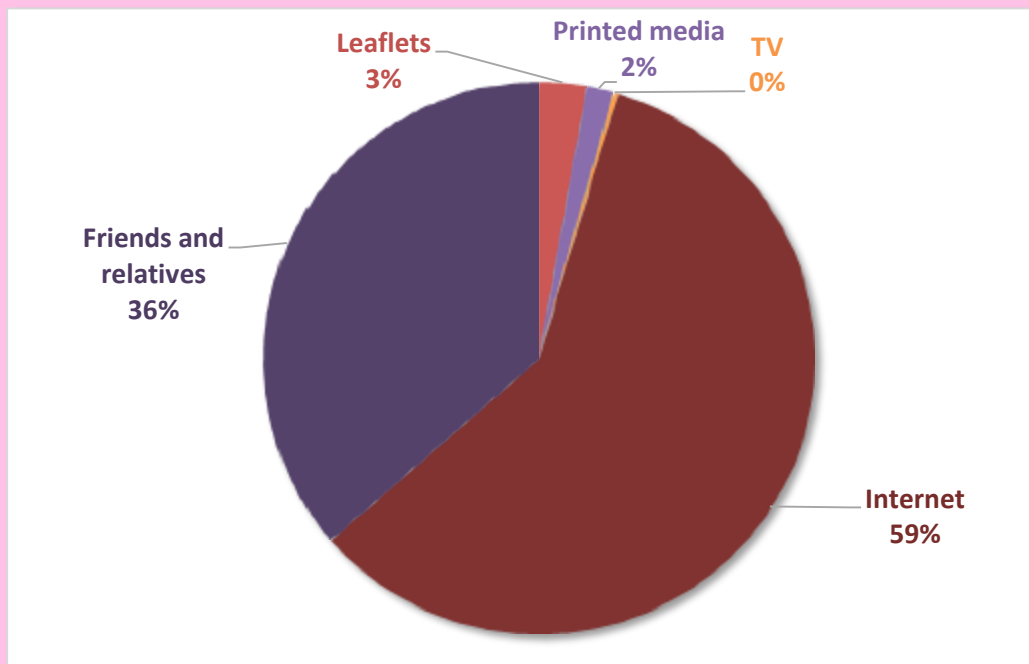
Age of visitors	number	%
11-20	489	33
21-30	512	35
31-40	281	19
41-50	129	8
50+	72	5
Total	1483	100%

- On-line registration was set up for the exhibition. The total number of people registered for the event - 4914. The total number of visitors - 4000, was estimated on the basis of mechanical counter at the entrance;
- 97% of visitors were satisfied with the quality of event and received what they expected from the exhibition;
- Most visitors were interested in, Postgraduate, Undergraduate, Learning English and Summer courses. There was also a substantial interest in MBA.
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarship programmes, and

advice on how to choose schools and also for information on specific subjects (engineering, science, medicine, art etc.);

- Most of the visitors found out about the exhibition through various online sources;
- Some comments from visitors include:
“I got very useful information, especially how to get the scholarship for different programmes”
“Seminar programme is a great advantage of the exhibition”

How did you find out about the exhibition? *



* The survey based on 300 visitors' responses

Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience.

Various institutions worked together to deliver a total of 35 seminars over two days. All the seminars were very well attended. Some visitors have asked to increase the time allowed for seminars next year.

One of the most visited sessions on 7th and 8th October was Alumni Talks which was held in the format of a talk-show. Visitors commented that this was a very important seminar for them, because they want more “insider” and personal information, something that one cannot find on the official website of the institution.

Among presentations that were of great interest among visitors were Global Education scholarship presentation and Chevening scholarship presentation.

The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

Presentations were advertised on the exhibition website and through the Study UK App, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently

35 successful seminars were held, covering such topics as:

- university rankings,
- Chevening, Global education and other scholarships
- creative portfolio,
- developing fluency in English language,
- Medicine and Healthcare career,
- IELTS preparation,
- visa assistance,
- Preparing for the global workplace
- How to write a great personal statement
- Choosing a university in the UK: Important factors to consider
- Pathways to success in the creative industries
- A Levels: At school or university?
- A Levels or Foundation programmes?

and many others

The detailed seminar programme is available in the Annex 4 or via the link below:

<https://www.britishcouncil.ru/en/expo/moscow/programme>

Media and marketing campaign

The scale of media and marketing campaign in 2017 increased significantly compared to 2016.

The total number of outcomes within a broad media and marketing campaign was over 110 publications in target media and social media

A total reach of outcomes in target media – **17 958 943**

- **5 competitions** were arranged
- The reach of the publications dedicated to competitions only – **more than 5,5 mln**
- The target audience of the participants: 18-30

Special project with partner – Lingualeo.ru – the most popular online resource for learning English online (more than 14 mln users) – was arranged, were published [promo videos of british educational institutions](#), thus the library of videos of Study UK exhibitors increased to 40 promo videos .

Outcomes:

A total **number of outcomes** (radio, print and online) - **42**

- **2 interviews on the radio** with Study UK exhibition announcements
- **2 print outcomes** with Study UK announcements in target media with media impressions of 400 000
- **38 online publications** with a total number of media impressions – **12 458 943**

All the publications dedicated to or with British educational institutions mentions were published **free of charge!**

Social media target audience **1 881 472 people**

- announcements of contests
- publishing stories in social media
- working with alumni
- attracting attention to every exhibitor by writing single posts about each educational institution
- Context advertising
- Targeted ads and page boosting on Facebook
- Post marketplaces (reposting in the large relevant communities)
- Sending invitations to the targeted audience
- Email distribution
- 5 competitions in Instagram
- Launching and developing a page in Telegram (Russian version of Instagram)

Advertising campaign

- 11 advertising banner placements on target websites
- native advertising with more than 25 000 clicks
- Email distribution – more than 3 mln contacts

Offline campaign

- Leaflets placement in partner organisations (universities, Tony&Guy hairdressing, cafes, bookshops, LUSH, exhibition and cultural venue etc.)
- Image and announcement placement in ad screens in shops (Hamleys, bookshops, library)

A total reach of outcomes in target media - 17 958 943

Social media target audience 1 881 472 people

More than 20 partners involved in the promotion

5 competitions arranged with online partners with a total reach of more than 5,5 mln

Objectives of the media and marketing campaign:

- to increase the brand awareness of the british educational institutions – Study UK 2017 exhibitors
- to increase a prestige of the british education, an interest to UK culture
- to show the vast variety of opportunities and british education gives
- to increase the number of interested in education in the UK as well as the high quality of the target audience among the visitors of the exhibition – potential students
- to broaden the target audience by attracting business audience (Master’s and MBA programmes)
- to increase the percentage of schoolchildren’s parents interested in high quality education.
- In addition, we concentrated on deepening channel differentiation for different audience segments in terms of specialization.

The target audience of the campaign:

Primary:

- Parents of schoolchildren for boarding schools and Foundation programs;
- School-leavers and their parents for Bachelor programs;
- Students for universities with Bachelor’s and Master’s programs;
- Young professionals for Master’s and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students - for MBA programs;

Secondary:

- Educational agencies
- International departments of universities

The implementation of the campaign

For each group, we selected the corresponding media and tools. This year a special attention was paid to the education in science and engineering because **2017 was officially announced as The UK-Russia Year of Education and Science.**

Russian audience is very **digitally involved**. That’s why to promote the exhibition to the most numerous and active audience of school-leavers, students and young professionals, we used a

combination of PR tools, Internet advertising and social media and worked with the target resources with the hugest audience to attract the most prospective audience to the exhibition and to stimulate transfer from passive interest to the British education to actions

We used a whole range of tools: mailings – **announcements, editorials, long-read articles, interviews, ad banners, posts in social media, email distribution etc.** For each segment of the target audience, we developed texts that coincide with the needs and interests of each particular segment.

Traditionally, we paid much attention to PR placements in media dedicated to education abroad, and this year paid a special attention to business audience, parental media and glossy and lifestyle media.

We used such popular Internet resources with biggest Internet audiences (for example LiveJournal and Dnevnik.ru) to arrange competitions in order to attract an interest to UK culture and science.

In order to increase the traffic, we invited more **than 20 educational media and target online resources as partners.** We invited to partnership the media that proved their effectiveness during the previous year promo-campaign.

Results

High integration level of all the elements of the promotion campaign allowed us to **successfully perform the objectives of the campaign** with comparatively low use of financial and human resources. We received more preliminary online registrations compared to the previous year.

**In 2017 there was a 20% increase in a number of people registered for Study UK exhibition in Moscow compared to 2016 and
15% increase of visitors**

Successful results were achieved thanks to the approach that includes:

- Use of unified visual images and different key messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks
- Use different types of PR and marketing tools
- Regular publishing of the exhibition news on the BC resources and in social networks.

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without a major increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.

The advertising campaign was successful. Lots of online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition. This is an indicator of the effective work of the project marketing team.

** The list of partners and more details you may find in the Appendix below*

Examples of media outcomes

Print



ГАЗЕТА НА РУБЛЁВКЕ **LIFE**

7-8 октября 19-я Выставка британского образования Study UK. Отель The Ritz Carlton
01.10.2017.



Представители более 50 ведущих школ, колледжей и университетов Великобритании представят программы среднего, высшего и бизнесобразования. Посетители смогут лично задать вопросы выпускникам британских вузов и принять участие в конкурсах и розыгрышах призов. В рамках семнеарной программы состоится около 30 лекций и мастерклассов ведущих британских университетов. Представители посольства Великобритании в РФ расскажут о Chevening — единственной британской государственной стипендии, которая покрывает 100% расходов на обучение в Соединенном Королевстве.

Вход свободный по предварительной регистрации на сайте: british.imerap.ru.

Online

marie claire

МС МОДА КРАСОТА LIFELOVE СТИЛЬ ЖИЗНИ #WORK ЕДА

Где учились принц Уильям, Кейт Миддлтон и Амелия Виндзор: лучшие британские университеты (часть 2)

[СТИЛЬ ЖИЗНИ] [КАРЬЕРА] [ГИД ПО МИРУ]

2167

Чтобы повторить путь Кейт Миддлтон, встретившей судьбу в лице принца Уильяма в стенах учебного заведения, нужно точно знать, куда идти грызть гранит науки (и сколько за это придется заплатить). Представляем полный education guide по лучшим ВУзам Британского королевства.



