



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Post-event report for Study UK exhibition St.Petersburg 10.10.2017 (The Corinthia Hotel, St.Petersburg)

**ВЫСТАВКА  
БРИТАНСКОГО  
ОБРАЗОВАНИЯ**

САНКТ-ПЕТЕРБУРГ 10 ОКТЯБРЯ 2017

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## Introduction

Thank you for your participation at the **Study UK exhibition in Russia in October 2017 at The Corinthia Hotel in St.Petersburg.**

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 **37 UK institutions** and **4 partners** as well as **15 partners of the event** (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 over **1,000 visitors** thanks in part to the broad **media and marketing campaign with over 100 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 19<sup>th</sup> 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

<b>Venue</b>	The Corinthia Hotel, St.Petersburg – 10 October 2017
<b>Opening hours</b>	15:00-19:30
<b>Costs in 2017</b>	£1,530 (Plus VAT)
	ELT Providers - £690 (Plus VAT)
<b>Unique feature to give added value*</b>	<ul style="list-style-type: none"> <li>• Alumni Talks</li> <li>• Global Education scholarship presentation</li> <li>• Chevening scholarship programme of the British Embassy</li> <li>• Various competitions were run to attract audience interest</li> <li>• 2 seminar halls for workshops</li> </ul>
<b>Seminars</b>	14 seminars were held in two halls during the day* *to learn more about the seminar programme please visit p.10 below

**There was a 17,6% increase in visitors from last year's exhibition!**

Attendance	St.Petersburg	
	2016	2017
<b>Total number of visitors</b>	850	<b>1000</b>

**The number of exhibitors increased on 31% compared to the last year!**

Exhibitors		
Secondary Institutions	2	8
HE and FE Zone	25	25
ELT sector	2	4
Partners (educational services, consultancy,	0	1

guardianship)		
<b>Total number of exhibitors</b>	<b>29</b>	<b>38</b>

**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.

**98% of visitors are said the exhibition met their expectations**

**96% of visitors considered the exhibition to be arranged on the high level**

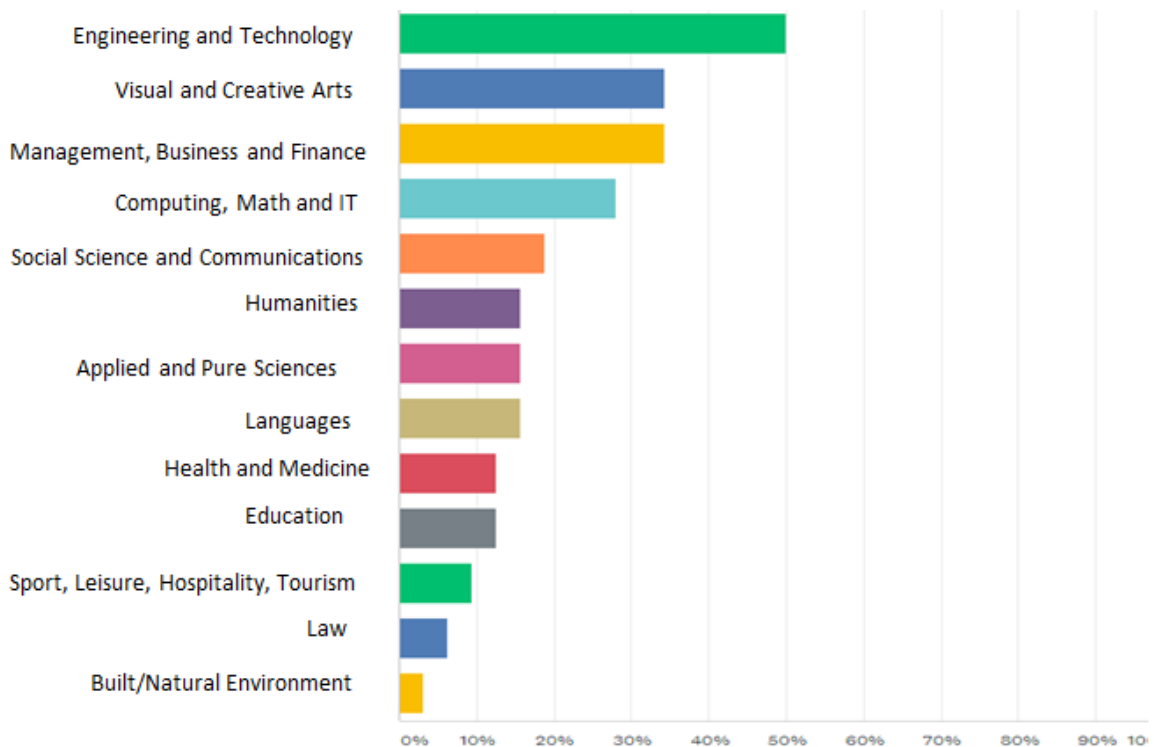
**94% of visitors said that that after the exhibition they more likely will choose the UK as a country to study, to visit or to have a rest in?**

Visitors' primary market objectives	2017	
	Number	%
<b>Level of Study</b>		
Pre-university academic (eg A-levels, IB)	44	8%
Vocational and technical (eg NVQ, BTEC, VQ)	8	3%
Boarding School	35	7%
MBA	29	7%
Professional Award/Employment related qualifications (eg ACCA etc)	21	4%
Undergraduate	105	17%
Short Courses (eg Summer course)	89	14%
Learn English	102	20%
Postgraduate	110	19%
<b>Total</b>	<b>504</b>	<b>100%</b>

<b>Main Subjects of Interest</b>		
Business and Administrative Studies	7	1,76%
Humanities	21	5,28%
Creative Arts and Design	56	14,07%
Social Studies and Communications	5	1,26%

Education and Training	15	3,77%
Travel, Tourism and Hospitality	19	4,77%
MBA	23	5,78%
Computer and Mathematical Science	15	3,77%
Law	24	6,03%
Applied and Pure Sciences	22	5,53%
Architecture, Building and Planning	45	8,79%
Engineering and Technology	63	15,83%
Hair, Beauty and Personal Care	21	5,28%
Agriculture and related subjects	32	8,04%
Health and Medicine	40	10,05%
<b>Total</b>	<b>398</b>	<b>100%</b>

