

# Higher Education Fair as part of Studyrama International Careers and Training Fair

Paris, 11 October, 2014

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## 1. Event fact file

Paris

Venue	Studyrama International Training and Careers fair, Cite internationale universitaire de Paris, Paris, 11 October 2014
Opening hours	10.00-18.00
Stand costs	£ 2,965 (+ VAT)
Unique feature to give added value	Market briefing and networking cocktail on 10 October 2014 at British Council, Paris
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, Paris	
	2014	2013
Total number of visitors	9300	9,100
Total number of UK universities	22	20
Total number of exhibitors	22	20

Visitor demographics	Studyrama International Training and Careers fair, Paris
High school students	37%
University students	61%
Other	2%

\*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 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 will be producing a subject matrix for future events to help 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. We will ensure that this is repeated at future events.

We would also recommend the presence of alumni on your stand due to the volume of visitors and parents who may want to ask questions in French.

### **4.2 Key recommendations for the British Council**

We will continue to partner with Studyrama in Paris and other cities in France as this partnership was deemed highly successful by the majority of institutions involved. Studyrama has a significant presence in 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. Studyrama are planning to hold the 2015 edition of the fair at this venue. 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.

The presence of UCAS this year was very successful, we will try to secure their presence at the event next year. A large number of enquiries centre 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.

We are currently negotiating prices for participation in a Studyrama postgraduate fair.



**Appendix 1:** List of participating institutions

**Appendix 2:** Exhibitors' survey results

**Appendix 3:** Advertising and promotion plan (media plan)



**Appendix 1:** List of participating institutions

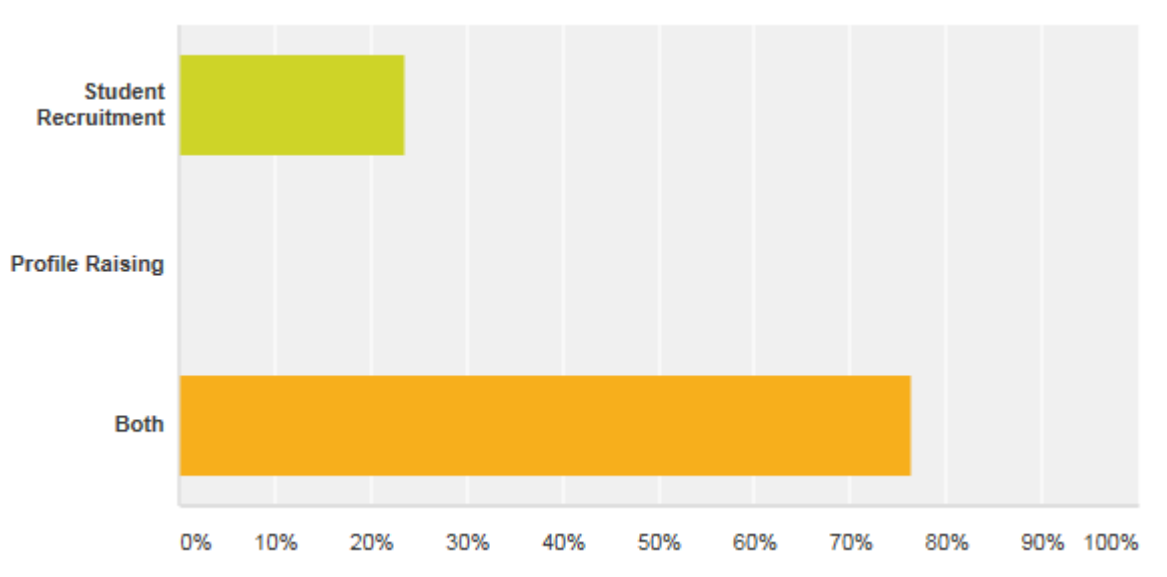
<b>Participating universities (Alphabetical Order)</b>
Aberystwyth University
Coventry University
Edge Hill University
Goldsmiths, University of London
London Metropolitan University
London School of Commerce
London South Bank University
Open University
Oxford Brookes University
Regent's University
Royal Holloway
SAE Institute
University College Birmingham
University of Birmingham
University College of Football Business
University of East London
University of Essex
University of Kent
University of Lincoln
University of South Wales
University of Westminster
University of York



