



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK schools and colleges fair 2017
7 October 2017
Bangkok, Thailand**

Introduction

The Study UK schools and colleges fair was held on Saturday 7 October 2017, and attracted more than 600 students and parents at InterContinental Hotel Bangkok. The event brought representatives from 26 UK schools and colleges to meet with prospective Thai students, providing them with information on education opportunities as well as helping them with application preparation. A series of seminars were held on the day with interesting topics such as insight and advice on three different routes for getting into a UK university, Insight into A-Level and IB, and Inspire! Scholarship2017.

In this report, British Council Thailand undertook a review of the exhibitions strength and weakness as well as opportunities for improvement by analysing feedback from exhibitors and visitors.

This report includes:

This **Introduction** which aims to provide an overview of the report.
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Key **Highlights** of the event including visitors numbers and profiles.
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Details of the **Marketing** channels used to attract potential students, as well as parents visiting the fair.
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Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
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Results of the **Exhibitors Feedback** which provides comments and ideas for what went well, what did not go well, and opportunities for improvement.
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Highlights

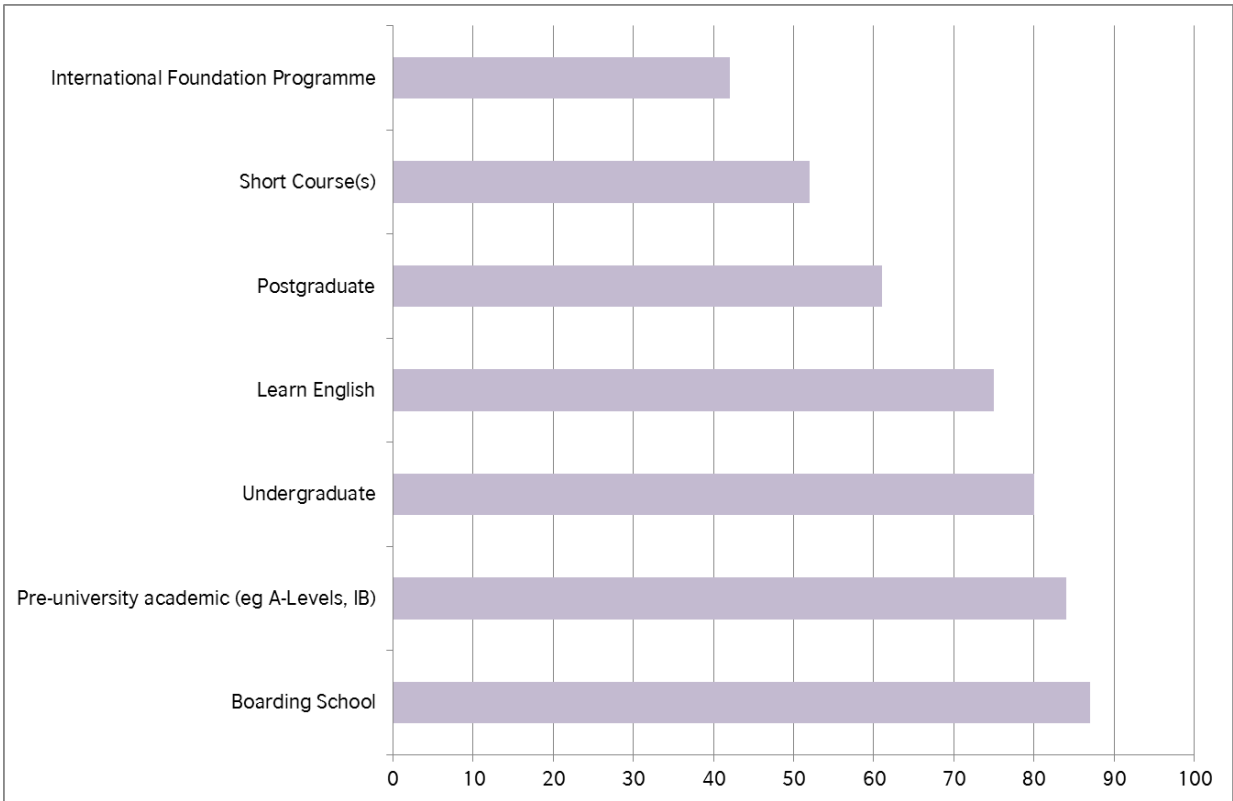
There were -

**26 BOOTHS, 26 INSTITUTIONS,
5 BUSINESS PARTNERS**

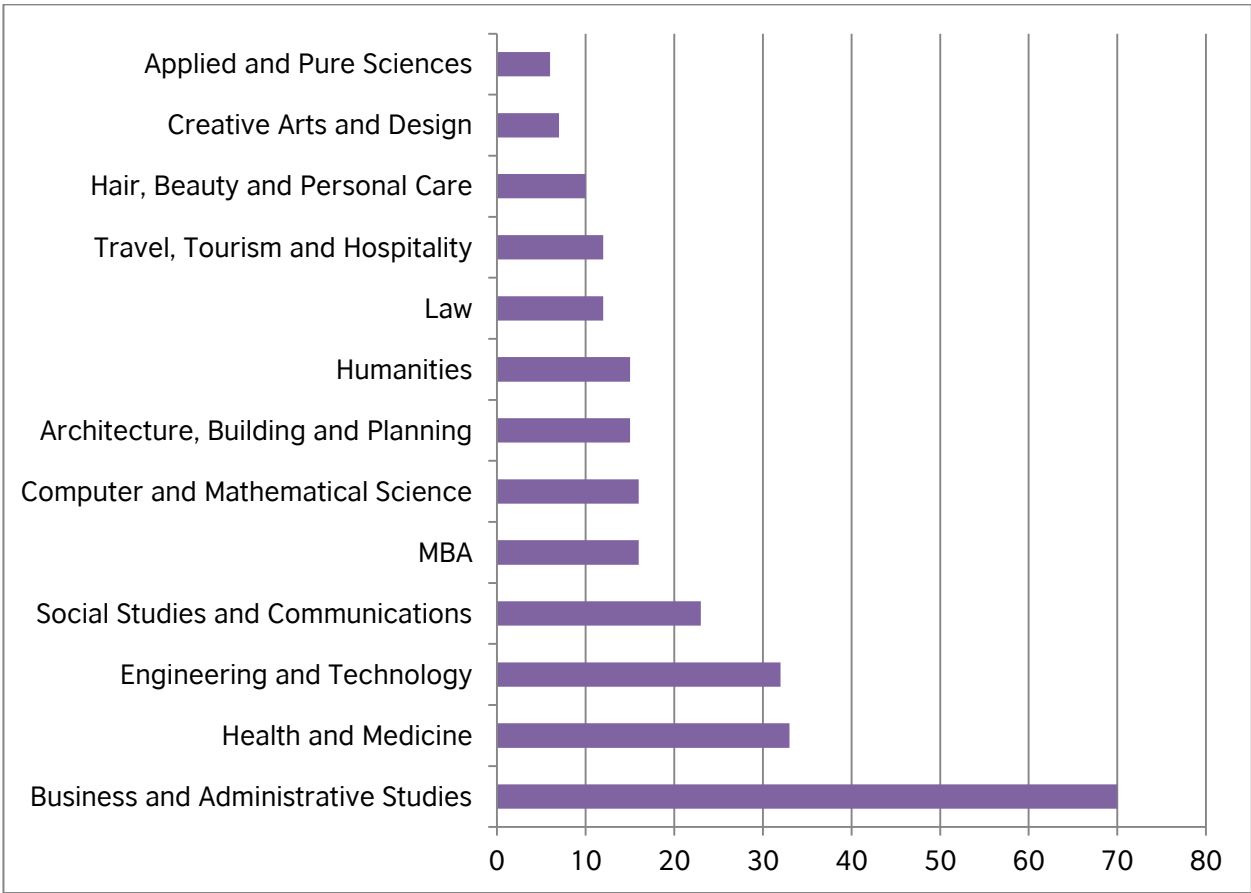
600* PARENTS & STUDENTS
Attended the exhibition

* According to the automatic counting machine set at the entrance of the area of the fair.

Visitors' profile



Top 3 most sought-after courses are **Boarding schools**, **Pre-university academic (e.g. A-level, IB)**, and **Undergraduate degree**



The top 3 subject areas visitors plan to further study in the future is Business, Health and Medicine, and Engineering and Technology

Marketing

We spent...

More than £21,000

on promotion

As the target audience is very specific, we carefully selected the media that would reach the right target audience.

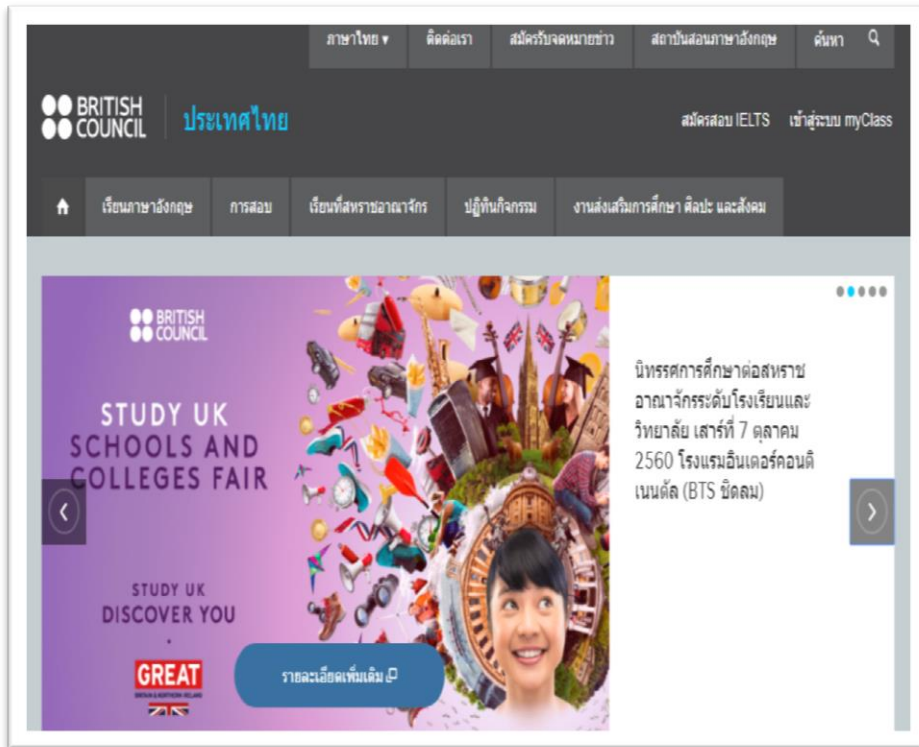
Below-the-Line Promotion

- Direct invitation letters and leaflets to students and parents
- Invitation letters to International schools
- E-news to British Council Thailand's news subscribers targeting to those interested in pre-university courses and English courses
- Leaflets on promotional shelves at British Council's five branches