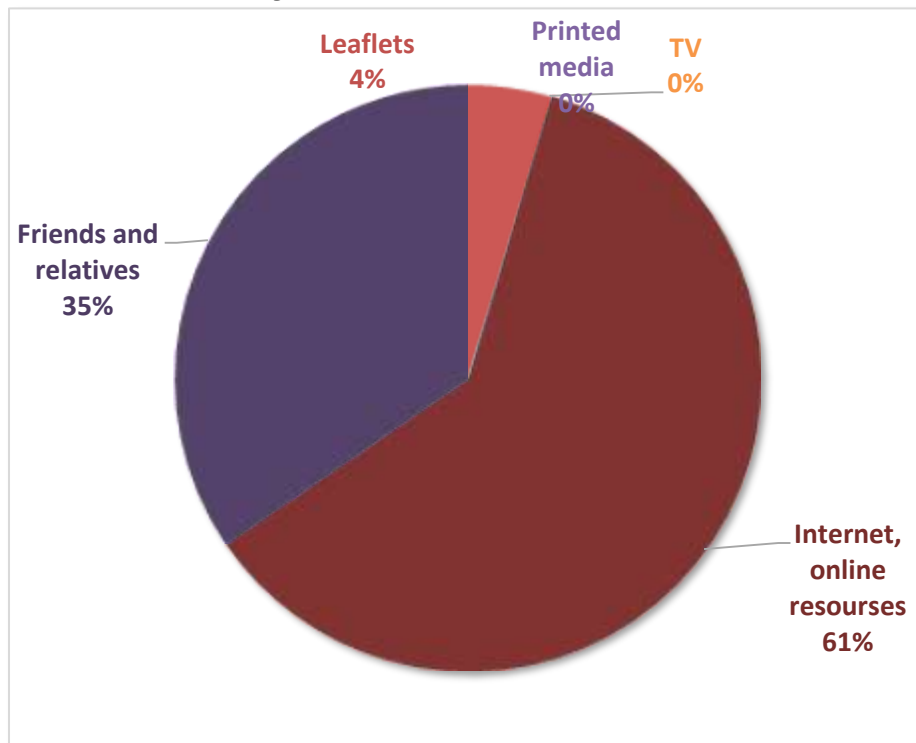
Did preferences change in 2017 compared to 2016 on the Russian market? According to the recent survey the interest has increased for the following subjects:



Age of visitors	number	%
11-20	178	32
21-30	205	36
31-40	67	12
41-50	81	15
50+	32	5
Total	562	100%

- On-line registration was set up for the exhibition. The total number of people registered for the event - 2596. The total number of visitors - 1000, was estimated on the basis of mechanical counter at the entrance;
- **98%** of visitors were satisfied with the quality of event and received what they expected from the exhibition;
- Most visitors were interested in ELT courses, Summer courses, Postgraduate, Undergraduate. There was also a substantial interest in MBA and PhD.

**How did you find out about the exhibition?**





- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarships 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 win a scholarship”
  - “Seminar programme is extremely valuable, I have got answers on all the questions
  - ”Seminars are a great advantage of the exhibition”
  - “Now I am aware in what I need to know to make the right choice of the institution to study at”

**\* The survey based on 100 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 14 seminars in two halls during the day. 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 10<sup>th</sup> 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

**14** successful seminars were held, covering such topics as:

- university rankings,
- Chevening, Global education and other scholarships
- Pathways to success in the creative industries
- Choosing a UK University
- Developing fluency in English language
- Foundation Programmes
- Applying via UCAS

and many others

The detailed seminar programme is available in the **Annex 4 below** or via the link <https://www.britishcouncil.ru/en/expo/petersburg/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 100 publications in target media and social media***

A total reach of outcomes in target media – **18 454 000, PR value – 5 678 498**

- **2 competitions** were arranged (METRO newspaper and PaperPaper website)
- The reach of the publications dedicated **to competitions only** (the target audience of the participants: 18-30) – **over 5 000 000, PR value – 885 354**

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
- **9 print outcomes** with Study UK exhibition and competitions announcements in target media with media impressions of **4 540 200**
- **46 online publications** (lifestyle, general interest, news agency, specialized online media) with a total number of **media impressions – 7 494 000** media contacts and **PR value 5,68 mln rub**

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

- A series of special projects (announcements, interviews, long-reads) was arranged in collaboration with KudaGo city online resource and resulted in:
  - Media impressions - 78 829
  - 20 outcomes (media + social media)
  - Total PR value of the special project with KudaGo – 233 640
- Email distribution – more than 2 mln contacts

**Offline campaign**

- **Leaflets** placement in partner organisations (universities, cafes, bookshops, LUSH, cultural venues, educational centres etc.)
- **Images and announcement placement** in ad screens in shops (Hamleys, bookshops, library)
- A **special survey** was arranged together with “Kazanskaya,7” creative venue that increased an interest to the Exhibition.
- To promote UK educational institutions’ excellence in science and because of the UK-Russia Year of Education and Science 2017 a **special pre-exhibition event “British scientists. Science Today”** was arranged in St.Petersburg. The event was organized as a collaboration of the British Council and the PostNauka online media who made an exclusive series of 6 video lectures about modern British science.
  - 10 announcement outcomes
  - The event gained 500 online registrations, the majority of the visitors expressed their interest in the Exhibition and visited Study UK as well.

**A total reach of outcomes in target media - 13 172 498 with PR value – 5 678 498**

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

**More than 15 partners involved in the promotion**

**2 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 **4 leading online resources** that proved their effectiveness during the previous year promo-campaign **as partners and arranged a huge offline promo campaign** that included **1 pre-exhibition event** dedicated to the British science and UK institutions' excellence in science, **1 survey** and **more than 15 offline partners.**

#### 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 than in previous year.

**In 2017 there was an 18% increase in a number of visitors of the Exhibition**

**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





Online

# marie claire

ПС МОДА КРАСОТА LIFE&LOVE СТИЛЬ ЖИЗНИ #WORK ЕДА

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

[СТИЛЬ ЖИЗНИ] [КАРЬЕРА] [ГЛД 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 высших 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

ПС МОДА КРАСОТА LIFE&LOVE СТИЛЬ ЖИЗНИ #WORK ЕДА

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

[#WORK] [КАРЬЕРА] [ГЛД 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)

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 Макуин и Стелла Маккартни, тоже когда-то учились в университете. Британский совет рассказывает, что нужно знать о факультетах моды в престижных вузах Великобритании.

8 ОКТЯБРЯ 2017 РЕДАКЦИЯ 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



PEOPLETALK Дейенерис тоже училась в ВУЗе! Эмилия Кларк и другие з образованием

РЕЗУЛЬТАТ

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

ДАРА ИИКАРОВА 02.10.2017



А ты знаешь, что Эмилия Кларк (50) из «Игры престолов» окончила Лондонский драматический центр, а у модели Лили Коул (29) есть высшая степень по истории искусств Кембриджского университета? Назвине выставки 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



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.

# ForbesLife

556.01 + MMBC 2008  
629.23 + BENT 07A

FORBESLIFE / ОБРАЗОВАНИЕ 04.10.2017 13:00

## 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.



МОДА КРАСОТА ЗВЕЗДЫ ЛЮБОВЬ ЕДА ТЕЛО ПСИХО БЮДЖЕТ  
ПОПУЛЯРНОЕ ТЕСТЫ ЧИТАЙТЕ НАС В СОЦИАЛЬНЫХ СЕТЯХ

### Как учиться в Великобритании: Кембридж

Автор: 360Media  
Фото: Pixabay, архив прессы/Сбер

05.10.2017

Обучение в Великобритании традиционно считается престижным и лучшим в Европе. Многие английские вузы возглавляют топовые рейтинги, и учиться в них – мечта многих. Мы поговорили с теми, у кого мечта сбылась. Начнем с Кембриджа.

