



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK International School Roadshow
05 - 10 October 2017**

Introduction

- The International School Roadshow took its tour to 9 international schools in Hanoi and Ho Chi Minh City over 4 days from 05 - 10 October 2017.
- This event had the participation of delegates from 24 UK universities who took this opportunity to meet prospective students, build up relationship and strengthen links with international schools in Vietnam.
- The roadshow reached 1,135 students studying GCSE, A Levels, IB programmes at 9 international schools. They had face-to-face counselling with representatives from UK universities and attended UK Education seminars.

This report includes:

Key highlights & Programme of the roadshow
Page 3

Student's information
Page 4 - 5

Results of the **Exhibitor's feedback**
Page 6 - 8

List of **Exhibitors**
Page 9

Highlights

2 cities

4 days

24 exhibiting institutions

9 international schools

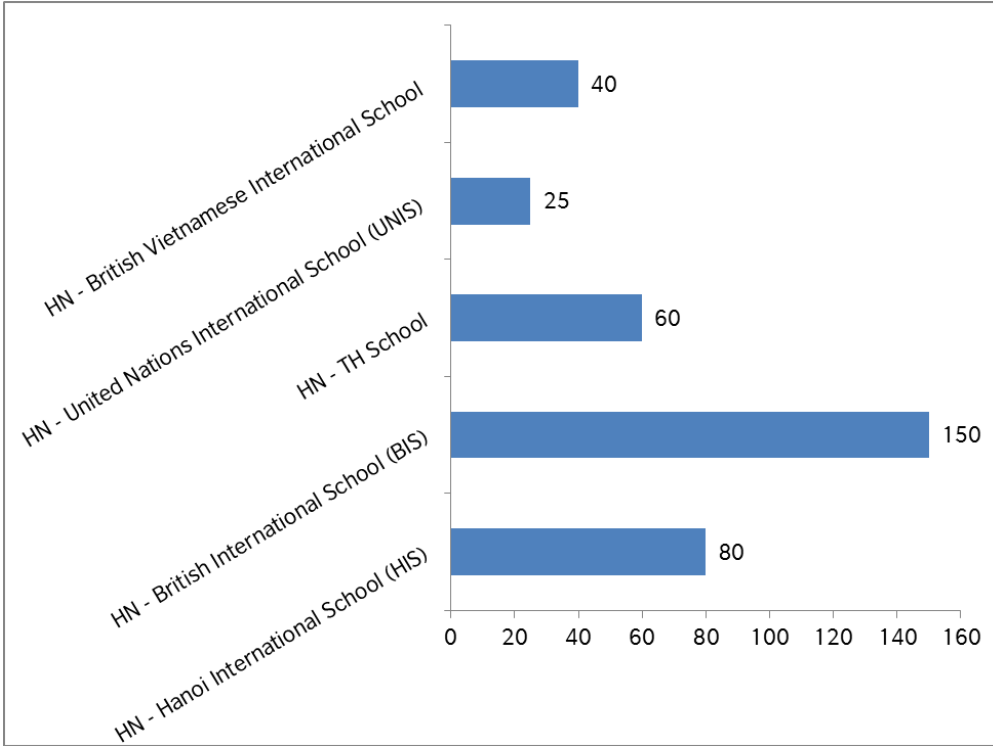
1,135 students

Programme

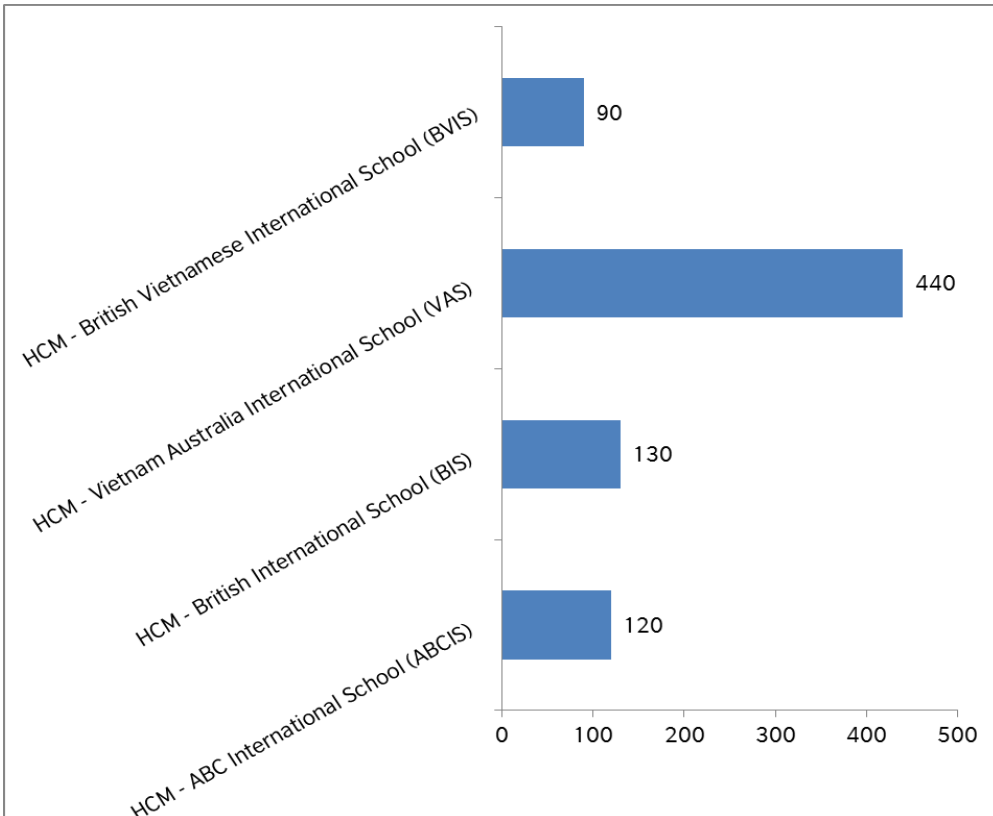
CITY	DATE	TIME & VENUE
Hanoi	Thursday, 05 Oct 2017	<ul style="list-style-type: none"> 08:40 – 10:40: UK University Fair at Hanoi International School (HIS) 14:00 – 16:00: UK University Fair at British International School (BIS)
	Friday, 06 Oct 2017	<ul style="list-style-type: none"> 08:55 – 10:50: UK University Fair at TH School 11:35 – 13:10: UK University Fair at United Nations International School (UNIS) 14:00 – 16:00: UK University Fair at British Vietnamese International School (BVIS)
Ho Chi Minh	Monday, 09 Oct 2017	<ul style="list-style-type: none"> 08:00 – 10:45: UK University Fair at ABC International School (ABCIS) 14:00 – 16:00: UK University Fair at British International School (BIS)
	Tuesday, 10 Oct 2017	<ul style="list-style-type: none"> 08:00 – 10:00: UK University Fair at Vietnam Australia International School - Ba Thang Hai Campus (VAS-BTH) 10:30 – 11:30: UK University Fair at Vietnam Australia International School – Hoang Van Thu Campus (VAS-HVT) 14:00 – 16:00: UK University Fair at British Vietnamese International School (BIS)

