



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Post-event report for **UK Universities Fair 2017**



27th • 31st October 2017
São Paulo | Rio de Janeiro
BRAZIL

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Introduction

Thank you for your participation at the **UK UNIVERSITIES FAIR** in October 2017 in São Paulo and Rio de Janeiro, Brazil.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, themed around the HE market, hosted representatives from 28 UK institutions (listed below) that positively engaged with prospective students and visitors, providing the audience with information and educational opportunities.

The event attracted 1,320 visitors thanks to an off and on-line combined marketing campaign. A series of seminars were delivered covering topics such as scholarships and living and studying in the UK. Also, the universities had the chance to visit three niche international schools in São Paulo and two in Rio de Janeiro, which provided the opportunity to recruit highly qualified undergraduate students.

At British Council Brazil we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both exhibitions and also a range of targeted activities during the year. We hope to see you again at the next exhibitions.

Regards

Study UK Team Brazil

British Council Brazil Higher Education and SIEM Team

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Highlights

The exhibitions were held at the following places and time

Venue(s)	InterContinental Hotel São Paulo 28 th October	Rio Othon Palace Hotel Rio de Janeiro 31 st October
Opening hours	14h00 – 19h00	16h00 – 21h00
Stand costs	£ 2,200 (excluding VAT)	£ 2,200 (excluding VAT)
Parallel Services	Visits to three international schools on the 27 th : Saint Paul's School, St Nicholas School and St Francis College	Visits to two international schools on the 30 th : Eleva School and the British School of Rio de Janeiro

Services included in the Stand Cost:

- Activities on the 27th and 30th October
- Transportation
- Discounted hotel rates in RJ
- Refreshments during the fairs

Charged Services:

- **Seminars** presented during the exhibitions

A wide range of topics were covered in the **Seminars**, including:

- The UK outside London
- Scholarships and studying creative arts in Bath
- Chevening Scholarships
- Studying English with work permit
- IELTS
- The truth and myths behind studying abroad



Highlights

In 2017, Brazil team concentrated the promotional efforts of the exhibitions into a segment of students who are willing to afford studying in the UK but who can also afford doing so.

Feedback from Universities was very positive:

“ Very positively surprised with both fairs, a good mix of quantity and quality. Engaged students, knew what they wanted. Local support by BC team was great during the whole tour. Very motivated to go back next year. ”

“ Overall I would participate again. Generally a successful experience, so thanks to all involved. ”

“ Great work by the team, very well organised. ”

Number of visitors has remained steady despite the discontinuation of major government funding programme Science without Borders – moreover the quality of the students increased.

	CITY	2015	2016	2017
Registrations	São Paulo	2,248	2,424	2,154
	Rio de Janeiro	666	1,512	1,393
Attendants	São Paulo	967	931	840
	Rio de Janeiro	542	555	480

“ We were pleased with the event and the mindset of the students attending. It was good to see students considering self funding. ”