Стипендия в Великобритании: студенты со своей стороны Соединенно «Глобально» по количеству результатов финансиров:

WORKING **мама** Приведено

## Выставка «Study UK: Discover You»

Мастер-классы Приведено и фестивалю 3-6 лет от 6 лет



10 октября в Петербурге пройдет ежегодная Выставка британского образования Study UK: Discover You, которую проводит Британский Совет. На выставке будут представлены ведущие учебные заведения Великобритании, предлагающие программы среднего, высшего, бизнес-образования и языковые курсы для детей и подростков.

КудаGo Санкт-Петербург Поиск

Санкт-Петербург Обучение Самые видеолекции «Британские учёные: Наука сегодня»

## Серия видеолекций «Британские учёные. Наука сегодня»

Год науки и образования Великобритании в России продолжается, и Британский Совет вместе с интернет-порталом «ПостНаука» приглашает посмотреть видеолекции по генетике, астрофизике и нейробиологии от профессоров из университетов Великобритании. Приходите, чтобы узнать об актуальных исследованиях и новых открытиях. Лекции будут сопровождаться русскими субтитрами.

Сейчас уже поздно





## Секреты картин и криминал: как физики из России помогают британской полиции

09:45 07.10.2017 10:56 вышло 14:52 07.10.2017



Фотом: Сергей Казарян

**МОСКВА, 7 окт — РИА Новости.** Сергей Казарян, профессор физической химии из Имперского колледжа Лондона, рассказал, как современные методы химии и физики позволяют анализировать преступников по химическим следам отпечатков пальцев, раскрыть фальшивки и изучать историю давно ми ушедших дней.

В преддверии Выставки Британского образования [Study UK: Discover You](#), которая состоится 7-8 и 10 октября в Москве и Санкт-Петербурге, Британский совет и РИА Новости рассказывают о российских ученых, которые работают в вузах и научно-исследовательских центрах Великобритании.



В. Голубев / РИА Новости



Середина осени — лучшее время, для того чтобы начать готовиться и поступление в зарубежный вуз. «Афиша Daily» вместе с ТВРГ Орел подготовили главный учебник: куда ехать, как там учат, какие документы собирать — и сколько все это будет стоить.



7-8 октября в Москве и 10 октября в Санкт-Петербурге пройдет выставка британского образования, на которой **будет возможность** ознакомиться с интересующими вас вопросами подробнее



## Майкл Бёрд: Горжусь тем, как много Британский Совет сделал для изучения английского языка в России

Мечтаете учиться в Великобритании? Тогда вам стоит пообщаться на [Выставке британского образования Study UK: Discover You](#). Представители десятка английских учебных заведений презентуют программы по различным направлениям науки, искусства и бизнеса. В преддверии выставки KudaGo побеседовал о проекте с Майклом Бёрдом, директором Британского Совета и специалистом по культуре Великобритании.



Афиша «Мел»

1. Подключить

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 пройдет 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 еще летними программами и краткосрочными языковыми курсами для детей и взрослых.



96% of visitors found the information about the exhibition provided before the event as “excellent” and “good”

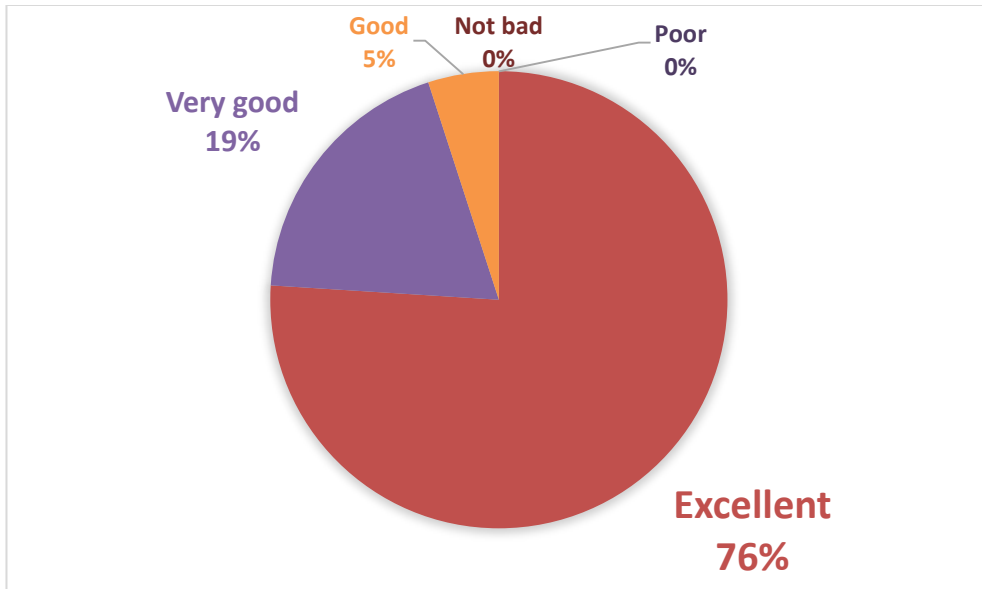
Visitor's Feedback

96% of visitors said the exhibition was arranged on the highest level

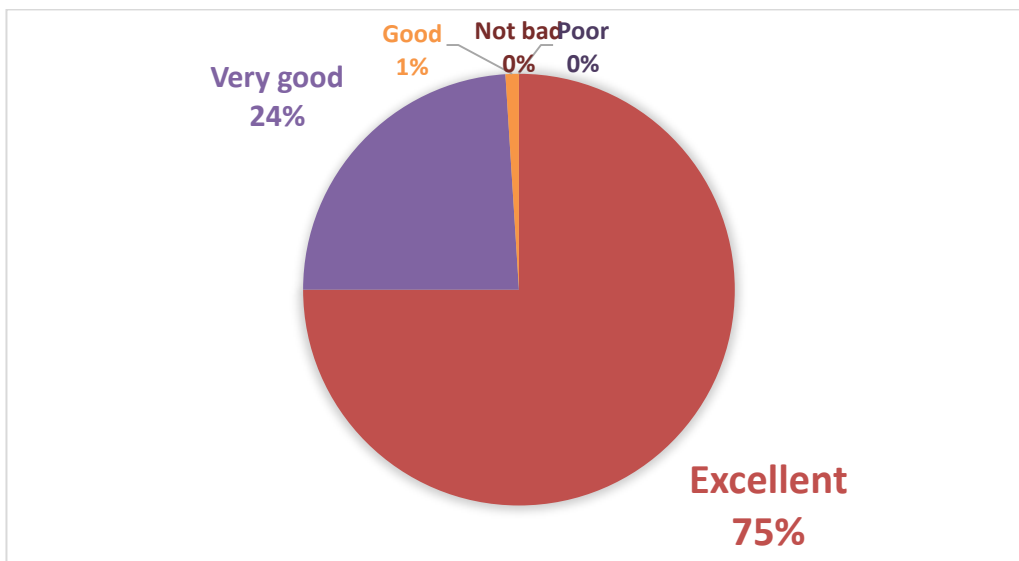
94% of visitors confirmed that after the exhibition their impressions about the UK has become more various and positive