В первой части нашего обзора мы рассказывали о ведущих учебных заведениях Лондона. Сейчас предлагаем поговорить о колледжах и университетах, расположенных за пределами британской столицы, но от этого не менее значимых и знаменитых.

Нориджский университет искусств (Norwich University of Arts)

marie claire

МС МОДА КРАСОТА LIFELOVE СТИЛЬ ЖИЗНИ #WORK ЕДА

Где учились Маргарет Тэтчер и Джона Гальяно: лучшие британские университеты (часть 1)

[#WORK] [КАРЬЕРА] [ГИД ПО МИРУ]

Чтобы повторить путь Кристофера Нолана, Джимми Чу или Сары Бертон, автора легендарного свадебного платья Кейт Миддлтон, нужно точно знать, куда идти грызть гранит науки (и сколько за это придется заплатить). Представляем полный education guide по лучшим ВУзам Лондона.



Наш первый обзор посвящен колледжам и университетам, расположенным непосредственно в британской столице.

Лондонский университет (City, University of London)

ForbesLife



Фото DR

Гид по университетским библиотекам Великобритании: архив Зигмунда Фрейда, собрание Стенли Кубрика, материалы Уотергейта

В британском университете нужно уметь учиться: в студентах развивают навык доказывать собственную точку зрения, вместо того, чтобы выдавать готовый ответ по учебнику. Самостоятельная работа ценится выше лекций, поэтому современная университетская библиотека в Британии – это не просто нагромождение книг, а настоящий многофункциональный учебный центр.

Британский Совет подготовил для Forbes Life гид по лучшим университетским библиотекам Британии.

А определиться с вузом и выбрать нужный учебный курс можно будет 7-10 октября на Выставке британского образования Study UK: Discover You в Москве и Петербурге, где свои программы представят более 50 британских университетов.

PEOPLETALK Дейенерис тоже училась в ВУЗе! Эмилия Кларк и другие звезды образования

Дейенерис тоже училась в ВУЗе! Эмилия Кларк и другие звезды с образованием

ДАЛЕК ИМАКРИОБА | 10.09.2017 12:00



А ты знаешь, что Эмилия Кларк (50) из «Игры престолов» окончила Лондонский драматический центр, а у модели Лили Коуд (29) есть высшая степень по истории искусств Кембриджского университета? Поздравляем участников британского образования Study UK: Discover You, которая пройдет 7-8 октября в Москве и 10 октября в Санкт-Петербурге (ее организует Британский Совет в России). PEOPLETALK вспомнил всех звездных студентов.

ForbesLife

\$56.49 + MMSB 2008
629.23 + BENT 674

FORBESLIFE / ОБРАЗОВАНИЕ 04.10.2017 13:08

Распустили руки: 5 университетов Британии, в которых научат работать

32 SHARES



ОБСУДИТЬ



Yana Zhilvaeva Forbes Staff

В университетах Великобритании 60% учебного процесса проходит в мастерских и лабораториях

Российские родители верят в образование и считают его лучшей инвестицией в своих детей. По данным опроса ЮНЕСКО, 65% родителей из России платят или готовы платить за образование, а 80% выпускников школ не прочь учиться за границей. Первой причиной отъезда называют качество образования, а первой страной – Великобританию. Forbes Life выбрал пять достойных университетов в Британии, а остальные покажут на выставке Study UK: Discover You, которая пройдет 7 и 8 октября в Москве и 10 октября в Петербурге.



БЕСПРОЦЕНТ РАССРОЧКА

GLAMOUR

МОДА ЗВЕЗДЫ КРАСОТА ФИТНЕС И ДИЕТЫ ОТНОШЕНИЯ Ю

ОБЩЕСТВО



Образование в Великобритании: все о факультетах моды и дизайна в престижных вузах Лондона

Даже такие именитые дизайнеры, как Александр Маккуин и Стелла Маккартни, тоже когда-то учились в университете. Британский совет рассказывает, что нужно знать о факультетах моды в престижных вузах Великобритании.

4 ОКТЯБРЯ 2017 PEOPLETALK GLAMOUR

SAVE THE DATE: Выставка британского образования Study UK: Discover You, которую проводит Британский совет, состоится 7-8 октября в Москве (гостиница «The Ritz-Carlton Moscow») и 10 октября в Санкт-Петербурге (гостиница «Коринтия»). Регистрация по ссылке

University of the Arts London



The Village

НОВОСТИ | УЛЬЯНА БОНДАРЕНКО | 4 ОКТЯБРЯ 2017 В 14:10 | 1010 | 0

В отеле Ritz пройдет выставка о британском образовании Study UK

Like 0

Поделиться

Поделиться

Твитнуть

В отеле The Ritz Carlton 7 и 8 октября пройдет 19-я выставка британского образования Study UK: Discover You, организованная Британским Советом.

Представители более 50 школ, колледжей и университетов Великобритании расскажут о программах среднего, высшего и бизнес-образования и о программах по изучению английского языка.

В программе семинаров — около 30 лекций и мастер-классов, на которых ответят на вопросы о поступлении и обучении в Англии, а также о возможности трудоустройства в стране.

Также организаторы проведут конкурсы и розыгрыш призов.

Часы работы выставки: 7 октября — с 12:00 до 18:00, 8 октября — с 12:00 до 17:30. Вход свободный по предварительной регистрации.

Москва 24

19-ая выставка британского образования Study UK: Discover You



7-8 октября 2017 года в отеле The Ritz Carlton (Москва, Тверская, 3) состоится 19-я Выставка британского образования Study UK: Discover You, которую проводит Британский Совет. В этом году выставка проходит в рамках Года образования и науки Великобритании и России 2017, и ее программа частично посвящена научной теме.



Курсы и секции

мел

10 самых интересных изобретений и исследований британских учёных

Они придумали, как совершать гиперзвуковые полёты и отличать фейк в соцсетях

2 943



«Мел» и Британский Совет запустили конкурс, в котором можно выиграть две недели учёбы в школе английского языка CES в Англии. А для начала — нужно пройти тест «Это

В розыгрыше призов могут участвовать все желающие старше 16 лет, кто расширит результаты теста до 18.00 (по московскому времени) 29 сентября 2017 года. Победители конкурса смогут получить призы во время проведения 19-й выставки британского образования в Москве 7-8 октября 2017 года. Подробнее о правилах конкурса можно прочитать [здесь](#).



Афиша «Мела»

Пополнить

Теги по теме:

образование за рубежом...

британский совет

Выставка британского образования «Study UK: Discover You» в Москве и Петербурге

Время чтения: 1 мин

7-8 октября в Москве и 10 октября в Санкт-Петербурге пройдёт девятнадцатая выставка британского образования «Study UK: Discover You». Ее организует Британский Совет в России.

Там можно будет познакомиться с программами среднего и высшего образования и бизнес-программами больше 55 ведущих учебных заведений Великобритании, а ещё летними программами и краткосрочными языковыми курсами для детей и взрослых.



