



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK July exhibition 2017**

**15-16 July 2017  
Hong Kong**

# Introduction

- The Study UK exhibition was held on July 15th and 16th in order to coincide with DSE and IB results announcement, with 68 institutions exhibiting
- **During the two days around 4,000 visitors attended compared to 3,846 visitors last year.**
- The event attracted media coverage. It generated 4 pieces of coverage and the total advertising equivalent value is HK\$665,649.

## This report includes:

Key **Highlights** of the event including visitors numbers and profile  
Page 3 – 5

Details of the **Marketing** channels used to attract potential audience  
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Results of the **Visitor Feedback** survey  
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Results of the **Exhibitors Feedback** survey  
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# Highlights

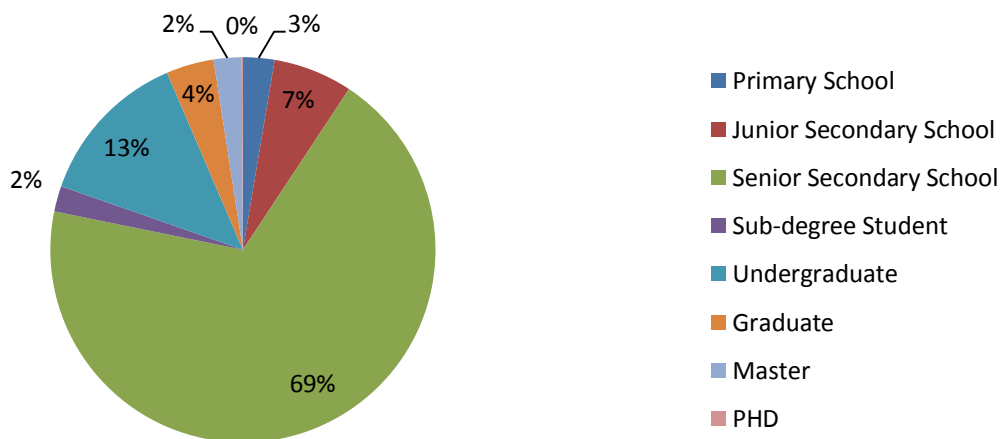
There were -

**66 BOOTHS, 68 INSTITUTIONS  
4000 PARENTS & STUDENTS**

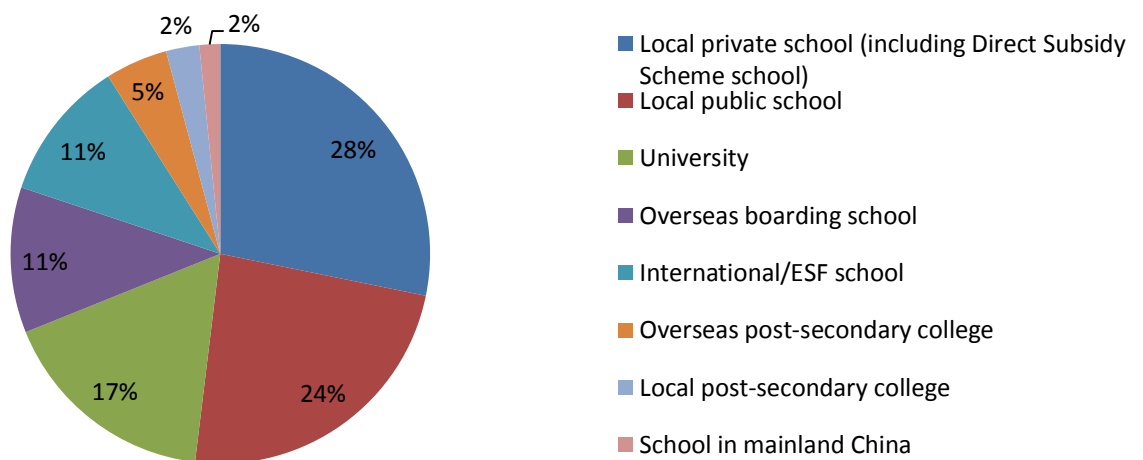
attending the exhibition

## Visitors' profile

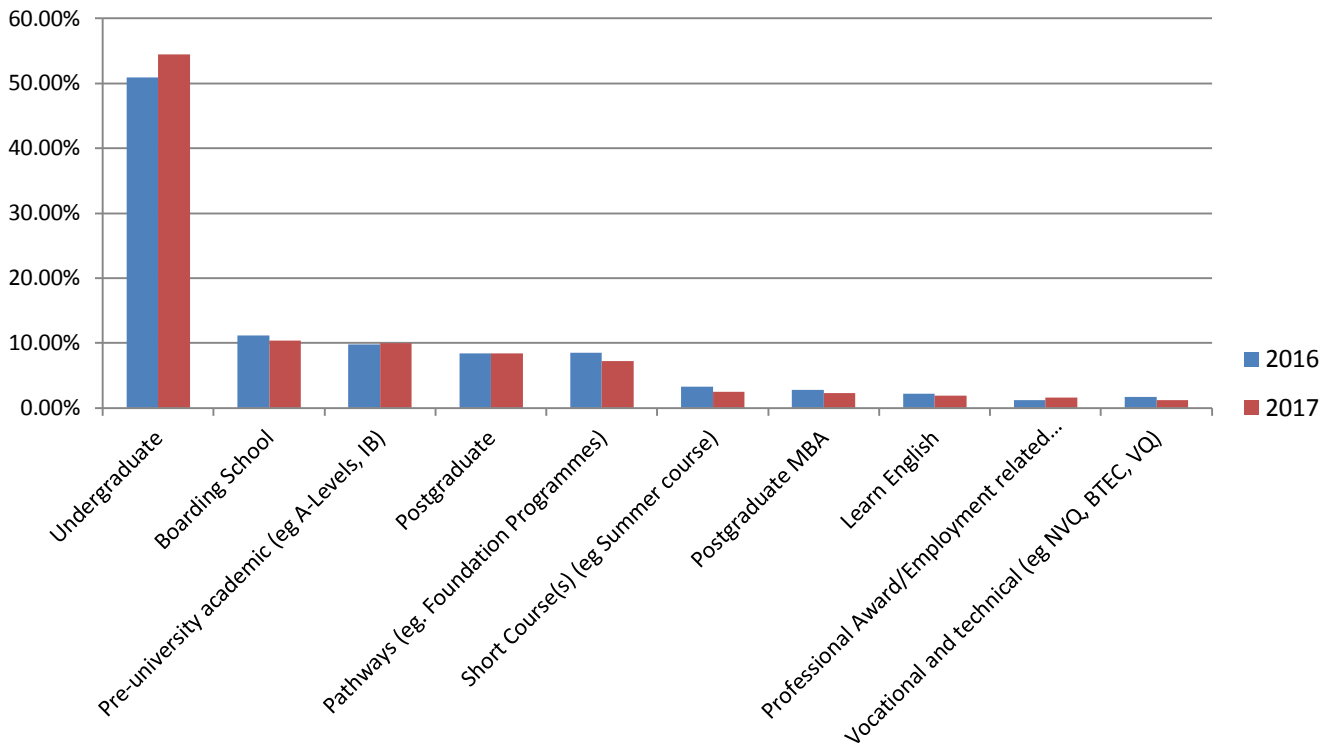
The visitors or visitors' child were mainly from senior secondary school -



More than half of them attend Local private school (including DSS school):

