

Post-event report  
Study UK Exhibition Rome  
November 2017

## Introduction

Thank you for attending the Rome Study UK Exhibition in November 2017.

This report provides you a summary of the event, including visitor and exhibitor feedback as well as other information. We trust that this report will enable you to evaluate your participation and assist you with future decision making.

The event targeted UG students and hosted 23 representatives from 18 UK institutions, listed at the end of the report, that positively engaged with prospective students.

The event, which attracted approx. 600 students, was run in partnership with Campus Orienta, the leading provider of Student Fairs in Italy, specializing in post-school and university orientation.

We very much appreciate your participation and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to see you again at our next exhibition in Milan.

Regards

Filomena Casamassa  
Project Manager  
British Council Italy

## Highlights

### Unique features to give added value to the event:

The British Council Study UK Exhibition was held in the prestigious location of Campidoglio, hosted by the Rome Mayor.

The exhibition was one of the main projects featured in the UK-Italy Partners for Culture programme of events, and as such was supported by a consortium of local UK partners, including the British Embassy.

The Market Briefing for exhibitors involved British Ambassador Jill Morris, Daniele Frongia, Councillor of Commune of Rome, and Prof. Inguscio, President of CNR (National Research Council).

Our partner Campus Orienta is the leading provider of student education fairs.

A team of 20 students were engaged to assist and offer their valuable support to both visitors and exhibitors. This was part of their work experience under the Education Ministry initiative: (*Progetto Alternanza Scuola Lavoro*).

A printed survey distributed at the exhibition gathered visitor feedback.

### Numbers

750 on-line registrations

570 visitors

### Social Media and Digital impact

The online campaign reached **7000** contacts.

We have directly engaged with **330** schools

### Exhibitors quote our event as

*Overall I would say that it was a good event and that I would definitely come again.  
The majority of students were for 2018 and 2018 which was great*

*My colleague and I were busy all day talking to many good quality students, their parents and teachers*

*We would be very interested in attending any future events in Rome*

## Visitors' profile

Italy represents the second largest contingent of EU students after France (14,000 students in 2015-16).

A printed survey was distributed during the exhibition to visitors who were asked to provide their feedback.

**100% of visitors are looking for studies in the UK**

60% of visitors are looking for **Undergraduates**  
20% of visitors are looking for **Postgraduates**  
30% of visitors are looking for English language Courses

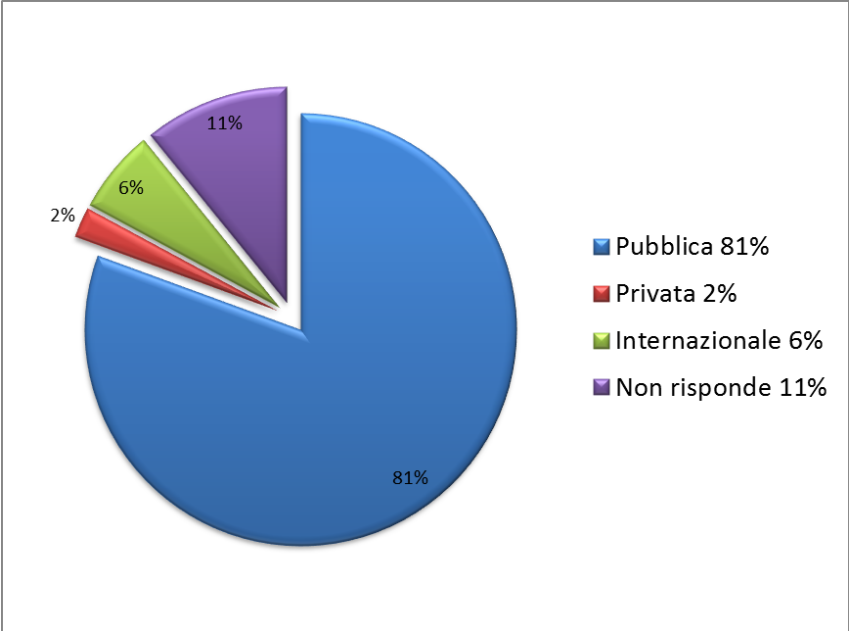
### How did you find out about the event?