Number of students by schools

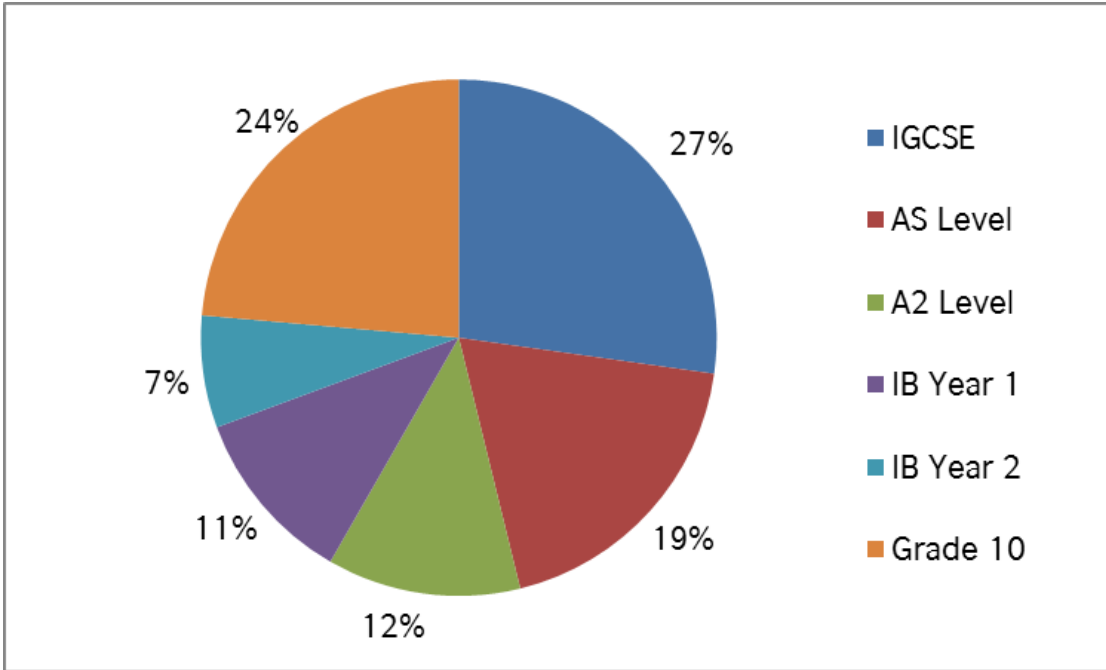
In Hanoi



In HCMC

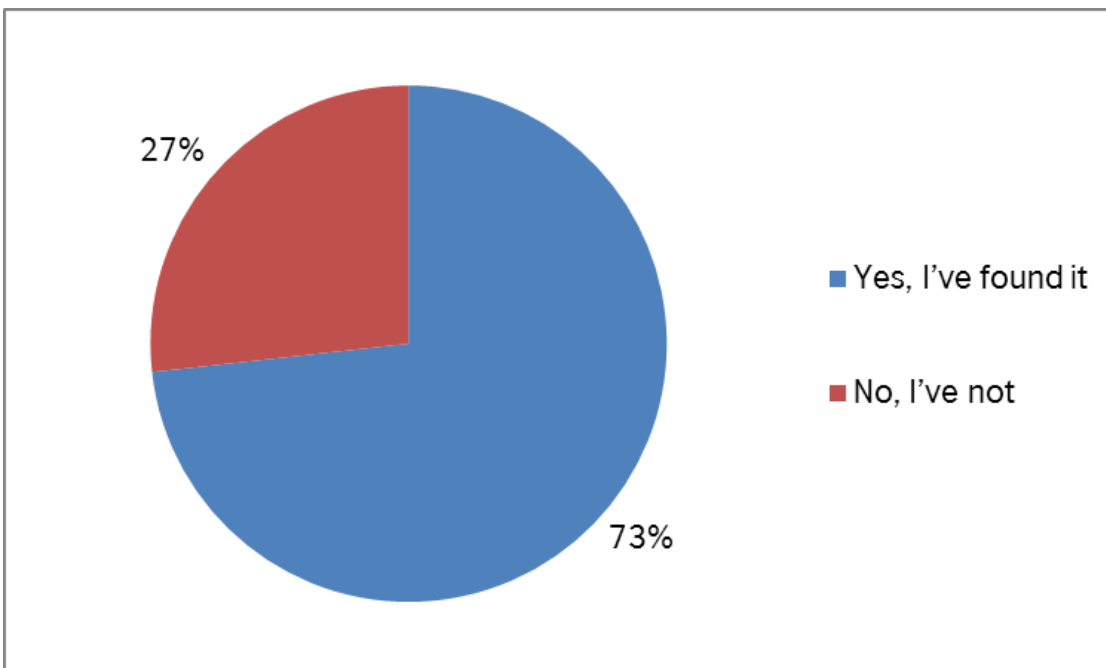


Visitors' profile



(n = 470 survey responses collected from student feedback forms)

After the event, **73%** of students who completed the survey form said that they have found the courses met their expectation:

