

Study UK Spain Exhibition October 2017

Post-event report

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Introduction

Thank you for your participation at the Study UK exhibition in Spain in October 2017 at the Novotel Madrid City Centre and Hotel Constanza in Barcelona.

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 targeted prospective UG students and hosted 61 representatives from 47 UK institutions (Listed below in Annex 1) that positively engaged with prospective students.

The event attracted over 2300 visitors (1700 in Madrid and just below 600 in Barcelona). Most of these visitors are attracted through our own databases (schools, partners, collaborators) but also through social media open channels and marketing campaigns (details listed below in Annex 2). Alongside the main exhibition, a series of “seminars/briefings/workshops” were also held, a popular addition to both Fairs in Madrid and Barcelona. It is important to note that similar talks are offered all year round by British Council staff at schools, city councils, Fairs, etc. as an excellent way to attract audiences to our Fairs.

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

Regards,

Carolina Jiménez | Head Education, Spain

Highlights

Exhibitors praise our excellent quality students

“Very good quality students!”
“Fair went really well, students very focused”

93% of exhibitors rated student interest in their institutions high or very high and **82%** highly recommend or recommend our Fairs as recruitment opportunities.

An increase in number and profile of schools visiting us

No of Schools	36 (25 in Madrid and 11 Barcelona)	24 British Schools 6 International Schools 6 Spanish Schools
School students Madrid	1,128	11% increase on last year
School students Barcelona	359	Some schools reported not coming due to social turmoil

Brexit impact not huge in overall numbers.

Total visitors Madrid: **1,759**
 Total visitors Barcelona: **531***

**Political and social turmoil affected numbers in Barcelona*

Social Media and Digital impact

Total: 15,591 web clicks from paid campaigns - 584 registered visitors
 Of which, 606,789 Facebook/Instagram impressions: 33,725 opened & 6,511 clicks
 (not counting partners' digital impact)

Schools and visitors feedback was excellent

This event gets better and better every year! Thank you very much for providing this wonderful opportunity to our students! Teacher, Madrid.

Everything was perfect: service, organization, talks, time to speak to several universities.
Visitor Madrid

96% of visitors in Barcelona and **95%** in Madrid recommend or highly recommend the events

Visitors' profile

Spain is the fourth largest contributor of EU students (10,000+ in 2016-17) to the UK's Higher Education sector 30% of these students come from British Schools in Spain.

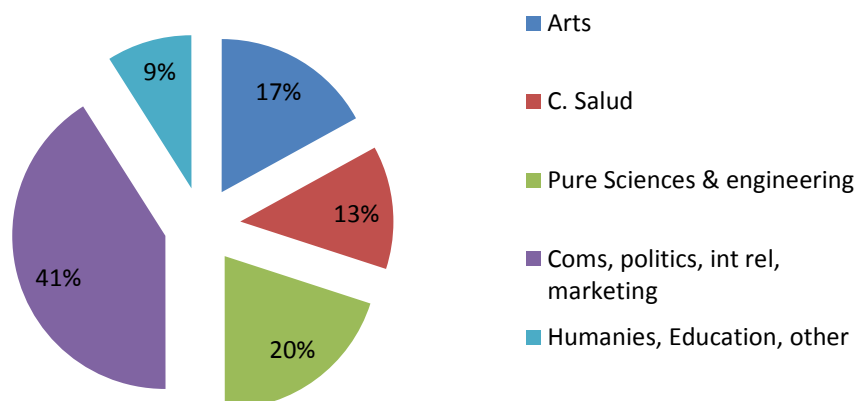
100% of visitors are looking for studies in the UK

92.5 % of visitors are looking for **Undergraduate**
7.5% of visitors are looking for **Postgraduate**

- **70%** of our visitors come from British Council Spain data-bases and via our long term corporate relationships (schools, associations, local government)
- **25%** via word of mouth
- **5%** from our B2C Digital Marketing Campaigns. We still think it is worth to spend money on campaigns as brand awareness is very important as is wider direct engagement with prospective targets (see highlights for details)

Our visitors are highly targeted and genuinely interested in the UK. Most schools only bring students who have expressed an interest in the UK or else, if they actively promote the UK amongst their students, they bring year 12 and 13 full groups. Our Study UK Fairs are an essential part of keeping the UK front of mind in the stakeholder engagement and complex decision making process of prospective students, their families and schools.

