

Studyrama International Training and Careers fair, Geneva

Geneva, 1 February, 2014

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1. Event fact file

Paris

Venue	Studyrama International Training and Careers fair, Palexpo, Geneva, 1 February 2014
Opening hours	10.00-18.00
Stand costs	£1,880.00 (+ VAT)
Seminars	10.15-11.15 : Education UK panel with participation from British Council, IELTS, UK university representatives and UK university alumni

2. Key statistics

Attendance	Studyrama International Training and Careers fair, Geneva	
	2014	2013
Total number of visitors	2800	2500
Total number of UK universities	1	1
Total number of exhibitors	40	40

Visitor demographics	Studyrama International Training and Careers fair, Geneva
High school students	65%
University students	25%
Language study	10%


Geographical origins	Studyrama International Training and Careers fair, Geneva
Swiss students	60%
French students	35%
Other	5%

*A full list of exhibitors can be found in [Appendix 1](#)

3. Impact of marketing plan

The exhibition was organised as part of the Studyrama international careers and study fair and as such the marketing campaign for the UK exhibition was integrated into the wider Studyrama campaign. This involved extensive press, radio and on-line advertising, a poster campaign on the Geneva public transport network, distribution of magazines in all Geneva and surrounding area higher education institutions and secondary schools as well as interviews in the press.

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The back page of the exhibition brochure was negotiated as a full page Education UK advertisement highlighting the UK as a premium destination for study. In addition, Education UK flyers and posters were distributed in all British Council teaching premises in France and Switzerland.

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

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 both Swiss and 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 Swiss and French students. Students were also keen to know average living costs and accommodation possibilities at each university.

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

The Education UK panel was very successful with over 60 participants. We will ensure that this is repeated at future events. We will also try to negotiate the possibility for individual institutions or groups of institutions to have a conference slot on a specific subject area.

4.2 Key recommendations for the British Council

We will continue to partner with Studyrama as they have a significant presence in both Switzerland and France which can benefit future fairs.

Some institutions were disappointed that the UK exhibitors were split between two rooms at the Studyrama event. Unfortunately, these rooms are the only ones available in the current venue. We are looking at negotiating a larger single space for 2014. The other international exhibitors in the main hall pay premium prices for their full stands and we think the current set-up provides much better value for money for UK institutions.

More general information on British Council activity and the UK in general is needed on the British Council stand. We will try to secure the presence of UCAS next year as a large number of enquiries centred on the application system and technicalities of the process.

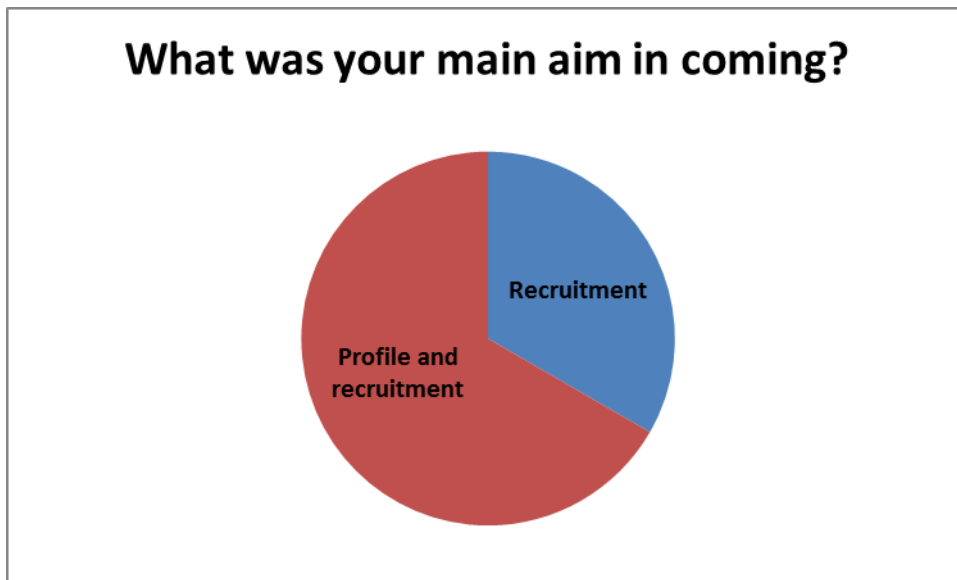
The market briefing and networking event was appreciated by those UK institutions who arrived in time to participate.

