



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK schools and colleges exhibition**

**16 October 2017  
Hong Kong**

# Introduction

- The Study UK schools and colleges exhibition was until Monday 16 October due to the typhoon signal number 8 on 15 October. In Hong Kong, if a typhoon signal number 8 is hoisted, everything closes, including schools, offices, tours, public transport, shops, restaurants and ferries. To ensure the safety of both exhibitors and visitors, the exhibition had to be postponed until the following day.
- The pre-registration number of this exhibition was 499, a 25% growth on last year's number. Unfortunately, the total number of visitors was 401 – well below what we would expect had the event not been postponed. Given the circumstances, however, we were pleased with this figure.

## This report includes:

Key **highlights** of the event – including visitor numbers and visitor profile  
Page 3–4

Details of the **marketing** channel used to attract potential audience to visit the exhibition  
Page 5

Results of the **visitor feedback** survey  
Page 6

Results of the **exhibitors feedback** survey  
Page 7

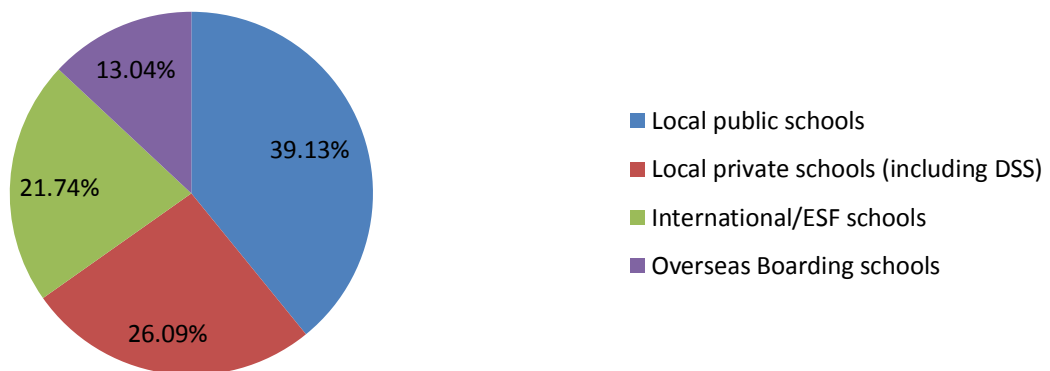
Appendix: **list of exhibitors**  
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# Highlights

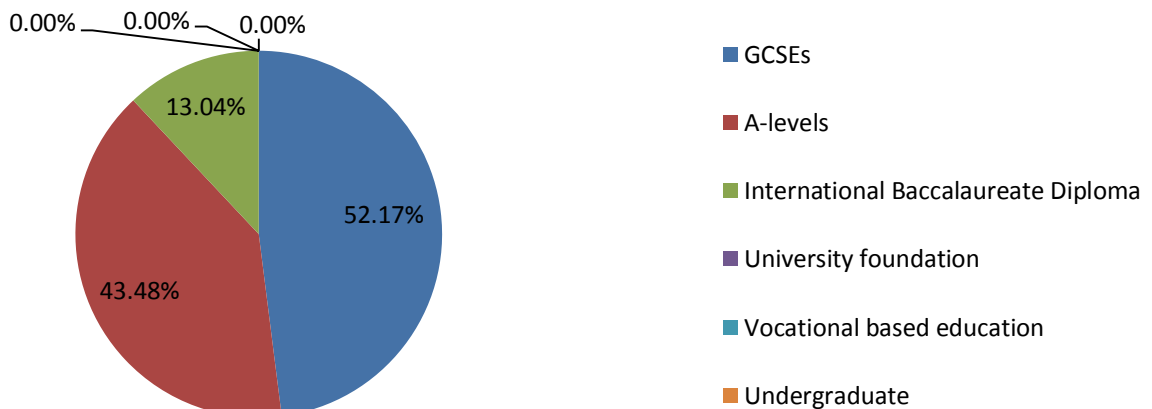
There were –  
**40 BOOTHS, 42 INSTITUTIONS, 3 SPONSORS**  
**and 401 PARENTS and STUDENTS**  
 attending the exhibition