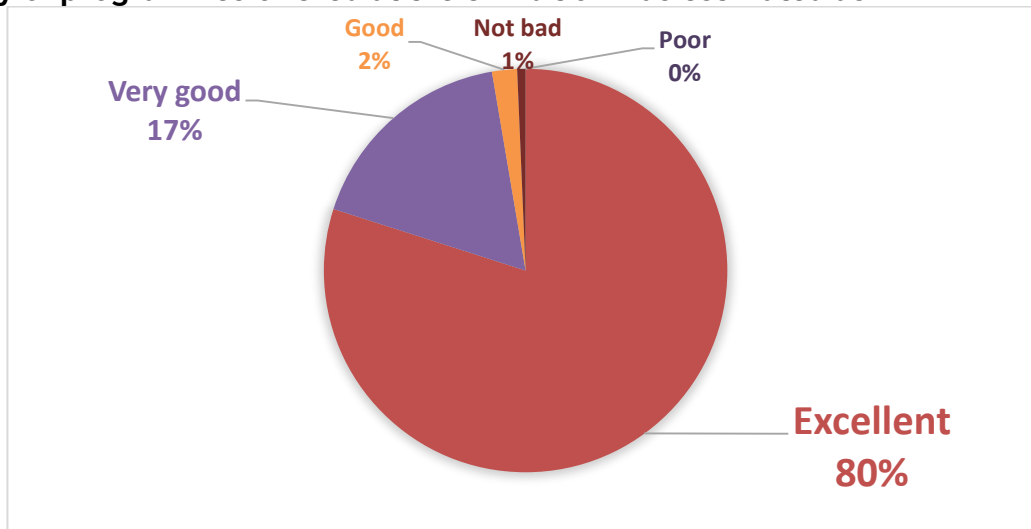
Visitor's Feedback

97,6% of visitors said the exhibition was arranged on the highest level

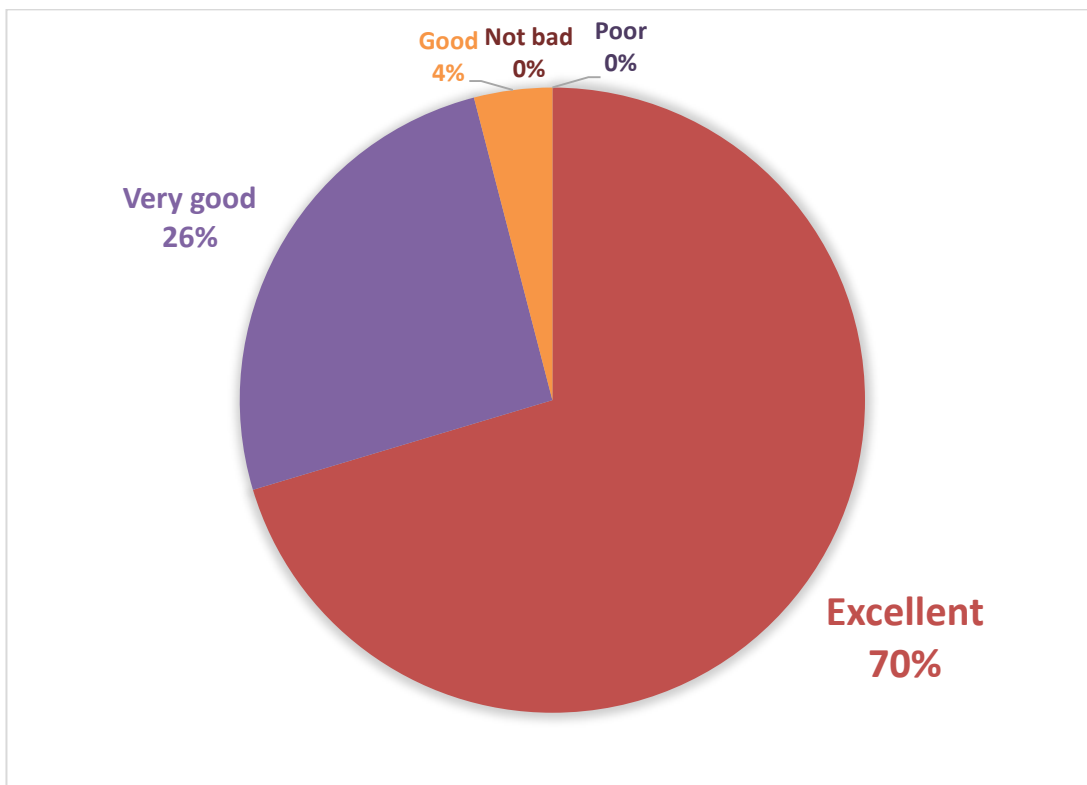
92% of visitors confirmed that after the exhibition their impressions about the UK has become more various and positive

96% of visitors confirmed that the exhibition has increased their interest to the British culture

The variety of programmes offered at the exhibition was estimated as:



Seminar programme was estimated as:



A printed survey was distributed during the exhibition to the 300 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process

When the visitors were asked “Will you be applying to a UK institution following the exhibition” 90% said yes, 5% said no, 5% maybe.

When the visitors were asked “Did you receive all the Information required to make an informed choice” 95% said yes

How do you rate the support of the British Council, 99% said excellent

Visitors' quotes following the exhibition:

- That was a great exhibition
- The best exhibition of the British education compared to others, very informative!
- A great opportunity to meet with so many universities
- Friendly organizers, great venue, informative lectures
- Good quality of participants, convenient location of stands
- It seems I have found a school I'd like to spend my summer holidays at
- Great atmosphere! A lot of programmes available!
- Very helpful seminars, great variety of educational programmes
- Excellent organization, superb atmosphere, positive staff
- Wonderful staff, a unique chance to speak with representatives of UK universities personally
- The location is perfect! I very much enjoyed!

Recommendations for the British Council include:

- Invite more Institutions
- Prolong the event
- Arrange more places in seminar halls
- Arrange the exhibition more often

Exhibitor's Feedback

At the exhibition there were **56 exhibitors** from UK educational institutions – there is **an increase in number of participants** compared to the last year

97.8 % gave a **positive** (excellent and good) **overall assessment** of the exhibition

More than 20% of exhibitors participated **for the first time**

More than 20% among those who visited Study UK exhibition before noted that the event **has become better** compared to the last year

72,3% estimated the **number of visitors** as “good”
and
76,6% estimated the **quality of visitors** as “good”

Some positive quotes from exhibitors:

- It was very well organised, well done!
- Very much appreciate the ongoing support of BC + the very useful info provided in the briefing
- The best ever for schools. More visitors with children
- The event in Russia has been excellent! Please more of the same!
- Very good organised and run - I wish that other exhibitions had the same language school option and were organised as well!
- A good mixture of school students looking for BA/ Foundation course and MA students
- Surprised by number of UG enquiries (more than expected). Very diverse choice of subjects
- Number of English speaking students has increased along with fluency
- Organisation of the event is better this year! Make sure to do a presentation next year to work on brand awareness
- The event was very well organised, and the support provided by the British Council was excellent and the market briefing and networking event were welcome additions
- Good IELTS level. Many queries about funding, scholarships. Well prepared those interested in PG studies
- Thank you for your support and in particular support with media promotion of our university
- Many thanks for excellent translation support
- Thank you for making my first ever international event so straight-forward!
- British Council Russia is a very professional team.
- I'm delighted we were able to take part! It was a huge success!
- The potential for Russian markets is evident. We need to visit more each year!

Exhibitor's feedback example

This was my first experience in Russia and I was overwhelmed by the British Council hospitality, thoughtfulness and care.

I was thoroughly impressed by the quality of students, parents who attended. I felt their passion for education which gives me great hope to work with Russian students and families going forward. I met a lot of agents and 5-6 universities which was great.

I look forward to attending again in 2018!

Some negative quotes from exhibitors:

- An opportunity to take away cups for tea and coffee (not always was to have a break as was very busy)
- Have a webinar to advertise presence
- To be clearer about expectation for language of presentations (English or Russian)
- Lunch should continue until 4 pm please. It can be difficult to step away from the stand during the first couple of hours
- The agent reception is a great idea, but it would be better to get it more organised and to allow exhibitors to book short meetings with the agents

91.3 % consider that the event is overall value for its money

**35 seminar sessions and
14 target partners of the exhibition***

** The list of partners and more details you may find in the Appendix below*

81% exhibitors said they developed new links or built on existing feeder or agent relationships by coming

100% gave a positive (excellent and good) overall support of the British Council before and during the exhibition

100% exhibitors either likely or very likely recommend the BC to colleagues!

List of Exhibitors and Partners (Alphabetical Order):

Universities

Aberystwyth University
BPP University
Cardiff University
City, University of London
Coventry University
De Montfort University
Goldsmiths, University of London
Hult International Business School
Institute of Chartered Accountants in
England and Wales (ICAEW)
King's College London
Liverpool John Moores University
Manchester Metropolitan University
Newcastle University
Northumbria University
Norwich University of the Arts
Oxford Brookes University
Queen Mary University of London
Regent's University London
Staffordshire University
The University of Edinburgh
The University of Manchester
The University of Warwick
University College London
University of Bath
University of Bristol
University of East Anglia
University of Essex
University of Exeter
University of Glasgow
University of Greenwich
University of Leeds
University of Portsmouth
University of Plymouth
University of Southampton
University of St Andrews
University of Surrey
University of the Arts London
University of York
University of Westminster

Schools, colleges and education centres

Ashbourne College
Brooke House College

Cardiff Sixth Form College
Concord College
Durham School
EF Education First Russia
INTO University Partnerships
Ruthin School
Stamford Endowed Schools

ELT

ABLE Manchester
Homerton College, University of Cambridge
International House London
Portsmouth English Language School
Purley Language College

Partners of the Exhibition

UK Educational Partners

Academic Families
Best Star Education
CES
Chartered Institute of Marketing
Crimson Education
Moreton Hall

Other partners*

AISEC
Altagamma
BKC-IH
British Embassy/ Chevening
Cambridge University Press
Education Index
English Book Company
Global Education
Hamleys
Innocent
"Moscow" book shop

**LUSH, Tony&Guy, Respublica bookshop, Julia Visotskaya Cookery Studio, LanguageLink were offline partners*

Objectives assessment and Future steps

Extent to which the objectives were met:

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in the Russia market: This objective was met according to the feedback from exhibitors but we need more time in order to evaluate it properly.

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

- For next year's exhibition, we will increase the number of powerful and target informational partners on a complementary and barter basis and will broaden cooperation with the most effective resources with a huge cover only to increase the audience coverage and impact duration. We will continue actively promoting the exhibition through partners instead of paid advertising where possible.
- We will broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- We will promote the exhibition on the websites of the educational agencies specialized on the British education.
- We will work with bloggers and opinion leaders closely and will arrange a special project that will increase the interest of the target audience and number of quality visitors
- We will consider having more people for the navigation on the venue and arranging a training for the staff and interpreters about the British system of education and institutions they will be working with
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to improve a networking event with local agents by providing institutions a chance to have short-meetings/appointments with agencies and directors of target schools, in order to provide a platform for UK institutions and agents/ schools to meet up, and identify possible collaboration opportunities.

- Going forward, British Council Russia will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Following the success of the last year we will arrange a webinar about the Russian market several months before the event and will organise market briefing on the first day of the event.
- We will consider the recommendations from institutions – exhibitors of the last year exhibition.

The dates of 20th anniversary Study UK exhibition in Russia 2018 are the following:

- **Moscow – 29-30 September**
 - **St. Petersburg – 2 October**
- **The registration will be opened soon via SIEM website**
<https://siem.britishcouncil.org/exhibitions>

UK Institutions

- It is suggested that institutions continue inviting their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors 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.
- We recommend institutions to participate more actively in the promo campaign to help British Council staff with the information beforehand in order we could initiate and arrange more publications in target media (participating in the promo campaign is free of charge for exhibitors).
- We also recommend institutions to undertake profile-raising activities in Russia throughout the year.
- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Provide more information on English language courses and short/summer programs
- Have more materials in Russian at the exhibition as parents (who are decision-makers) may not speak English
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for 29-30 September in Moscow and 2 October in St. Petersburg) will build upon the lessons learned and prove even more popular. We hope to see you there!

Highlights and tendencies of the Russian market

Study UK Exhibition has been held in Moscow for the past nineteen years. It is an annual event, very much anticipated by prospective students, educational agencies and representatives of Russian educational institutions who are keen to build links with UK institutions and who visit the Exhibition to make personal contacts with representatives of UK institutions, and to negotiate possible areas for collaboration.

Education has always been treated as an important part of domestic policy in Russia, with close attention paid to both secondary and higher education sectors, and it is of the highest importance for Russians. Education is a symbol of high social status and social mobility and Russians have a reputation for being highly educated and cultured. As **education in Russia is considered a good investment**, according to HSE recent survey, a hard-to-believe 41% share of the adult Russian population is willing to invest up to 15% of the income into education – either their own or of their children

British education is considered to be the most tempting for Russian students because of its prestige, traditionally high level of education, international multicultural experience, different approach to studying process, great variety of programmes, connections with the industry and excellent facilities.