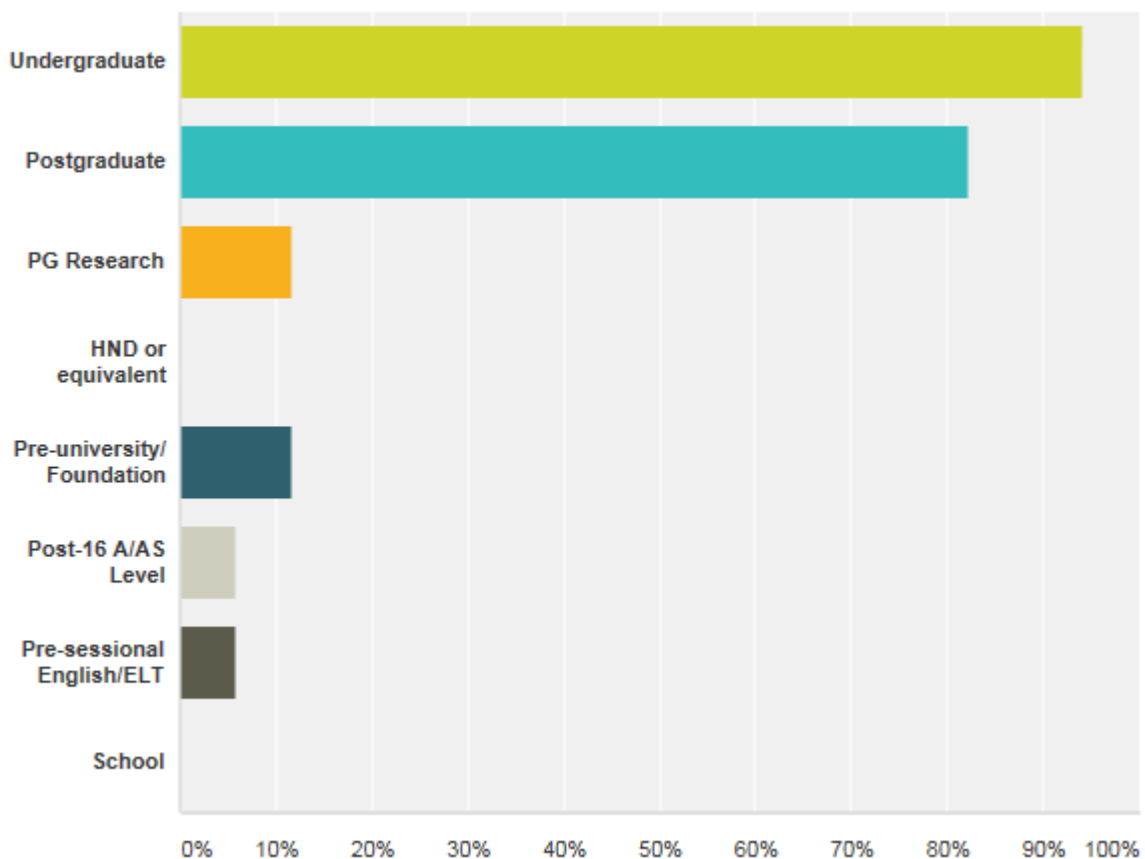
## Appendix 2: Exhibitor's survey results