- 55% found out through their secondary private and state schools
- 25% from our Digital Marketing Campaign
- 20% via word of mouth

Our visitors are highly targeted thanks to our marcomms campaign and interested in the UK. With the Rome fair we reached a new market, the Centre and South of Italy. Feedback from visitors revealed that students feel they do not have enough information about studying in the UK. We believe that our fair is an essential opportunity for students and their parents to know more about the UK education, and it is a key event for UK stakeholders to engage with prospective students, with their families and schools.

### Which school / university are you attending?

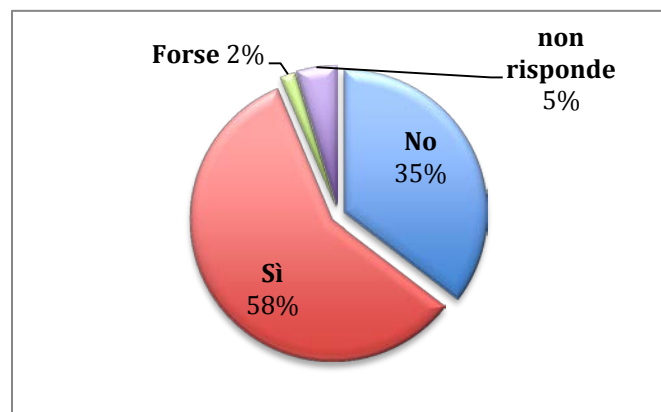
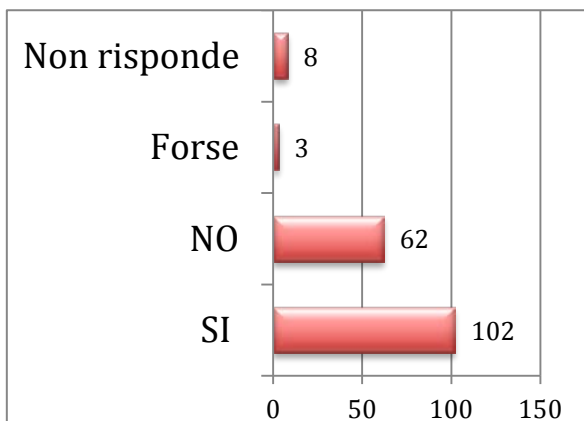
*Pubblica: public*  
*Privata: private*  
*Internazionale: International*  
*Non risponde: no answer*



## Which study subjects are you interested in?

Medicine Business English Law Biology  
Journalism Computer science Psychology  
Management Politics  
Engineering Languages Sport science  
Art Architecture Mathematics  
Tourism English literature International relations  
Marketing Modern languages Translation Criminology  
Illustration Music Drama Film studies Photography Media studies  
Sociology Education Accounting

## Would you give up the idea of going to study in the UK if Brexit affects the conditions (fees and grants) for EU students?