In 2017 the UK was the most popular destination for Russian language students (followed by Malta with a significant gap).

Russia's interest in international education is NOT limited to higher education. ELT schools, independent schools and further education institutions are also in demand. The most popular educational product is English language courses (incl. summer language schools) and there has been a recent increase in the number of Russians travelling to the UK to study at short-term courses (for students aged 10 to 15). Bachelors and Masters programmes are in a high demand for years, especially from students from Moscow and St. Petersburg – the cities with highest income

Despite political and economic situation the demand for internationally recognised higher education is growing. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

In 2017 **the total number of student visas for Russians doubled compared to 2016**. The number of Tier 4 visas also increased, but the number of short-term visas doubled in each quarter during 2017.

Recent survey of Russian educational agents shows that if we compare the data in 2017 and 2016, **more than 60%** of agents underlined the **increase** of demand for UK education among Russian students. **Almost 30% of agents** answered that the demand **increased in 2 or 3 times**.

Number of Russians studying at boarding schools rose steadily between 2015 and 2017 and in 2017 comprised 3000 students. In **2015** Russians were the third-largest group of international recruits and **made 6% of non-British students**.

The greatest concentration of Russia's population is in the Moscow region and more than 60% of demand for the UK education is concentrated in the capital.

Exhibitors noticed the following market developments based on enquiries:

Portsmouth English Language School: Interest in summer programmes is still very high, there's an increase in short-term adult course interest compared to last year

The University of Manchester: Much more interest in PhD programmes than we had expected

Concord College: More visitors with children. Looking ahead for summer courses, GCSE and A Level

Cardiff Six Form College: Increasing confidence in sending students to the UK, Russian market is improving

Stamford Endowed Schools: A lot of interest from summer schools programmes + English courses. But also good interest for boarding school education

University of Westminster: Good IELTS level, many enquiries about funding, scholarships. Well prepared those interested in PG studies

Liverpool John Moores University: Very diverse choice of subjects (not just business + Finance)

University of the Arts London: High level of English from students, very good quality applications

Plymouth University: Equal interest in Business management, engineering and Visual Arts. Also surprisingly large numbers of PhD enquiries

Aberystwyth University: Number of English speaking students has increased along with fluency

Northumbria University: Demand for Foundation

Oxford Brookes University: More requests for PG than UG

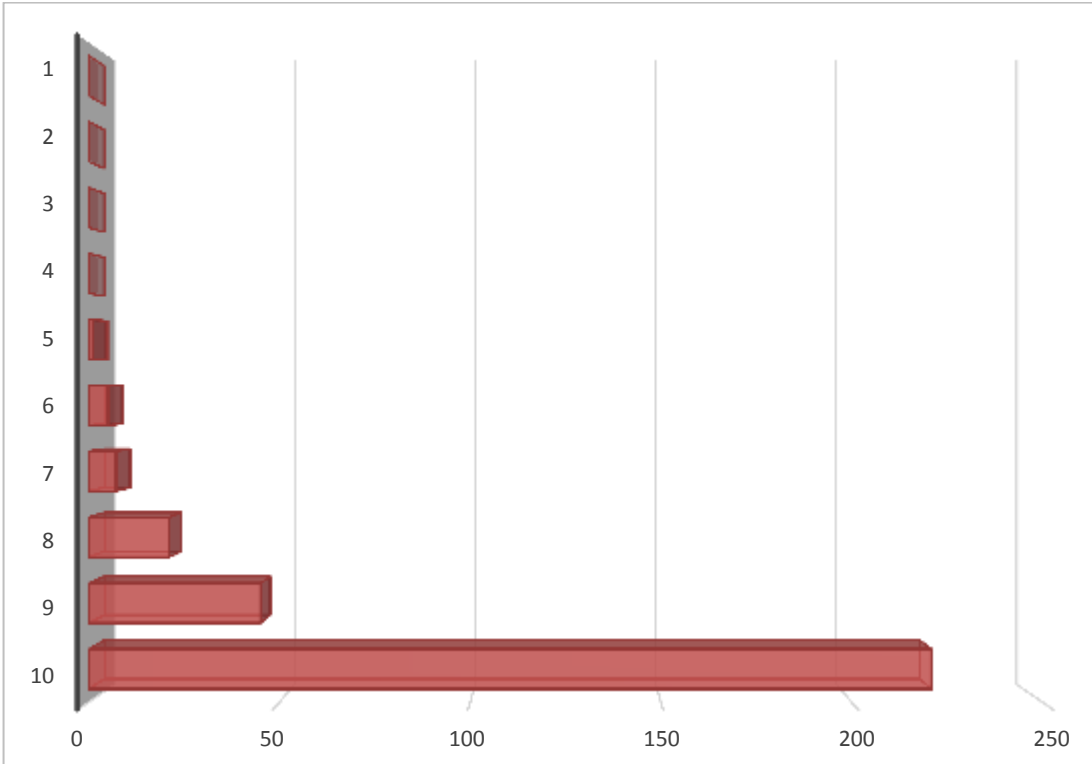
A full report of visitors' subjects of interest can be found in Appendix below.

End of Report

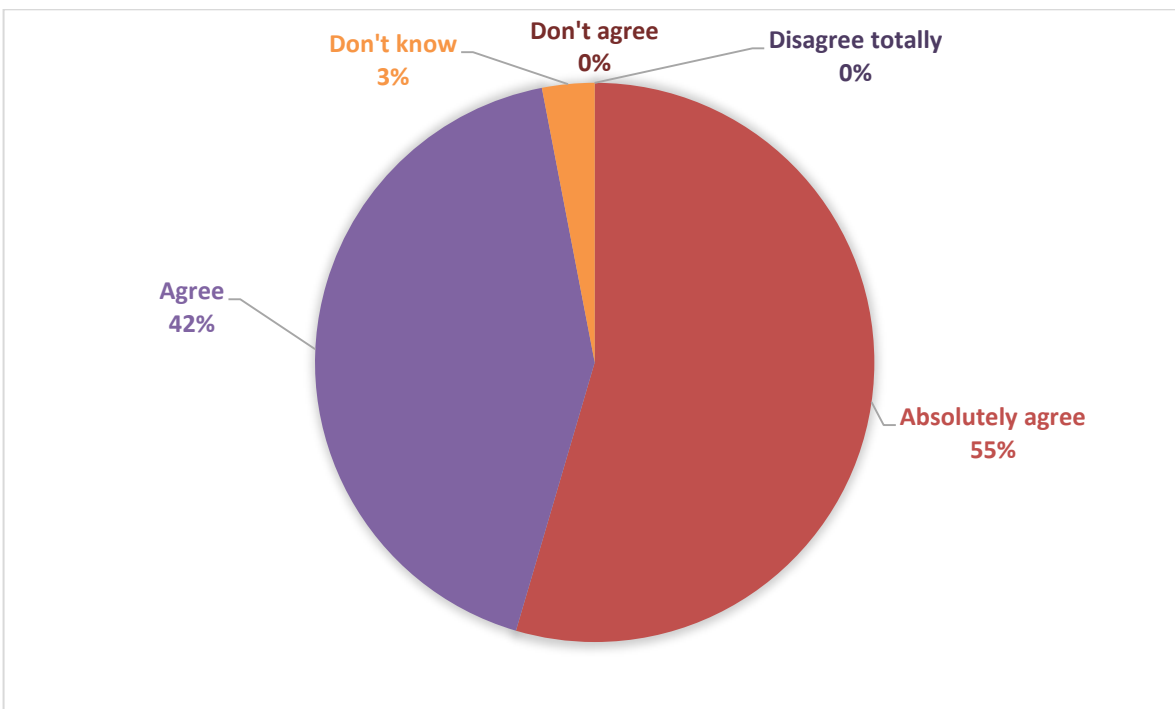
If you have any questions or requests please don't hesitate to contact
daria.lavrentieva@britishcouncil.ru or elizaveta.utolina@britishcouncil.ru

Appendix 1 - Visitors' feedback and survey results

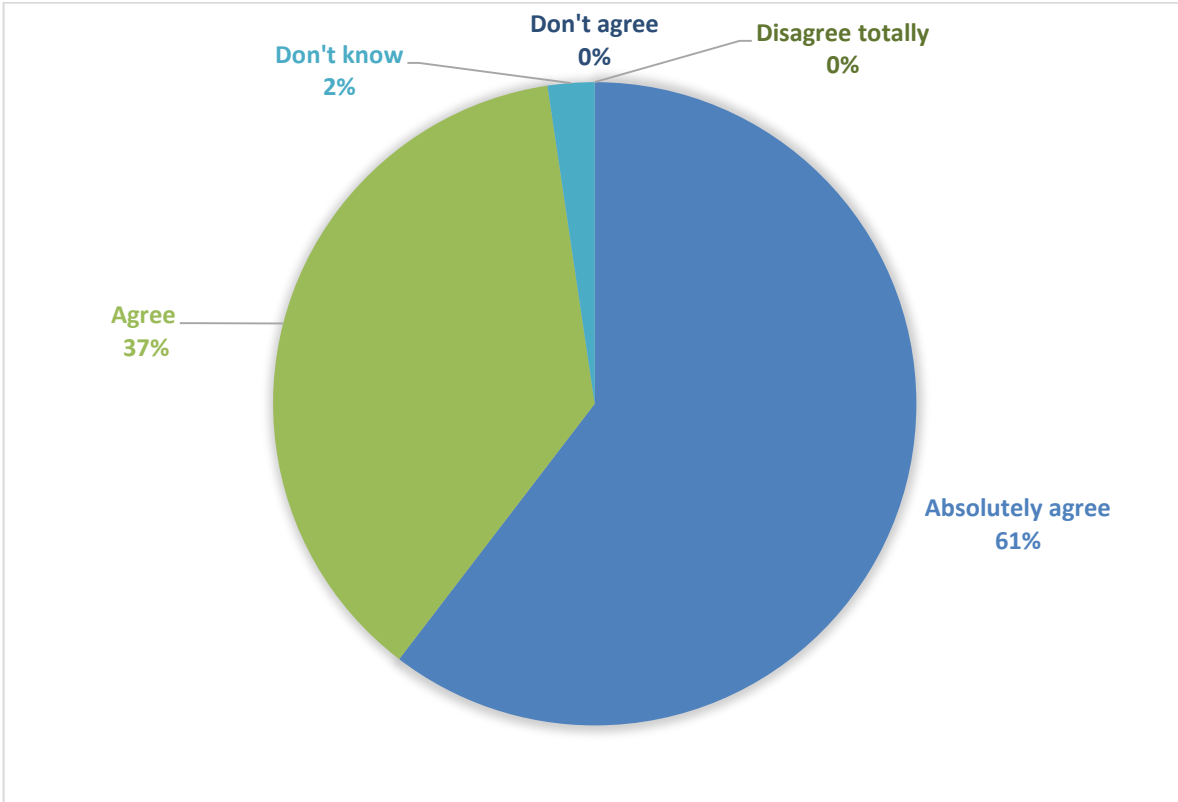
Would you recommend the British Council to your friends and relatives?



