

Higher Education Fair as part of L'Etudiant Study Abroad Fair

Paris, 28 and 29 January, 2017

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1. Event fact file

Paris

Venue	L'Etudiant Study Abroad Fair, Porte de Versailles, Paris, 28 and 29 January 2017
Opening hours	10.00-18.00 both days
Stand costs	£1,920 plus VAT for UK institutions
Unique feature to give added value	Market briefing and networking cocktail on 27 January 2017 at British Council, Paris
Seminars	Education UK panel both days with participation from British Council, IELTS, UK university representative

2. Key statistics

Attendance	L'Etudiant Study Abroad Fair, Paris	
	2016	2017
Total number of visitors	10,000	TBC July
Total number of UK institutions	23	25
Total number of exhibitors	150	185

*A full list of exhibitors can be found in Appendix 1

3. Impact of marketing plan

The exhibition was organised as part of the L'Etudiant Study Abroad fair and as such the marketing campaign for the UK exhibition was integrated into the wider L'Etudiant campaign. This involved extensive press, radio and on-line advertising, a poster campaign in the Paris metro, distribution of magazines in all Parisian higher education institutions and secondary schools as well as interviews in the press. Education UK flyers and posters were distributed in all British Council teaching premises in Paris.

During the exhibition, handouts on IELTS, UCAS and the UK education system were made available on our British Council and IELTS stands.

An evening event was held the evening before the fair. This event was split into an hour long market briefing session for UK participating institutions followed by a networking event attended by HE agents, international school representatives, French universities and study abroad organisations.



4. Conclusions and follow up

4.1 Key recommendations for institutions

Feedback from visitors suggested that institutions should be prepared to have up to date information to hand about equivalence of different types of French exams and grading systems. Many of the students did not understand the tuition fee system so it is good to have sheets prepared outlining how much EU students will pay and highlighting any scholarships that your institution has on offer to French students. Students were also keen to know average living costs and accommodation possibilities at each university. We produced a subject matrix which helped guide and direct students.

Some students were interested in Erasmus and Study Abroad options so it is important to have information on your institution's partnerships in France.

The Education UK panel was very successful with over 100 participants in attendance.

We would recommend the presence of alumni on your stand due to the volume of visitors and parents who may want to ask questions in French. It is also useful to have some information, such as details on student loans (including the new UK postgraduate loans and Erasmus loans) and tuition fees as well as living costs in French and your geographical location on a map.

As English language requirements have been highlighted by institutions as an issue with some prospective students, it is useful to have information on pre-sessional courses at the stand.

There were a higher number of postgraduate enquiries than at previous study abroad fairs we have attended. Institutions should be aware of this.

4.2 Key recommendations for the British Council

We will continue to partner with L'Etudiant in Paris. L'Etudiant is the number one organisation in this field and has a significant presence in France which will benefit future fairs.

Both universities present and the British Council were asked questions around the UK referendum. Following the outcome of the UK's exit, it will be necessary to provide information on this and how it changes the EU student experience. The British Council expected and had prepared for more questions than we received on the day.

The Education UK area was appreciated by both students, parents and institutions. The signage and specific marketing helped to ensure a good level of student enquiries. L'Etudiant are keen to repeat this set up for next year. We will attempt to secure a stronger visual presence at the fair with a flag over the UK area.

Universities suggested that the event was too long, we will discuss this with L'Etudiant.

The market briefing and networking event was appreciated by those UK institutions who arrived in time to participate.

We have advised L'Etudiant of feedback concerning their new visitor registration application which was used for the third time at this fair. There were several issues around the use of this application and the use for institutions. We will try and ensure that students attending the fair complete all the necessary information online before.

We will continue to present the UK education system at events and conferences around France when opportunities arise.



Appendix 1: List of participating institutions

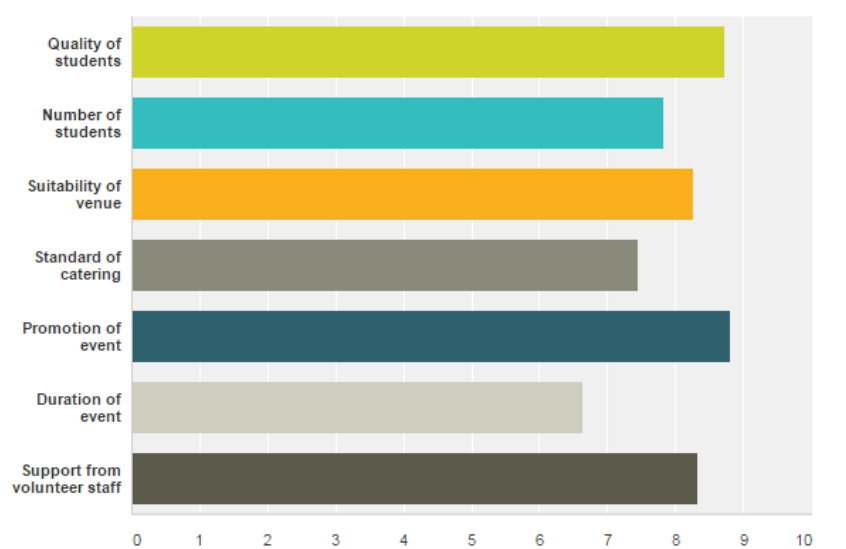
Institution
Brunel University London
Buckinghamshire New University
Canterbury Christ Church University
Cardiff University
City, University of London
International House London
London Metropolitan University
Northumbria University
Royal Holloway, University of London
SAE Institute
SOAS, University of London
The University of Hull
The University of Manchester
The University of Northampton
The University of Winchester
University for the Creative Arts
University of Bradford
University of East Anglia
University of East London
University of Essex
University of Kent
University of Lincoln
University of Portsmouth
University of Salford
University of Warwick