Above-the-Line Promotion

- Television tie-in PR in Rueng Lao Sao Athit and Rueng Den Yen Nee, Thailand's famous news programme on the second most popular TV channel in Thailand to mainly reach parents
- Posting on British Council Thailand's website and Facebook fan page and post boosting in order to reach the right target audience
- Advertisement on the cover page of Bangkok Biz newspaper, the daily newspaper to reach parents who are business people or senior management of companies
- Digital advertising campaigns on Facebook targeting at parents

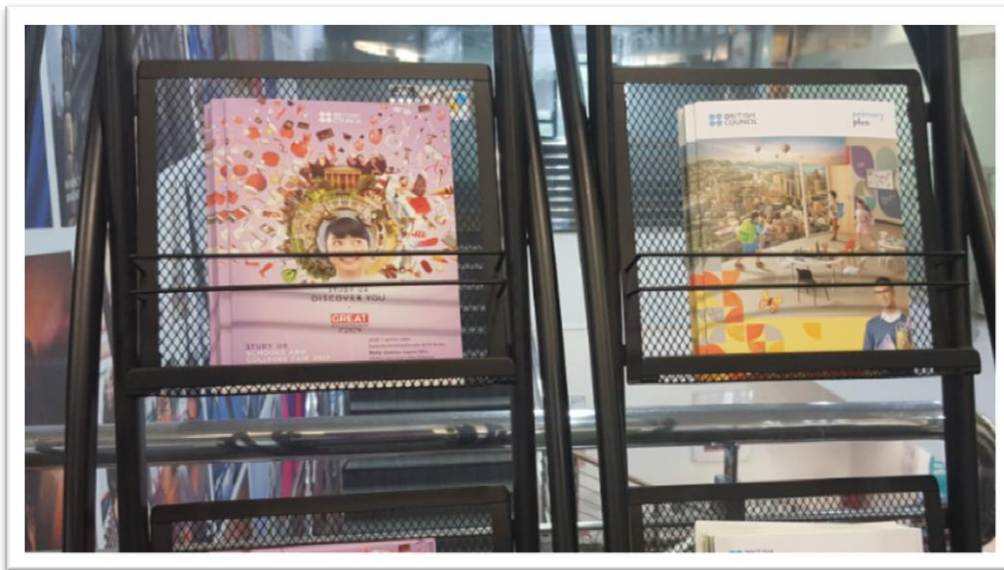
Below-the-Line Promotion



Featured on the front page of British Council Thailand's website

Direct emailing to potential students in Study UK Thailand, British Council's Young Learners, database and network reaching 105,000 contacts





Event brochures placed in five branches

Above-the-Line Promotion

British Council Thailand ได้แชรลิงก์
เขียนโดย PHD Digital (?) · 3 ตุลาคม เวลา 16:15 น. · 🌐

เปิดตัวทุน Inspire!
เรียนฟรีที่ UK 7 ต.ค. นี้
โดย
BRITISH COUNCIL

เปิดตัวทุน Inspire!
ทุนเรียนฟรีกับโรงเรียนชั้นนำในอังกฤษ ที่เฉพาะเจาะจงนักเรียนอายุ 10-16 ปี
เสาร์ที่ 7 ตุลาคมนี้

BRITISHCOUNCIL.OR.TH [เรียนรู้เพิ่มเติม](#)

British Council Thailand ได้แชรลิงก์
เขียนโดย PHD Digital (?) · 3 ตุลาคม เวลา 16:15 น. · 🌐

เตรียมพร้อมลูกของคุณอย่างมั่นใจ
กับงานศึกษาต่อ
ในระดับโรงเรียนในอังกฤษ
7 ตุลาคม โรงแรม InterContinental
โดย
BRITISH COUNCIL

รับคำแนะนำแบบเจาะลึก
เตรียมตัวลูกของคุณก่อนศึกษาต่อที่อังกฤษอย่างมั่นใจ รับคำแนะนำแบบเจาะลึกจากผู้เชี่ยวชาญโดยตรงจาก UK

BRITISHCOUNCIL.OR.TH [เรียนรู้เพิ่มเติม](#)

Digital Facebook Campaigns reaching over 1,000,000 parents and students in Bangkok

BRITISH COUNCIL - STUDY UK - DISCOVER YOU GREAT

STUDY UK
SCHOOLS AND COLLEGES FAIR

นิทรรศการศึกษาคือในระดับโรงเรียนและ
วิทยาลัยในสหราชอาณาจักร

เสาร์ที่ 7 ตุลาคม 2560
13.00 - 18.00 น.
โรงแรมอินเตอร์คอนติเนนตัล
(BTS สีลม)

- พณ 28 โรงเรียนประจำและวิทยาลัยชั้นนำ
- สภามหาวิทยาลัยเจ้าพระยาวิชาสง่าจกษัตริย์ชั้นนำ
- และสาขาหลักสูตร A-Level และ IB

