



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for
Education UK Business School Roadshow
6-9 February 2017
Washington, DC & New York City
USA

Introduction

Thank you for your participation in the Education UK Business School Roadshow in Washington, DC & New York City, USA in February 2017. This programme marked British Council USA's pilot postgraduate (PGT) recruitment roadshow in business management education.

The purpose of this report is to provide a summary of the event, including feedback from event visitors and participating Higher Education (HE) institutions' 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.

After study abroad and exchange, PGT taught students make up the largest group of Americans studying in the UK, and this number has steadily grown year on year. Business and administration studies is the second-most popular field of study for American PGT taught students in the UK after social sciences. The Education UK Business School Roadshow was designed in response to the potential for growth in the US PGT recruitment market and demand from HE institutions for PGT recruitment activities in the US.

The British Council USA worked with Southwark Consulting to conduct market research on the needs of UK business schools, to recommend target locations for the roadshow, to map the field of US partner organisations and HE professionals involved in PGT recruitment in business and administration studies in the US, and to advise on the schedule of events, key marketing messages and promotion avenues.

The roadshow targeted New York City and Washington, DC, two US cities that have dense concentrations of bachelor degree-holders and postgraduate business management education candidates. Events were split between evening receptions targeting high quality prospective students and afternoon briefings for professionals involved in advising prospective students on graduate school options.

The roadshow was co-funded by GREAT and 15 representatives from 14 UK institutions (Listed below in the Appendix), that positively engaged with prospective students, alumni and education professionals providing them with information about pre-experience Master's and MBA options at their institutions.

Alongside the main roadshow events, we held delegate briefings with administering bodies for graduate school entrance tests such as the Graduate Management Admission Test (GMAT) and Graduate Record Examination (GRE). Topics covered include graduate management education trends in the US and market intelligence and promotion services available to HE institutions.

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

Regards,

Jenna Hartsell | Acting Education Officer, USA

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Visitors' profile and feedback

Education UK Business School Information Sessions + Networking Receptions

The Information Session + Networking Receptions in Washington, DC and New York City aimed to attract an audience of qualified prospective postgraduate students interested in pre-experience Master's in business management education or an MBA.

The events were held at the British Embassy Washington and British Consulate New York. Participating UK institutions displayed materials at fair-style tables and drinks and appetizers were served to give the event a reception-like atmosphere. Welcoming remarks were given by Salvador Lopez, Regional Head of Higher Education, Americas in DC, and Emmanuel Kattan, Director, British Council New York in NYC.



The majority of students who registered for the event ahead of time registered through a simplified registration form on EventBrite. Of the attendees who signed up through the Virtual Registration System via a lengthier questionnaire, ~70% were current undergraduate students and ~30% were working professionals.

The VRS registrants were asked to identify their top motivations to study in the UK. The top five most-selected motivations were:

1. Cultural environment
2. High academic standard
3. International recognition of qualifications
4. Overseas work opportunities
5. Competitive tuition fees

100% replied "I am more knowledgeable about business management education programmes in the UK because of attending this event."



The DC event drew 28 prospective students and the NYC event drew 30 prospective students. There were 40 additional prospective students signed up for the DC event and 55 for the NYC event who did not attend the events, generating 95 additional leads for participating HE institutions.

Participating UK institutions also invited their US-based alumni to the receptions to connect with prospective students. 9 alumni attended the DC event and 11 alumni attended the NYC event.

A feedback survey was sent to all attendees of the Education UK Business School Information Sessions + Networking Receptions and 17 people

responded. Here are highlights of the survey results:

- 100% agreed with the statement “I am more knowledgeable about business management education programmes in the UK because of attending this event.”
- 83% agreed with the statement “I am interested in learning more about business management education in the UK because of attending this event.”
- 76% agreed with the statement “I am more likely to apply to a business management course in the UK because of attending this event.”

Suggestions for future events included having a panel with university delegates to answer common prospective student questions, inviting more alumni to attend, and holding similar events on US university campuses.

