

# Study UK India Virtual Fair August 2021

## Report

The Study UK India Virtual Fair was held on 21 August 2021. 35 UK universities including 9 Russell group universities participated and approximately 1880 students and parents attended the event.

The objective of the fair was to promote the UK as a country with world class higher education opportunities and to reach out to prospective students who are interested in studying abroad. The fair provided UK institutions a platform for recruitment and brand building. Prospective students could meet representatives from UK institutions and get information about courses, scholarships, eligibility, visas and more, all from the comfort of their home. The UKVI session ensured students were up to date on latest UK student visa policies and we could share more details on the Graduate Route and Student Route.

The all-India briefing held on 20 August was attended by delegates from the 35 participating universities. The market briefing included an economic overview of the Higher Education landscape in India, with a focus on mobility trend and recent developments at policy level. More details and the presentation are available [here](#).

## Highlights

### Exhibition Logistics and Attendees Summary

Date	21 August 2021
Number of students	1882
Number of participating UK universities	35
Platform	Zoom application

Seminars were held on below topics-

SEMINAR TOPIC	No of Attendees (zoom rooms had a limit of 300 at a single time)
Student Visas and Graduate Immigration Route	300
Studying and living in the UK and Scholarships	300

## Key highlights and analysis from the visitor registration data:

- There was equal representation of male and female participants in the fair.
- Engineering & technology, Health & Medicine, Business & administrative studies Computer & mathematical science, and Applied & pure sciences are the most sought subjects under PG level. Apart from these, subjects like MBA, Humanities, Law, Creative arts & design and Social studies & communications drew good attention.
- In UG the top subjects are Engineering & technology, Business & administrative studies, Computer & mathematical science, Health & Medicine and. Other subjects like Humanities, Law, MBA, Applied & pure sciences, Creative arts & design and Social studies & communications also received interest.

## Marketing

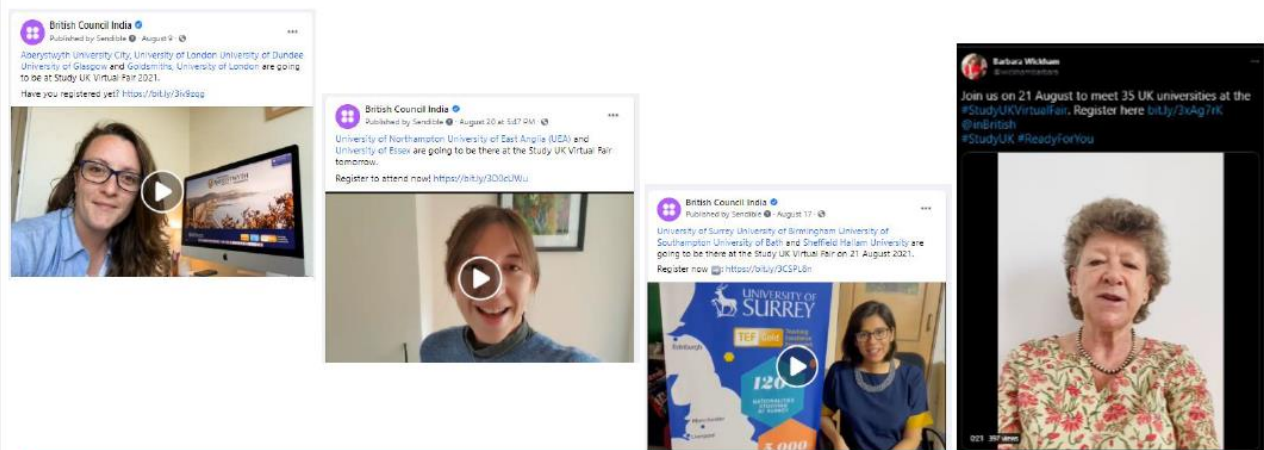
The fair was promoted on platforms like Facebook, Instagram and Google search, British Council website, mailers and WhatsApp.

The campaign reached an estimated number of 344.5 million people, received 6727 registration, and attended by 1882 visitors.