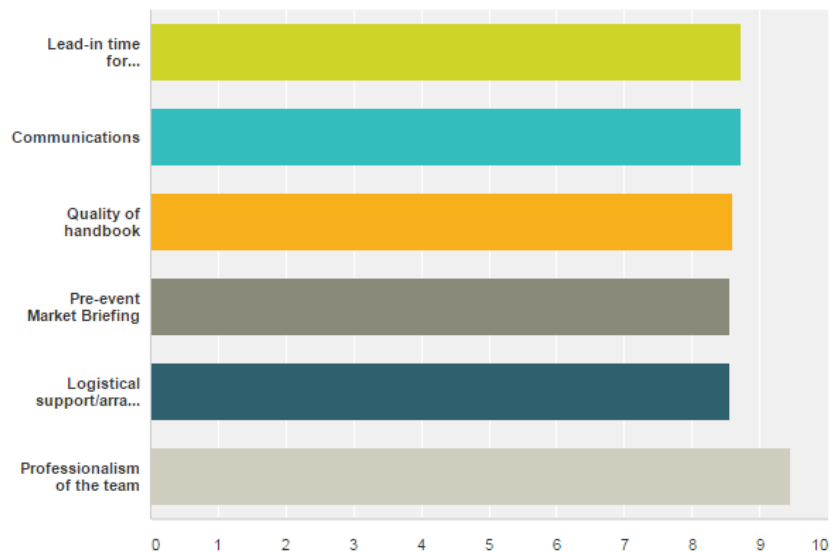
Appendix 2: Exhibitor's survey results

11 questionnaires were returned out of 25

1. Please rate the following aspects of the event you participated in



2. Please rate the following aspects of the British Council



3. Was the (calendar) timing of this event right for you?

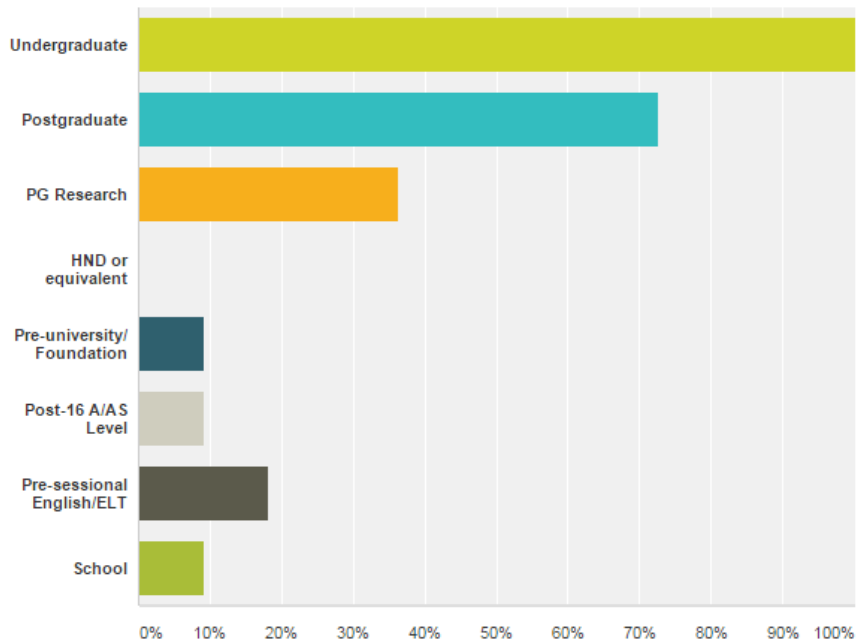
11 institutions answered yes

4. How was the duration of the event?

4 institutions felt the event was the right length, 7 felt it was too long.



5. What is your primary market interest in this event (tick all that apply)



6. Have you developed/built on existing relationships during your visit?

Institutions replied that they had built on relationships with local agents and local contacts. 4 said they hadn't built on any relationships.

7. What are the main learning points you have picked up for marketing your institution in France in future?

Key interest for Medicine, key questions on Brexit, funding availability and that we need to promote what being a member of the Russell Group is more!!

The importance of placement opportunities, the number of French students currently studying at the institution and graduate prospects.

There is a lot of interest for students to study in the UK... lots of UG/PG interest...