95% 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 100 visitors (10% out of all the 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” 91% said yes, 4% said no, 5% maybe.**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 94% said yes**

**How do you rate the support of the British Council, 100% 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 ore places in seminar halls
- Arrange the exhibition more often

## Exhibitor's Feedback

At the exhibition there were **34 exhibitors** from UK educational institutions – there is **an increase in number of participants** compared to the last year

**96.4 %** gave a **positive** (excellent and good) **overall assessment** of the exhibition

**More than 30%** 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

**60%** estimated the **number and 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!
- Good links with agents! All good!
- 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
- Excellent exhibition! The translation support was fantastic!
- Keep up great work! Many thanks! Really enjoyed it! See you in 2018!
- 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

**92.5 % consider that the event is overall value for its money**

**14 seminar sessions**

**89% 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  
Cardiff University  
City, University of London  
De Montfort University  
Goldsmiths, University of London  
Institute of Chartered Accountants in  
England and Wales (ICAEW)  
King's College London  
Manchester Metropolitan University  
Newcastle University  
Northumbria University  
Norwich University of the Arts  
Queen Mary University of London  
Sheffield Hallam University  
Staffordshire University  
University of East Anglia  
University of Essex  
University of Greenwich  
University of Leeds  
University of Portsmouth  
University of Plymouth  
University of St Andrews  
University of the Arts London  
University of York  
University of West London  
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

**ELT**

ABLE Manchester  
Homerton College, University of Cambridge  
Purley Language College  
Moreton Hall

## Partners of the Exhibition

### UK Educational Partners

Academic Families

### Other partners\*

AISEC (and its partner universities)

Cambridge University Press

British Consulate/ Chevening

Hamleys

### Offline partners that were not represented at the venue

Respublica bookshop

LUSH

Unium educational centre

Pif Paf café

Buro café

MarketPlace café

British Book Centre / Lomonosov library

Bookbridge

Poryadok slov bookshop

Podpisnie Izdaniya bookshop

OKHTA Lab cultural venue

Lumier Hall creative venue

Kazanskaya, 7 coworking café

Centre of Foreign Literature “Knizhniy Dom”

### 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 20<sup>th</sup> 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!

Study UK (ex-Education UK) Exhibition has been held in St. Petersburg annually for 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 closely by Malta).

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:

**University of the Arts London:** huge number of students applied for, very good quality of applicants

**Queen Mary University of London:** a lot of requests for Education, Psychology and Events this year

**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

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

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

**Purley Language School:** We need to develop marketing methods a bit more

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

**Northumbria University:** Demand for Foundation

**University of Essex:** Need to promote short term courses and online courses more, look into summer schools

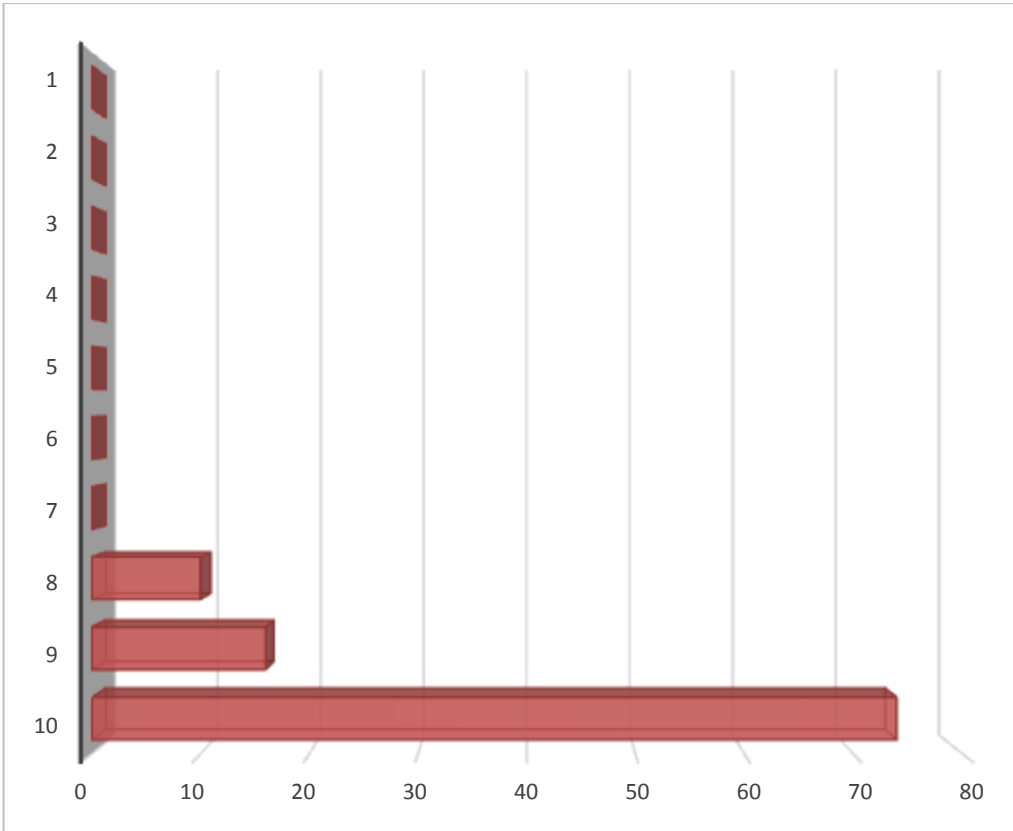
A full report of visitors' subjects of interest can be found in Appendix below.

End of Report

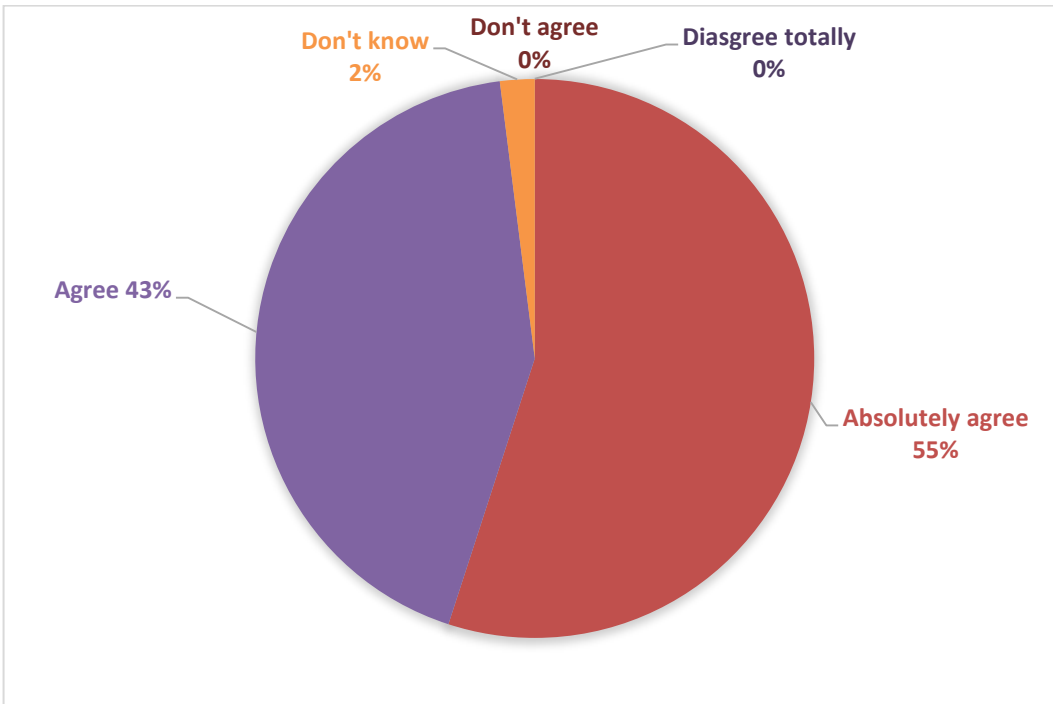
If you have any questions or requests please don't hesitate to contact [daria.lavrentieva@britishcouncil.ru](mailto:daria.lavrentieva@britishcouncil.ru) or [elizaveta.utolina@britishcouncil.ru](mailto:elizaveta.utolina@britishcouncil.ru)