Analisis of 600 visitors study preferences



Marketing

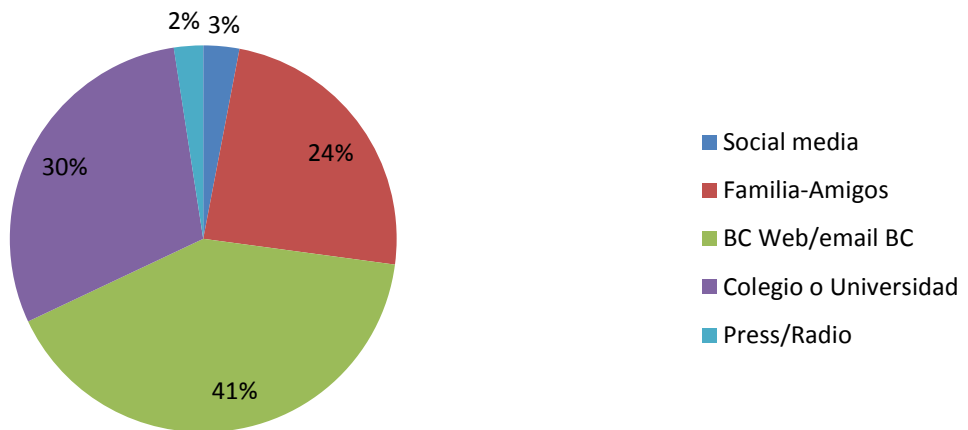
It is our existing data-base and corporate relationships marketing is our biggest strength in attracting our visitors.

Our **B2B** relationships include NABSS & IB schools, Escuelas Católicas (1 100 schools), Madrid & Barcelona City Councils and Youth centres, Association of Agents and Grupo Siena (education group)

An **integrated marketing campaign** was rolled out to maintain visitor numbers of previous years (**approx. 2,500**). Given the current challenging macro environmental context (local and international) we put together a higher profile digital marketing campaign amongst target **B2C** audiences, in addition to our B2B marketing actions which leverage our corporate relationships.

B2C: a specialist agency to put forward a digital campaign (SEM, E-mail, Facebook and Instagram) as well as promotion of the event within existing British Council Spain SEM campaigns. We also maintained press communication campaign around the events but eliminated paid newspaper advertising.

How did you find out about the exhibition?



Examples of campaign 2017

Print

Circulation of Educational Press 5,000 – distributed amongst education sector (teachers mostly)



Partners' webs



Some of many examples (web and email campaign)



British Council Spain electronic bulletin and direct mailing to databases

BRITISH COUNCIL | Noticias - Octubre 2017

10.000 españoles estudian este año en universidades británicas

¿Quieres ser uno de ellos?

Inscríbete gratis en nuestras Ferias de Educación Británica

Un año más, los eventos **Study UK** llegan a **Madrid** (17 y 18 de octubre) y **Barcelona** (día 19). En ellos podrás conversar con **representantes de 40 universidades británicas**, que resolverán tus dudas y te orientarán para encontrar el grado o posgrado que buscas.

Además hemos preparado un **programa de sesiones** para que conozcas el sistema británico de educación, aprendas a preparar tu solicitud o descubras los préstamos y becas disponibles.

Y para aquellos que suban a Instagram su imagen participando en el photocall de las ferias, sorteamos dos pruebas de IELTS. ¡No te olvides de usar los hashtags #elts_spain y #britisheduspain!

BRITISH COUNCIL

STUDY UK DISCOVER YOU

GREAT

Ven a la 5ª Feria de Educación Británica Madrid y Barcelona

¡Te esperamos!

Más de 40 Universidades, muchas incluidas en las top 200 de los rankings internacionales

