



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK July exhibition 2018**

**14-15 July 2018
Hong Kong**

Introduction

- The Study UK exhibition was held on 14 and 15 July, with 69 institutions exhibiting.
- **During the two days on which the exhibition was held, 3,668 visitors attended.**

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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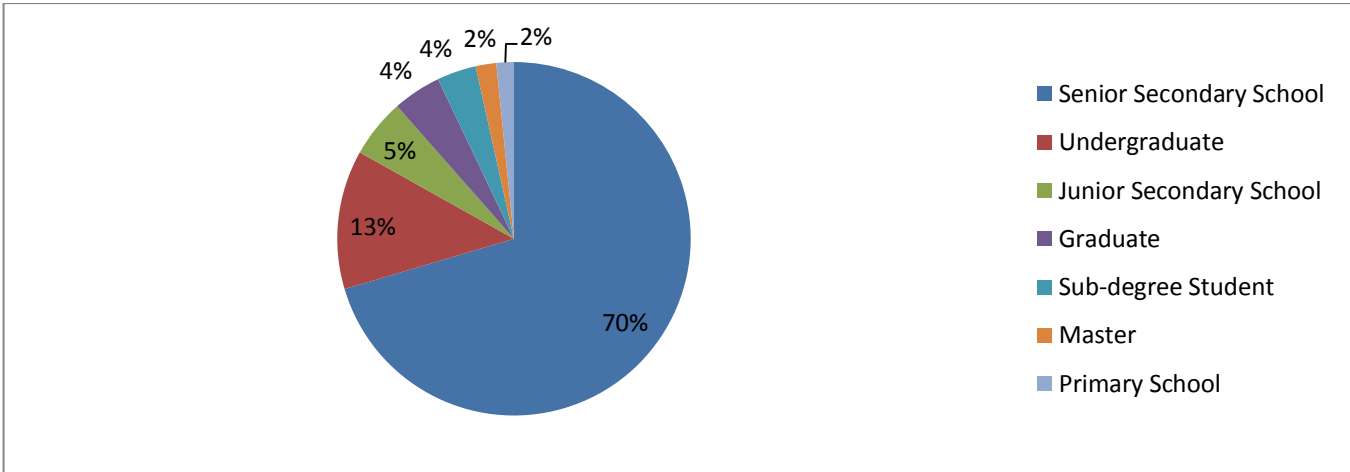
Appendix: **List of exhibitors**
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Highlights

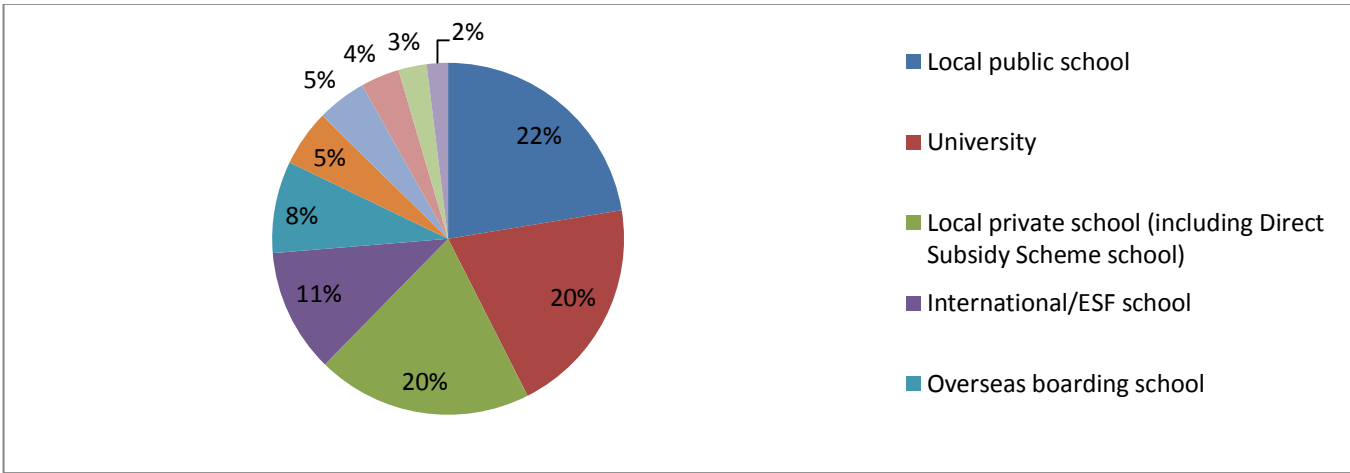
There were
**67 BOOTHS, 69 INSTITUTIONS, 4 SPONSORS AND
3,668 PARENTS AND STUDENTS**
at the exhibition.