Appendix 1 - Visitors' feedback and survey results

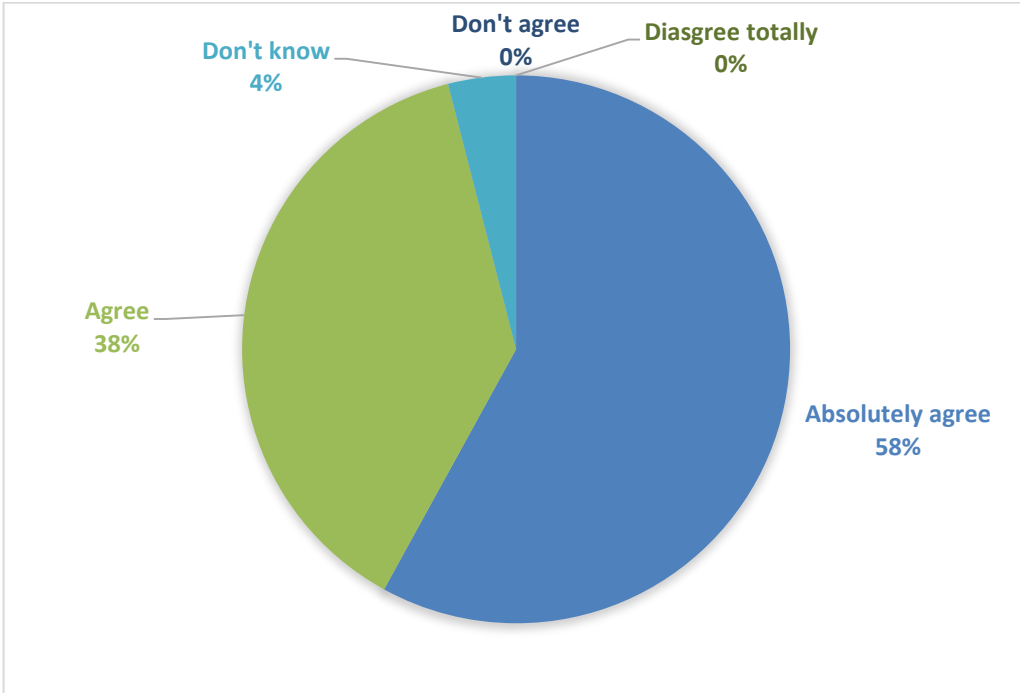
Would you recommend the British Council to your friends and relatives?



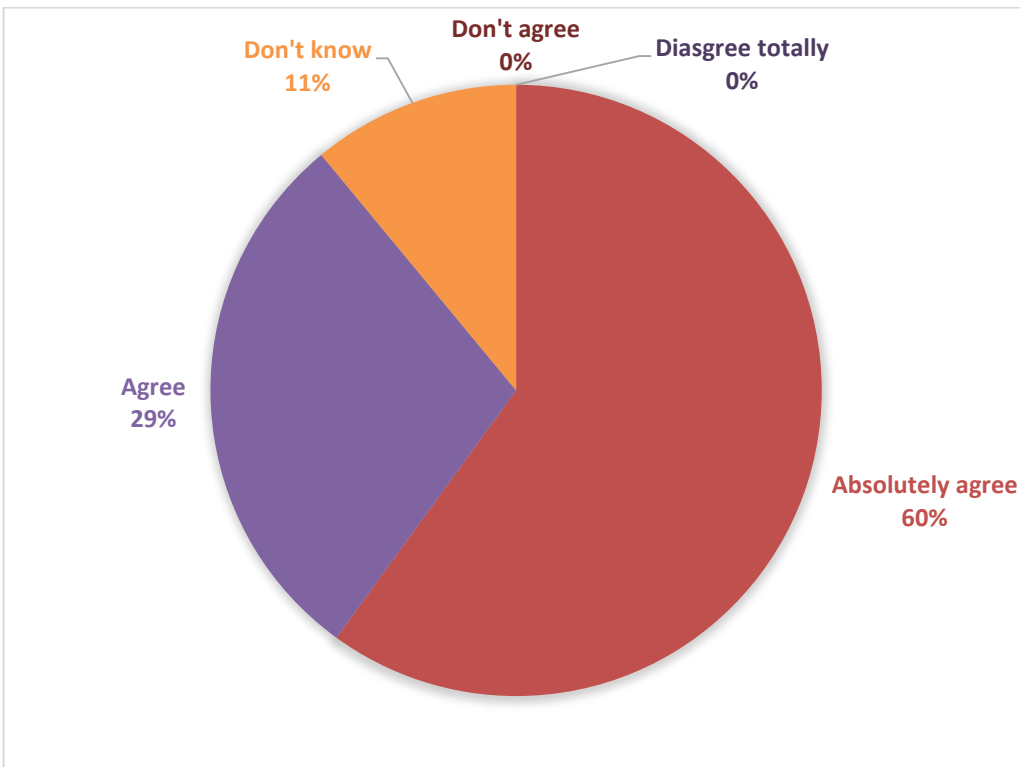
The exhibition met my expectations



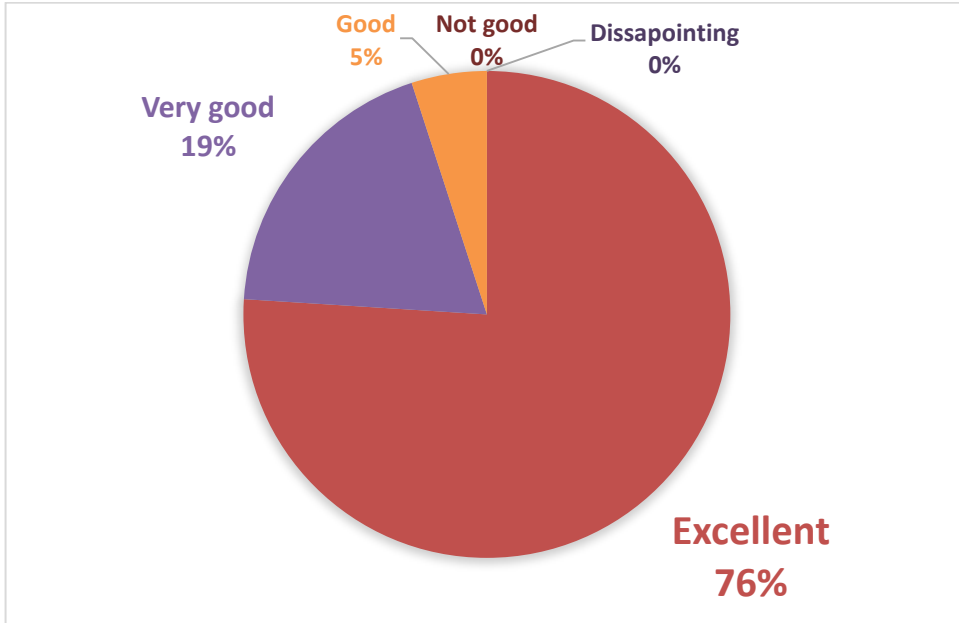
Overall the exhibition was arranged on the highest level



