



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK Fair 2019**

**23-24 February 2019
Hong Kong**

Introduction

- The Study UK Fair was held on 23 and 24 February, with 85 institutions exhibiting.
- During the two days on which the exhibition was held, over 6,300 visitors attended (compared to 4,800 visitors last year).
- We have introduced Scottish Pavilion this year, which drives 25% of visitors visit them in two days.

This report includes:

Highlights of the event, including visitor numbers and profiles.
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Details of the **Marketing** channels used to attract visitors
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Results of the **Visitor Feedback Survey**
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Results of the **Exhibitor Feedback Survey**
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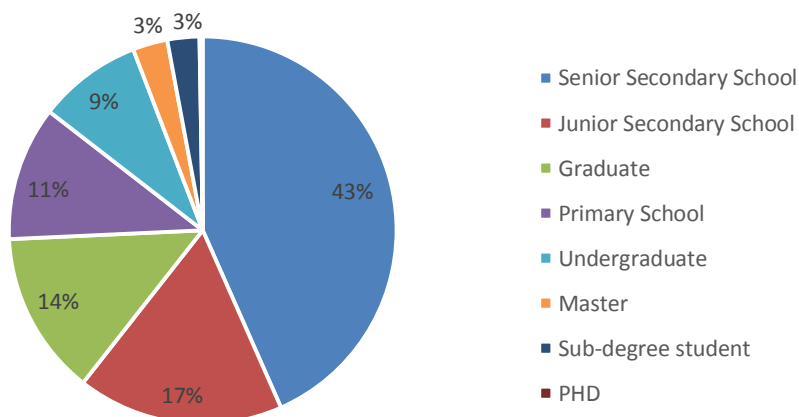
Appendix: **List of exhibitors**
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Highlights

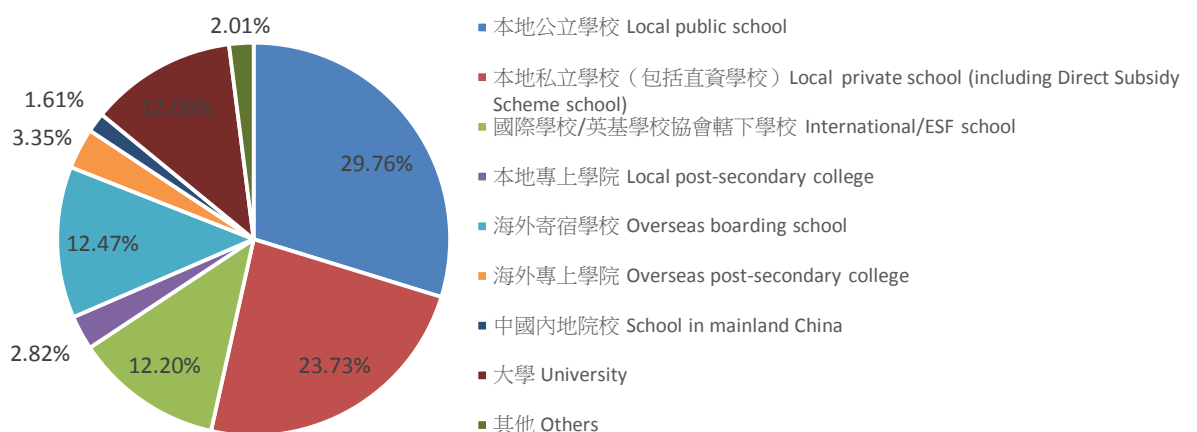
There were
**77 BOOTHS, 1 SCOTTISH PAVALION, 85 INSTITUTIONS,
 4 SPONSORS AND
 6,300 PARENTS AND STUDENTS**

Visitor profile

The visitors were mainly senior secondary students and junior secondary students.



Over half of the visitors (or the visitors' children) attend a **local public school or a local private school (including Direct Subsidy Scheme schools)**.