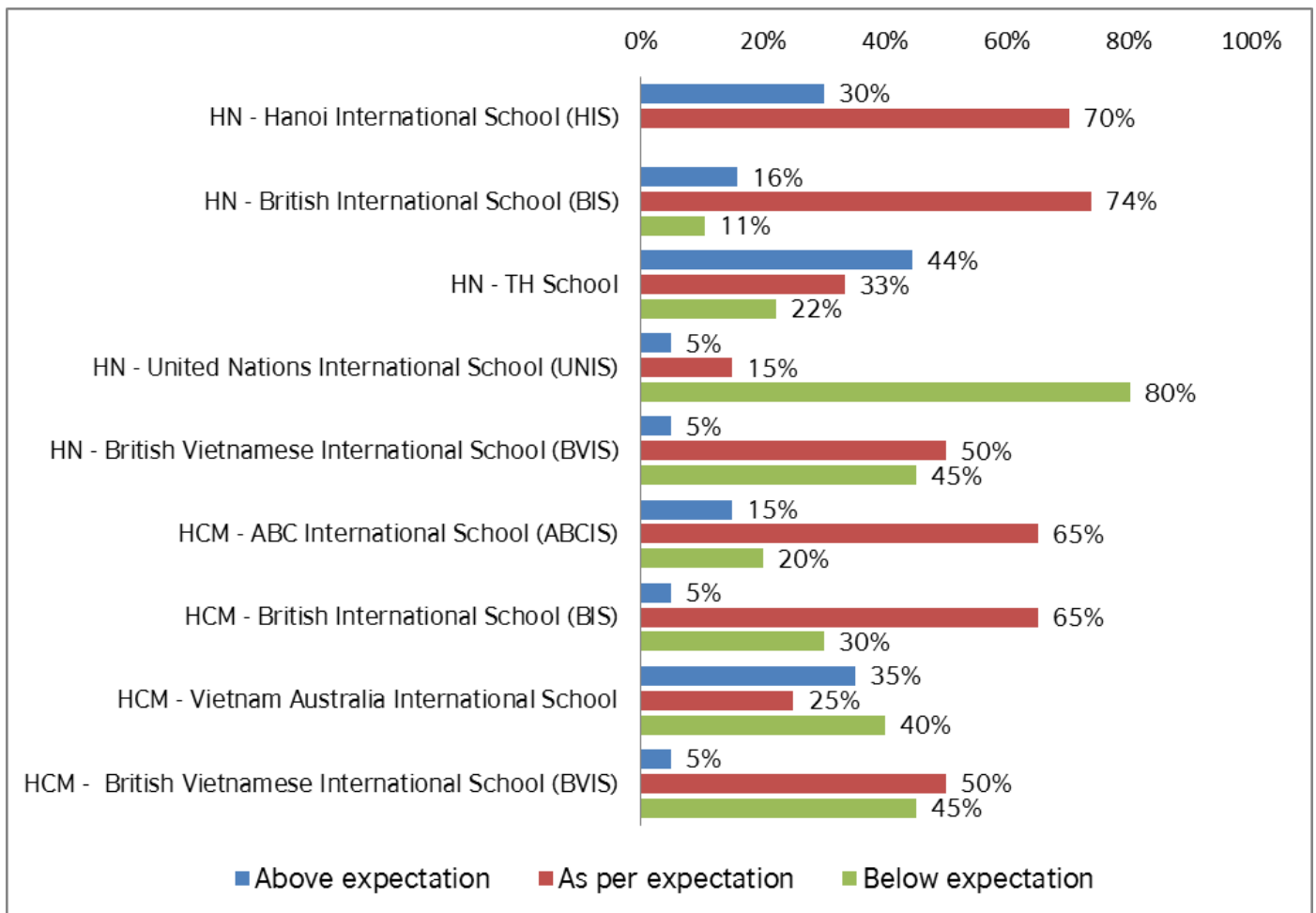


Exhibitors' feedback

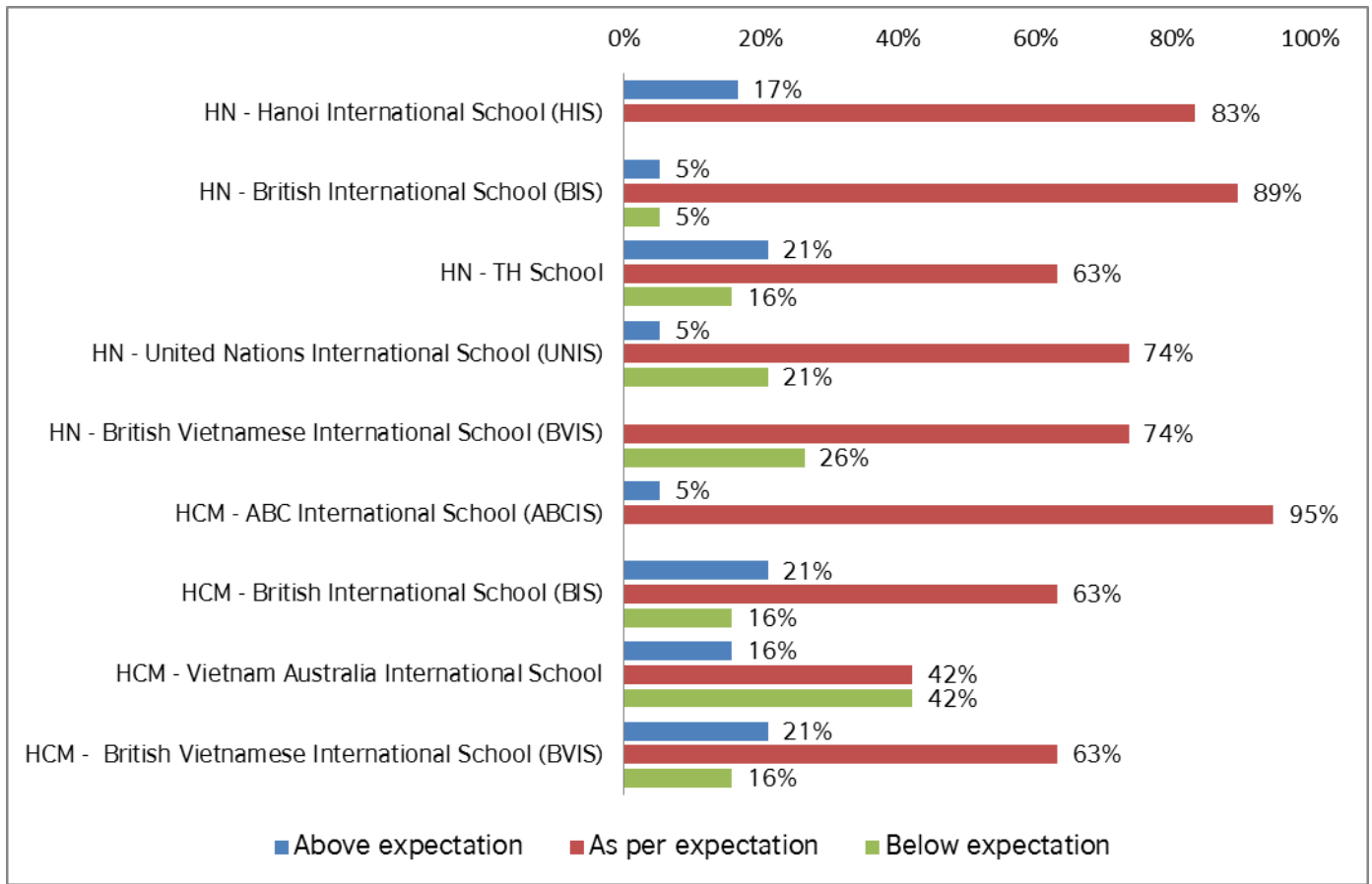
Recommendations for future event

- It would be useful to have more engagement with school counsellors so we can promote information about our courses and university.