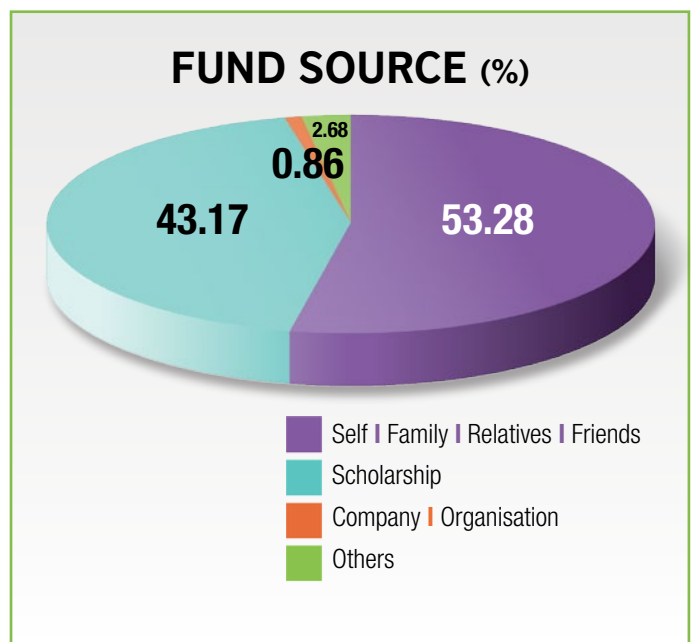
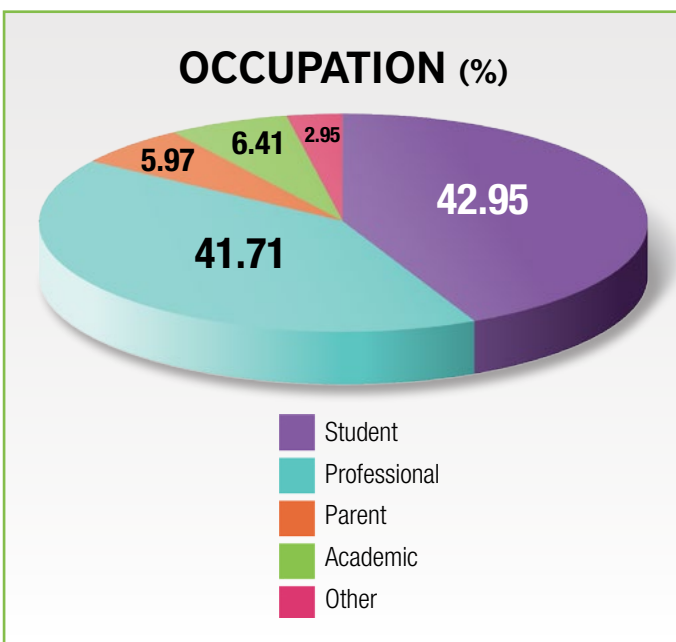
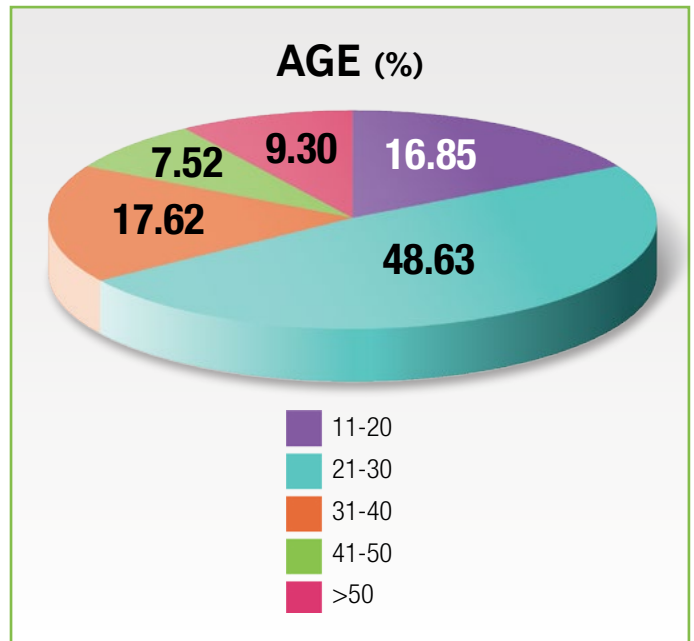
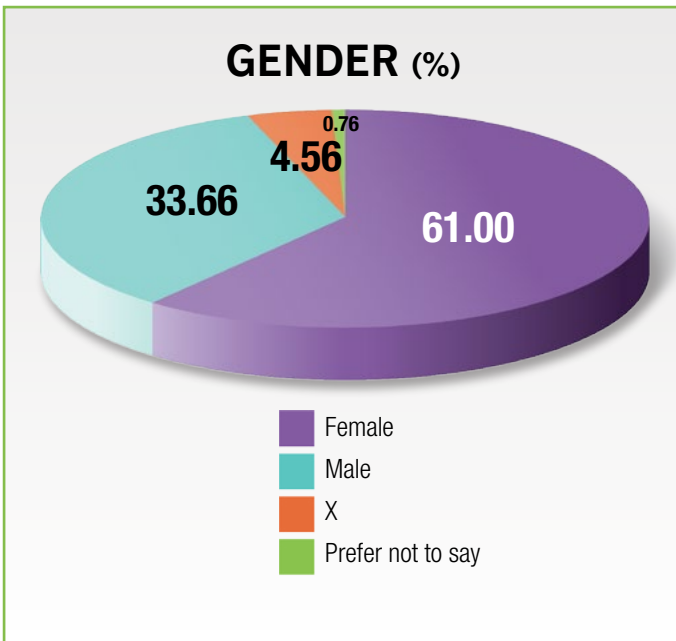
“ Very good overall with excellent levels of English. ”