Several institutions expressed their preference for a specific postgraduate event as undergraduate enquiries were most common on the day. We are currently researching the possibility of a British Council organised postgraduate fair.

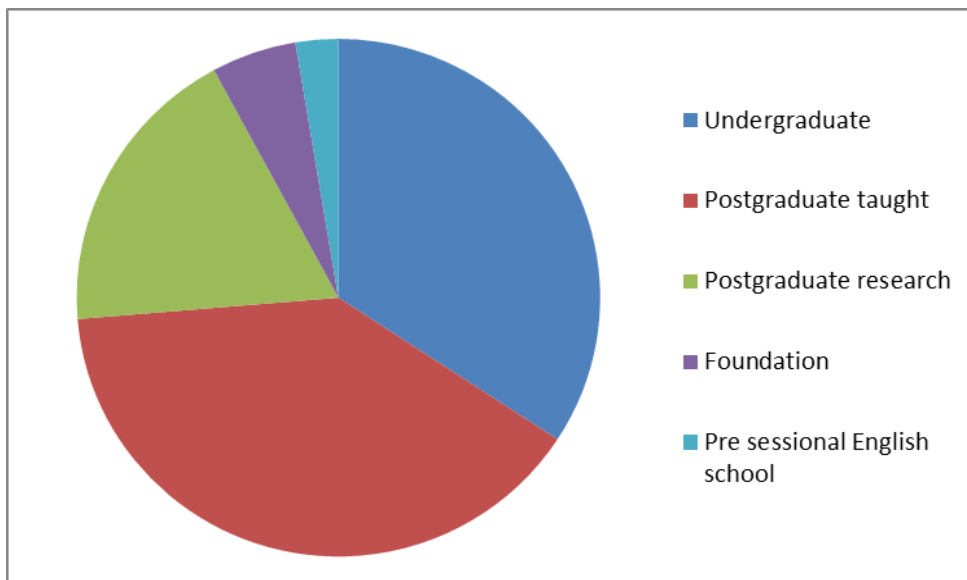


Appendix 1: Exhibitors' survey results

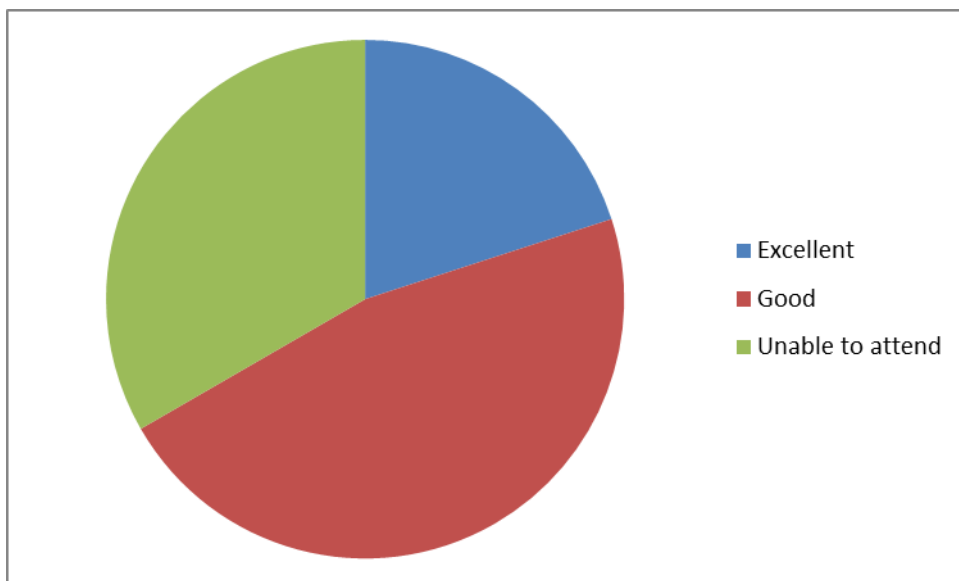
1. What was your main aim in coming?