- Avoid a week when many schools have half term. With some schools being on half term, the range of schools available for visit was probably reduced somewhat.

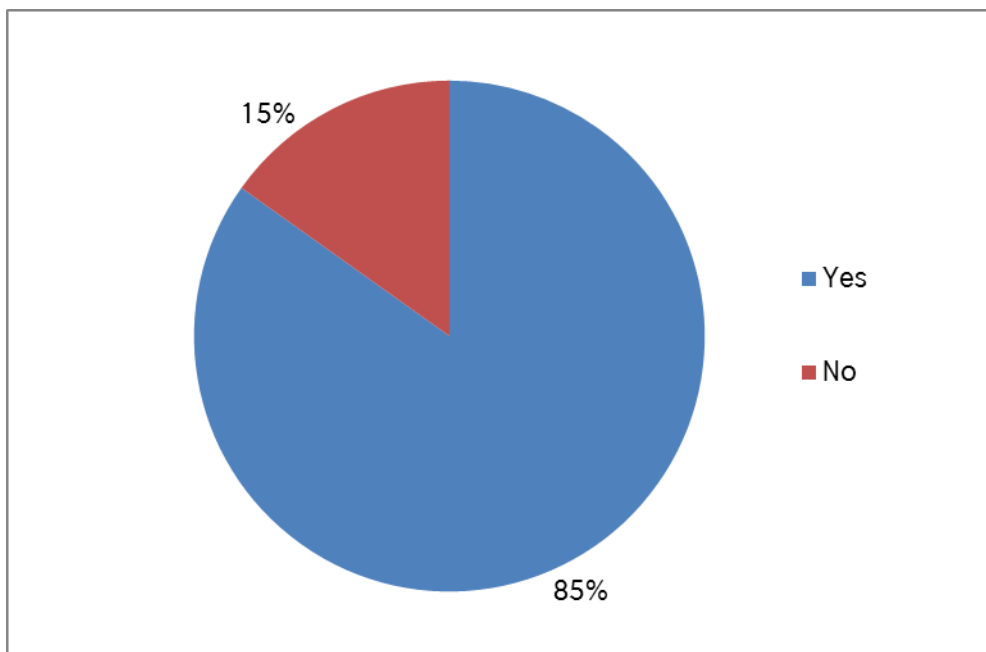
What is your assessment of student NUMBER for schools?