“ Very well attended fairs. ”



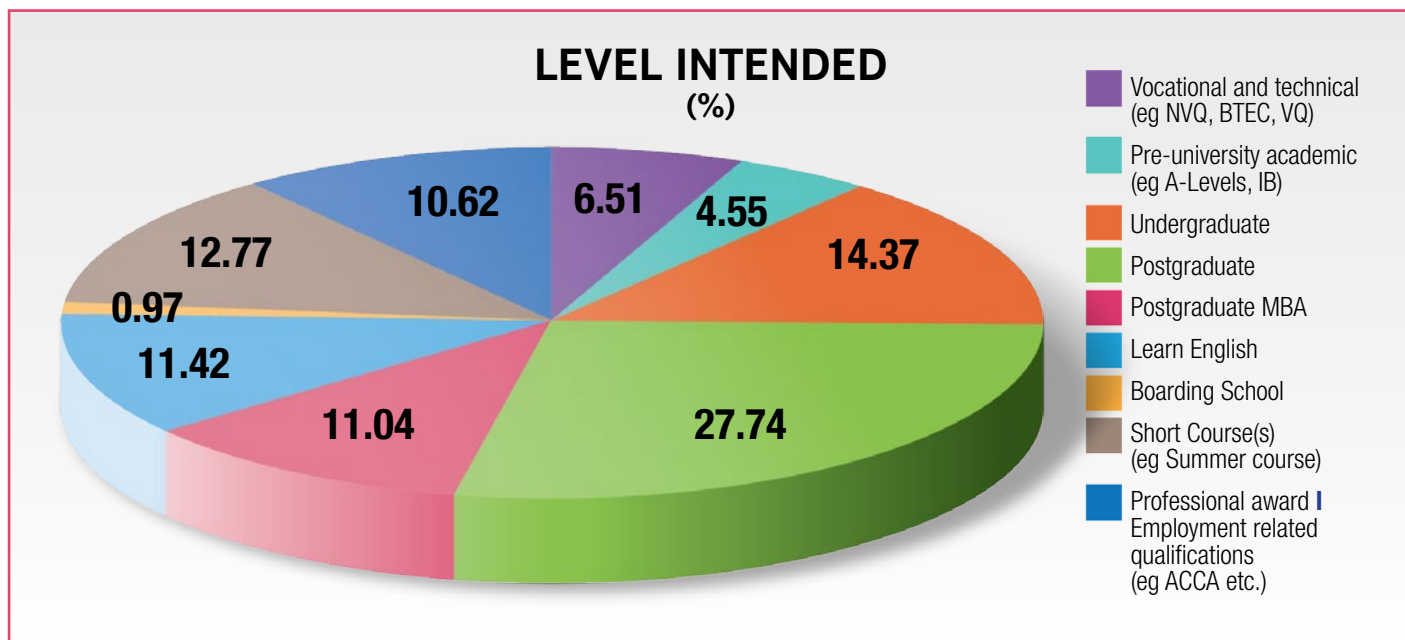
Visitors' Profile

Of the total visitor numbers **33.66%** were **MALE**, **61.00%** were **FEMALE**
48.63% of visitors were aged between **21** and **30**
42.95% of the visitors were **FULL-TIME STUDENTS**