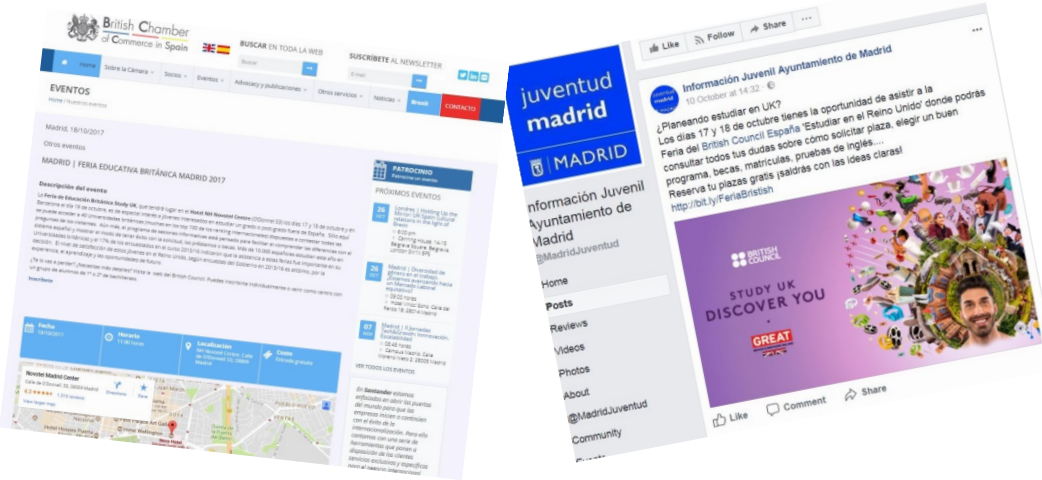
Un fantástico programa de charlas informativas. Una gran ocasión para preguntar tus dudas, conocer las diferencias y descubrir un proceso sencillo. Te contamos cómo financiar tus estudios, conseguir una plaza, que la selectividad no es necesaria y qué es un Personal Statement.

El 17% de los alumnos encuestados (ya estudiando en Reino Unido) comentaron que esta Feria fue de gran ayuda. No te la pierdas.

[Visita nuestra web](#)

[e inscríbete](#)

Partners
Facebook
profiles



British Chamber of Commerce

Ayuntamiento de Madrid Facebook

TV NEWS

National
Broadcaster
online
coverage



Visitor's Feedback

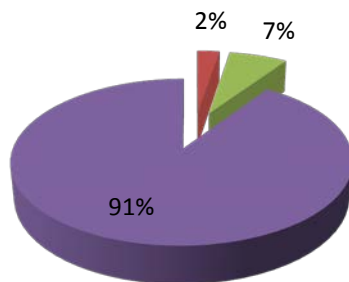
Our visitors would recommend us again

91% of our visitors would recommend the fair, express having learned and state the

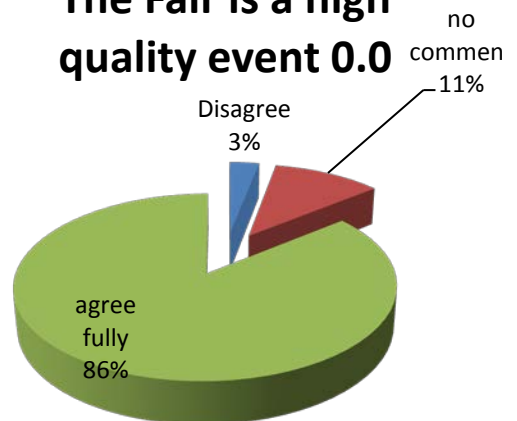
Teachers feedback shows full satisfaction with event quality and profile/attention of staff. Only negative comment relates to lack of chairs for them. See annex III for in-depth interview with teachers

I understand my options better

■ No or scarcely ■ no comment
■ Yes or much better



The Fair is a high quality event 0.0



The information sessions continue to be a really important asset. Visitors and schools alike praise them.

Most highly rated/demanded presentations were: "Personal Statement", "How to choose a University or course" and "Why, when and how to apply".

Some quotes from Visitors:

PRAISE: "Thanks for one fantastic opportunity for our students" "A great opportunity to meet with so many universities" "Well organized, thank you. Please allow for chairs for teachers"

CONCERN: "A bit overcrowded (about 6 people)" "Please advise best timing to come when there is less public"

FOR CONSIDERATION: "I missed the pack we received in previous years with booklets from all exhibitors" "Universities should bring more booklets with them" "Bring Scottish Universities, LSE, Cambridge. Oxford..."

Wish list include:

"Bring some Scottish Universities, LSE, Cambridge, Oxford..."

"Organise these in Canary Islands and Málaga Coast Area"

Exhibitor's Feedback

Most exhibitors willing to repeat next year.

When asked **“Will you be attending a similar exhibition next year?”** 27 said yes, 1 said maybe (out of 28 replies). When exhibitors were asked about **quality, value form money and overall satisfaction**, on a 5 point scale, **95% rated 5-4**, 5% rated 3, 0 rated 2-1

We value the ratio student/exhibitor and limit our exhibitions to a maximum of 40 HE institutions. Over last few years we have had a waiting list.