These were very busy fairs and due to the high level of interest at the exhibition the marketing was at the right level.

8. Have you been to any non-British Council organised events in France previously?

3 institutions had previously attended a British Council event in France.

9. If you have - who were the organisers?

Studyrama

10. How does this event compare to that event

1 institution felt the event was better, 2 preferred neither event and 8 institutions skipped this question.

11. What recommendations do you have for exhibitions in France in future?

More events of this nature would be great.

12. Would you consider coming back to the next British Council exhibition in France?

All 11 institutions answered yes.

Appendix 3: Advertising and promotion/media plan in collaboration with L'Étudiant for Paris event

SALON DE L'Étudiant

OFFICE COORDONATEUR

**PARTIR ÉTUDIER
À L'ÉTRANGER**

Invité d'honneur !

MEXICO

STUDY IN UK*
*Étudier au Royaume-Uni

28 | 29 JANVIER
PARIS EXPO _PORTE DE VERSAILLES

Education
BRITISH COUNCIL
IELTS
SU
IAU
A NOUS PARIS
l'express
VOCABLE
NRJ
PARIS 100.3

- 3 radio mentions in the Paris region on NRJ radio and France Bleu, 2 articles in the published press, 40 articles on line

- 
- <http://www.letudiant.fr/educpros/evenements-educpros/international-how-to-develop-international-programs-with-france-rencontres-de-representants-internationaux.html>
 - <http://www.sortiraparis.com/loisirs/salon/articles/68430-salon-partir-etudier-a-letranger-2017>
 - <http://www.billetreduc.com/177550/evt.htm>
 - <http://www.evous.fr/Salon-Etudiant-Paris-formation-inscriptions-informations-1174839.html>
 - <https://www.bacplusdeux.com/agenda/evenement-salon-partir-etudier-a-etranger-paris-6092.html>
 - http://expositions.petites-notes.fr/exposition_salon-partir-etudier-a-l-etranger-a-paris.html?cat=13&scat=90,88&expo=9285
 - <http://www.cci-paris-idf.fr/etudes/salons-paris/manifestations/etudier-voyager-et-vivre-letranger-28-janvier-2017>
 - <http://sortir.telerama.fr/evenements/salons/salon-de-l-etudiant-partir-etudier-a-l-etranger,182493.php>
 - <https://www.mapado.com/paris-75015/3-salons-de-letudiant-28-et-29-janvier>
 - <http://www.cij77.asso.fr/pages/index/name/rentree2013salon>
 - <http://www.vatel-brussels.be/fr/formations/tous-les-salons/salons-monde/2/FR>
 - <http://delegatescommerciaux.gc.ca/france/events-evenements/0001402.aspx?lang=fra>
 - <http://www.onisep.fr/Mes-infos-regionales/Ile-de-France/Agenda-de-l-orientation/Salons-et-Forums/Salons-et-forums-de-l-orientation-en-Ile-de-France>

Salons

Salon de l'étudiant partir étudier à l'étranger

Cet événement n'a pas été vu par la rédaction | ★★★★★ (aucune note)

Voir les dates



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Choisir un cursus de formation international, opter pour une année d'études dans une université européenne, envisager un séjour linguistique... Autant de questions auxquelles vous trouvez des réponses et des conseils pratiques auprès des représentants présents au salon.

Tags : [Salons](#)

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- <http://www.expat.com/fr/evenements/europe/france/paris/8-salons-et-conferences/4118-salon-partir-etudier-a-l-etranger.html>
 - <http://lewebpedagogique.com/cdihdb/2016/10/15/salon-partir-a-letranger-28-et-29-janvier-2017/>
 - <https://diplomeo.com/actualite-calendrier-des-salons-etudiants-en-janvier-france>
 - <http://www.candidatel.fr/agenda/salons-et-forums>
 - <http://www.salons-online.com/data/event783.html>
 - http://www.ac-versailles.fr/public/jcms/p1_39913/salons-orientation-en-ile-de-france
 - <http://www.orientationscolaire92.fr/guide-des-salons-pour-etudiants-2016-2017/>
 - <http://www.lidem.eu/evenements/paris-salon-partir-etudier-a-letranger>
 - http://www.ac-orleans-tours.fr/orientation/les_services_dinformation_et_dorientation/centres_dinformation_et_dorientation/les_cio_de_lacademie/bienvenue_au_cio_de_chartres/
 - <https://www.wep.fr/salons-wep>
 - <http://www.icex.es/icex/es/navegacion-principal/todos-nuestros-servicios/visitar-mercados/agenda/PIN2016667157.html>
 - <https://www.ispa.fr/rencontrez-nous/salons.php>
 - <http://znaam.com/evenements/582b33a1c489692e292ecca4/Salon%20%22partir%20%C3%A9tudier%20%C3%A0%20l'%C3%A9tranger%22>
 - <https://fr-ca.facebook.com/events/1814782272102805/>
 - <http://www.saint-exupery-vincennes.fr/index.php/orientation/salons-enseign-sup-2016>
 - https://www.srasl.qc.ca/page.php?id_page=196