Visitor profile

The visitors were mainly senior secondary students or the parents of senior secondary students.



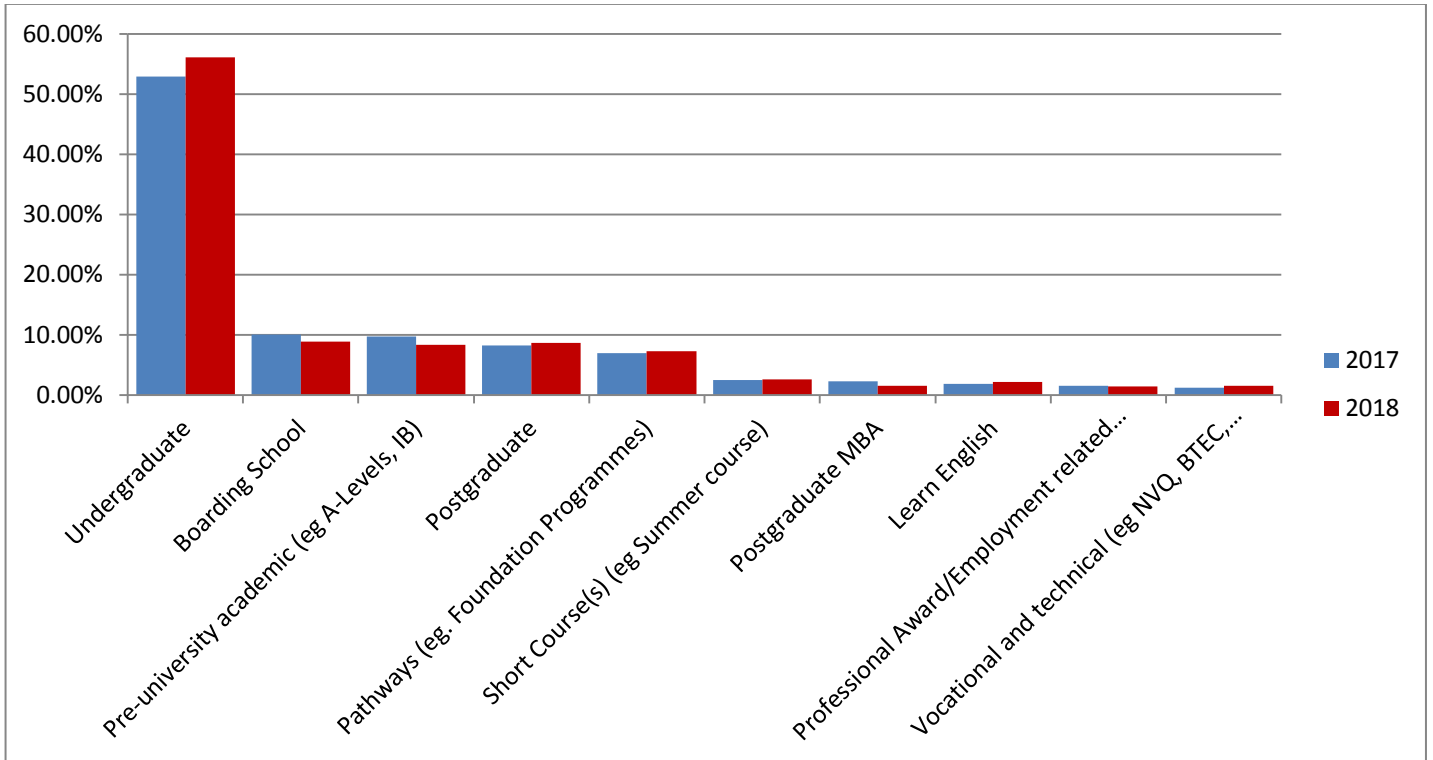
Over half of the visitors (or the visitors' children) attend a **local public school, a university or a local private school (including Direct Subsidy Scheme schools).**