## CAMPAIGN SNAPSHOTS

8

### CALL FOR REGISTRATION VIDEOS



# CAMPAIGN SNAPSHOTS

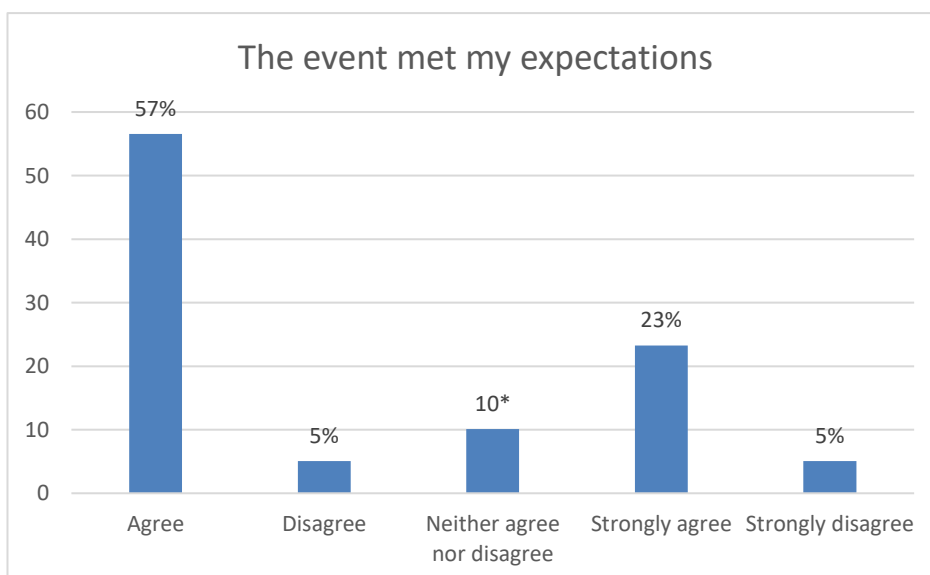
WEBSITE | FACEBOOK | WHATSAPP | TWITTER | INSTAGRAM



## Visitors' feedback

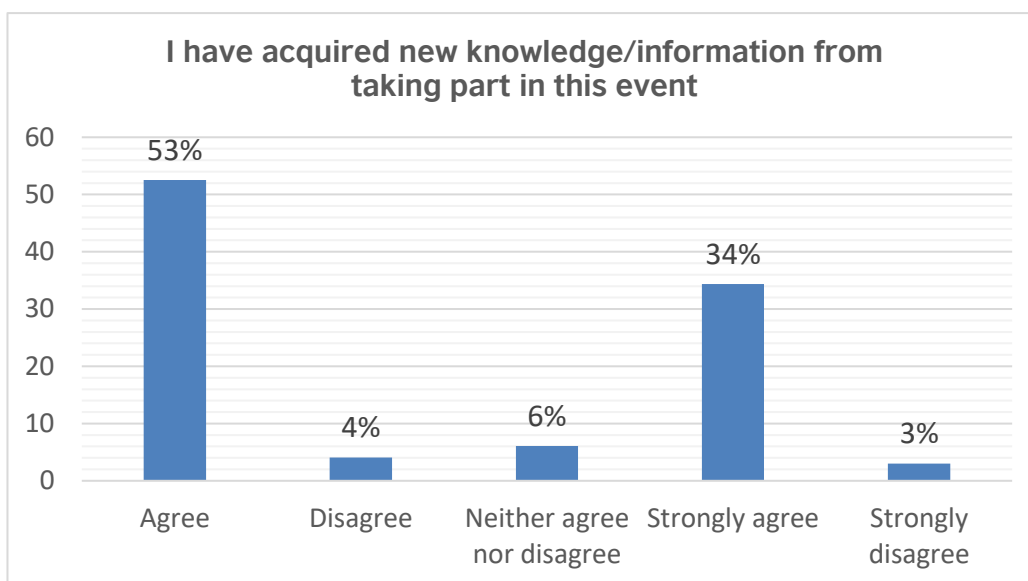
Online feedback form was shared with all the attendees' post-event to collect their feedback regarding the virtual fair. The report is based on feedback shared by 99 attendees.