พิเศษ! เปิดตัวงาน Inspire! กับโอกาสเรียนฟรีในโรงเรียนที่อังกฤษ

สอบถามข้อมูลเพิ่มเติม โทร. 02 657 5678
www.britishcouncil.or.th

Strip Ads on BangkokBiz, Business Newspaper, reaching 200,000+ readers

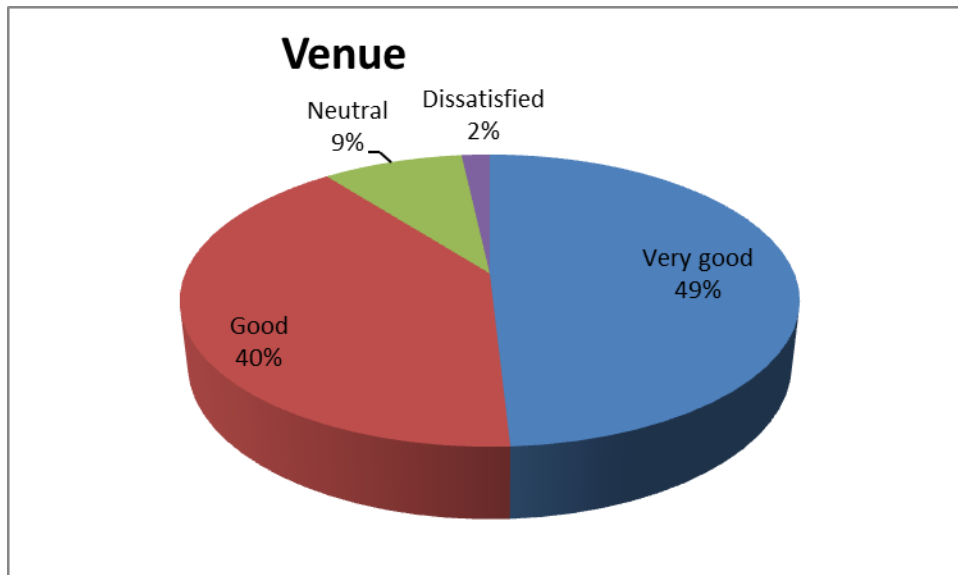


PR-Tie in on Thailand's popular news programme

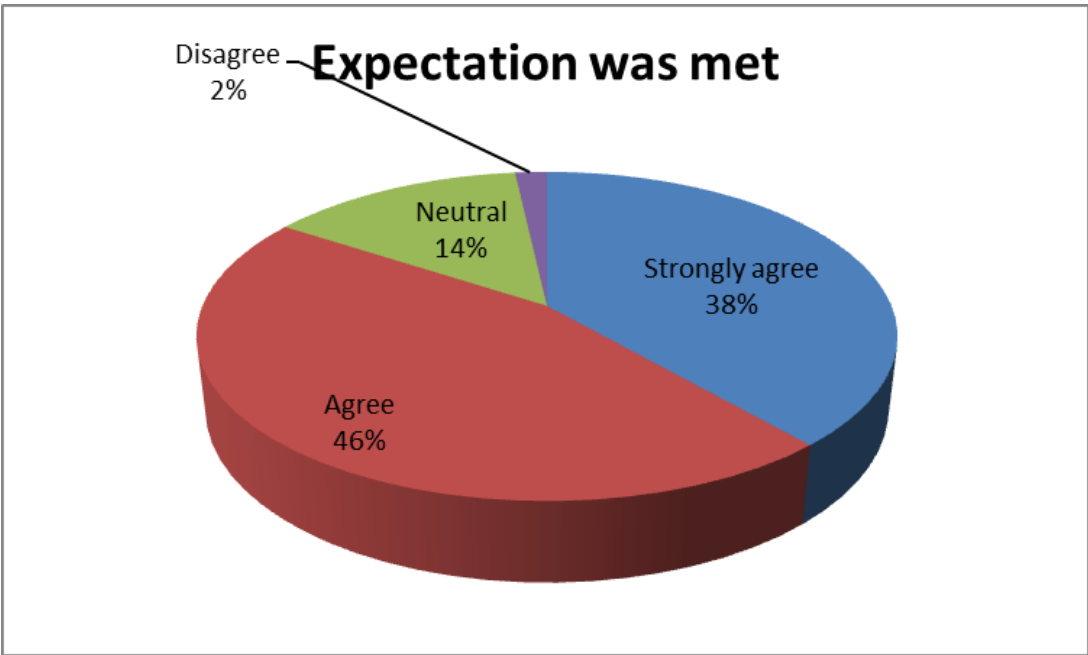