Visitor preferences

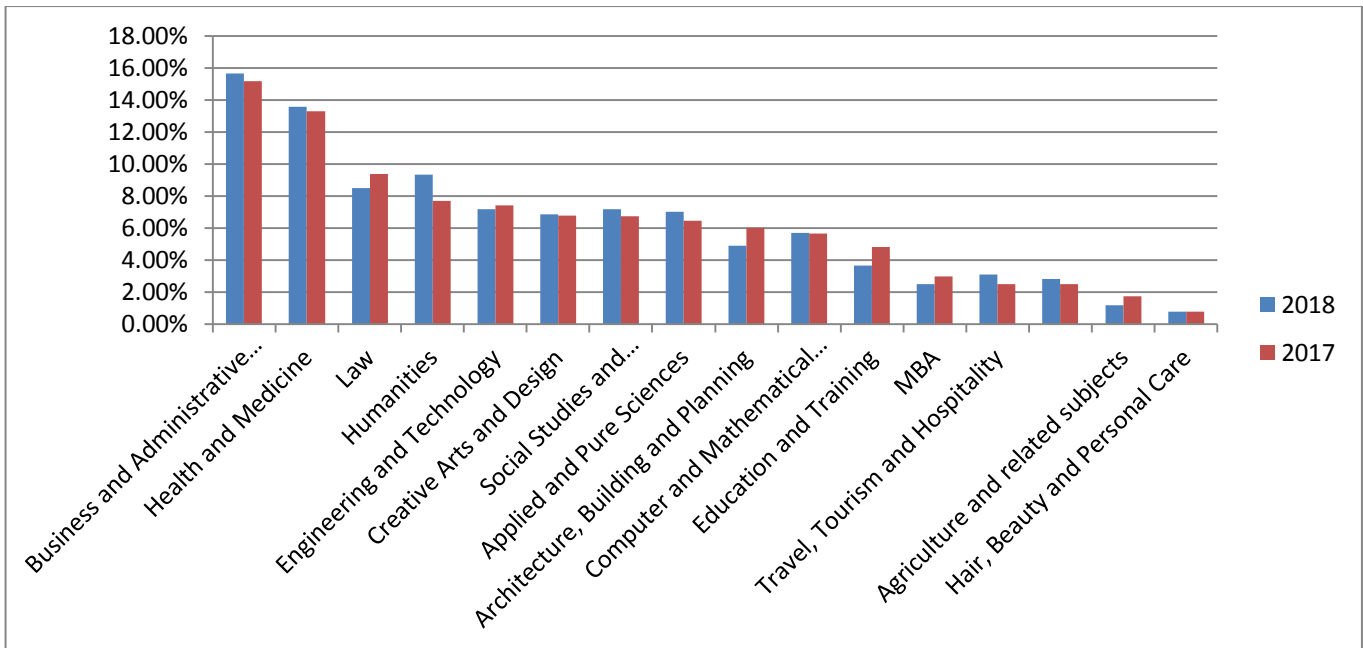
Registrants in 2017 : 1,543 responses

Registrants in 2018 : 1,642 responses



The majority of visitors, in both 2017 and 2018, were looking for information about boarding school or undergraduate programmes. Interest in undergraduate programmes and postgraduate programmes increased slightly in 2018.