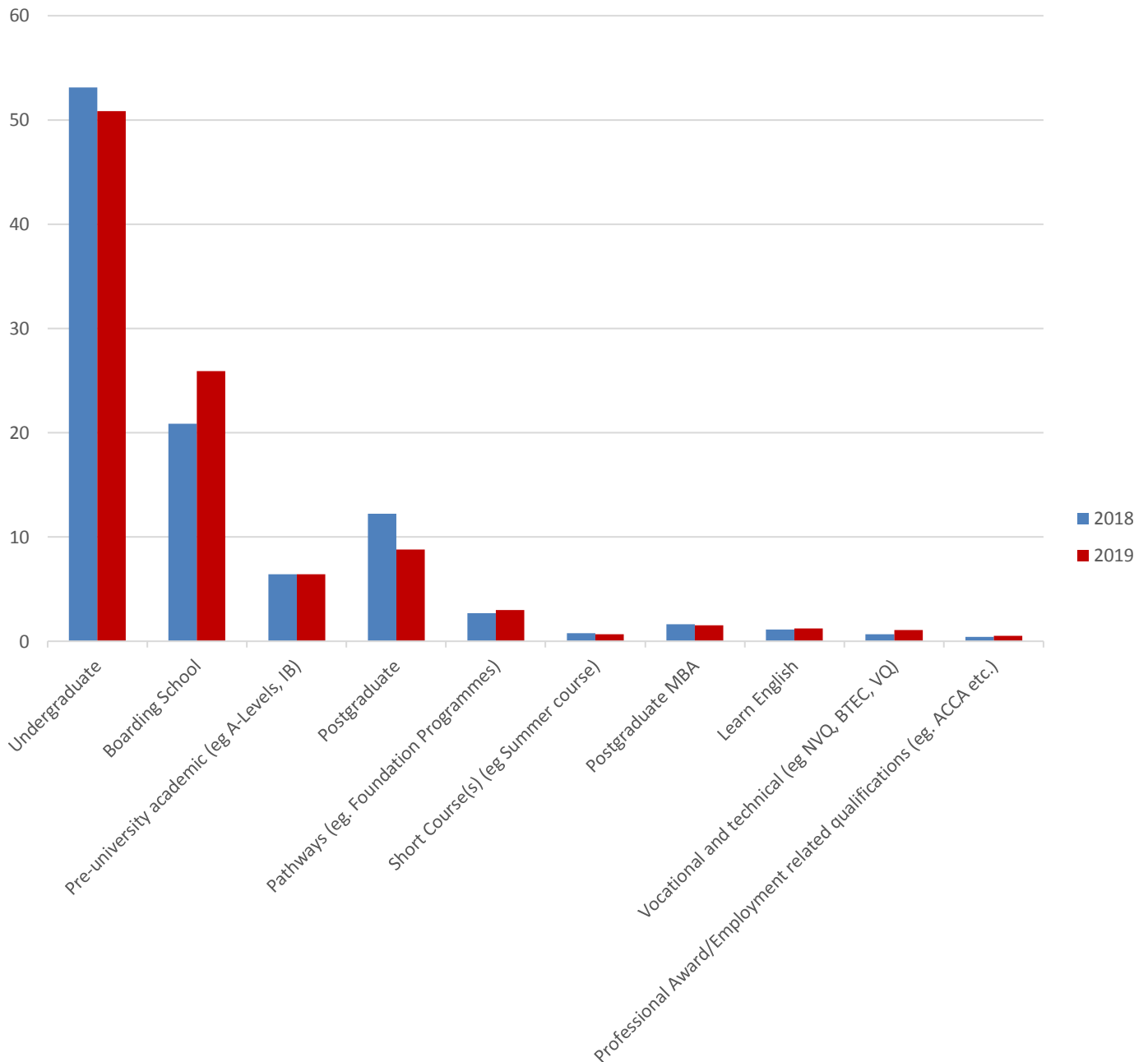


There was an increase in the percentage of visitors (or visitors' children) who were currently studying at a local private school compare with last year.