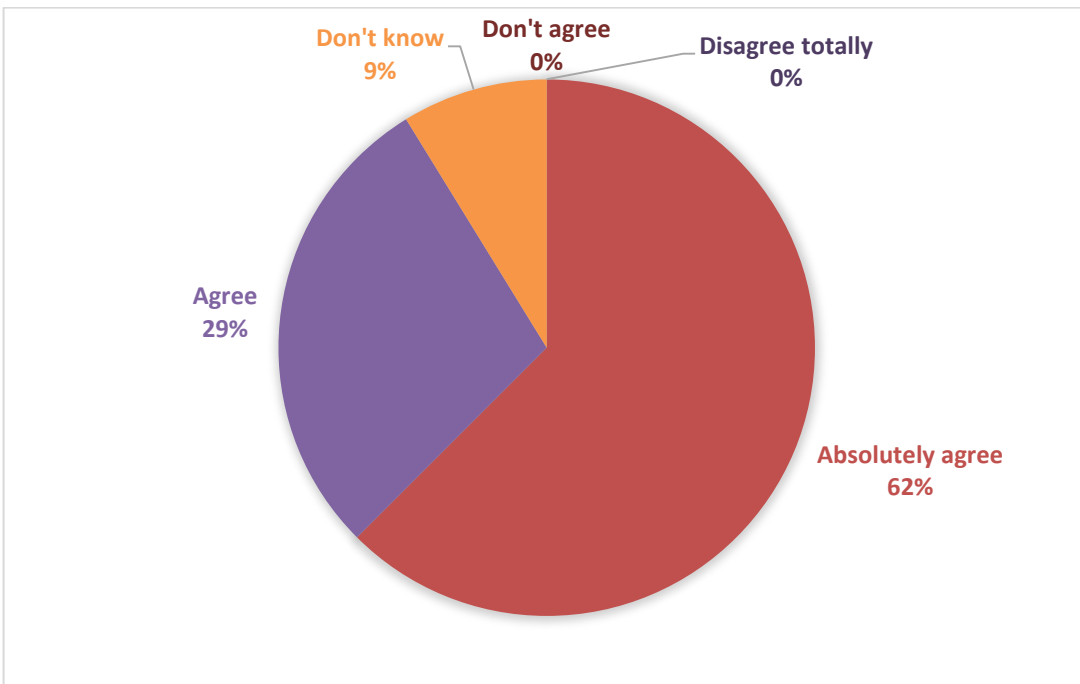
The exhibition met my expectations



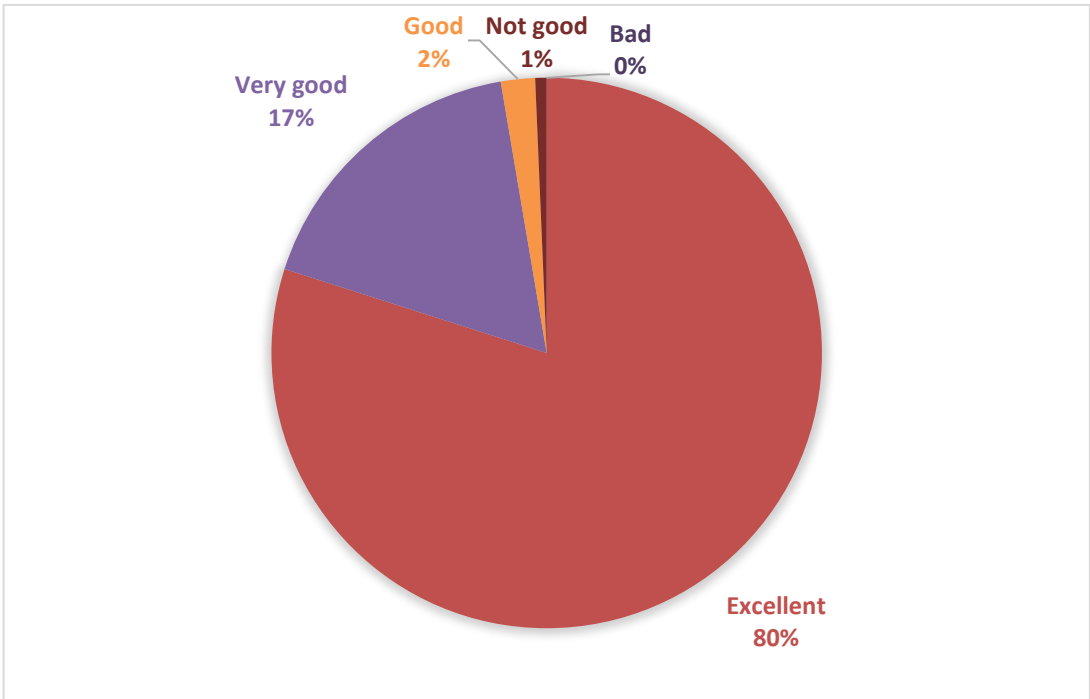
Overall the exhibition was arranged on the highest level



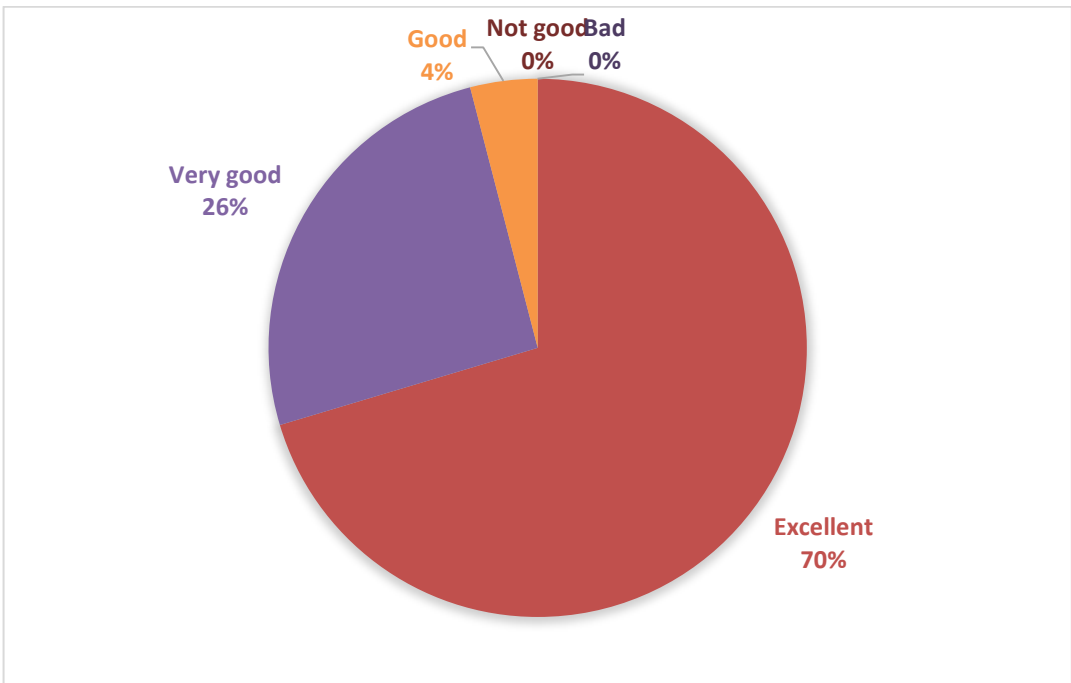
The British Council is one of the leading organisations in its profile area



The variety of programmes offered at the exhibition



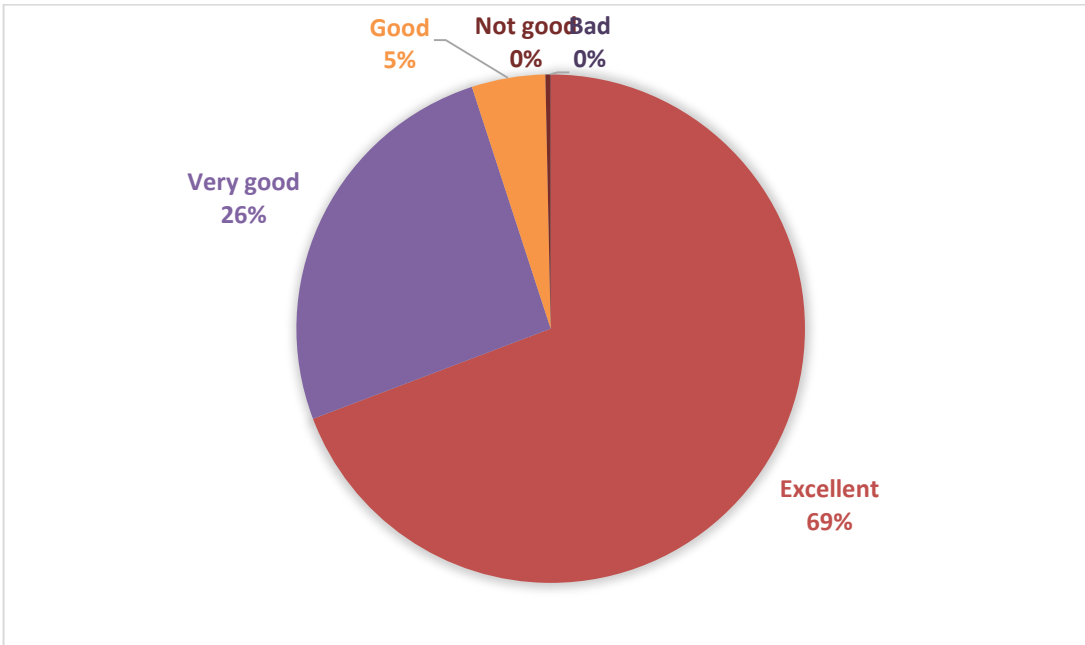
The quality and variety of the seminar programme