Below are few of the findings-

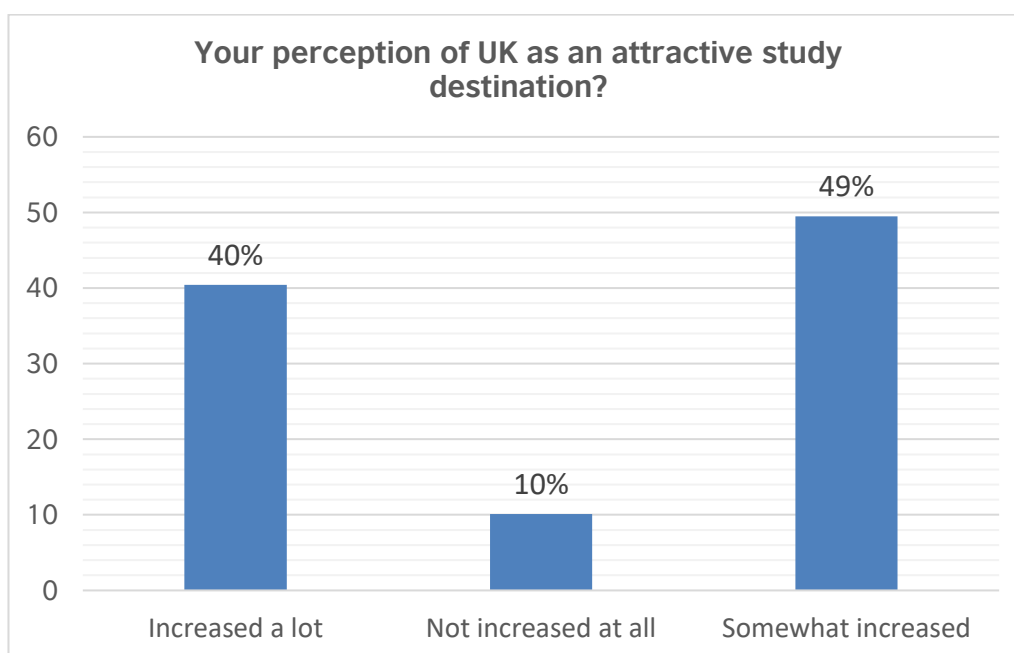


80 per cent students agree or strongly agree that the event has met their expectations.

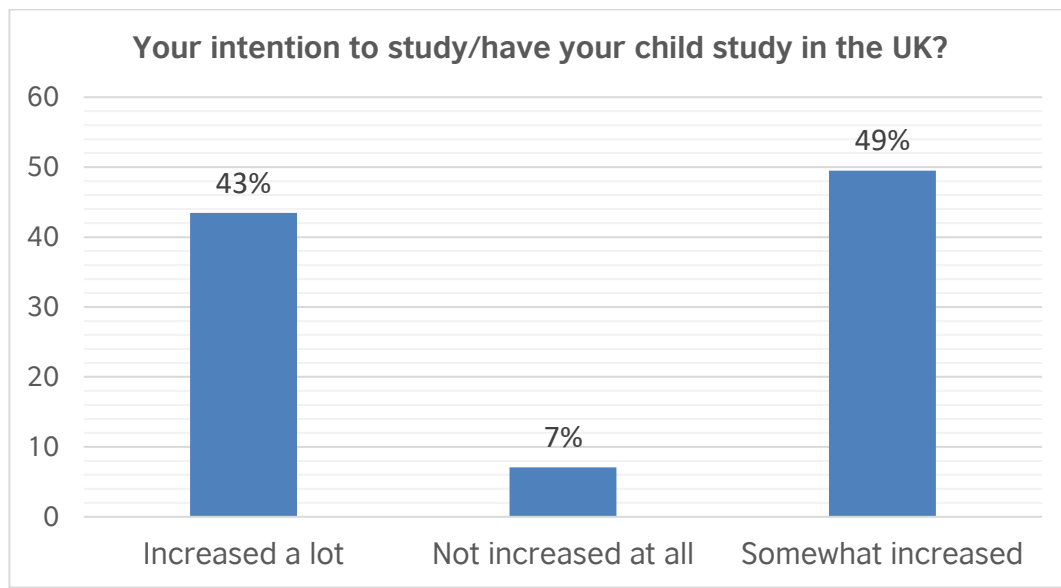
<https://education-services.britishcouncil.org>



34% of the attendees strongly agrees that they have acquired new information about studying in the UK by participating in the fair, and 53% agrees to it.



By participating in the fair, 89% attendees' perception of UK as an attractive destination has increased a lot or has increased to some extent.



After attending the event 43% students/parents says that their intention to study/ have their child study in the UK has increased a lot.