2. What is your primary market interest in this event?



3. Please give your assessment of the market briefing and networking reception held prior to the exhibition



4. Are there any other areas you would like to have been covered in the market briefing?

- *Colleagues I met in the networking session were very interested to see the equivalent entry requirement information I had for French students for typical entry onto UG, PGT and PGR programmes, so perhaps some coverage of this might be useful.*

5. What is your assessment of the visitors at the exhibition?

- 14 universities out of 15 agreed that the visitors were of a good number and a good quality, 1 university said there was a good quality of visitors

6. What market developments in France have you noticed from this exhibition?

- *One of the big things I have noticed on this visit was the increase in interest for students who would like advanced standing (i.e. to go directly into years 2 or 3 of a degree)???*
- *Whilst our interest was in Postgraduate there were not many enquiries for this however UG enquiries were excellent.*
- *Great willingness from students and parents for study in another country and also enthusiasm for the one-year UK Masters degree.*

7. Have you developed new links or built on existing feeder or agent relationships by coming?

8 universities out of the 15 universities that returned their questionnaires reported that they had developed new links or built on existing relationships.

8. What were your expectations of the exhibition and were they met?

- *Excellent organisation and right target market identified*
- *Attendance at the seminar far exceeded my expectations – I have been on panels for these at other fairs with fewer than 15 people in attendance, but here the room was packed out which was great and this consequently increased traffic to our stand during the fair. Support from BC staff was excellent, lunch was great and the quality of students was as good as expected.*
- *Did not expect to have so many undergraduate enquiries. As we are mainly a postgraduate provider (with 2 undergraduate courses available) I am not sure if we were best positioned in the entranceway of a room of mostly undergraduate providers. Fielded a lot of general enquiries for those seeking undergraduate courses in Law, engineering and economics which of course we don't provide.*
- *To meet eligible prospective UG students in good number which was largely met by speaking to so many French Bac students, but curious as to why there were not any from schools doing the IB Diploma. Also, numbers of prospective PG students were disappointing.*
- *We didn't have any expectations however we were looking for PG enquiries but UG dominated. A very busy event for UG.*

9. Has your institution attended the Studyrama exhibition before?

8 universities had already attended a Studyrama fair out of the 15 universities who returned their questionnaire.

10. Are you satisfied with us working in collaboration with Studyrama at the Paris event or would you prefer a BC-organised UK event? If so, why?

- *I thought it was a good collaboration and I think it allowed for a good mix of people.*
- *I think we'd prefer to attend a more post-graduate focussed event in Paris in the future but will have to check this with colleagues*
- *Yes, I think the collaborative approach makes it easier – it also means we're not attending two separate events*
- *We have little experience of British Council events as we are relatively new to EU recruitment, so unable to make a comparison, however, in comparison to other events we are attending this year (and last year), the Studyrama fair is considerably more expensive, and has a smaller audience. If the BC was able to compete then we would be interested.*
- *I would have preferred all UK Universities to be in the same room. If this can't be accommodated by Studyrama, then maybe a BC Fair should be considered*

11. Please rate the following:

1 being very bad and 5 being excellent -	1	2	3	4	5
Level of British Council support before the exhibition				5	10
Level of British Council support during the exhibition			1	4	10
Quality of the venue			2	4	9
Quality of the accommodation		2	2	4	2
Length of the exhibition	1	1	1	8	4
Value for money			5	6	4
Market briefing and networking reception			3	4	3

12. What would be your preferred date for this event next year?

- *Same as this year*

13. Are there any other cities you would like us to target in France?

- *Lyon, Marseille, Nice*

14. Would you prefer to visit regional cities separately or as part of a tour over 3-4 days?

- *Possibly, this would depend on the cost and the potential audience – if students attending were from international schools or schools with a good level of English teaching and high achieving students, we would be interested*
- *We would consider, but I think these would need to be more than just fairs – I would rather we did exhibitions within an institution when the institution is keen to send their students to the UK*