Visitors' feedback

Methodology

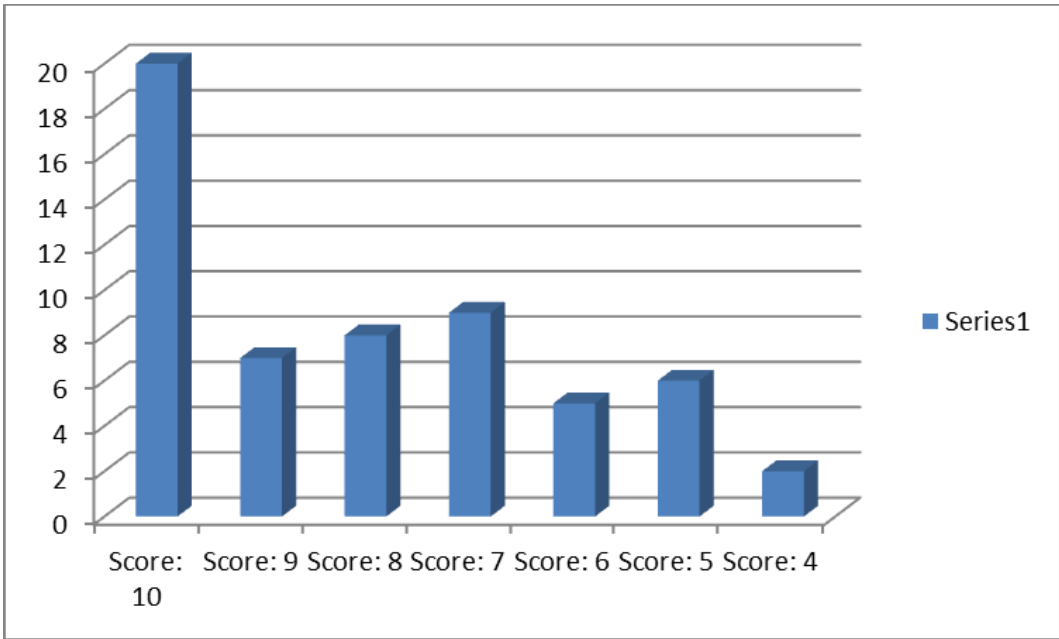
We distributed a printed survey to visitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition.



89% of visitors were satisfied with the venue.



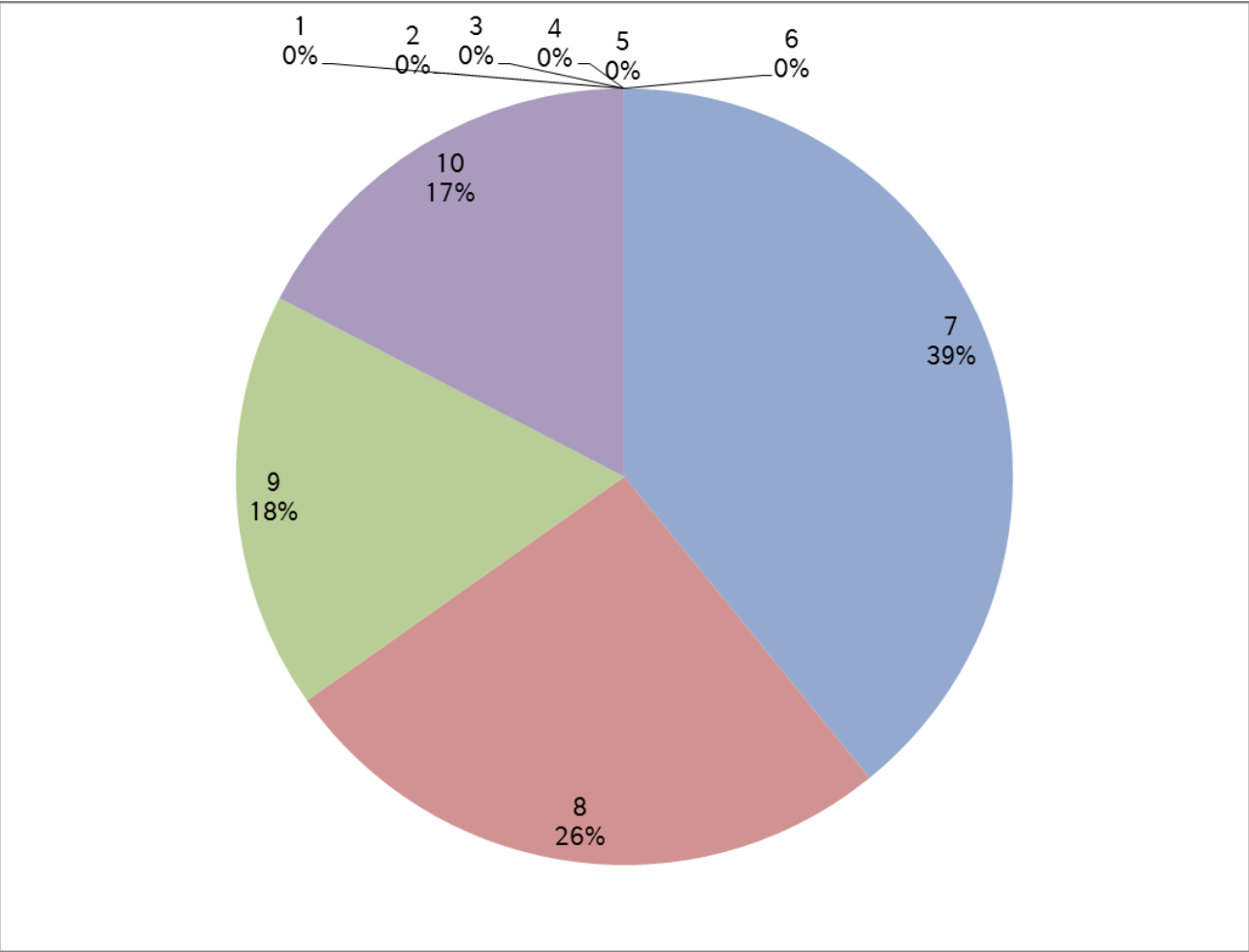
84% of visitors said their expectations were met