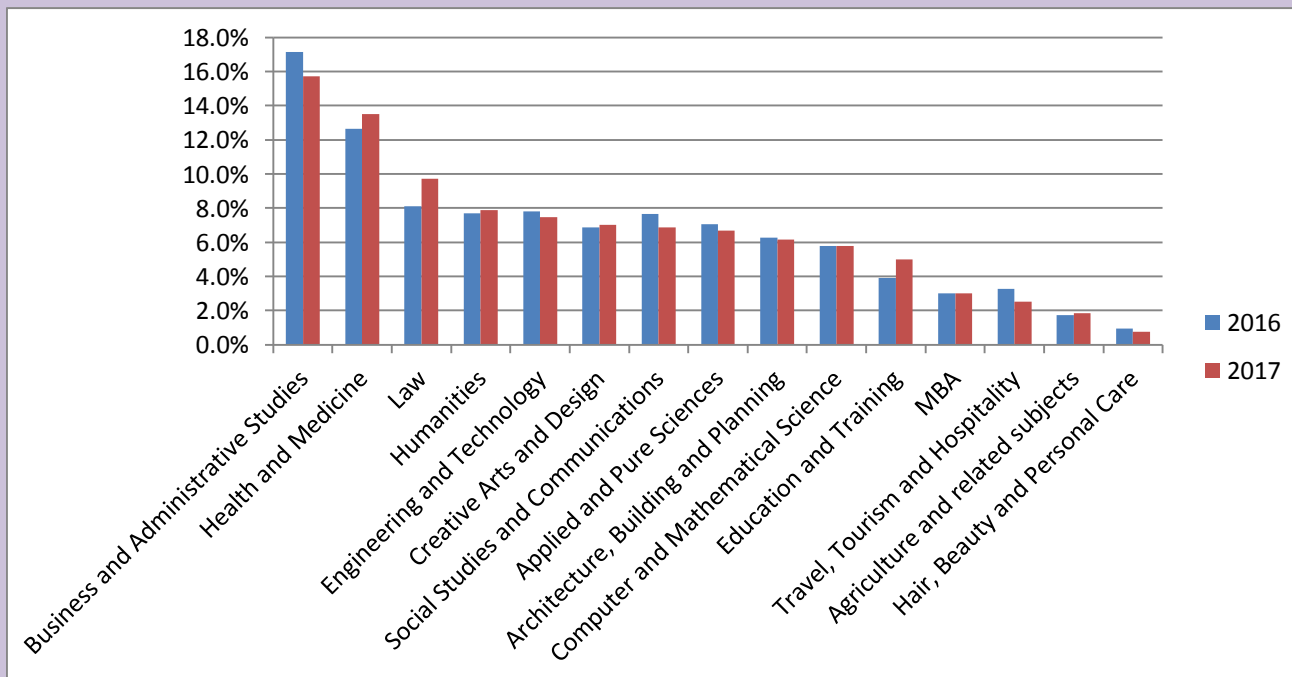


## Visitors' preferences



Majority were looking for undergraduate in both 2016 and 2017 and there is a slightly increase of interest in undergraduate in 2017.

## Subject preference



Business and administrative studies is still the number one subject area of choice, Health and Medicine and Law were showing an increase in enquiries compare with last year.

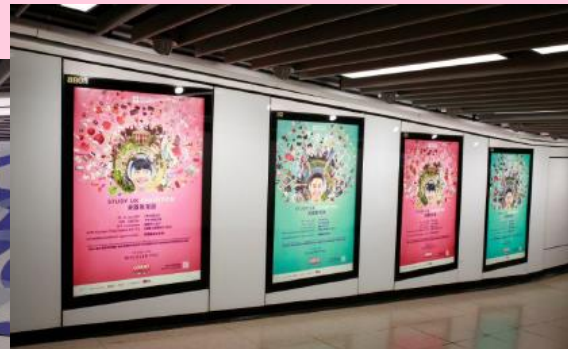
# Marketing

We spent nearly

# HK\$800 K

on promotion

## MTR promotion



## Print advert



## Online

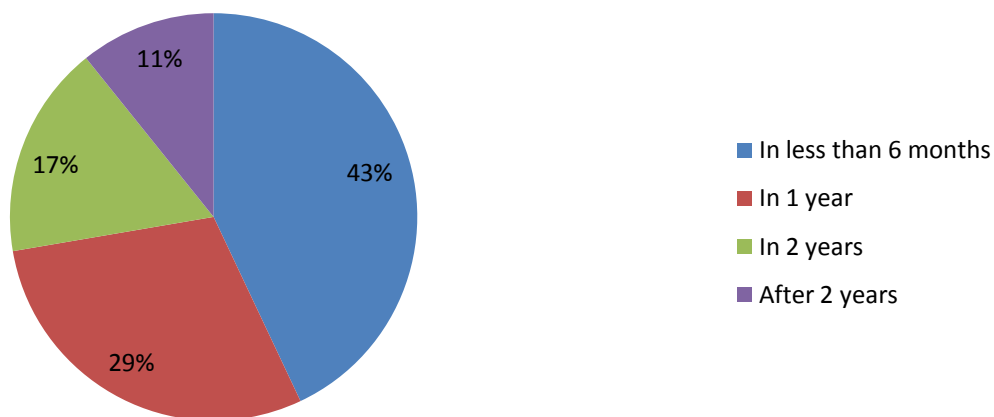


# Visitors' feedback

## Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

**89%** of the visitors considering to study abroad **within 2 years**



## Suggestions from visitors

### Requested seminar topics

- Visa application process in details
- Personal statement
- Subject specific seminar e.g. medicine, performing art, engineering, music, postgraduate
- Banking account and living cost in the UK
- UCAS application