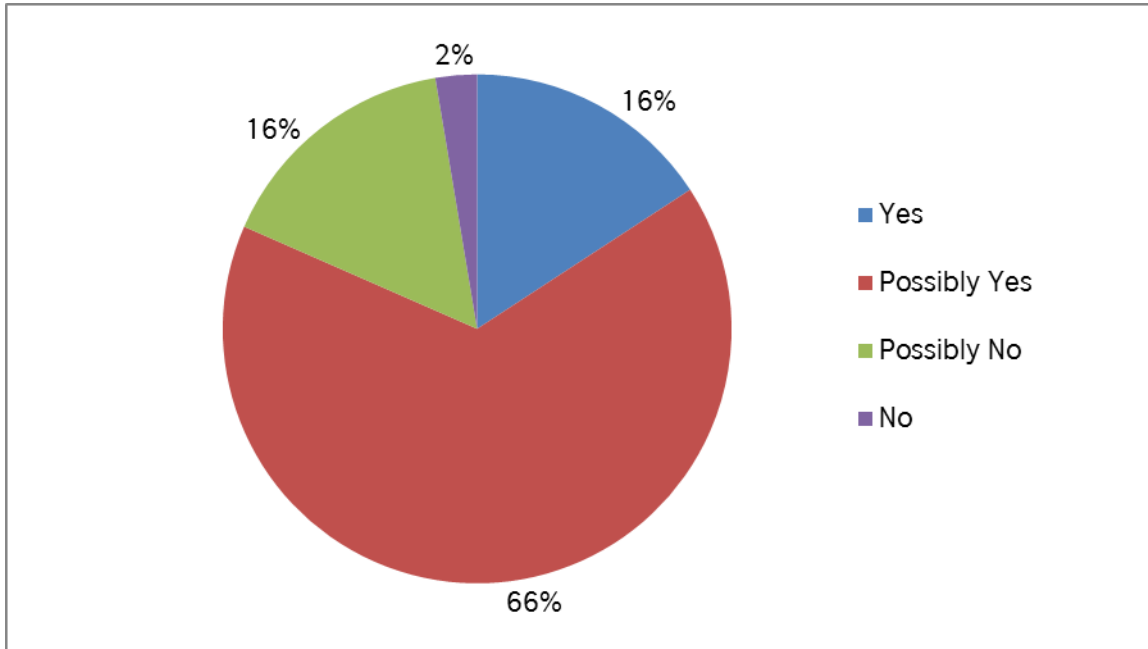
What is your assessment of student **QUALITY** for schools below?



Did you find this event worth attending?



Will the exhibitors be attending this event next year?



List of exhibitors

No.	Institution	Hanoi	HCMC
1	Aberystwyth University	1	
2	University of the Arts London	2	1
3	Aston University	3	2
4	Bangor University	4	3
5	University of Bradford	5	4
6	Cardiff University	6	5
7	De Montfort University	7	6
8	Durham University	8	7
9	Edge Hill University	9	8
10	University of Essex	10	
11	The Glasgow School of Art	11	9
12	University of Greenwich	12	10
13	Hult International Business School	13	11
14	Istituto Marangoni London	14	12
15	University of Kent	15	13
16	Leeds Arts University		14
17	Liverpool John Moores University	16	
18	The University of Reading	17	15
19	Robert Gordon University	18	16
20	University of Southampton	19	17
21	Staffordshire University	20	18
22	Ulster University	21	19
23	University of Warwick	22	20
UK Qualification Provider in Vietnam			
24	London College for Design & Fashion	23	21