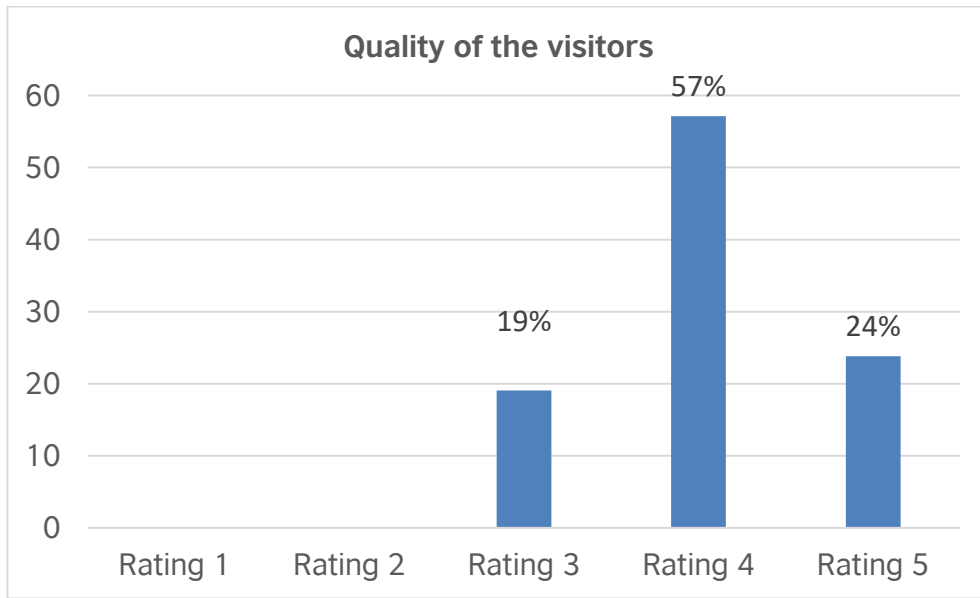
#### Some feedback from visitors-

We received plenty of encouraging feedback from visitors. Few of them are-

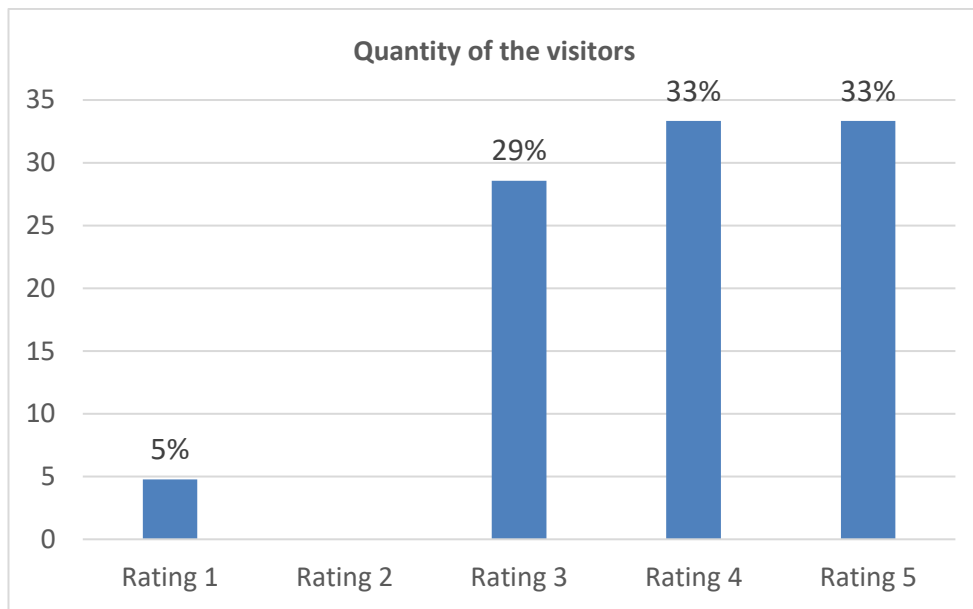
- *“It was very well organised I appreciated the fact that we could ourselves choose the university to meet, instead of being put in a general room and then sorted out.”*
- *“An amazing event! Keep it up.”*
- *“The fair was well thought out with a lot of University representatives helping students with their query. However, the wait time to get into each room caused a lot of delay and reduced the number of Universities I could've interacted with.”*
- *“More delegates and student ambassadors to connect with along with professors if possible.”*
- *“Very valuable sessions. Provided lot of insights into college education in the UK.”*
- *“It was amazing! No complaints at all. I got to clear all my doubts and now I'm even more excited to apply to UK.”*
- *“It was a superb experience.”*