Subject preferences



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

Marketing

We spent nearly

HK\$800 K

on promotion

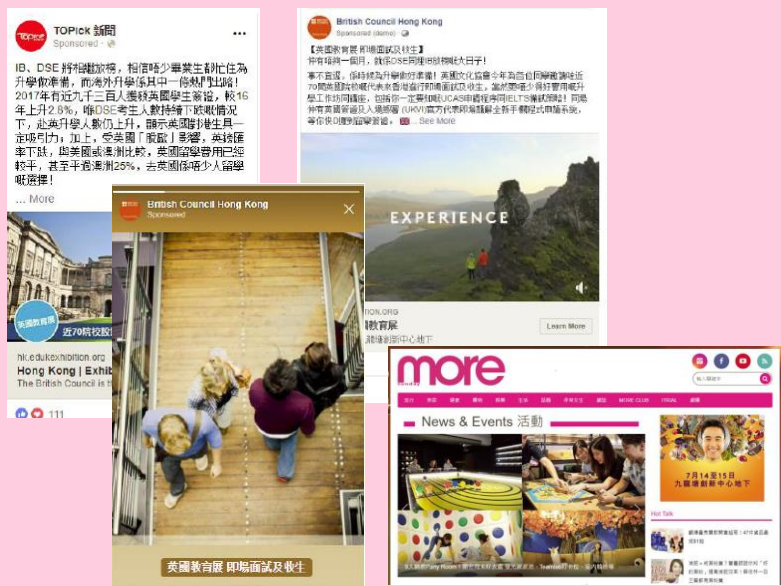
MTR promotion



Print advert



Online

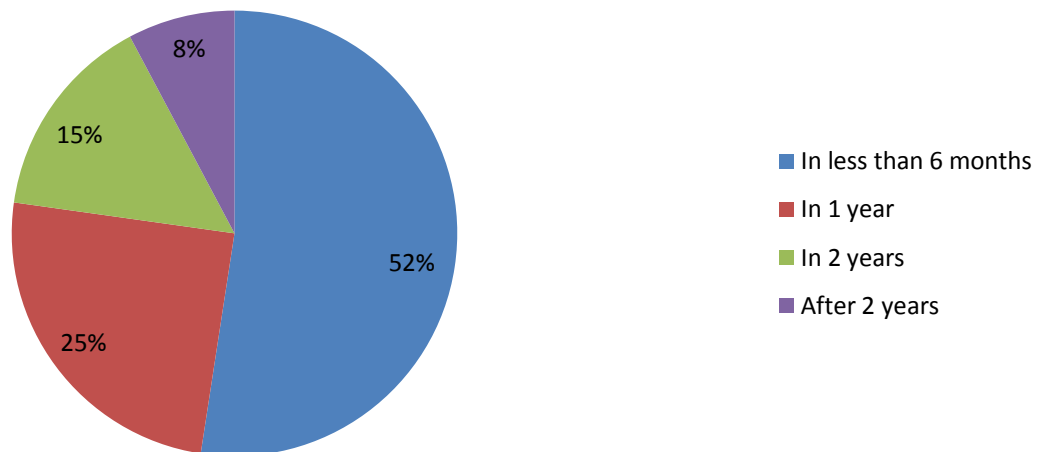


Visitor feedback

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.

92% of the visitors were considering studying abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- How to secure your place in top universities
- Boarding schools in the UK
- Scholarships
- How to apply visa
- Subject specific seminars e.g. psychology, science, art portfolio, architecture, law etc.

Exhibitor feedback

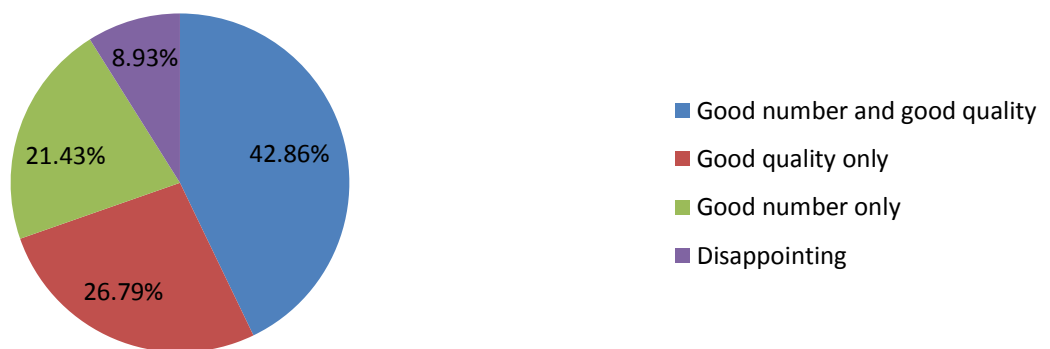
Main compliments

- Thank you for organising the event and for the professional support (7 responses)