## Visitor profile

Around two-thirds of visitors attend local public schools or local private schools (including Direct Subsidy Scheme schools):

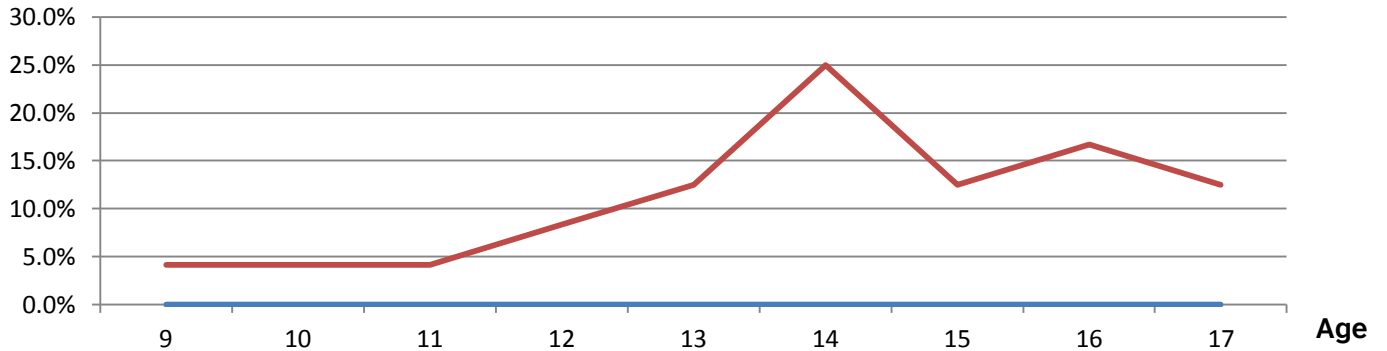


Programmes of study that visitors are interested in:



Q: How old will the visitors be when they leave to study abroad?

No. of visitors



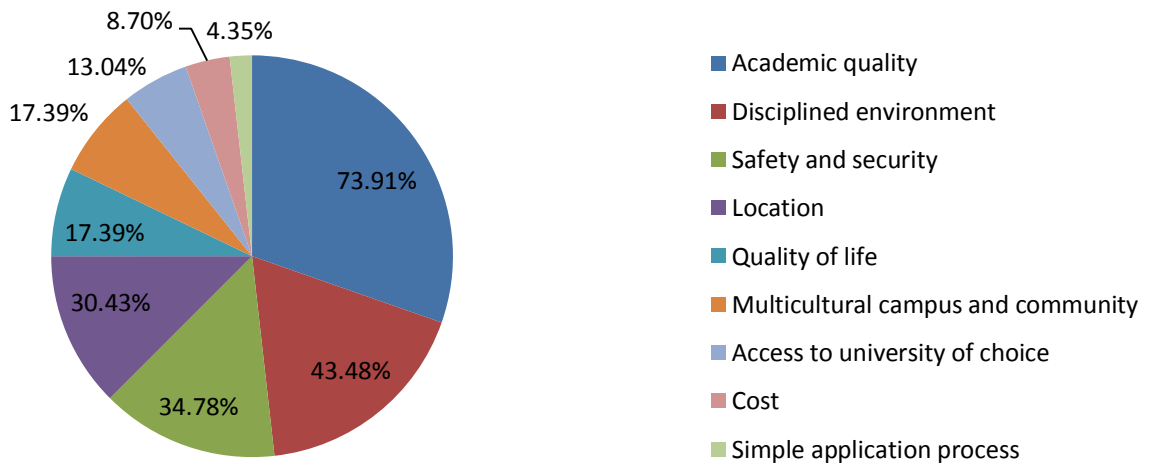
Most of the visitors were looking for senior secondary education.

### Visitor preferences

From the visitor survey –

**Academic quality**

is the most important factor when selecting an overseas education destination.