## Delegates' Feedback

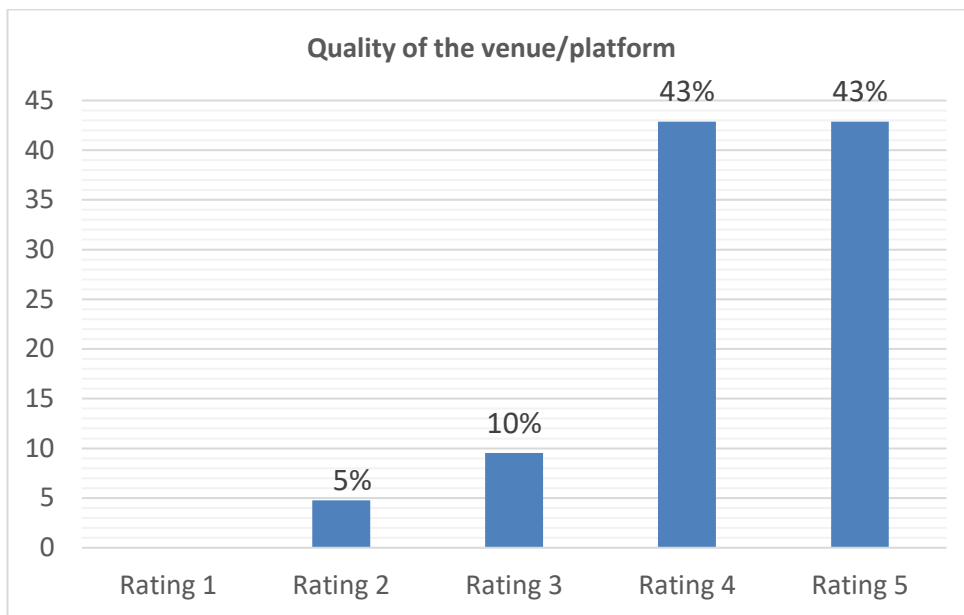
Out of 35 UK HEIs that participated in the fair 21 universities shared their feedback with us. Institutions were asked to rate various parameters on a scale of 5 to 1 where, 5= Excellent, 1= Poor.



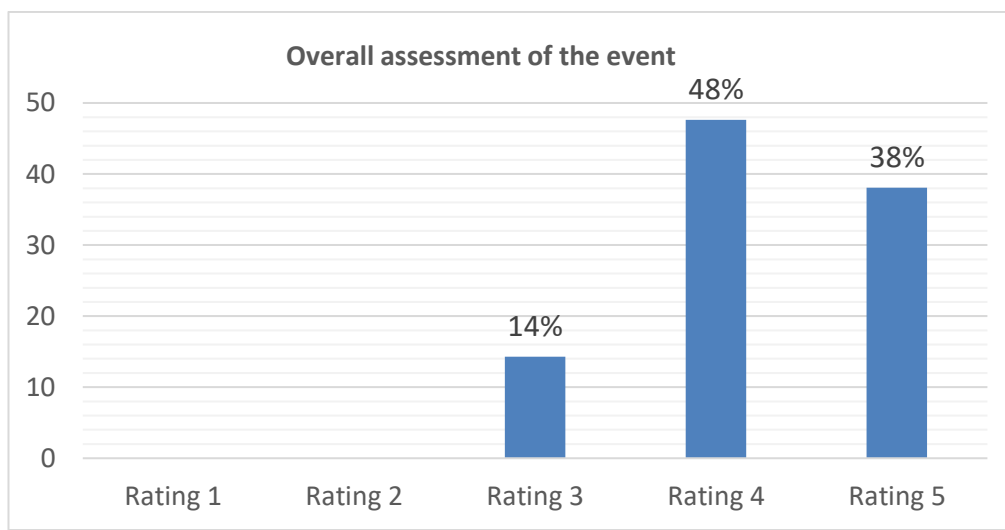
Out of 21 universities 12 universities ie. 57% have given rating "4" for visitor's quality and 5 ie. 24% universities have rated it "5".