# Exhibitors' feedback

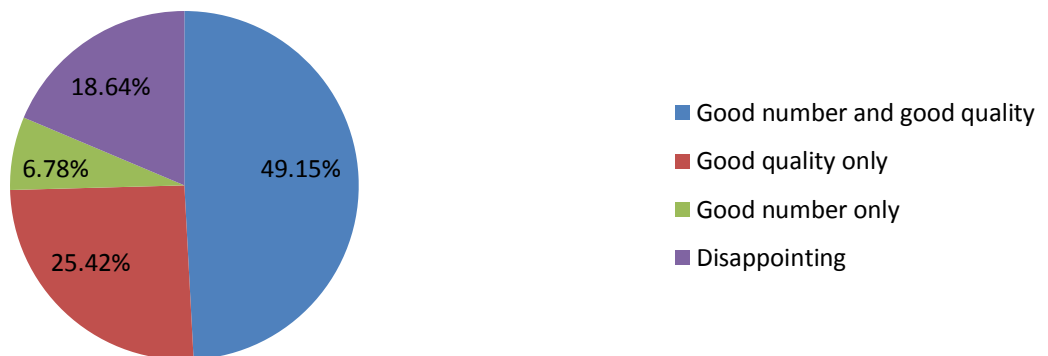
## Main compliments

- Very smooth and well organised event (3 responses)

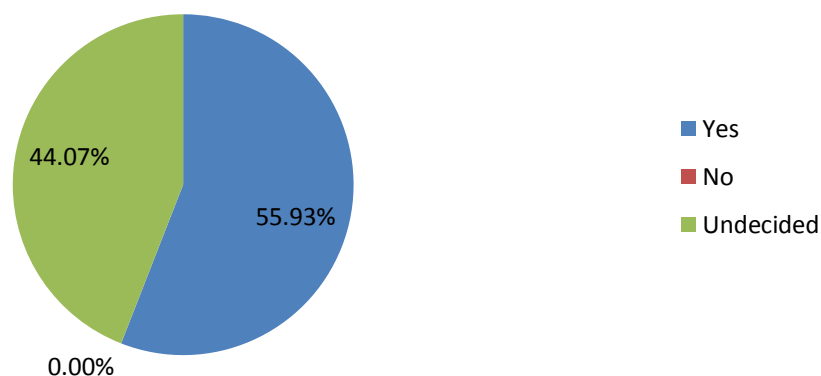
## Main recommendations

- Reduce cost (8 responses)
- Refreshment were insufficient (6 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



**Appendix: List of exhibitors**

Booth No.	Institution Display Name
1	University of Aberdeen
2	Aberystwyth University
3	University of the Arts London
4	Aston University
5	Astrum Colleges
6	Bangor University
7	Bath Spa University
8	Bellerbys College
9	Birmingham City University
10	University College Birmingham
11	University of Birmingham
12	BPP University
13	University of Bristol
14	Bromsgrove School
14	Kingswood School
15	Brunel University London
16	Cardiff Sixth Form College
17	Cardiff University
18	University of Central Lancashire
19	Coventry University
19	ONCAMPUS
20	De Montfort University
21	University of East Anglia
22	Edge Hill University
23	Edinburgh Napier University
24	EF Education First - University Preparation Abroad
25	University of Essex
26	University of Exeter
27	Glasgow Caledonian University
28	The University of Glasgow
29	University of Greenwich (London)
30	Heriot-Watt University
31	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate / Postgraduate)



32	Keele University
33	University of Kent
34	University of Leeds
35	University of Leicester
36	University of Lincoln
37	Liverpool Hope University
38	Liverpool John Moores University
39	Manchester Metropolitan University
40	The University of Manchester
41	Middlesex University, London
42	MPW Schools & Colleges
43	Navitas UK
44	Newcastle University
45	Northumbria University, Newcastle
46	Nottingham Trent University
47	University of Nottingham
48	The University of Nottingham Ningbo China
49	Oxford International College
50	Oxford International Education Group (International Foundation Year / International Year One / GCSE)
51	University of Plymouth
52	University of Portsmouth
53	Queen Ethelburga's Collegiate
54	Queen Mary University of London
55	Queen's University Belfast
56	University of Reading
57	Robert Gordon University
58	Royal Holloway, University of London
59	The University of Sheffield
60	St Mary's University, Twickenham, London
61	University of Stirling
62	University of Strathclyde Glasgow
63	Swansea University
64	UK International Study Centres
65	University of Warwick
66	University of York