A majority of visitors agreed that this event influenced their decision on furthering their studies in the UK

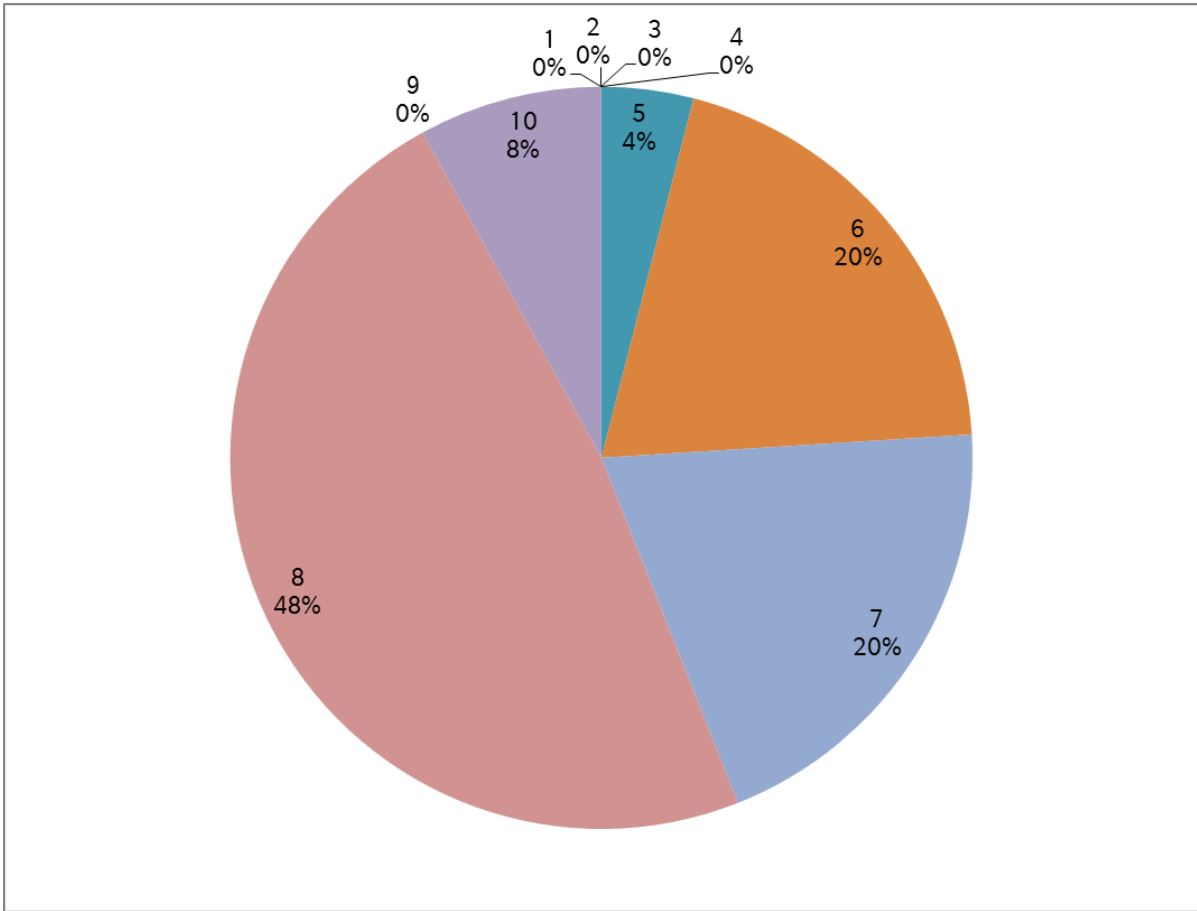
Exhibitors' feedback

Quality of visitors



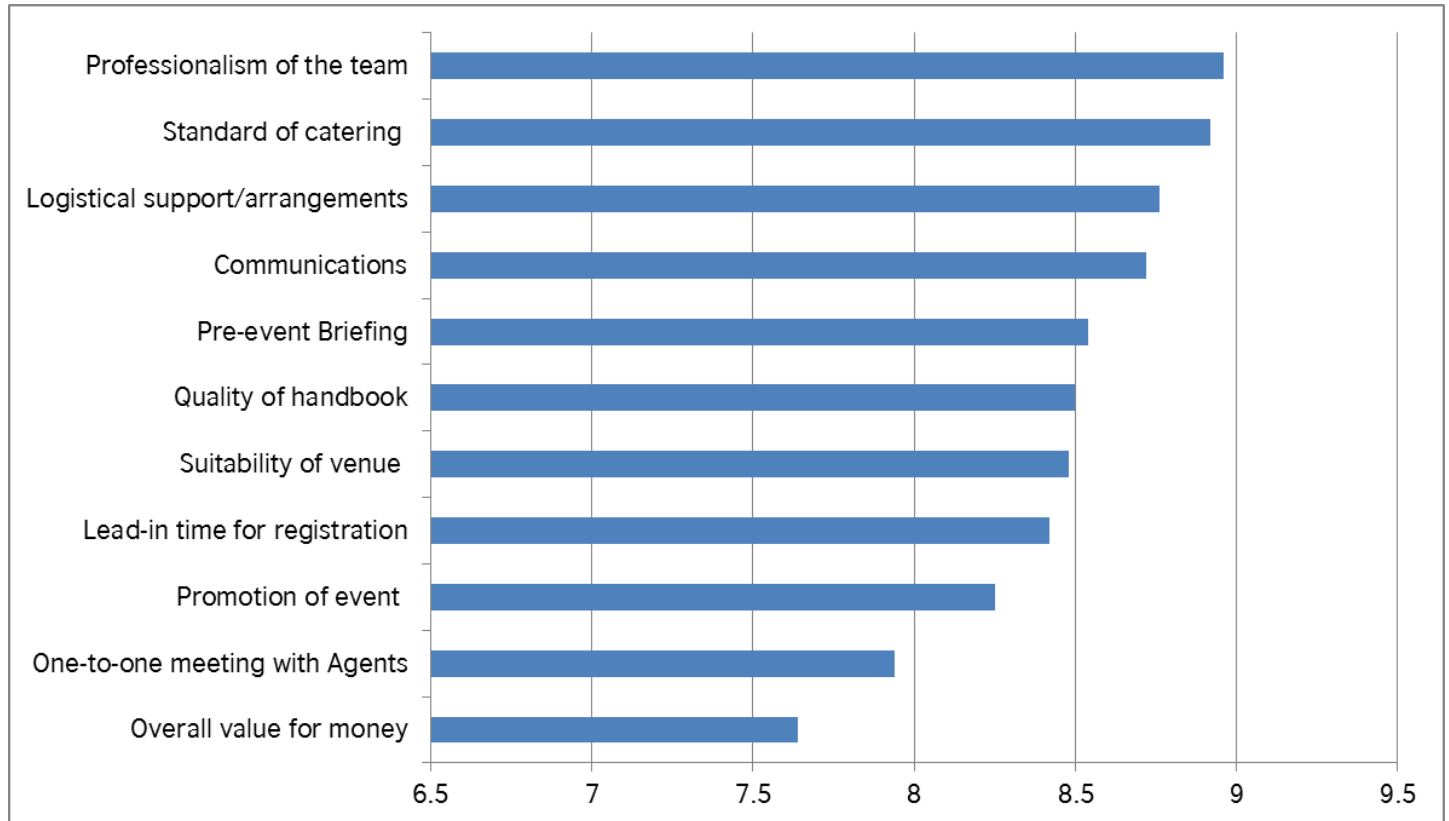
Over 60% of exhibitors rated quality of visitors from 8-10 (1 = the lowest, 10 = the highest)

Number of visitors



More than half of exhibitors rated number of visitors from 8-10 (1= the lowest, 10 = the highest)

Exhibitors' feedback on other aspects of the event (score is out of 10)



All aspects were rated positively by exhibitors. The top five aspects that are rated the highest score are:

Professionalism of the team; standard of catering; Logistical support; Communications and pre-event briefing.

