

Study UK Spain PG Exhibition Futura 2018

Post-event report

This report includes:

Introduction - Page 2

Highlights - Page 3

Visitor Profile - Page 4

Marketing – Page 4

Exhibitors Feedback - Page 5

Future Steps – Page 5

Appendix 1: **List of exhibitors** - Page 6

Appendix 2: **Press coverage** – Page 7

*Thank you for your participation at the Education UK exhibition in **Spain** in **March 2018** at Fira Barcelona.*

Introduction

The purpose of this report is to provide you with a summary of the event, including 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.

With over **6,500** visiting students FUTURA is the leading PG recruitment fair in Spain both in terms of number and also quality of attendees. We understand that exhibitors may feel that FUTURA is an expensive recruitment opportunity to take part in however the two day event is visited by approximately 6,500 prospective students, **highly interested** in a studying for a PG qualification.

FUTURA is primarily a Catalan Fair in terms of both attendees and exhibitors with few attending institutions from abroad (or even other Spanish regions). This presents **an ideal opportunity** to position a differentiated and international offer via a Study UK branded section.

This exhibition was held at the following venue/time/date...

Venue(s)	Recinto de Montjuïc - Palacio 5 - Nivel 0, Calle B, Stand 211 Av. Reina Maria Cristina, s/n 08004 Barcelona
Dates	16 and 17 March
Opening hours	10:00-20:00
Stand costs	£1,600 per day

Highlights

Brexit and Catalan political turmoil did not impact in overall visitor numbers in 2018

Total number of visitors: **6,500**

Media

TV Barcelona broadcast a report on our section questions about the UK

- The UK space of FUTURA was picked up by local press.

Exhibitors' feedback was excellent

Exhibitors commented positively on lead generation.
We are sure that attendance at FUTURA 2018 will make a positive contribution to numbers of PG applications from Spain.

Visitors' profile

Spain is the fourth largest contributor of EU students (10,000+ in 2016-17) to the UK's Higher Education sector.

FUTURA does not operate an electronic visitor registration process but audiences purchase tickets to attend. Sign up to FUTURA's electronic updates via their website is an optional feature which is not linked to Fair attendance so data on visitor profile is not available to British Council.

However, organisers do acknowledge the following:

- 6,500 focused graduates exploring PG study options
- Visitors are very open to studying outside of Catalunya (20% of the visitors would consider programmes outside Spain and 10% of all visitors are actively looking to go abroad)
- high level of awareness amongst visitors of international rankings given that Catalan universities are consistently the highest ranked amongst Spanish universities in international and European rankings

UK Exhibitors and British Council staff 2018 identified the following characteristics:

- visitors to the StudyUK section were mainly inquiring about health related subjects, education & various engineering options
- the StudyUK section succeeded in attracting high levels of footfall which was sustained more or less uniformly throughout our two day participation
- high interest from the Catalan audiences about studying in Scotland
- visitors highly qualified in terms of English language levels and graduate qualifications

Marketing

Digital promotion was carried out via FUTURA's [official website](#). With UK being the only country profiled.

¿Quieres estudiar en UK?

¿Tienes ambición y quieres mejorar tu inglés? Por primera vez el Reino Unido estará en FUTURA. Una oportunidad única para conocer de primera mano los secretos y las claves de la educación británica, una de las más prestigiosas del mundo y con mayores oportunidades laborales. Una quincena de universidades han confirmado su asistencia para informaros de sus diferentes opciones, cursos, acreditaciones, exámenes y becas. La tierra de los sueños. ¿TE LO VAS A

British Council Spain digital promotion channels: Web, Facebook (39,500 followers), Twitter and Newsletters (60,000 contacts).

Exhibitor Feedback

Exhibitors appreciated professionalism from British Council venue staff

Branding and visibility were highly praised and valued.

“Our experience at the FUTURA event was extremely positive, and definitely an event that we would like to continue attending in the future.” Exhibitor 2018

Future steps – learning points

FUTURA is the best PG Fair in Spain (in terms of quantity and profile of visitors) and **a must for UK Education**. We will maintain our offer as long as there is a minimum of 6 UK Universities per day interested in exhibiting, as it is also expensive.

“The most common question/prejudice to break is that UK PGs are much more expensive than Spanish programmes.” Exhibitor 2018. Perhaps awareness raising campaign regarding fees and funding options for PG study in the UK would be of value to the sector.

We hope to see you in 2019!

Appendix 1 – List of Exhibitors

Friday 16th March 2018

Bath Spa University
Bournemouth University
Cranfield University
University of the Arts London
The University of Edinburgh
St. Mary's University, Twickenham

Saturday 17th March 2018

Northumbria University
University of Glasgow
Cranfield University
University of the Arts London
The University of Edinburgh
IELTS

Appendix 2 – Press coverage

La internacionalització dels màsters i postgraus, protagonista al saló Futura

Segons ha explicat el **director** general d'Universitats, Josep Pallarès, una de les mostres del creixement d'ela internacionalització d'aquest sector és el creixement del programa Erasmus Mundus...

[VilaWeb](#) 16 mar 2018 13:00

La internacionalització dels màsters i postgraus, protagonista al saló Futura

Segons ha explicat el **director** general d'Universitats, Josep Pallarès, una de les mostres del creixement d'ela internacionalització d'aquest sector és el creixement del programa Erasmus Mundus...

[La Vanguardia](#) 16 mar 2018 12:17

La internacionalització dels màsters i postgraus, protagonista al saló Futura

Segons ha explicat el **director** general d'Universitats, Josep Pallarès, una de les mostres del creixement de la internacionalització d'aquest sector és el creixement del programa Erasmus Mundus...

[Directelcat](#) 16 mar 2018 12:05

Los servicios de orientación habilitados han atendido más de 13.000 personas

El Saló de l'Ensenyament cierra una edició marcada per la internacionalització de los estudios

El 71% de màsters de las principales universidades catalanas presentes en Futura se impartirán en lenguas extranjeras

Los màsters y postgrados de ámbito internacional, principales novedades en Futura

Las universidades inglesas repiten presencia en el salón por segundo año consecutivo

Los màsters y postgrados relacionados con el entorno digital protagonizan el salón Futura

Con el Saló de l'Ensenyament; Futura, el Saló de los Masters y los Posgrados e ITworldEdu

La Semana de la Formación y el Trabajo ofrece la mejor orientación académica y profesional

Por primera vez participan en el salón Futura una quincena de universidades del Reino Unido

Los masters y postgrados reflejan la creciente internacionalización del mercado de trabajo