Visitor preferences

Registrants in 2018 : 3,547 responses

Registrants in 2019 : 3,248 responses



Most visitors, in both 2018 and 2019, were looking for information about boarding school or undergraduate programmes. Interest in boarding school programmes increased slightly in 2019.

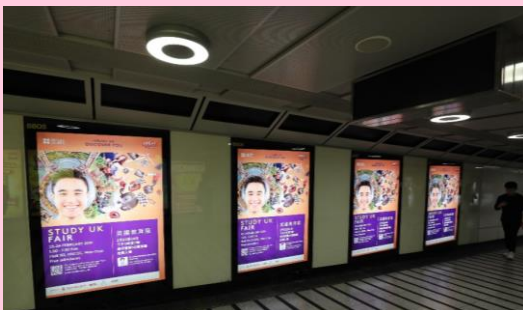
Marketing

We spent more than

HK\$1.1 million

on promotion

MTR promotion



Print advert



Online

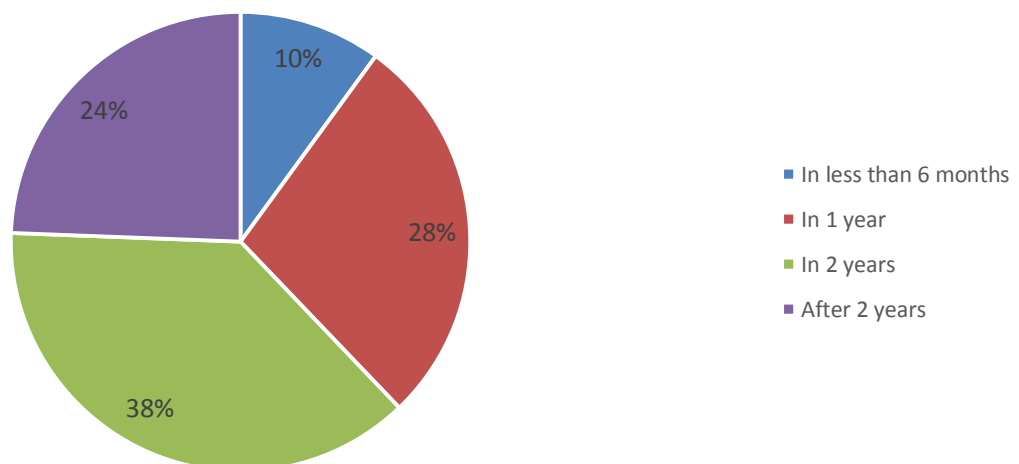


Visitor feedback

Methodology

There was both an online and a printed survey that the visitors could fill in during the exhibition. After completing the survey, the visitors could collect an exhibition souvenir. The questions were designed to gather quantitative data (statistics) and qualitative data (remarks) that would help us understand what visitors thought of the exhibition and the latest market trend.

76% of the visitors were considering studying abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- Studying at UK boarding schools
- Postgraduate studies in the UK and other countries
- Work placement
- More Arts-related seminars
- How Brexit affects higher education in UK

Exhibitor feedback

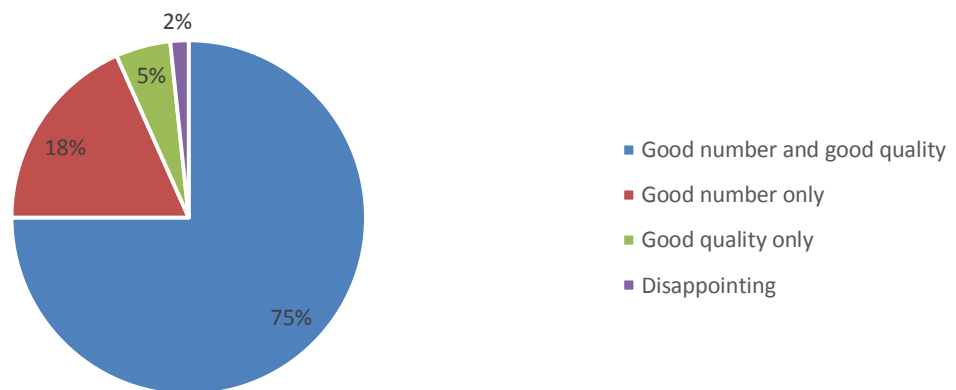
Main compliments

- Thank you for organising the event and for the professional support (8 responses)