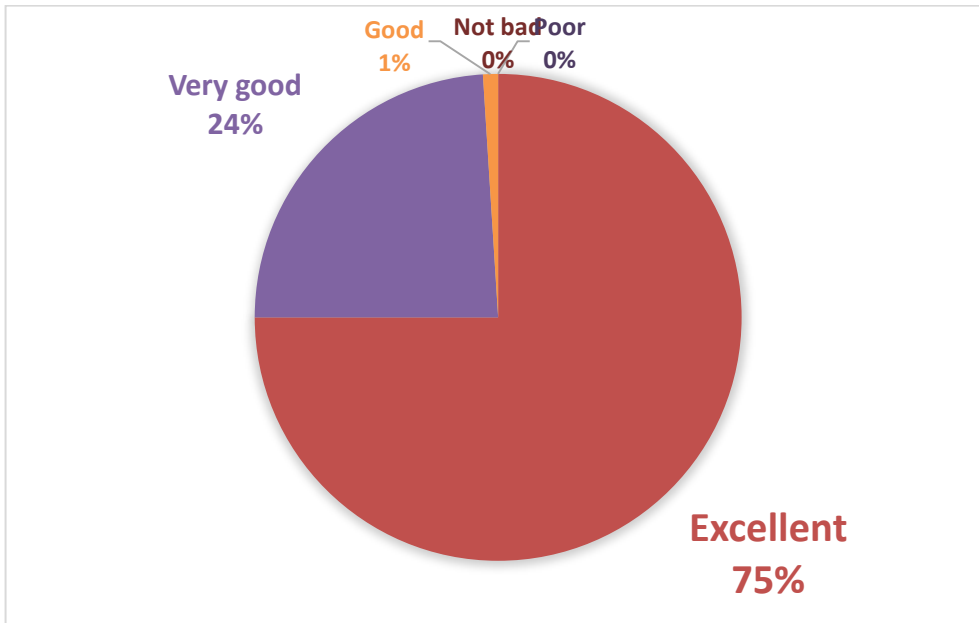
The British Council is one of the leading organisations in its profile area



The variety of programmes offered at the exhibition



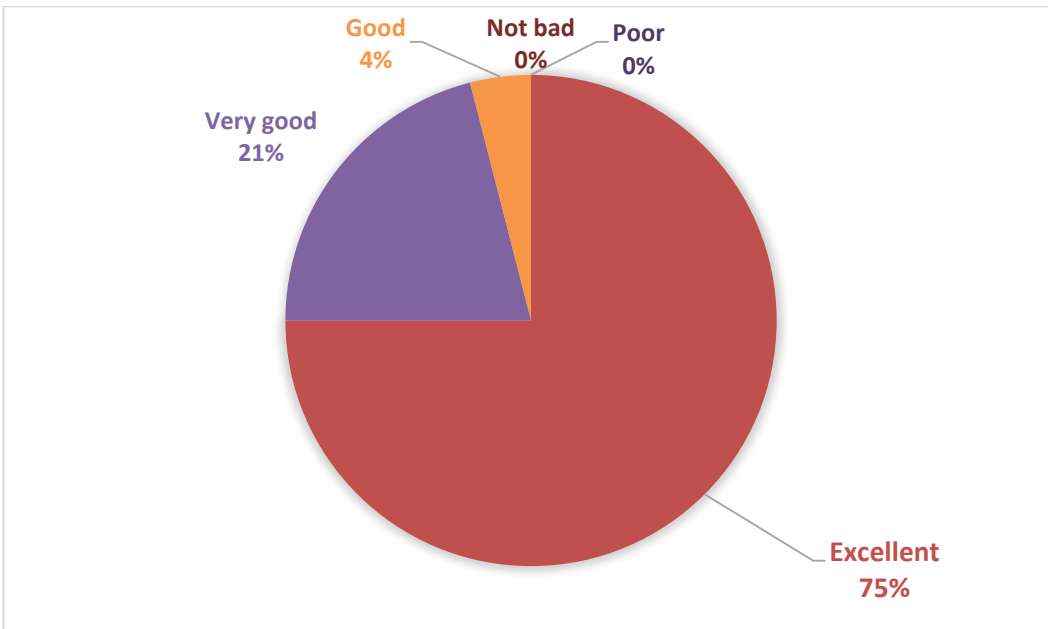
The quality and variety of the seminar programme