Education UK Business School Briefings

Afternoon briefings over lunch and tea were held in Washington, DC and New York City. The target audience for the briefings were professionals involved in advising prospective students on graduate school options, including:

- Regional career services professional associations – and Eastern ACE in particular (the small, East Coast version of NACE)
- Micro associations like the DVCP (Delaware Valley Career Professionals association) – which are essentially LinkedIn groups that gather 60-70 schools (roughly 100 career service professionals) from colleges in a very small geographic region (the DVCP serves Pennsylvania, New Jersey, and Delaware).
- Business Studies Advisors (often a post within a career services office)
- Pre-Business Advisors (often a post held by an economics or business administration professor at an undergraduate college)
- Anyone who deals with study abroad or work abroad issues at undergraduate schools

Independent education consultants who advise students on graduate school options were also invited to attend. The Independent Educational Consultants Association (IECA) has recently added a graduate school specialty for their membership.

The briefings included a brief presentation given by the British Council USA on:

- Choosing and applying to a program
- Entry requirements
- Scholarships
- Living and working in the UK
- International recognition of a UK degree
- Work placements (internships)
- Entrepreneurship opportunities

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An Education UK Briefing attendee's Instagram post about the event

Following the presentation, each UK delegate gave a 2-3 minute introduction to their institution. The briefings concluded with networking rounds.

The DC event was attended by 7 people and the NY event by 11 people. A second briefing was planned for New York City but had to be cancelled due to a snow storm. An additional 26 people signed up and didn't attend, or were signed up for the cancelled NY briefing and these leads were also given to the participating UK institutions.

"Thank you so much for a wonderful and informative event. The tea itself was outstanding but, of course more importantly, conversations with individuals from various universities were invaluable."
-Education UK briefing attendee

Although some US university advisors attended the events, the target audience was more difficult to draw out than anticipated. The audiences at the briefings were generally more interested in learning about undergraduate options. Still, those who attended the events found them useful, and agreed that they acquired new knowledge and/or skills from taking part in the event.

For future events, participating UK delegates suggested that meeting representatives from Washington and NY-based businesses could be beneficial.

Alternative routes to reaching the target audience could be to hold a webinar or attend meetings or conferences such as the Delaware Valley Career Professionals group, which meets twice a year, where career advising professionals are already gathered.

Marketing

The marketing campaign for the Education UK Business School Roadshow was split between promotion for the Education UK Information Sessions and Receptions and the Education UK Briefings.

The target audiences for the Education UK Information Sessions and Receptions were current undergraduate students who might consider a pre-experience Master's degree and young professionals who might consider an MBA. 79% of US postgraduate taught students in the UK are between the ages of 22-29 so we focused our marketing on this demographic.

The target audience for the Education UK Briefings was professionals involved in advising prospective students on graduate school options, which allowed for cross-promotion of events. For example, when inviting career services counsellors to attend the Education UK Briefings, we would also send them materials to promote the Information Sessions and Receptions to their students.

Through the Graduate Management Admission Council's GMASS database of prospective candidates interested in business management education, we promoted the Education UK Information Sessions and Receptions to 1,982 candidates in the New York City area and 1,838 candidates in the DC area via an e-mail campaign. Our e-mail campaign targeted those who lived within one hour driving distance from the event venues and who had expressed interest in business management education in the US and/or



Western Europe.

We also ran an e-mail campaign targeting undergraduate business associations at undergraduate institutions in the New York City and DC areas and young professionals associations such as the British American Business Association Young Professionals Group, Forte Foundation and the United Nations interns group.

To reach the target audiences for the Education UK Business School Briefings, we ran an e-mail and call campaign to career advising offices and study abroad offices at universities in the Washington, DC and New York City areas. 26 institutions in the DC area and 65 institutions in the New York City area were targeted.

MBA news websites for prospective candidates such as MetroMBA and Clear Admit ran banner ads promoting the Education UK Information Sessions and Receptions. Clear Admit also published an article, pictured below, featuring the roadshow.

All of the roadshow events were promoted on British Council USA’s digital platforms, including the website (<https://www.britishcouncil.us/>), Facebook ads, and Instagram ads.