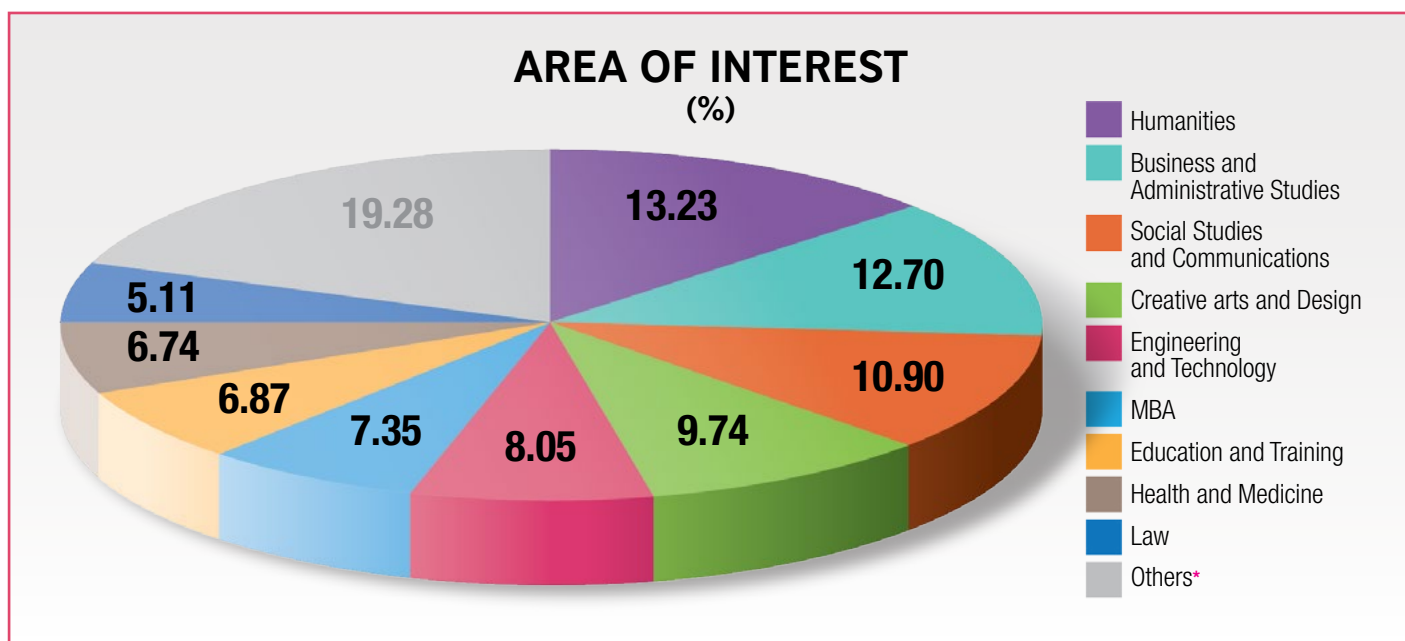


Visitors' Profile and Preferences



27.74% of visitors were looking for **LEVEL POSTGRADUATE**

14.37% were looking for **LEVEL UNDERGRADUATE**



13.23% of the visitors preferred **HUMANITIES**

* Travel, tourism and hospitality | Applied and Pure Sciences | Computer and Mathematical Science | Architecture, Building and Planning | Hair, beauty and personal care | Agriculture and related subjects



Marketing and Media

756,730 people were reached through **SOCIAL MEDIA**

Our marketing reached an estimated **AUDIENCE** of **816,730** people

Media pre-event reported

British Council organises education fair with the best options to study in the UK
Estudar Fora Portal



UK Universities Fair 2017: bring your students and discover the benefits of studying in the UK
SIEEESP (São Paulo State Schools Trade Union)

Our marketing efforts to attract prospective students to the exhibitions concentrated on online promotion through the British Council official channels and partners’.





Marketing and Media

Our sponsored **FACEBOOK** posts results

- Clicks and engagement • **78,413**
- Reach • **632,385**



The **NEWSLETTERS** had an average opening rate of **19%**, reaching **60,000** people.