The quality of the venue



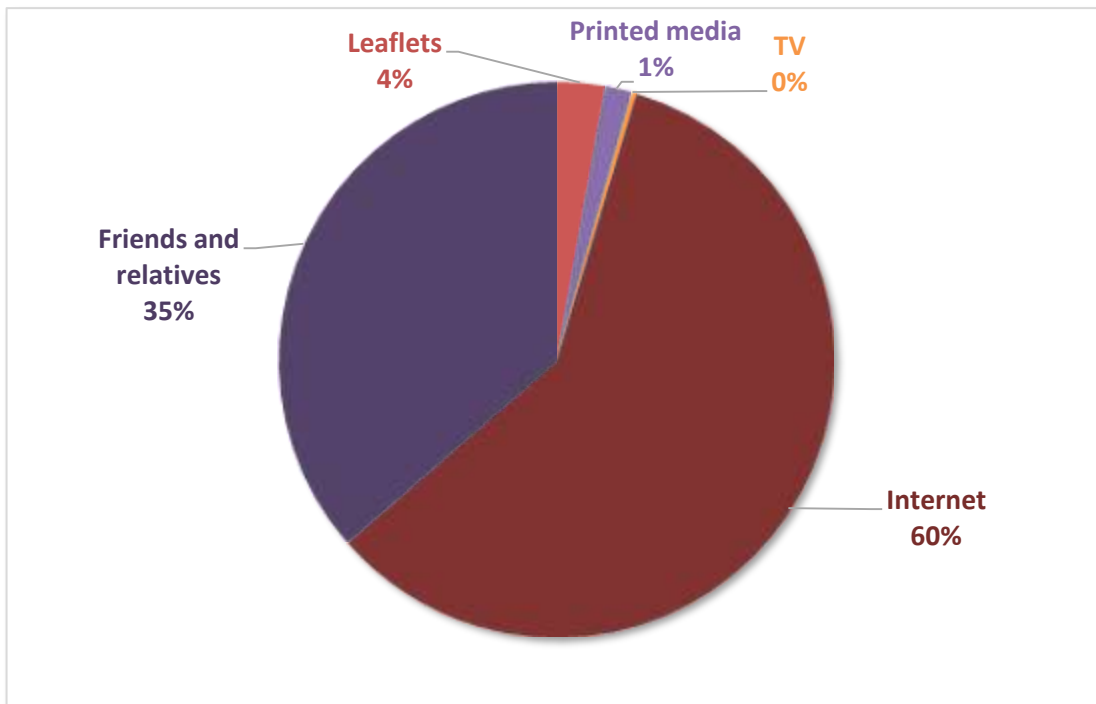
Information provided before the event



The assistance of the British Council staff during the event

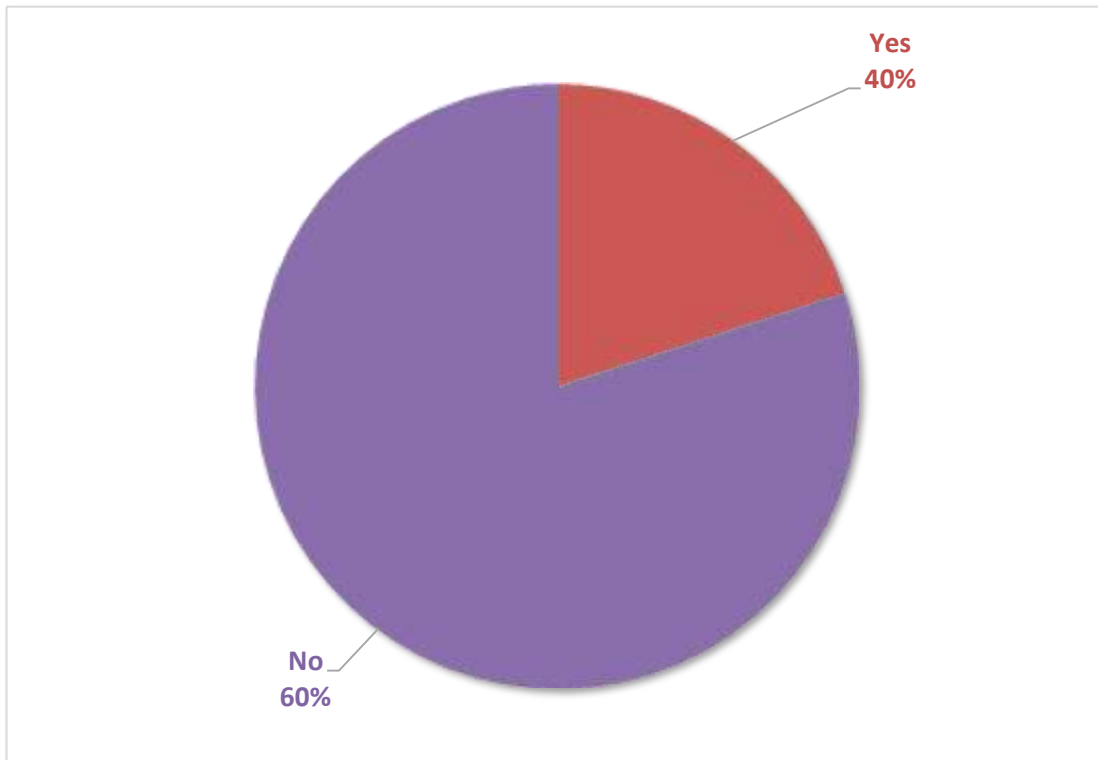


How did you find out about the exhibition?





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	17	60.7
NO	11	39.3
Total	28	100

**What was your main aim in coming?**

Answers	Number of answers	%
Recruitment	7	23.3
Profile raising	3	10.0
Both	20	66.7
Total	30	100

**What is your primary market interest in this event?**

Answers	Number of answers	%
Undergraduate	17	19.1
Postgraduate taught	17	19.1
Postgraduate research	9	10.1
Higher national diploma and equivalent	0	0.0
Pre-university foundation courses	6	6.7
Foundation	8	9.0
Post-16 A-level	5	5.6
Pre-sessional English School	9	10.1
Secondary education	7	7.9
Summer courses	11	12.4
Total	89	100

**What is your assessment of the visitors?**

Answers	Number of answers	%
Number of the visitors		
Good	16	57.1
Average	12	42.9
Disappointing	0	0.0
Total	28	100
"Quality" of the visitors		
Good	17	60.7
Average	11	39.3
Disappointing	0	0.0
Total	28	100

Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
YES	25	89.3
NO	3	10.7
Total	28	100

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	14	50.0
Good	13	46.4
Average	1	3.6
Bad	0	0.0
Very bad	0	0.0
Total	28	100

How does this year's exhibition compare to last year's?		
Rate	Number of answers	%
Much better	0	0.0
Better	6	21.4
About the same	2	7.1
Worse	0	0.0
Much worse	0	0.0

Didn't attend last year	20	71.4
Total	28	100

#### Level of British Council support before the exhibition

Rate	Number of answers	%
5	19	70.4
4	8	29.6
3	0	0.0
2	0	0.0
1	0	0.0
Total	27	100

#### Level of British Council support during the exhibition

Rate	Number of answers	%
5	18	66.7
4	9	33.3
3	0	0.0
2	0	0.0
1	0	0.0
Total	27	100

#### Quality of the venue

Rate	Number of answers	%
5	14	51.9
4	9	33.3
3	4	14.8
2	0	0.0
1	0	0.0
Total	27	100

#### Quality of the accommodation

Rate	Number of answers	%
5	15	55.6
4	8	29.6
3	4	14.8

2	0	0.0
1	0	0.0
Total	27	100

Length of the exhibition		
Rate	Number of answers	%
5	15	55.6
4	12	44.4
3	0	0.0
2	0	0.0
1	0	0.0
Total	27	100

Value for money		
Rate	Number of answers	%
5	12	44.4
4	13	48.1
3	2	7.4
2	0	0.0
1	0	0.0
Total	27	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	26	96.3
Earlier than this year	0	0.0
Later than this year	1	3.7
Total	27	100