British Council USA paid promotion	Link clicks	Reach*
Facebook & Instagram- DC	3,178	46,206
Facebook & Instagram- NYC	3,291	48,654
Organic Facebook event pages- DC		333
Organic Facebook event pages- NYC		720

*Reach= the number of people who saw the ads at least once.

U.S. MBA Applicants Can Meet 14 U.K. Business Schools in DC, NYC

BUSINESS IS GREAT
BRITAIN & NORTHERN IRELAND

CLEAR ADMIT

Last Updated Jan 19, 2017 by Jeanette Brown | 0 comments

Next month, the British Council—the United Kingdom’s international organization for cultural relations and educational opportunities—has planned a U.S. roadshow to help promote graduate management education in the United Kingdom in general while also raising the profile of 14 U.K. business schools.

Part of the British Council’s many responsibilities is to support U.K. universities in their international activities, including international student recruitment, says British Council Acting Education Officer Jenna Hartsell. “Looking at data of American students going to the United Kingdom to study has revealed year-over-year growth in pursuing graduate degrees,” she says.

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Are you looking for a career in the business world? Join us at the British Consulate on Wednesday, February 8 for an event on earning your Master’s or MBA in the UK. RSVP today!

Education UK Business School Fair - Feb. 8, 2017
us.edukexhibition.org

Like Comment Share

Left: Clear Admit article, Right: British Council USA Facebook ad

Participating institutions' feedback

15 representatives from 14 UK institutions participated in the Education UK Business School Roadshow pilot programme.

On the final day of the roadshow, UK delegates were invited to join the British Council USA to give their feedback. Seven delegates participated in the feedback sessions.

Feedback from the in-person sessions and online survey included:

- Overall, delegates approached the roadshow with an objective to build market intelligence as it was a pilot programme. Delegates indicated that they would like to see more faculty-specific and postgraduate programmes in the US in the future.
- Delegates would have liked to see more prospective students at the Education UK Information Sessions and Networking Receptions. Several delegates commented that although the number of prospective students was lower than anticipated, the quality of the attending prospective students was very high. Most participating delegates also liked the format of combining fair-style tables with food and drinks to make the event feel like a reception. Potential approaches to boosting the number of prospective students at future events include on-campus promotion at local universities and a longer-than-industry-standard lead time since we are trying to reach a very niche audience.
- Delegates had mixed feedback about the Education UK Briefings. Although delegates felt that they made some useful connections at the briefings, the audience for the briefings included mostly independent education consultants, high school college counselors, or other higher education professionals who were more interested in undergraduate recruitment despite our promotion to university career services and fellowships offices. Participating UK delegates indicated that meeting with representatives from DC and NY-based business could have been more useful to develop new connections. Suggestions to reach the target audience of postgraduate advisors include hosting a webinar which would be more convenient for people to attend or for UK institutions to attend an annual meeting or conference where postgraduate advisors are already congregated. For future briefings, delegates indicated that they would prefer one-on-one "speed dating" networking rounds in place of networking in a group setting.
- Participating delegates liked the opportunity to invite alumni to the Information Sessions and Networking Receptions. Suggestions for future events include capping the number of alumni per institution to balance alumni representation and having each institution invite an alumnus to help staff their table so that the university representative has increased capacity to network with prospective students during the reception.
- The Graduate Management Admission Council (GMAC) and Educational Testing Service (ETS) each gave market intelligence briefings during the roadshow. Participating delegates found the GMAC briefing useful or very useful but indicated that these briefings could have been condensed and need to avoid "sales pitching" the university representatives.

Future steps

Taking on board feedback from participating institutions and event attendees, British Council USA will build upon the lessons learned for future postgraduate recruitment and faculty-specific programmes in the US. For future steps, we are exploring faculty-specific digital campaigns and engagement with postgraduate advisors at conferences.



Appendix

List of Participating Institutions (Alphabetical Order):

1	De Montfort University
2	Edinburgh Napier University
3	University of Exeter Business School
4	Glasgow Caledonian University
5	Imperial College London Business School
6	Leeds Beckett University
7	Alliance Manchester Business School
8	Newcastle University Business School
9	The University of Northampton
10	Richmond, The American International University in London
11	University of Salford
12	The University of Winchester
13	University of Wolverhampton
14	University of Worcester