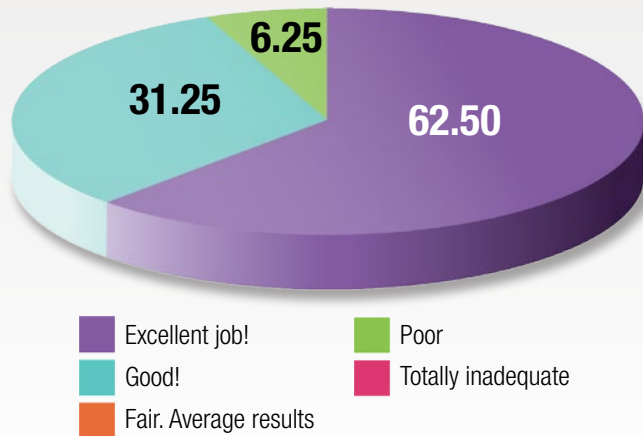




Exhibitor's Feedback

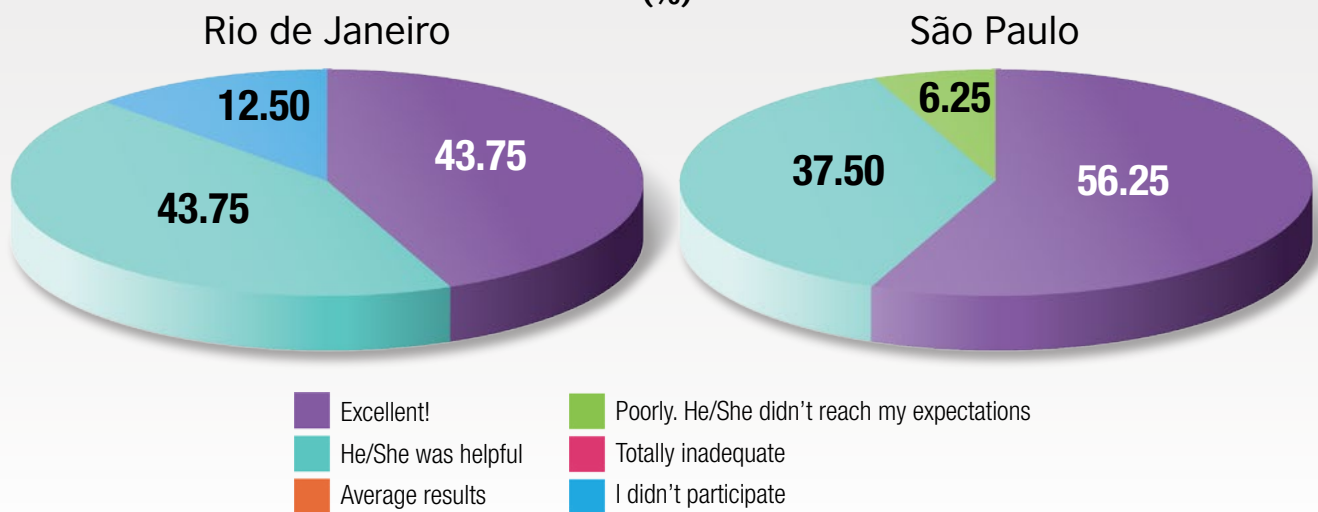
While you were in Brazil, how would you rate the **GENERAL ORGANISATION** of the fairs, for the two cities?

(%)



You had an **ASSISTANT** to help you during the work day. How did he/she **PERFORM?**

(%)



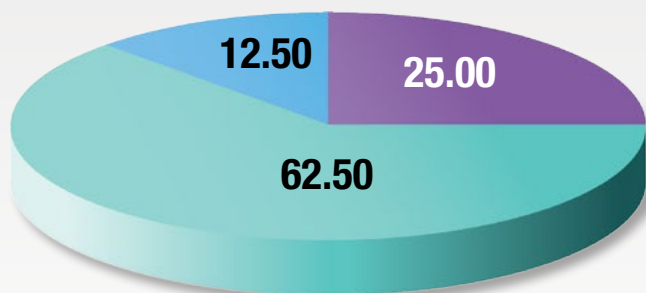


Exhibitor's Feedback

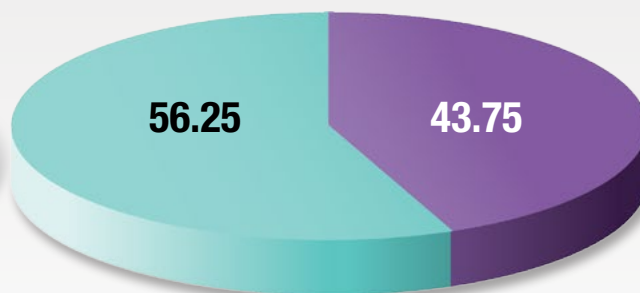
How was the **QUALITY OF THE STUDENTS** you met?