When asked to rate quantity of visitors, 33% universities rated it "5", and an equal percent rated it "4"



43% of the universities are of the view that the platform used (zoom application) for the virtual fair was of excellent quality and rated “5” and an equal percentage of universities have rated it “4”



38% universities have given a rating of 5 as overall assessment of the event and 48% have given rating 4.

### Some feedback from UK universities-

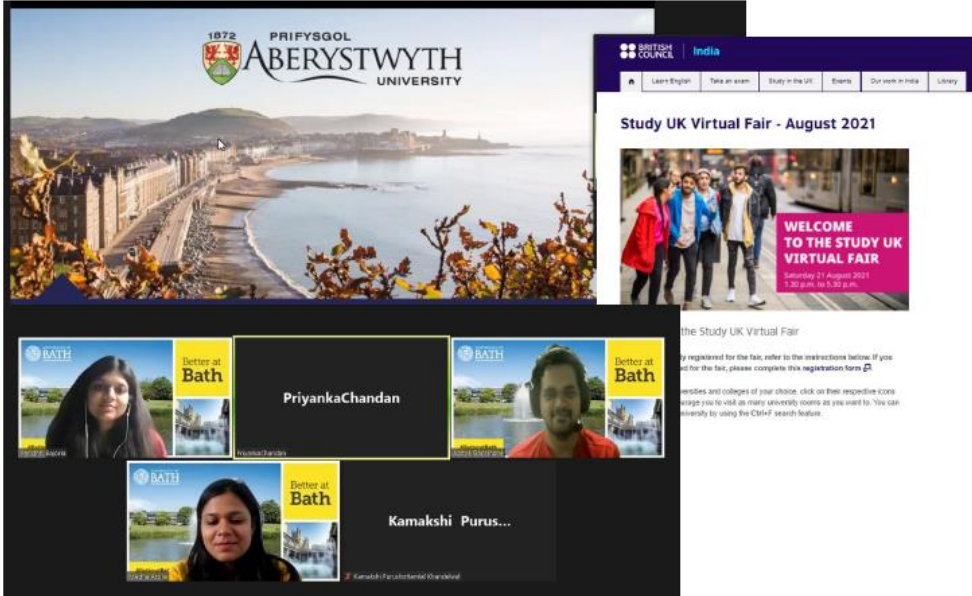
- *“Students who turned up were from a wide range of states and cities, including areas we don't have wide representation at. This made the event worthwhile attending. Several students also commented they've already checked our website and specific courses they're interested in which is a great advantage.”*
- *“High number of students from this market are now considering UK as a study destination.”*
- *“Students are keen on Skill development courses. Since we have a January start, this event was useful.”  
“would be good If we have a better way of capturing student data.”*
- *“It would be great if students can be filtered by the course they wish to apply for and there could be an option for group counselling as we had back-to-back students which meant repeating the same thing over and over constantly.”*
- *“There is a great interest in the UK, especially since the GIR it's important that students are coming to study in a University for the right reasons.”*
- *“Many students showing interest in medicine.”*

We also received some constructive and useful feedback from the UK sector around, conducting the seminars at a different time so that it doesn't hamper student flow, to conduct the fair on a weekday, to have a more convenient way of capturing student data. We also received recommendation to organise the event in September or October rather than in August which is not an ideal time from UK perspective. We have received requests from students to increase room capacity for seminar sessions and to reduce waiting for the university rooms. We will try our best to accommodate some of these suggestions, wherever tenable and possible.

We truly appreciate these inputs, and they will help us make these events better for you in the future.



EVENT DAY SNAPSHOTS



- Each university page takes you to a virtual room to meet university representatives. To enter this room, use the password sent to you via email (the password is common for all meeting rooms). If you are unable to locate the password, contact a British Council team member at the British Council Helpdesk.
- Once you enter a university room, you may be put to a waiting room until the university finishes speaking to the candidates before you.
- Inside the university pages, 'View Courses' and 'Know more about the university' links give you a detailed description of the university and the courses they offer.
- If you need further assistance, please contact a British Council team member at the British Council Helpdesk.
- Use the [Subject Matrix](#) to know the subjects and courses offered by the participating UK institutions.

For guidance on online safety while attending the virtual fair, please [click here](#)



British Council helpdesk [Click here to meet representatives from the British Council](#)  
 Aberystwyth University [Click here to connect LIVE with the university](#)