The types of support that students need most are

**assistance with their university application  
and  
training in communication and interpersonal skills.**

# Marketing

We spent around

# HK\$250,000

on promotion

## MTR promotion



## Online

**TOPick 新聞**  
4分鐘前

去英國讀小學原來有著數！揀選心儀中學又有咩要留意？  
有無聽過「升英幼齡化」呢個現象？即係愈來愈多家長趁返國時小學階段，已經安排佢地去英國讀小學，原來對將來入讀心儀中學同大學有直接幫助！至於當地中學就憑住優良師資同環境，加上完善寄宿安排，一直係香港家長同學生嚟海外升學首選，想擁有英國寄宿學校入學經驗貼士？又或者想知多啲點樣為自己子女揀選適合進哪學校？唔就唔好錯過由英國文化協會舉辦嘅「英國中小學教育展2017」，當日將有超過40間英國中小學參與，展覽期間更設有現場升學講座，提供一站式嘅升學諮詢服務。

提醒你，凡於10月12日前上網登記，可於展覽場內領取由英國寄宿學校協會出版嘅英國寄宿學校指南一本，數量有限，先到先得，送完即止！

英國中小學教育展2017  
日期：10月15日(星期日)  
時間：下午1時至6時  
地點：旺角香港康得思酒店7樓宴會廳  
網上登記：<https://goo.gl/EV2Gkz>  
更多內容：<http://bit.ly/2yhCHXT>

去英國讀小學原來有著數！揀選心儀中學又有咩要留意？  
英國本地牛車水家長為子女選擇升學的首選地點，近兩萬護照簽署下場，有幾多學生到海外升學的家長宜密切留意最新動態。

TOPICK.HKET.COM

**英國中小學教育展2017**

【英國中小學教育展2017】  
【香港教育大學】  
【香港教育大學】  
【香港教育大學】

**YAHOO!**

【英國中小學教育展2017】  
【香港教育大學】  
【香港教育大學】  
【香港教育大學】

**British Council Hong Kong**

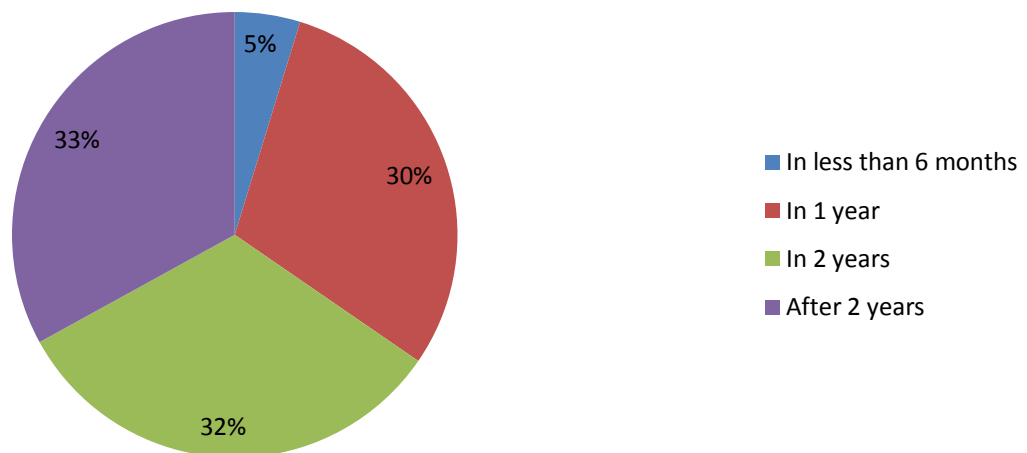
【英國中小學教育展2017】  
【香港教育大學】  
【香港教育大學】  
【香港教育大學】

# Visitor feedback

## Methodology

We distributed printed surveys to the visitors during the exhibition, and each visitor received a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks, offering insight into visitor views on our exhibition and on the decision-making process overall.