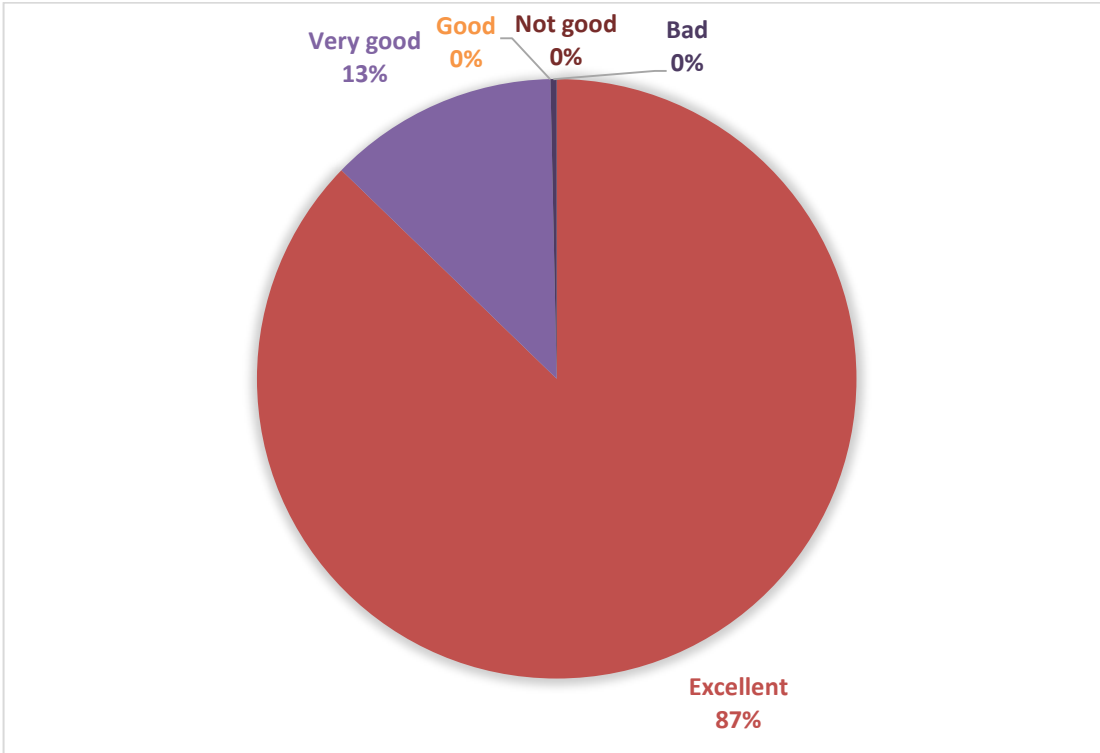
The quality of the venue



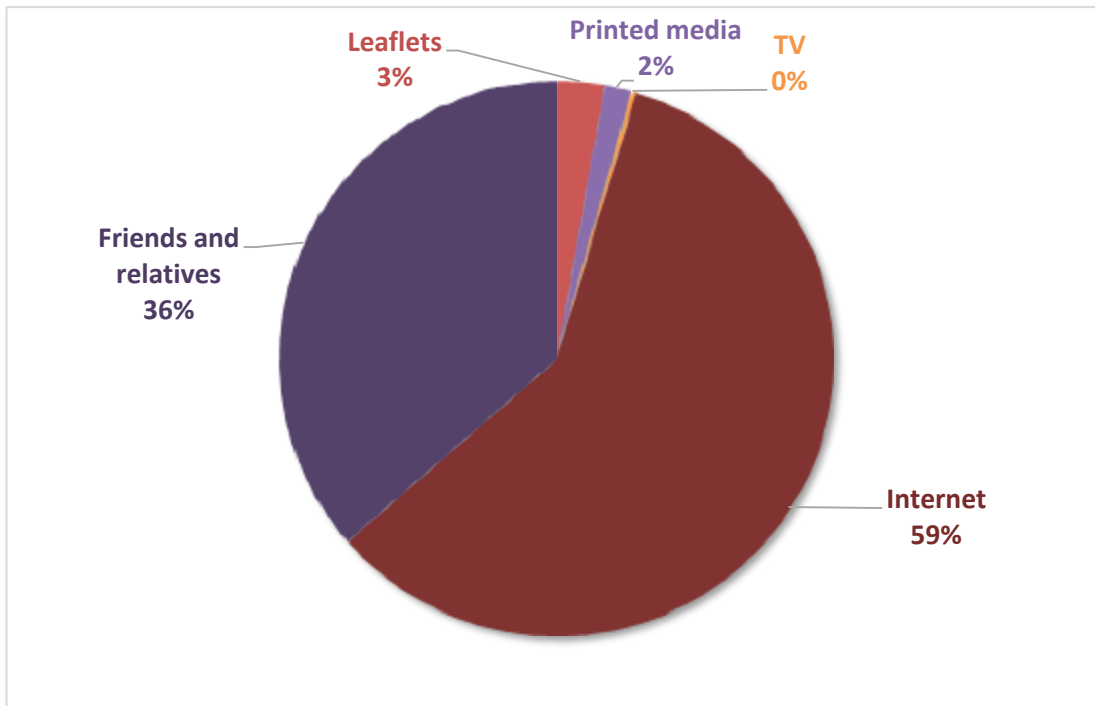
Information provided before the event



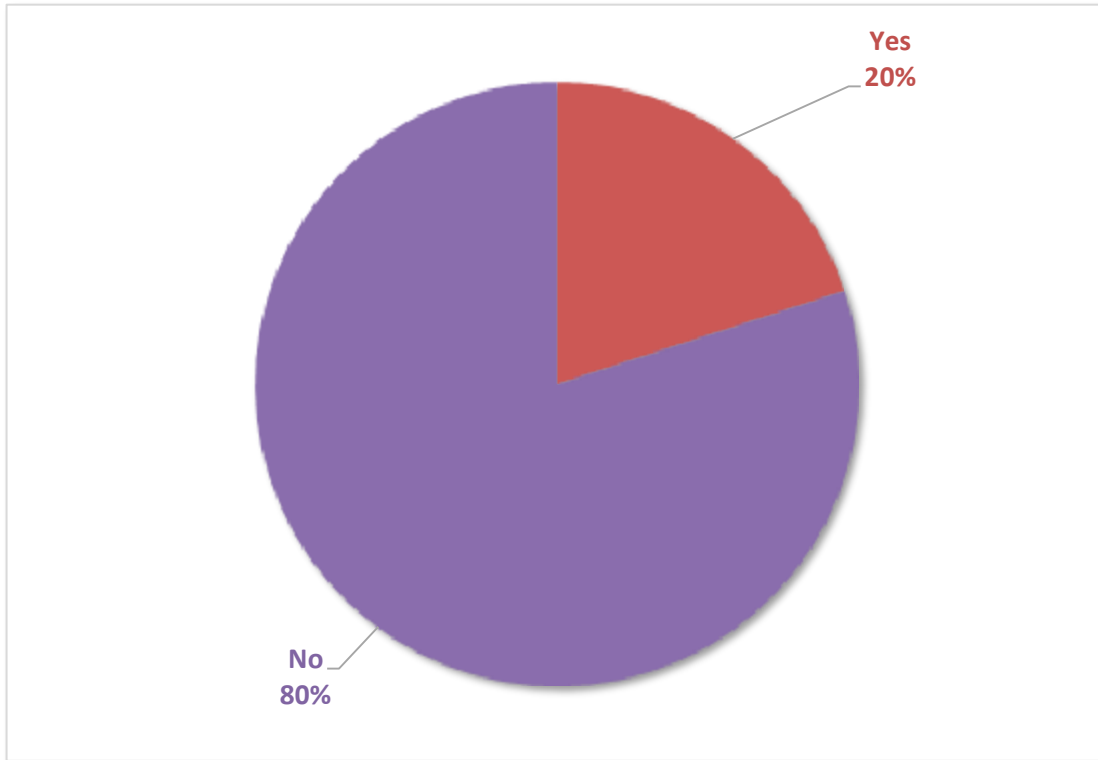
The assistance of the British Council staff during the event



How did you find out about the exhibition?



Did you participate in the competitions?



Appendix 2 - Exhibitors' feedback and survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	36	76.6
NO	11	23.4
Total	47	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	16	28.6
Profile raising	7	12.5
Both	33	58.9
Total	56	100

What is your primary market interest in this event?

Answers	Number of answers	%
Undergraduate	33	22.3
Postgraduate taught	35	23.6
Postgraduate research	11	7.4
Higher national diploma and equivalent	1	0.7
Pre-university foundation courses	11	7.4
Foundation	16	10.8
Post-16 A-level	6	4.1
Pre-sessional English School	12	8.1
Secondary education	8	5.4
Summer courses	15	10.1
Total	148	100

What is your assessment of the visitors?

Answers	Number of answers	%
Number of the visitors		
Good	34	72.3
Average	12	25.5
Disappointing	1	2.1
Total	47	100
"Quality" of the visitors		
Good	36	76.6
Average	10	21.3
Disappointing	1	2.1
Total	47	100

Have you developed new links or built on existing feeder or agent relationships by coming?