Main compliments

- Very happy with the event, thank you.
- Really liked the schedule of this event - agents + visitors
- I am accustomed to participating in events promoting other countries - this was very well organized in comparison very professional
- I am very pleased with the experience and would like to thank you for your very kind help
- Thank you - was an excellent event. Really appreciated
- A good event. Excellent venue
- A big thank you to the team

Main comments

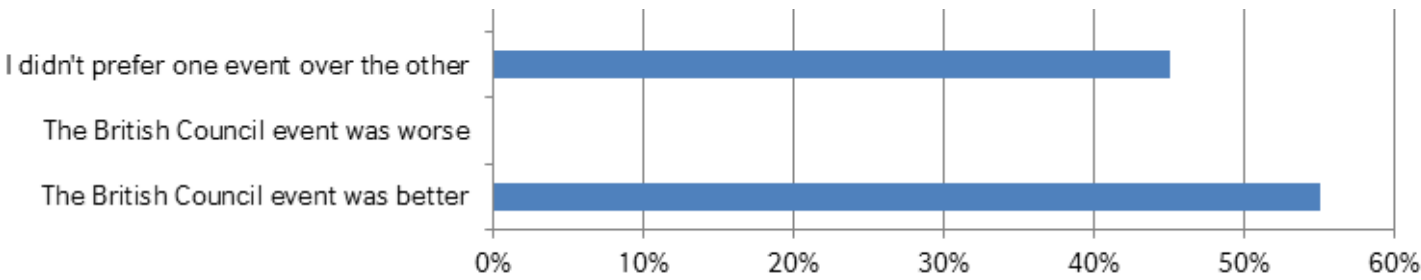
- More space in the room or bigger room
- Make age group clear to audience. Although I know people will always look 2 years in advance
- VRS systems: many exhibitors prefer their own systems
- Discount for more hotels