(%)

Rio de Janeiro



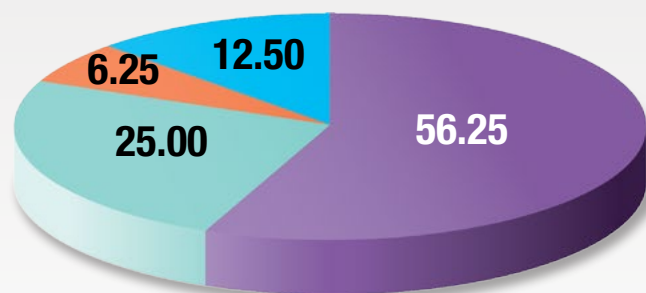
São Paulo



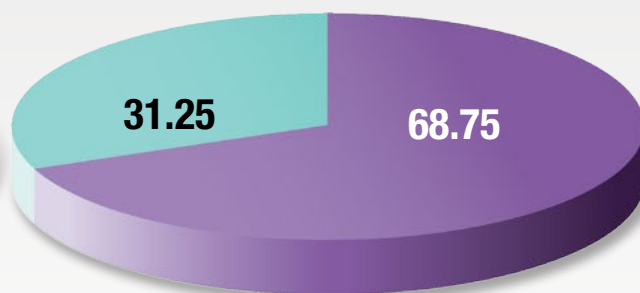
Overall, how would you rate the **QUANTITY OF STUDENTS** you met?

(%)

Rio de Janeiro



São Paulo





Exhibitor's Feedback

Positive feedback

- *BC Brazil has an extremely professional and committed team and they are a pleasure to work with.*
- *About St. Paul's school mini-fair • This school produces good students for us. I would have gone anyway but was happy to be included in a BC organised fair.*
- *About St. Francis school mini-fair • So great to visit this excellent school for the first time. I was very impressed by it.*
- *About British School of RJ mini-fair • A very well-attended fair with some great candidates as usual. The timing of the fair works very well because parents can attend with their children.*
- *The offer of stand assistants is something that BC Brazil does and it should be an example to other BC offices. It makes a great difference having someone to support us during a busy fair. Please keep this.*
- *Congratulations, you did an amazing job and I hope next year it will be similar.*
- *Fantastic events. Well run. Very worthwhile. There was also an excellent group camaraderie between the university representatives and the British Council team, which made our week together thoroughly enjoyable. Thank you again!*
- *Thank you so much for all your support before, during and after the fair. The number of leads we captured exceeded our expectations, and we have heard some very positive feedback from Brazilian students who have been in touch with us since.*
- *The extra school visits were a welcome addition to the programme. I find that these fairs are always well organised and the team are always so helpful!! The contracted logistics team are always so helpful too so thank you to all the team!*
- *Very well organised and clearly targeting the right kind of market with an interest (and ability) to study in the UK. Very well done -I will certainly be recommending that we attend next year.*

Challenges

- *The venue in São Paulo itself I think was excellent. The only comment that I would have is perhaps a larger room would have been better given the amount of enquirers that we had waiting to speak to us at the stand.*
- *This venue (São Paulo) does not support the size of the fair, especially on the weekend when the attendance is higher.*
- *About Eleva School mini-fair • Although I understand the reasoning behind a visit like this, in the event it was very disappointing and not a good use of time.*
- *About the VRS system • I'm not a big fan of this system, it complicates the student leads capture. I would go back to the old scan system.*
- *About the VRS system • It was not working well.*



Visitors' Feedback

STUDENTS' CHOICE AWARDS

According to students' feedback, the seminars delivered during the exhibitions **ranked**:

- 1st DE MONTFORT UNIVERSITY** • UK outside London: recognized excellence in teaching, life-quality and best value for money
- 2nd BATH SPA UNIVERSITY** • Application process for UK universities and scholarships at Bath Spa
- 3rd ANDREA TISSENBAUM** • Myths and realities about studying abroad
- 4th CHEVENING SCHOLARSHIPS** • Masters scholarships in the UK
- 5th IELTS** • Most accepted English test in the world
- 6th BPP UNIVERSITY** • English with work permit in the UK

.....
 This ranking was created based on the percentage of visitors who watched the seminar and rated as "Great."
 64 attendees in São Paulo and 97 in Rio de Janeiro answered the satisfaction survey.

97% of visitors said they are interested in studying in the UK after visiting the fairs

Key Recommendations for the British Council include:

- Bigger place for the event in São Paulo;
- Fair happening in more than one day;
- Better system to fasten the entrance of participants.

Positive feedback

- *I would like to thanks the London School of Economics and UEA which were very helpful.*
- *I would like to praise the richness in the details of all the process.*
- *I liked to input my contact details for future communication with the universities.*
- *Excellent initiative to promote UK universities in Brazil.*
- *I would like to highlight the promptness of Essex, Nottingham, Newcastle and East Anglia representants.*



List of Exhibitors

Alphabetical Order

SP

- 1 Bath Spa University
- 2 BPP University
- 3 Bradford University
- 4 Brunel University London
- 5 De Montfort University
- 6 Goldsmiths University of London
- 7 Imperial College London
- 8 King's College London
- 9 London School of Economics
- 10 Newcastle University
- 11 Queen Mary University of London
- 12 The University of Nottingham
- 13 The University of Sheffield
- 14 University College London
- 15 University of Bath
- 16 University of Birmingham
- 17 University of Bristol
- 18 University of East Anglia
- 19 University of Essex
- 20 University of Exeter
- 21 University of Glasgow
- 22 University of Hertfordshire
- 23 University of Leeds
- 24 University of St Andrews
- 25 University of Surrey
- 26 University of Sussex
- 27 University of the Arts London
- 28 University of Westminster

Rio

- 1 Bath Spa University
- 2 BPP University
- 3 Bradford University
- 4 Brunel University London
- 5 De Montfort University
- 6 Goldsmiths University of London
- 7 Imperial College London
- 8 King's College London
- 9 London School of Economics
- 10 Newcastle University
- 11 Queen Mary University of London
- 12 The University of Nottingham
- 13 The University of Sheffield
- 14 University College London
-
-
- 15 University of Bristol
- 16 University of East Anglia
- 17 University of Essex
- 18 University of Exeter
- 19 University of Glasgow
-
- 20 University of Leeds
- 21 University of St Andrews
-
- 22 University of Sussex
- 23 University of the Arts London
- 24 University of Westminster



Future Steps

There are several areas that both **British Council** and the **UK institutions** can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- British Council team in Brazil will look for a viable solution for code scanning and capturing visitors' details, complementary to the VR System.
- Going forward, British Council Brazil is already coordinating our schedule with the region in order tie-in our own exhibition with other regional countries' events.

UK Institutions

- Institutions should consider providing the BC with a subject matrix prior to the exhibition, to help optimize students' time. Also, please keep the institution contact details updated on the SIEM website in order for us to be able to contact you.
- We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. The **UK Universities Fair 2018** will build upon the lessons learned and prove even more popular. We hope to see you there!



Appendix

Photos • São Paulo

UK Universities Fair • São Paulo

Bath Spa University
seminar during the fair.



Exhibitor talking
to visitor.

Visitors
checking
the Area
Course Guide.



St. Francis
school mini-fair

St. Paul's school
mini-fair

Exhibitor talking
to a student.



St. Nicholas'
school mini-fair

Exhibitor talking
to parent.



Appendix

Photos • Rio de Janeiro

UK Universities Fair • Rio de Janeiro



One of the stand assistants helping a visitor.



Chevening Scholarships seminar during the UK Universities Fair.



BC Brazil Director, Martin Dowle, opening the event.



British School of Rio de Janeiro Mini-fair



Exhibitor and parent talking.