Answers	Number of answers	%
YES	38	80.9
NO	9	19.1
Total	47	100

Please give your overall assessment of the exhibition

Answers	Number of answers	%
Excellent	19	40.4
Good	27	57.4
Average	1	2.1
Bad	0	0.0
Very bad	0	0.0
Total	47	100

How does this year's exhibition compare to last year's?		
Rate	Number of answers	%
Much better	0	0.0
Better	11	23.4
About the same	13	27.7
Worse	1	2.1
Much worse	0	0.0
Didn't attend last year	22	46.8
Total	47	100

Level of British Council support before the exhibition		
Rate	Number of answers	%
5	39	84.8
4	7	15.2
3	0	0.0
2	0	0.0
1	0	0.0
Total	46	100

Level of British Council support during the exhibition		
Rate	Number of answers	%
5	40	87.0
4	6	13.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	46	100

Quality of the venue

Rate	Number of answers	%
5	43	93.5
4	3	6.5
3	0	0.0
2	0	0.0
1	0	0.0
Total	46	100

Quality of the accommodation		
Rate	Number of answers	%
5	34	87.2
4	5	12.8
3	0	0.0
2	0	0.0
1	0	0.0
Total	39	100

Length of the exhibition		
Rate	Number of answers	%
5	27	58.7
4	17	37.0
3	2	4.3
2	0	0.0
1	0	0.0
Total	46	100

Value for money		
Rate	Number of answers	%
5	15	32.6
4	27	58.7
3	4	8.7
2	0	0.0
1	0	0.0
Total	46	100

What would be your preferred date for this event next year?

Rate	Number of answers	%
Same as this year	41	87.2
Earlier than this year	3	6.4
Later than this year	3	6.4
Total	47	100

How likely are you to recommend the British Council to colleagues?

Rate	Number of answers	%
Very likely	31	66.0
Likely	16	34.0
Unlikely	0	0.0
Very unlikely	0	0.0
Total	47	100

Appendix 3 - Media and marketing campaign results (list of outcomes)

Media	Media Type	Media Coverage	Publication/ Issue Type
Radio			
Komsomolskaya Pravda radio	Radio	Federal	Guest on the air «Parents Question» thematic program
Capital FM	Radio	Local - Moscow	Interview during the morning broadcast
Print media			
Forbes Life	Glossy magazine	Federal	Special feature
Na Rublevke	Weekly newspaper	Local - Moscow	Announcement
Online media			
RIA News	Information Agency	Federal	Editorial, interview
RIA News	Information Agency	Federal	Editorial, interview
TASS	Information Agency	Federal	Editorial
Na Rublevke	Special interest media	Local - Moscow	Announcement
Forbes Life	Glossy, lifestyle magazine	Federal	Longread

Forbes Life	Glossy, lifestyle magazine	Federal	Longread
Marie Claire	Glossy, lifestyle magazine	Federal	Longread
Marie Claire	Glossy, lifestyle magazine	Federal	Longread
Glamour	Glossy, lifestyle magazine	Federal	Longread
SNC	Glossy, lifestyle magazine	Federal	Longread
PEOPLETALK	Lifestyle media	Federal	Longread
Rusbase	Special interest media	Federal	Longread / Opinion column
Daily Afisha	City media	Federal	Announcement
Daily Afisha	City media	Federal	Longread
The Village	News, City media	Federal	Announcement
News Rambler	News media	Federal	repost from RUSBASE
News Rambler	News media	Federal	repost from PEOPLETALK publication
News Rambler	News media	Federal	repost from RIA News / Science publication
HR-TV	Special interest media	Federal	repost from Forbes Life publication
Workingmama	Parental media	Federal	Longread
Workingmama	Parental media	Federal	Announcement
7я.ру	Parental media	Federal	Announcement
Career.ru	Special interest media	Federal	Announcement
Changellenge.com	Special interest media	Federal	Announcement
Educationindex.ru	Educational media	Federal	Announcement
Educationindex.ru	Educational media	Federal	Competition announcement
isic.ru	Special interest media	Federal	Announcement
Letidor.ru	Parental media	Federal	Announcement
m24.ru	News media	Moscow	Announcement
Themoscowtimes.com	News media	Moscow	Announcement

Newtonew.com	Special interest media	Federal	Announcement
Newtonew.com	Special interest media	Federal	Competition announcement
Optima Study	Educational media	Federal	Announcement
Theoryandpractice.ru	Special interest media	Federal	Announcement
Theoryandpractice.ru	Special interest media	Federal	Competition announcement
UBO.ru	Educational media	Federal	Announcement
UBO.ru	Educational media	Federal	Competition announcement
Dop-obrazovanie.com Внешкольник	Educational media	Federal	Announcement
Edu-press.ru	Educational media	Federal	Announcement
Моеобразование.ru	Educational media	Federal	Announcement
OSD.ru	Parental media	Federal	Announcement
ucheba.ru	Educational media	Federal	Announcement
Capitalfm.moscow	News media	Federal	Announcement
Expat.ru	Special interest media	Federal	Announcement
Macmillan.ru	Special interest media	Federal	Announcement
Examer.ru	Educational media	Federal	Announcement
Mel.fm	Educational media	Federal	Announcement
Mel.fm	Educational media	Federal	Editorial
Mel.fm	Educational media	Federal	Competition announcement
Mel.fm	Educational media	Federal	Editorial
Mel.fm	Educational media	Federal	Editorial
Rbcc.ru	Special interest, business media	Federal	Announcement
Kommersant.ru	Business media	Federal	Special feature
Rbc.ru	Business media	Federal	Special feature
Livejournal.com	Special interest media	Federal	Competition announcement

Livejournal.com	Special interest media	Federal	Competition announcement
Dnevnik.ru	Special interest media	Federal	Competition announcement
Social media			
Name of media	Type of media	Name of social media	Number of followers
RIA News	Information Agency	VKontakte	2 181 108
RIA News	Information Agency	Odnoklassniki	586 080
Rusbase	Special interest media	VKontakte	42 626
Marie Claire Russia	Glossy, lifestyle media	Facebook	28,463
Marie Claire Russia	Glossy, lifestyle media	VKontakte	96 283
Marie Claire Russia	Glossy, lifestyle media	VKontakte	96 283
Glamour Russia	Glossy, lifestyle media	VKontakte	92 943
Glamour Russia	Glossy, lifestyle media	Facebook	316,378
SNC magazine	Glossy, lifestyle media	VKontakte	10 775
Forbes Life	Glossy, lifestyle media	VKontakte	16 284
Forbes Life	Glossy, lifestyle media	VKontakte	16 284
Forbes Life	Glossy, lifestyle media	Facebook	3,133
Forbes Life	Glossy, lifestyle media	Facebook	3,133
Forbes	Business media	VKontakte	924 373
Afisha	City media	VKontakte	243 189
The Village News	News, City media	Facebook	330 146
The Village News	News, City media	VKontakte	1 361
Changellenge.com	Special interest media	VKontakte	12 000
Changellenge.com	Special interest media	Facebook	30000
Educationindex	Educational media	VKontakte	6242
Educationindex	Educational media	VKontakte	6242

Educationindex	Educational media	Facebook	3960
Educationindex	Educational media	Facebook	3960
Expat.ru	Special interest media	Facebook	1500
ISIC.ru	Special interest media	Vkontakte	24472
Letidor	Parental media	Facebook	1138
OptimaStudy	Educational media	Facebook	2196
OptimaStudy	Educational media	Vkontakte	1908
OptimaStudy	Educational media	Instagram	902
Macmillan	Special interest media	Vkontakte	6000
Macmillan	Special interest media	Facebook	5000
Osd.ru	Parental media	Vkontakte	4640
Osd.ru	Special interest media	Facebook	7380
Ucheba.ru	Educational media	Vkontakte	92000
Ucheba.ru	Educational media	Facebook	14000
Ucheba.ru	Educational media	Odnoklassniki	26000
Examer.ru	Educational media	Vkontakte	13000
Mel	Educational media	Facebook	80 602
Mel	Educational media	Facebook	80 602
Mel	Educational media	Vkontakte	59 606
Mel	Educational media	Vkontakte	59 606
Ad banner placements			
Media	Media Type	Media Coverage	Visitors per month
Educationindex	Educational media	Federal	80 0000
Career.ru	Special interest media	Federal	2 500 000
Isic.ru	Special interest media	Federal	155 000

The Moscow Times	News website	Moscow	1 000 000
UBO.ru	Educational media	Federal	25 000
Expat.ru	Special interest media	Federal	26 751
Ucheba.ru	Educational media	Federal	300 000
Chastnoe obrazovanie	Educational media	Federal	1 000

Seminars

7 October, Saturday	
WASHINGTON HALL	
12:15-12:45	<p>Speaker: UK Visas and Immigration</p> <p>Student visa checklist</p> <p>UKVI explains how to get your visa sorted the smart way. Learn about the latest regulations, types of entry clearance, the Points Based System and Student Visitor educational routes. Clear up any confusion on supporting documents, finance, work during studies or any other concerns keeping you from starting a new chapter in your life.</p>
12:50-13:20	<p>Speaker: The British Embassy</p> <p>How to win Chevening scholarship programme</p> <p>UK government's Chevening scholarship programme gives international students an opportunity to study for a one-year Masters degree at any UK university with all related expenses paid. The programme also enables students to meet their peers from 160+ countries and become members of the dynamic future leaders cohort. The Embassy representatives will discuss in detail the processes of application and selection of Chevening scholars, and answer the questions from audience.</p>
13:25-13:55	<p>Speaker: Caroline Halling University of Essex</p> <p>University rankings – dispelling the myths</p> <p>For every prospective student, it is extremely important to obtain correct and relevant information on the universities of choice and compare the options. The Head of European Recruitment will discuss which world ranking are to be trusted and how to use their data.</p>