Some highlights:

“Better venue this year - much appreciated”

“Very busy event, well attended. Thank you”

“A well-arranged and well-attended event. Excellent food”

“Thank you to the team for excellent organization. Excellent food”

“Very good quality students”

“Fair went really well, students very focused. Busier than expected (Barcelona)”

Some recommendations:

“Many of students are going in 2019 (Madrid) – higher proportion of younger students”

“Intermittent Wifi (Barcelona)”

“I wish we had seen more 2018 applicants / high proportion of younger students is not great”

“I wish we had seen more PG students”

“Of those registered it would be useful to receive a breakdown of the year they are looking to start university”

“From a logistical point of view the room rates were high”

Future steps – learning points

There are several areas that both British Council and 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

- Venue/room cost: availability of the type of spaces we need is scarce. Hotels either force a minimum number of rooms with the space (Madrid) or raise the price of rooms (Barcelona). We will include options for accommodation nearby in Barcelona. We will need to book a different hotel in Madrid next year.
- Given the high demand of sessions, we will try to use technology, preparing well in advance, in a way that presentations become long-term legacy are also used for promotion and for schools after the event while permitting students to spend more time with exhibitors (many of our visitors sit through 2-3hrs of sessions).
- We will ask schools to provide us with details of age of their students and expected applications dates and pass down to Universities.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Some institutions should consider bringing more leaflets for students. Visitors do not want to be referred to webpages if they have made the effort to attend a live event.
- In current circumstances any type of scholarships should be highly profiled by institutions. If you have any specific scholarships, let us know well in advance and we will use them in marketing campaigns to attract visitors to the exhibition and your stand.

The above minimal points **should not detract from what was a successful exhibition**. Next year's exhibition (currently scheduled for 17-18-19 October) will build upon the lessons learned.

We hope to see you there!

Appendix 1 – List of Exhibitors in alphabetical order

UNIVERSITY	MADRID	BARCELONA
Anglia Ruskin University		√
Bangor University	√	
BIMM British & Irish Modern Music Institute	√	√
Bournemouth University	√	√
Canterbury Christ Church University	√	
Cardiff University	√	√
University of Central Lancashire	√	
City University of London	√	√
University College London	√	√
Coventry University	√	√
University for the Creative Arts	√	√
University of East Anglia	√	√
University of East London	√	√
ESCP Europe Business School	√	
University of Essex	√	√
Goldsmiths, University of London	√	√
University of Greenwich	√	√
Harper Adams University	√	
Hult International Business School		√
IE University	√	√
Imperial College London	√	√
Istituto Marangoni London	√	√
University of Kent	√	√
Keele University	√	√
King's College London	√	√
Lancaster University	√	
University of Leicester	√	√

University of Lincoln	√	√
London Metropolitan University	√	√
The University of Manchester	√	√
Middlesex University		√
Northumbria University	√	√
The University of Nottingham	√	√
Nottingham Trent University	√	√
University of Plymouth	√	√
Queen Mary University of London	√	√
The University of Reading	√	
Richmond, the American International University in London	√	√
University of Roehampton		√
University of Southampton		√
Southampton Solent University	√	√
St Mary's University, Twickenham	√	√
University of Surrey		√
University of Sussex	√	√
University of Swansea	√	√
University of Warwick	√	√
University of Westminster		√
EDUCATION AGENTS	MADRID	BARCELONA
Campus International	√	
Astex	√	
IEC	√	
Educaffaris		√

Appendix 2 – Summary of main marketing action plan

Date	Action	Comments
May 2017	Invitations sent to schools	
May 2017	Event microsite live on British Council Spain website	https://www.britishcouncil.es/feria-educativa-britanica
May / June 2017	Secure partner engagement, briefing meetings, contracts, dissemination actions agreed.	ASEPROCE, Ayuntamiento de Barcelona, Ayuntamiento de Madrid, Department for International Trade, Escuelas Católicas, Gradomania, Mastermania, MPW group, National Association British Schools in Spain, Siena, VisitBritain.
September	Database marketing – British Council	100.000 contacts Exams / English 5,000 Teachers Bulletin
From June to event date	On site promotion – British Council Madrid and Barcelona	Outdoor poster and rollups on front gate (Madrid City Centre premises) Roll up at British Council School (Madrid) Roll up Promo postcards in public access areas – all centres Madrid and Barcelona. Awareness raising at British Council annual teachers' conferences – promo material available on stand and on site
7 Sept – event date	Database marketing – external agency	10,411 – 123 clicks (a demonstration of how specific public is)
7 Sept – event date	Facebook / Instagram campaign – external agency	606,789 Facebook/Instagram impressions: 33,725 opened 6,511 clicks
7 Sept – event date	SEM campaign – external agency	17,812 impressions 1,489 clicks
3 weeks before event	SEM campaign – British Council Spain campaign	1905 impressions 167 clicks
July - event date	Partner dissemination	Web events created, email campaigns, social media posts
June-event date	Social media posts – British Council Spain	Weekly campaign from 1 September to Fair date