*Non risponde: no answer*  
*Forse: maybe*

## Marketing

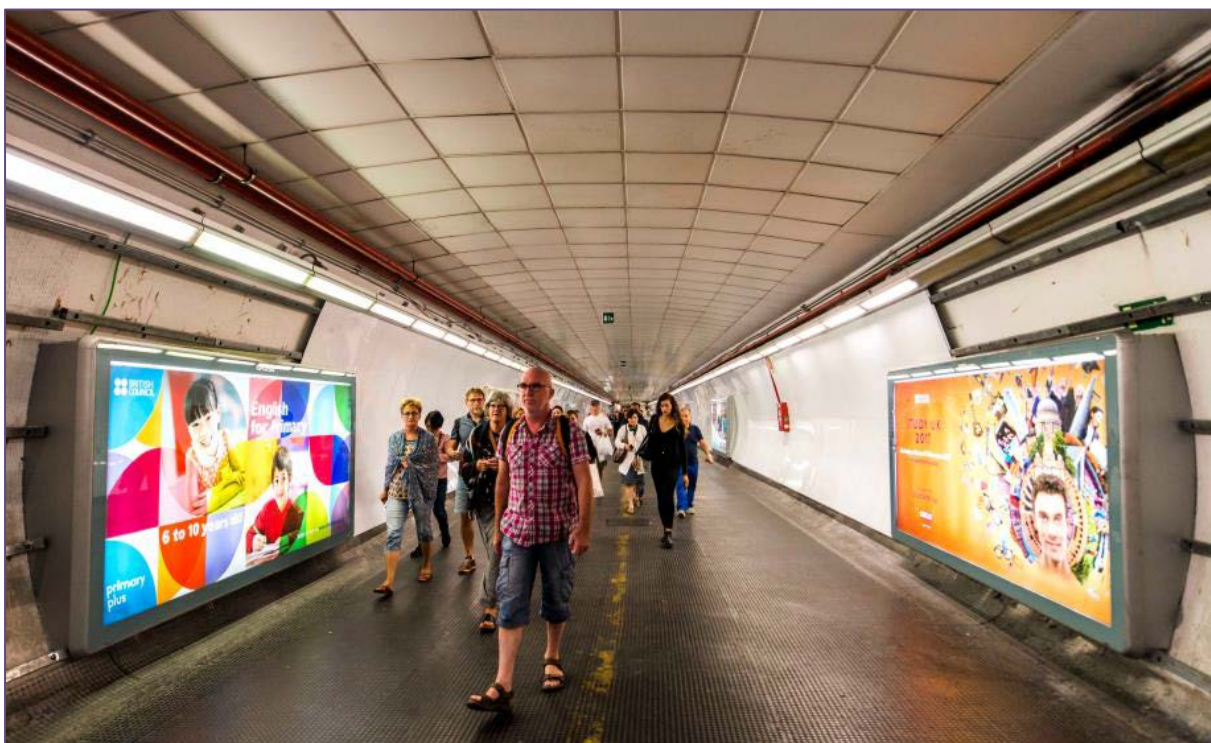
An integrated marketing campaign was rolled out with our partner to reach the targeted audience, which included:

- **Secondary school students** aged 15 – 19 interested in undergraduate studies
- **University students**
- **Parents**
- **Professionals**

## On-line Promotion

- 330 schools directly engaged by email
- Reach: 7000 contacts per sponsored post on Facebook and Twitter
- An average of 2 sponsored posts a day on Facebook and Twitter
- Registration form on <http://www.salonedellostudente.it/studyintheuk/>
- Communication on [britishcouncil.it](http://britishcouncil.it) and [wep.it](http://wep.it)
- Visibility on Evensi ([www.evensi.com](http://www.evensi.com)), the social network for promoting the best events in town with 5 millions of users per month

## Off-line Promotion



## Future steps – learning points

Our British Council Study UK Exhibition in Rome, in partnership with Campus Orienta, achieved our ambition of raising our profile in the centre and southern market, involving over 330 schools and attracting 700 enrolments. We will use this solid network to promote our Milan fair in future editions.

The exhibition was one of the main projects featured in the UK-Italy Partners for Culture programme of events, and as such was supported by a consortium of local UK partners, including the British Embassy resulting in greater impact through more channels. We will continue this collaboration in future editions.

We were delighted with the fact that 100% of visitors said they were looking for studies in the UK and exhibitor feedback also backed this up as they found visitors well-prepared. The messages sent through our campaign reached the target audience. It was not a day out for schools! We will continue to ensuring we attract the right audiences for our fairs.

### Recommendations from the UK Institutions

- *The venue could have been a bit larger so we could have got in more students* – This was a one-off event to open up a new market and our Milan venue has a larger capacity.

With over 14,000 Italian students studying in the UK, Italy is a top market for the UK education sector and we believe that our exhibitions have become an essential appointment for our visitors.

Our next event is the Milan fair in 2018 and we hope to see you there!



## List of Exhibitors

1	Anglia Ruskin University
2	University College Birmingham
3	Bournemouth University
4	University of East Anglia (UEA)
5	ESCP Europe Business School
6	University of Essex
7	Goldsmith, University of London
8	University of Greenwich
9	University of Hertfordshire
10	Hult International Business School
11	University of Kent
12	University of Lincoln
13	London Metropolitan University
14	Middlesex University
15	Richmond, The International University in London
16	University of Roehampton
17	St Mary's University, Twickenham, London
18	University of Surrey