Main learning points from exhibitors

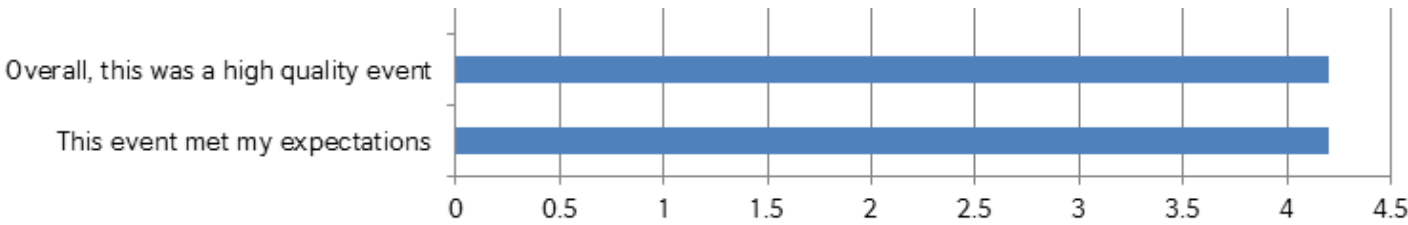
- More potential in the market but more competitors
- On-line market / Facebook advertising becomes more important
- Increase short term groups and experience programmes
- Short term courses are more popular now
- The importance of short-stay experience
- To have agent support during the event

Overall about the event

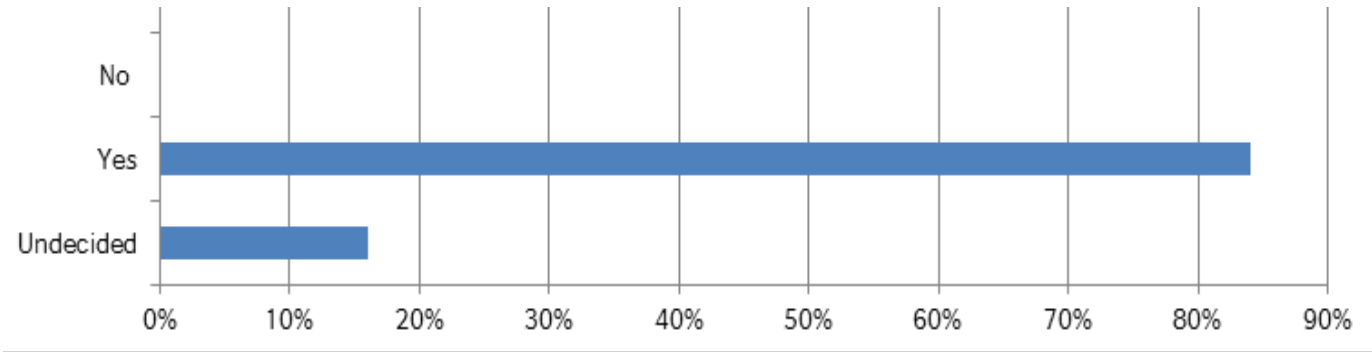
When being asked to compare British Council events and other events exhibitors use to attend in Thailand, more than half of exhibitors agreed British Council event was better.



The event was found high in quality and met the exhibitors' expectation. It was rated 4.2 out of 5 in these two aspects.



Over 80% of exhibitors confirmed they would come back to the British Council event in Thailand again.



Future steps

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

- The event attracted a good number and high-quality visitors. The same targeted marketing and promotional campaign will be continued. The most effective media is Facebook and other on-line media forums, Television and direct-invitation from British Council.
- More information on age range that can be accepted in each school/college should be more clearly communicated in future.
- We will continue using the same venue because it was proved satisfactory by visitors, but the layout and the size of the room will be reviewed. Discount rates will be explored with more hotels close to the exhibition venue to provide more accommodation options to exhibitors.
- We ran a series of seminars in parallel with the fair. Most of the topics were well attended, so we will continue to use varying similar topics again next time.
- The agent one to one meeting which were organised prior to the fair, was found useful both by agents and exhibitors. This session would be repeated next time.
- Review the VRS system or give more instructions to exhibitors prior to the event.

Appendix: List of exhibitors and partners

BOOTH NO.	NAME OF INSTITUTIONS
1	ABBNEY DLD COLLEGE - CAMBRIDGE, LONDON, MANCHESTER
2	ACKWORTH SCHOOL
3	ASHBOURNE COLLEGE, LONDON (GCSE & A LEVEL)
4	BELL EDUCATIONAL SERVICES
5	BELLERBYS COLLEGE
6	BROOKES CAMBRIDGE
7	CARDIFF SIXTH FORM COLLEGE
8	CATS COLLEGE
9	DOVER COLLEGE
10	D'OVERBROECK'S
11	EC UK - LONDON - LONDON 30+ - CAMBRIDGE - OXFORD - BRIGHTON - MANCHESTER - BRISTOL
12	EF ACADEMY INTERNATIONAL BOARDING SCHOOLS
13	EXETER COLLEGE
14	INTO NEWTON A-LEVELS UNIVERSITY OF EAST ANGLIA
15	KINGS COLLEGES
16	THE KING'S SCHOOL, CANTERBURY (INTERNATIONAL COLLEGE)
17	MORETON HALL SCHOOL AND INTERNATIONAL STUDY CENTRE
18	MOUNT KELLY
19	MPW SCHOOLS AND COLLEGES
20	NORWICH SCHOOL
21	NOTTINGHAM COLLEGE
22	OSWESTRY SCHOOL
23	OXFORD INTERNATIONAL COLLEGE
24	QUEEN ETHELBURGA'S COLLEGIATE
25	ST EDMUND'S COLLEGE
26	TETTENHALL COLLEGE

Partners

1. AIG Insurance
2. Berkeley Group
3. British Council Examinations
4. College Guardians
5. Kasikorn Bank