15. Are there any other ways that we can help with your recruitment in France?

- *Qualification recognition and in particular, support on professional body recognition of French qualifications – one of our issues is that students from France with a DUT as an example can't really use it in the UK because it contains no professional recognition or is too general to match UK qualifications (even though it is an equivalent to an HND)*

16. What recommendations have you got for the future of this particular event for British Council?

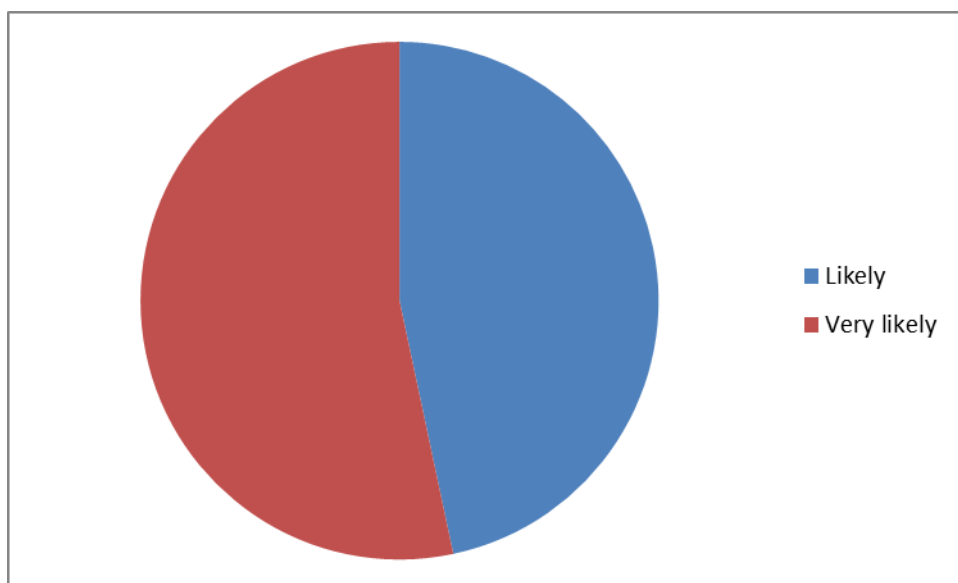
- *It would be great to have the opportunity to pick our location at the fair on a first in first serve basis – I know we would book straight away if we knew that was the case, because this year we really did notice the difference in student volumes being based on the other side of the exhibition hall. It's just a thought.*

- *That clear entrance requirements equivalents are very important and are worth spending time compiling before the event as they give a clear message to students. If we repeat the event next year, we should bring specialised study abroad materials.*

17. What learning points have you picked up for your institution?

- *I think it was a really successful event and am looking forward to receiving feedback from the students met.*
- *To bring maps of London! Although we have maps in the prospectus, a large map seems to make more sense to the students when explaining where the university is located.*
- *Need a translator at the event. We had a student who was staying in Paris for 6 months and this paid dividends for us with parents and teachers.*

18. How likely are you to recommend the British Council to colleagues?



19. Any additional comments and suggestions?

- *Thank you! I thought the fair was very successful and well done. I hope to do it again next year.*
- *Again, this was a very expensive fair in comparison to other EU events we are attending this year, with a much smaller audience, for this reason we will be thinking very hard before committing to the event in 2014.*
- *I think that the format was good, the briefing was very useful andinformative . I would say maybe it would be better to have the fair from 11 til 6pm.*



Appendix 2: Advertising and promotion plan (media plan)

(In collaboration with Studyrama for Paris event)

Press: Insertions in *Market*, *GHI* and *20 minutes*

Radio: Promotional campaign on NRJ radio

External advertising: Promotion on the Geneva public transport network

Internet: Adverts on following sites

www.facebook.com

www.britishcouncil.fr

www.britishcouncil.ch

www.vivreaetranger.studyrama.com

www.canada.gc.ca

www.laradioplus.com

www.ec.europa.eu

www.market.ch

www.success-and-career.ch

Web campaign on www.studyrama.ch, studyrama.com and vivreaetranger.fr

Dedicated material: Distribution of 70 000 flyers and more than 1000 posters to secondary schools and universities

E-mail campaign: More than 5000 emails sent to secondary school and university students