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	18	66.7
Likely	9	33.3

Unlikely	0	0.0
Very unlikely	0	0.0
Total	27	100

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

Media	Media Type	Media Coverage	Publication/ Issue Type
<b>Radio</b>			
Komsomolskaya Pravda radio	Radio	Federal	Guest on the air «Parents Question» thematic program
Business FM	Radio	Local - St.Petersburg	Interview during the morning broadcast
<b>Print media</b>			
Forbes Life	Glossy magazine	Federal	Special feature
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest announcement
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest announcement
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest announcement
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest announcement
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest announcement
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest announcement
Metro St. Petersburg	Daily newspaper	Local - St. Petersburg	Photo contest results and announcement of the winner
Delovoy Peterburg	Daily newspaper	Local - St. Petersburg	Lectures. Science in Britain
<b>Online media</b>			
RIA News	Information Agency	Federal	Editorial, interview
RIA News	Information Agency	Federal	Editorial, interview
TASS	Information Agency	Federal	Editorial
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
Paperpaper	Online media	Local - St. Petersburg	Longread
Metronews	Online site of Metro newspaper	Local - St. Petersburg	Announcement
DP.ru	Online site of Delovoy Peterburg newspaper	Local - St. Petersburg	Pre-event announcement
The Village	City media	Local - St. Petersburg	Announcement
Where	Online site of Where magazine	Local - St. Petersburg	Announcement
News.Sputnik	Online media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Announcement
KudaGo	City media	Local - St. Petersburg	Longread
KudaGo	City media	Local - St. Petersburg	Interview. longread
KudaGo	City media	Local - St. Petersburg	Pre-event announcement
Afisha.Yandex	City media	Local - St. Petersburg	Announcement



Afisha.Yandex	City media	Local - St. Petersburg	Pre-event announcement
Afisha.Yandex	City media	Local - St. Petersburg	Pre-event announcement
Peterburg2	City media	Local - St. Petersburg	Pre-event announcement
2do2go	City media	Local - St. Petersburg	Study UK: Discover You / Exhibition of British Education
2do2go	City media	Local - St. Petersburg	Pre-event announcement
Gorodovoy	City media	Local - St. Petersburg	Pre-event announcement
Gorodovoy	City media	Local - St. Petersburg	Announcement
Gorodovoy	City media	Local - St. Petersburg	Announcement
Gorodzovet	City media	Local - St. Petersburg	Announcement
Kidsreview	Parental media	Local - St. Petersburg	Announcement
Littleone	Parental media	Local - St. Petersburg	Announcement
Workingmama	Parental media	Federal	Londread
Workingmama	Parental media	Federal	Announcement
Mel.fm	Educational media	Federal	Announcement
Mel.fm	Educational media	Federal	Editorial
Mel.fm	Educational media	Federal	Editorial
Kommersant.ru	Business media	Federal	Special feature
Rbc.ru	Business media	Federal	Special feature
<b>Social media</b>			
<b>Name of media</b>	<b>Type of media</b>	<b>Name of social media</b>	<b>Number of followers</b>
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
TRIP secrets	Travel media	VKontakte	69 293
Business FM Peterburg	Business Media	VKontakte	6 843
Metro newspaper	Online site of Metro newspaper	VKontakte	59 404
Metro newspaper	Online site of Metro newspaper	VKontakte	59 404
Paperpaper	Online media	VKontakte	58 301
Paperpaper	Online media	VKontakte	58 301
Paperpaper	Online media	VKontakte	58 301
Paperpaper	Online media	VKontakte	58 301
The Village Peterburg	City media	VKontakte	158 900
Where magazine	City Media	VKontakte	1 595
AISEC in Russia	Special Interest	VKontakte	76 130
KudaGo Peterburg	City media	VKontakte	660 713
KudaGo Peterburg	City media	VKontakte	660 713

KudaGo Peterburg	City media	Vkontakte	660 713
KudaGo Peterburg	City media	Vkontakte	660 713
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KudaGo Peterburg	City media	Vkontakte	660 713
Gorodovoy	City media	Vkontakte	9 681
Gorodovoy	City media	Vkontakte	9 681
Gorodovoy	City media	Vkontakte	9 681
KidsReview.ru	Parental media	Vkontakte	33 281
Littleone	Parental media	Vkontakte	64 231
Buryatia online	Online media	Vkontakte	70 352

Mel	Educational media	Facebook	80 602
Mel	Educational media	Facebook	80 602
Mel	Educational media	Vkontakte	59 606
Mel	Educational media	Vkontakte	59 606

## Seminars

<b>10 October, Tuesday</b>	
<b>SAINT-PETERSBURG HALL</b>	
15:15-15:45	<b>Speaker:</b> Maria Shvyrkova Global Education
	<b>How to win the Global Education Scholarship Programme</b>
	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 2.7 million Russian roubles per year to cover the costs of their programmes and all related expenses.
15:50-16:20	<b>Speaker:</b> Jane Magee University of St Andrews
	<b>Foundation Programmes: What? Where? Why?</b>
	Foundation Programmes as an alternative route into higher education in the UK for students who have not studied A-levels or the International Baccalaureate (IB) Diploma. Discussion about a typical programme structure, the benefits of the Foundation and progression upon successful completion.
16:25-16:55	<b>Speaker:</b> The British Embassy
	<b>How to win Chevening scholarship programme</b>
	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.
17:00-17:30	<b>Speaker:</b> Valerie Palmer University of the Arts London
	<b>How to make a creative portfolio for UAL</b>

	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.
17:35-18:05	<p><b>Speaker:</b> Caroline Halling University of Essex</p> <p><b>Rankings – dispelling the myths</b></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>
18:10-18:40	<p><b>Speaker:</b> Wylie Wright Brooke House College</p> <p><b>Applying via UCAS to enter a UK University</b></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>
18:45-19:15	<p><b>Speaker:</b> Alisja Golub ABLE Manchester</p> <p><b>Tips and tricks for students to develop fluency in English language</b></p> <p>Do you want to improve your English skills? During the presentation audience will get information about how to become more fluent and accurate when they speak.</p>

<p><b>10 October, Tuesday</b></p> <p><b>ADMIRALTY HALL</b></p>	
15:15-15:45	<p><b>Speaker:</b> Anna Bourne The Institute of Chartered Accountants in England and Wales (ICAEW)</p> <p><b>The difference between professional and academic education. ACA. Qualification is the key to top career in finance</b></p>

	<p>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.</p>
15:50-16:20	<p><b>Speaker:</b> Rhian John Norwich University of the Arts</p> <p><b>Pathways to success in the creative industries</b></p> <p>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.</p>
16:25-16:55	<p><b>Speaker:</b> Anne Griffith Moreton Hall</p> <p><b>Choosing a UK boarding school</b></p> <p>In this presentation you will know what factors should be taken into account while choosing a boarding school in Great Britain.</p>
17:00-17:40	<p><b>Alumni Talks</b></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>
17:45-18:15	<p><b>Speaker:</b> Nikolai Pedentchouk University of East Anglia</p> <p><b>Choosing a UK University: Important factors to consider about student experience in the UK</b></p> <p>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.</p>
18:20-18:50	<p><b>Speaker:</b> Irina Sherbakova INTO University Partnerships</p> <p><b>A-level: at school or at university?</b></p> <p>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.</p>
18:55-19:25	<p><b>Speaker:</b> Stewart Eru Homerton College - University of Cambridge</p> <p><b>The difference of ELT programmes and what you need to know to make the right choice</b></p>



	<p>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.</p>
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If you have any questions or requests please don't hesitate to contact [daria.lavrentieva@britishcouncil.ru](mailto:daria.lavrentieva@britishcouncil.ru) or [elizaveta.utolina@britishcouncil.ru](mailto:elizaveta.utolina@britishcouncil.ru)