14:00-14:30	<p>Speaker: Martin White University College London</p>
	<p>What leading UK universities are looking for in suitable applicants</p>
	<p>The presentation will look at how Russian students have entered and gained top marks in their highly selective degree programmes at UCL. What skills and knowledge was most important in achieving their degree offers? What did they find most important to understand about UK Higher Education during their preparatory year at UCL?</p>
14:35-15:05	<p>Speaker: Valerie Palmer University of the Arts</p>
	<p>How to make a creative portfolio for UAL</p>
	<p>Students usually need a portfolio to support their application to art and design courses in the UK. This workshop is run by a member of UAL's teaching staff and they will give you advice about building a strong creative portfolio. The workshop will cover what a good portfolio should contain and you'll have the opportunity to get guidance about your portfolio.</p>
15:10-15:40	<p>Speaker: Julie Brooks University of St Andrews</p>
	<p>Do you have what it takes to be a Master? – Studying Business and Management Degrees at Masters Level in the UK</p>
	<p>This presentation will cover what UK Universities expect from their Masters students, in particular in the field of business and management and how Masters studies differ from Undergraduate studies from the perspective of the number 1 ranked University for Business and Management Studies in the UK according to The Complete University Guide 2018 rankings, April 2017.</p>
15:45-16:15	<p>Speaker: Alisja Golub ABLE Manchester</p>
	<p>Tips and tricks for students to develop fluency in English language</p>
	<p>Do you want to improve your English skills? During the presentation you will learn how to speak English more fluently and accurately.</p>
16:20-16:50	<p>Speaker: Yulia Aleksikova Portsmouth School of English</p>
	<p>How to choose an English Language School</p>

	In this presentation the speaker will be sharing some tips on how to choose an English course and a Language school in the UK. The speaker will be talking about the aspects you need to consider when choosing your course and will answer the most frequent questions.
16:55-17:25	Speaker: Olga Frolovs University of Bristol
	Medicine and Healthcare career prospects in the UK
	Taking a degree in medicine is an extremely popular option. However, there are lots of other degree options available if you're open to the idea of a healthcare career in an area related to medicine that doesn't involve qualifying as a doctor. Degrees in Biomedical Sciences offer diverse career options and are traditionally aimed at training future hospital biomedical scientists.
<p>7 October, Saturday</p> <p>MOSCOW HALL</p>	
12:15-12:45	Speaker: Anna Bourne The Institute of Chartered Accountants in England and Wales (ICAEW)
	The difference between professional and academic education. ACA. Qualification is the key to top career in finance
	The ICAEW Chartered Accountant qualification, the ACA, is one of the most advanced learning and professional development programmes available. The speaker will explain why it is valued around the world in business, practice and the public sector.
12:50-13:20	Speaker: Jonathan French The University of Warwick
	Preparing for the global workplace
	To be accepted and to thrive in the international working environment of today, it is necessary to not only be linguistically competent but also to be aware of how cultural factors affect our perceptions of others and their actions, and also how they affect how we ourselves engage in situations. This workshop will highlight the work being done at the Centre for Applied Linguistics at the University of Warwick in equipping their students with the skills which will help them to thrive in the modern multicultural workplace and which has contributed to the University of Warwick being recognised in 2017 as the most targeted university by the UK's top 100 graduate employers.

13:25-13:55	<p>Speaker: Harish Lokhun The University of Edinburgh</p> <p>Why Edinburgh? An overview to studying in Scotland, the University and research in Science and Engineering</p> <p>Will offer an introduction to 'studying in Scotland', the 'Edinburgh experience', the strength of Edinburgh in Science and Engineering related subjects and any scholarship opportunities available to Russian students.</p>
14:00-14:30	<p>Speaker: Gemma Smith Liverpool John Moores University</p> <p>Science and engineering</p> <p>From the development of modern science, Great Britain has always been at the forefront of scientific creativity and innovation. This unique contribution stems from its excellent educational system that has traditionally produced world leaders in sciences. The talk will give an overview of admission procedures, study environment/expectations, and carrier opportunities after completing an undergraduate or postgraduate degree at an UK university.</p>
14:35-15:40	<p>Alumni Talks</p> <p>Recent graduates of the top UK universities will talk about their experiences, answer questions on student life in the UK and share tried and tested life hacks.</p>
15:45-16:15	<p>Speaker: Maria Molashenko BKC-IH</p> <p>How to succeed in IELTS</p> <p>During our presentation you will receive answers to the questions: - What is marketing and what is its role? - How to create a product, and how does the buyer decide to buy it? You will learn about the basic principles of marketing, interesting historical facts and some famous and amusing advertising campaigns.</p>
16:20-16:50	<p>Speaker: Lyudmila Gorodetskaya Cambridge University press</p> <p>Cambridge books for IELTS preparation</p>

	<p>The participants of the seminar will get acquainted with unique teaching aids containing both authentic tasks from IELTS developers and exercises that develop the macro and micro skills necessary for the successful passing of the exam.</p> <p>Common Mistakes at IELTS and the online resource Tesbank, offering both a test mode of work and step-by-step preparation for individual assignments, will help you identify your weaknesses, and the Official Cambridge Guide to IELTS will help you to carefully test those aspects of the exam that you are having difficulties with. Mindset for IELTS, the newest IELTS preparation course developed jointly by the Publishing and Examinations Department of Cambridge University will prepare you for the passing of both the academic and the general modules of the exam, will help to develop critical thinking skills and to express confidently your own thoughts in oral and written exam assignments.</p>
16:55-17:25	<p>Speaker: Anastasia Romanenko Insight Lingua</p> <p>Planning your study in the UK</p> <p>The speaker will give you all practical information and insight on planning your study in the UK: how to apply to a university, what documents to prepare, when to take IELTS test, and how much time it will take.</p>
17:30-18:00	<p>Speaker: Yulia Cherepanova ITEC</p> <p>What to pay attention to when writing a motivation letter to the university</p> <p>The Personal statement is your only opportunity to 'talk' directly to the admission tutor and persuade them to have you on board at your first choice university. This workshop will explore why it is worthwhile devoting your effort and time to this important piece of writing. At the workshop you will find out what to include and best practices of structuring a personal statement. You will also hear real life examples of 'good' vs 'bad' phrases to use as well as some tips on do's and don'ts.</p>

8 October, Sunday WASHINGTON HALL	
12:15-12:45	Speaker: Ksenia Ivanenko, Global Education
	How to win the Global Education Scholarship Programme
	Global Education Scholarship Program (GEP) is a Russian government funding program that offers Russian citizens an opportunity to study at leading foreign higher education institutions and to get employment in accordance with the qualification gained. Join the presentation to learn how GEP scholars receive up to 2.7m Russian roubles per year to cover the costs of their programmes and all related expenses.
12:50-13:20	Speaker: Elena Kidd University of Bath
	Why do students need to get Masters' in interpreting and translation?
	In this presentation Elena Kidd will consider some developing areas that employ specialists in linguistics.
13:25-13:55	Speaker: Lana Shaugney The University of Warwick
	How to write a motivation letter
	The Personal statement is your only opportunity to 'talk' directly to the admission tutor and persuade them to have you on board at your first choice uni. This workshop will explore why it is worthwhile devoting your effort and time to this important piece of writing. At the workshop you will find out what to include and best practices of structuring a personal statement. You will also hear real life examples of 'good' vs 'bad' phrases to use as well as some tips on do's and don'ts.
14:00-14:30	Speaker: Donna Haynes University of Southampton
	Career Development
	Individual sessions for the exhibition guests, during which the participants will learn how the right study programme can accelerate career progression, help enter a new professional sector or find a dream job.
14:35-15:05	Speaker: Karen Badat The University of Manchester
	Science and engineering at the University of Manchester

	The University of Manchester has a long and distinguished record of achievement in science and engineering disciplines, and a history of breaking new ground. The speaker will tell the audience about the educational process in the Faculty of Science and Engineering and also touch upon research topics and faculty hi-tech facilities.
15:10-15:40	Speaker: Rory Robinson King's College London
	Possibilities of internship and further employability at the leading British universities
	Learn about opportunities to gain work experience as an intern in the leading UK companies and other types of programmes offered by the British universities that will help you to get successfully hired as a graduate.
15:45-16:15	Speaker: Murtza Ali Ghaznavi Aberystwyth University
	Preparation for studying in the UK
	This is a generalist preparation and survival guide for all Russian students who wish to study in the UK regardless of what institution or at what level.
16:20-16:50	Speaker: Stewart Eru Programmes Director Homerton College - University of Cambridge
	The difference of ELT programmes and what you need to know to make the right choice
	There is a great variety of English Language Teaching Programmes in the UK. After this presentation you will be able to choose the most suitable one in accordance with your purposes and expectations.

8 October, Sunday MOSCOW HALL	
12:15-12:45	Speaker: Ellina Rozhkova Hult International Business School
	How to choose the right school in UK
	How to make the right program choice, factors to take into consideration, decision making process.
12:50-13:20	Speaker: Irina Sherbakova INTO University Partnerships
	A-level: at school or at university?
	To enter a university abroad, high school diploma is not sufficient; the applicant also needs one of the special preparation programmes like A-Levels. The workshop will talk about pros and cons of getting this qualification at school or at university, the hidden obstacles in application process, and building an individual educational trajectory for your child.
13:25-13:55	Speaker: Bradley Farrow University of East Anglia
	Choosing a UK University: Important factors to consider about student experience in the UK
	There is a long process when it comes to choosing a UK University that suits your needs and preferences. This presentation aims to make it more conscious and positive for applicants.
14:00-14:30	Speaker: Rhian John Norwich University of the Arts
	Pathways to success in the creative industries
	In this workshop, lecturer will talk about the role of creative jobs in contemporary society, the learning process, dreams and how to make them come true.
14:35-15:05	Speaker: Anne Griffith Moreton Hall
	Choosing a UK boarding school
	In this presentation you will know what factors should be taken into account while choosing a boarding school in Great Britain.
15:10-15:40	Speaker: Levon Kafafov BKC - IH
	How to succeed in IELTS

	We will discuss why you need the certificate and how to achieve the desired result.
15:45-16:15	<p>Speaker: Wylie Wright Brooke House College</p> <p>Applying via UCAS to enter a UK University</p> <p>All applications to UK universities and most colleges are made through UCAS (the Universities and Colleges Admissions Service). The lecturer will explain how this system works and how to avoid pitfalls when you are applying.</p>
16:20-16:50	<p>Спикер: Nina Koltashova ITEC</p> <p>A-level или Foundation</p> <p>The presentation will give you a comprehensive comparison between A-Level and Foundation Pre-University programmes. It explores the differences and provides the relevant details to help you with your decision-making process.</p>

If you have any questions or requests please don't hesitate to contact daria.lavrentieva@britishcouncil.ru or elizaveta.utolina@britishcouncil.ru