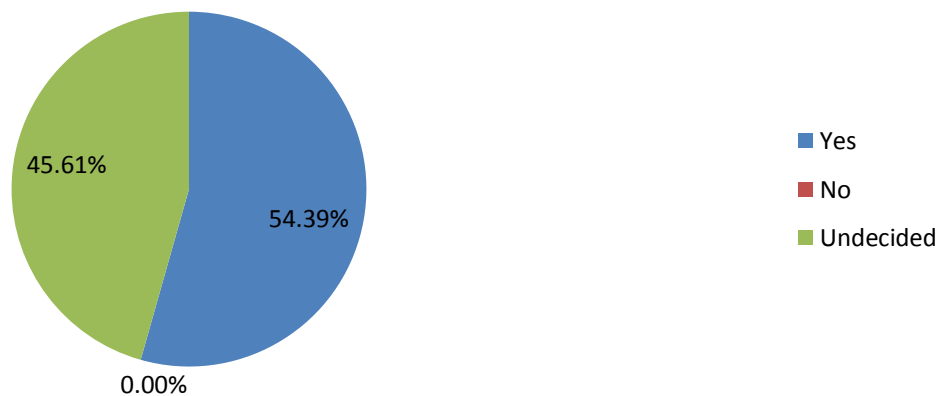
Main recommendations

- Better lunch provision (5 responses)
- Adjust the temperature of the venue (3 responses)
- Lower the cost to exhibitors (2 responses)

What is your assessment of the visitors in 2018?



Will you be attending this event next year?



Appendix: List of exhibitors

Booth No.	Institute Display Name	Geographical Location
Independent schools and colleges		
45	Lucton School	CE
1	Abbey DLD Colleges	CE, L, NE
7	Bellerbys College	SEE
16	Cardiff Sixth Form College	W
18	CATS College	EE, L, SEE
21	ONCAMPUS Coventry	CE, L, NE
39	Kings Colleges	L, SEE
54	Queen Ethelburga's Collegiate	NE
Higher education		
2	University of Aberdeen	S
3	Aberystwyth University	W
4	University of the Arts London	L
5	Bangor University	W
6	Bath Spa University	SWE
8	Birmingham City University	CE
9	University College Birmingham	CE
10	University of Birmingham	CE
11	Bishop Grosseteste University	CE, EE
12	Bournemouth University	SWE
13	BPP University	CE, HK, L
14	University of Bristol	SWE
15	Brunel University London	L
17	Cardiff University	W
19	University of Central Lancashire	NE
20	City, University of London	L
21	Coventry University	CE, L
22	De Montfort University	CE
23	University of Derby	CE
24	University of East Anglia	EE
25	University of East London	L
26	Edinburgh Napier University	S
27	EF Education First - University Preparation Abroad	CE, SWE

28	University of Essex	SEE
29	University of Exeter	SWE
30	Falmouth University	SWE
31	University of Glasgow	S
32	INTO University of Gloucestershire	SWE
32	University of Gloucestershire	SWE
33	Heriot-Watt University	S
34	International Study Centres UK	CE, EE, NE, S, SEE, SWE
35	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate / Postgraduate)	CE, EE, L, NE, NI, S, SWE
36	Kaplan International Pathways	CE, EE, L, NE, NI, S, SEE, SWE
37	Keele University	CE
38	University of Kent	SEE
40	University of Law	CE, EE, L, NE
41	University of Leeds	NE
42	University of Lincoln	CE
43	Liverpool Hope University	NE
44	University of Liverpool	NE
46	The University of Manchester	NE
47	Middlesex University, London	L
48	NCUK	CE, EE, HK, L, NE, NI, S, SEE, SWE, W
49	Newcastle University	NE
50	Nottingham Trent University	CE
51	University of Nottingham	CE
52	University of Plymouth	SWE
53	University of Portsmouth	SEE
55	Queen Margaret University, Edinburgh	S
56	Queen Mary University of London	L
57	Queen's University Belfast	NI

58	University of Reading	SEE
59	Robert Gordon University	S
60	The University of Sheffield	NE
61	Staffordshire University	CE
62	University of Stirling	S
63	University of Strathclyde Glasgow	S
64	Swansea University	W
65	Ulster University	NI
66	University of Warwick	CE
67	University of York	NE