**67%** of the visitors were considering studying abroad **within 2**



## Suggestions from visitors

### Requested seminar topics

- Scholarship application
- Getting ready to study abroad
- University preparation

# Exhibitor feedback

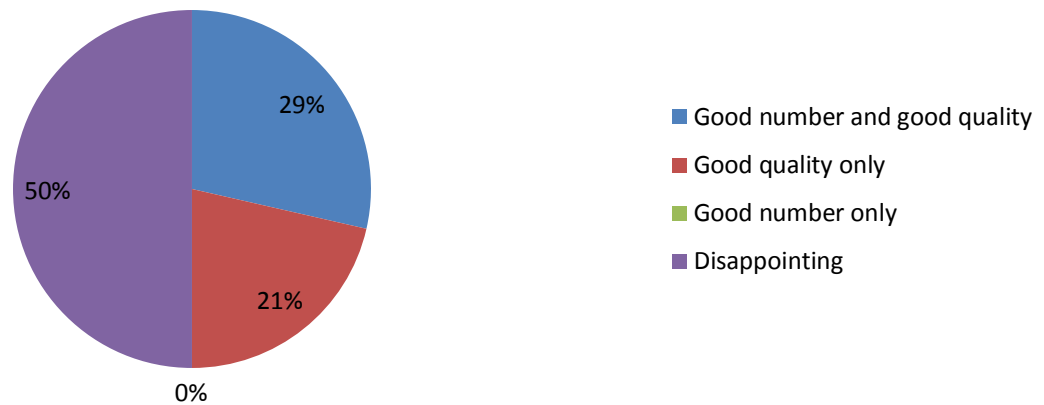
## Main compliments

- Good contingency plans for disruption caused by typhoons (2 responses)

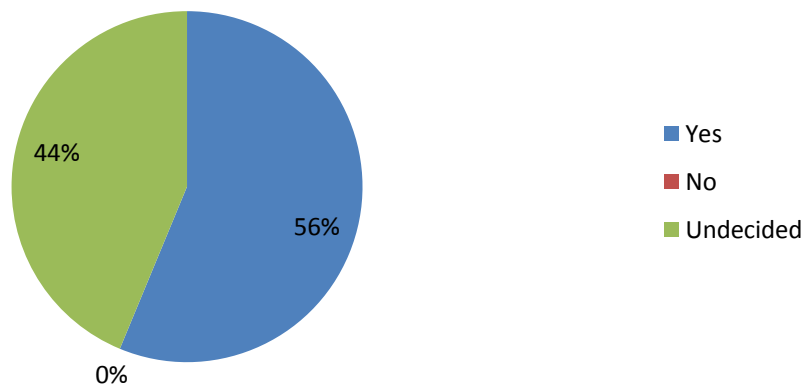
## Main recommendations

- Better advertising of the event (4 responses)
- Prefer dinner or a networking event the night before (2 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



## Appendix: List of exhibitors

Booth number	Institutions
1	Abbey DLD Colleges
2	Ackworth School
3	ACS Cobham
4	Ashbourne College, London (GCSE & A level)
5	Bellerbys College
6	Bishopstrow College
7	Bosworth Independent College
8	Brookes Education Ltd
9	Cardiff Sixth Form College
10	Caterham School, King Edward VI College, Stourbridge & The Royal High School, Bath
11	Dover College
12	Dulwich College
13	Exeter College
14	Glenalmond College
15	Gresham's School
16	John Leggott College
17	King William's College
18	Kings Colleges UK
19	Leighton Park School
20	Loughborough Grammar School
21	Lucton School
22	Moreton Hall School, UK
23	The National Mathematics and Science College - NMSC
24	Norwich School
25	Nottingham College
26	Oswestry School
27	d'Overbroeck's College , Oxford International College & Oxford Tutorial College
28	Queen Ethelburga's Collegiate
29	Rydal Penrhos School
30	Shaftesbury School
31	St Brendan's Sixth Form College - A level centre
32	St Edmund's College
33	St Lawrence College
34	St Margaret's School
35	Tettenhall College
36	Warminster School
37	Westbourne School
38	Woodbridge School
39	Woodhouse Grove School
40	Worksop College