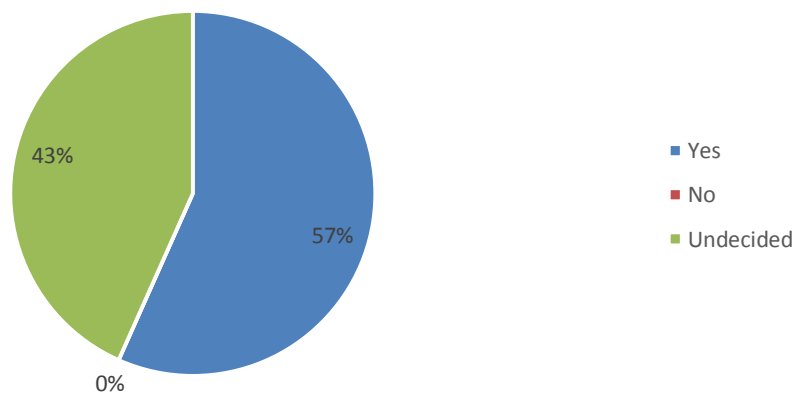
Main recommendations

- Change it back to January (5 responses)
- Lower the cost to exhibitors (9 responses)

What is your assessment of the visitors in 2019?



Will you be attending this event next year?



Appendix: List of exhibitors

Booth No.	Institute Name
Further education college	
34	Le Cordon Bleu London
Higher education	
1	Aberystwyth University
3	University of the Arts London
5	University of Bath
7	Birmingham City University
8	University College Birmingham
9	University of Birmingham
10	Bloomsbury Institute London
11	Bournemouth University
14	University of Bristol
16	Brunel University London
18	City, University of London
19	Coventry University
21	De Montfort University
22	Durham University
23	University of East Anglia
24	Norwich University of the Arts
26	EF University Preparation
27	University of Essex
28	University of Exeter
30	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate /Postgraduate)
31	Kaplan International Pathways
32	University of Kent
35	Leeds Beckett University
36	Leeds College of Music
37	University of Lincoln
39	Liverpool Hope University
40	University of Liverpool
42	Manchester Metropolitan University
43	The University of Manchester
44	Newcastle University
45	Northumbria University, Newcastle
47	Edge Hill University
48	University of Nottingham
50	Oxford Brookes University
52	University of Plymouth
53	University of Portsmouth
56	Queen Mary University of London
57	University of Reading
58	Richmond, the American International University London
59	Royal Holloway, University of London

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61	RVC, University of London
63	Sheffield Hallam University
64	The University of Sheffield
65	University of South Wales
66	University of Southampton
67	Staffordshire University
68	University of Sunderland
69	University of Surrey
70	Brighton and Sussex Medical School
71	University of Sussex
72	Swansea University
73	Ulster University
74	UA92
75	University of Warwick
77	University of York
Independent schools and colleges	
2	Academic Summer
4	Ashbourne College
6	Bellerbys College
12	Box Hill School
13	Brighton College
13	Malvern St James Girls' School
13	The Leys School
15	Brooke House College
17	CATS College
20	Cardiff Sixth Form College
25	EF Academy International Boarding Schools
29	Gresham's School
33	Kings Colleges
38	Lingfield College
41	Lucton School
46	Norwich School
49	Our World English Schools
51	Oxford International College
54	QEH School
55	Queen Ethelburga's Collegiate
60	Ruthin School
62	Scarborough College
76	Westbourne School
Scottish Pavilion	
A	Glasgow School of Art
B	Queen Margaret University, Edinburgh
C	University of Aberdeen
D	University of Dundee
E	University of Glasgow
F	University of Strathclyde Glasgow