<p>October</p>	<p>Press: Paper TV News Online press coverage</p>	<p>Promo postcards distributed with Magisterio (Main Education press Grupo Siena in Madrid and Barcelona)</p> <p>Telecinco News</p> <p>Online media coverage: http://www.barcelona-metropolitan.com/events/education-study-uk-fair-2017/ http://www.madridesnoticia.es/agencias/ultima-hora-madrid/madrid-mas-40-universidades-reino-unido-presentan-su-oferta-madrid-y-barcelona-0-2452275545.html http://www.cuatro.com/noticias/sociedad/universidades-Reino-Unido-Madrid-Barcelona-0-2452275545.html http://ecodiario.economista.es/espana/noticias/8677053/10/17/Mas-de-40-universidades-de-Reino-Unido-presentan-su-oferta-en-Madrid-y-Barcelona-del-17-al-19-de-octubre.html http://www.economista.es/espana/noticias/8677053/10/17/Mas-de-40-universidades-de-Reino-Unido-presentan-su-oferta-en-Madrid-y-Barcelona-del-17-al-19-de-octubre.html http://www.bolsamania.com/noticias/educacion/mas-de-40-universidades-de-reino-unido-presentan-su-oferta-en-madrid-y-barcelona-del-17-al-19-de-octubre--2915079.html http://www.europapress.es/sociedad/educacion-00468/noticia-mas-40-universidades-reino-unido-presentan-oferta-madrid-barcelona-17-19-octubre-20171016140343.html http://www.telecinco.es/informativos/sociedad/universidades-Reino-Unido-Madrid-Barcelona-0-2452275543.html</p>
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Appendix 3 – In-depth interview with teachers from visiting schools

A recurring comment from exhibitors is that we receive high levels of “younger” students when really there is more interest for exhibitors to talk to Year 13 age students. While we strive to fulfil the expectations of exhibitors we have to also understand our local audiences and meet their needs. We recently conducted post-fair in depth interviews with school teachers who attended our Fair to ensure that our current understanding of Spanish students’ decision making process is accurate.

School profiles

- 1.- In percentage terms, few students from local State Spanish schools go abroad for UG studies. Although attracting school groups is not our target or priority we do attract a few groups whose main objective is raise awareness amongst their student body about UK opportunities. Most students from these schools come on an individual basis.
- 2.- Students from Spanish “international” private schools are, on the contrary, very open to studying abroad.
- 3.- Most of our visitors are from British Schools. Again, their key decision making year is Year 12.

The answers below correspond to replies to international Spanish or British schools, as they are the ones that bring large groups of students to us.

Decision making process

The decision on where to apply is made in year 12. Spain has good quality State and private universities and families need a reflection period and full understanding of value added opportunities to make the decision to study abroad. If no investigation and understanding takes place in year 12, the chances of the student to applying in year 13 are slim.

Schools do light-touch induction on year 11 (as subject choices that year are important for future careers), but year 12 is the key year. They work with families and students throughout the year, explaining the different options available. The three most attractive destinations are UK, USA, Netherlands.

Current and accurate estimates given to us are: 25% of their students go abroad, and this is a growing trend. 60-70% of these choose the UK, followed by USA/Netherlands. UK is chosen due to reputation, methodology, English and closeness to Spain.

Which other fairs do they attend?

Aula (the biggest State Universities fair in Madrid) or Ensenyament (in Barcelona) as well as Education USA and Unitour/CIS.

Unique selling point of our Fair

Our fair is the only that focuses on one country. They love the high number of exhibitors and variety of courses on offer. Students are able to focus and get a broad and quite good overall understanding of the offer in-country, which has a **positive** impact in their decision making for both families and students.

www.britishcouncil.org/siem