17 questionnaires were returned out of 22

1. What was your main aim in coming?

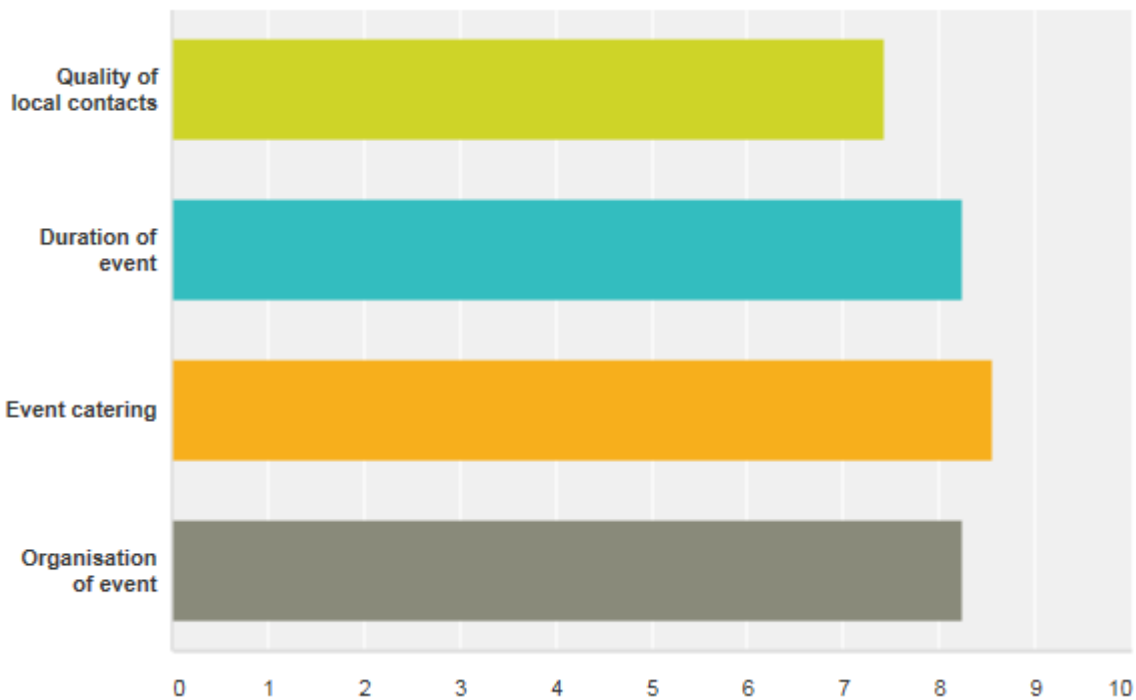


2. What is your primary market interest in this event?

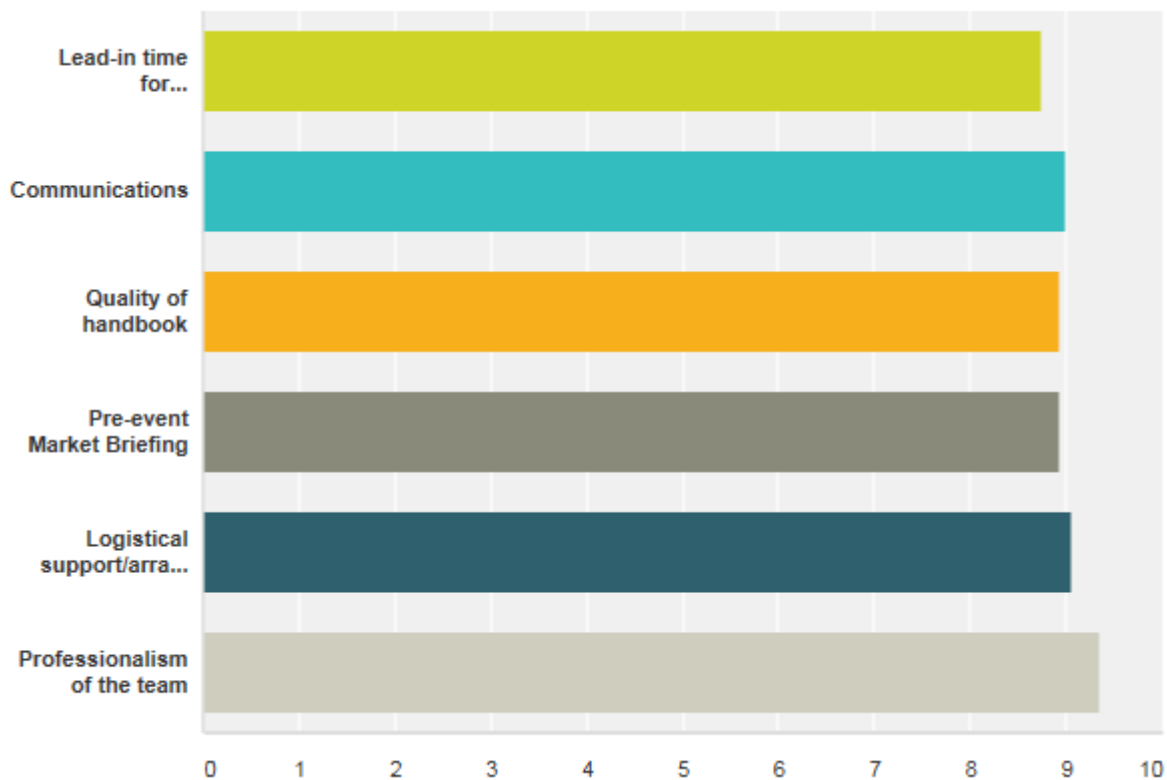




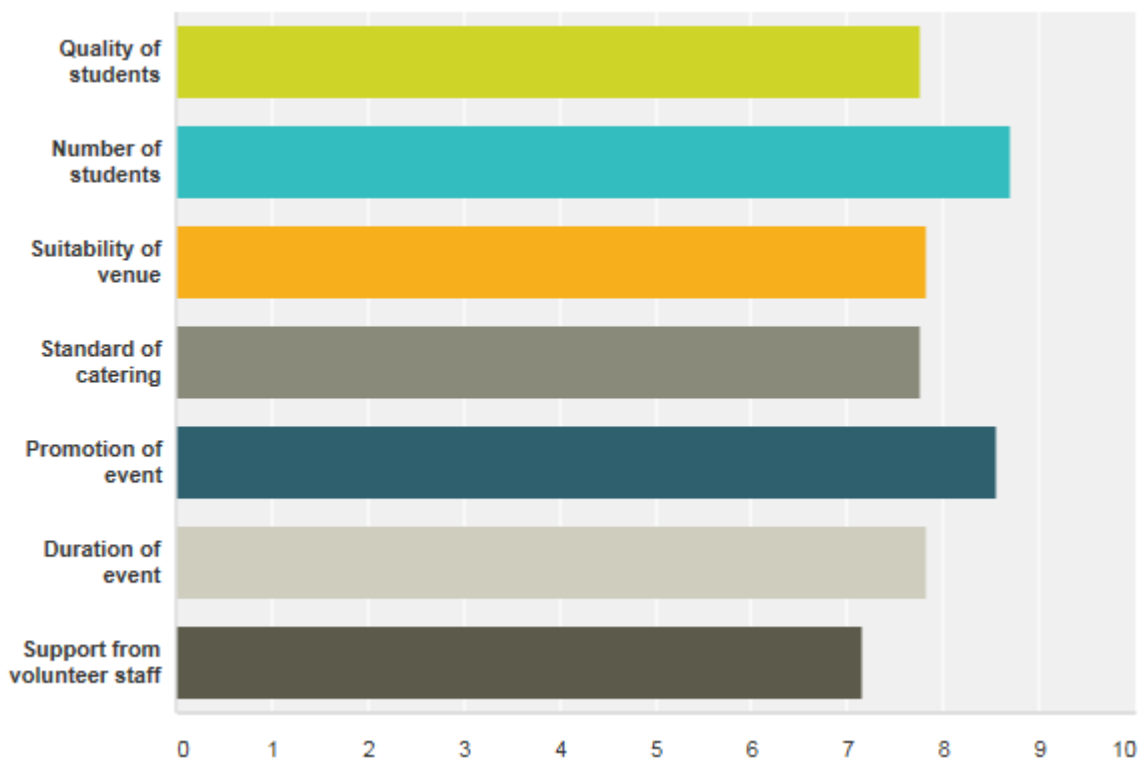
3. Please give your assessment of the market briefing and networking reception held prior to the exhibition



4. Please rate the following aspects of the British Council.



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



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

6 institutions answered yes, 11 answered no out of the 17 that completed the survey.

7. If you have, who were the organisers?

*OCIS, L'Etudiant, CIS, Studyrama*

8. How does this compare to that event?

Out of the 6 institutions that answered this question, 1 institution preferred the British Council event whilst 5 didn't prefer either event over the other.

9. Have you attended events organised by the British Council in France previously?

7 out of the 17 institutions that attended the exhibition had previously attended a British Council event in France.

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

16 institutions confirmed they would consider coming back to the next British Council exhibition in France. One institution was undecided.

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

13 universities out of the 17 universities that returned their questionnaires reported that they had developed new links or built on existing relationships with agents, local education contacts and local government contacts.

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

- *It would be good at all such events to have a lockable cabinet on the stands.*
- *Have the UK Universities all in one room.*

13. Was the date of this event right for your institution?

All 17 of the universities that completed the survey answered positively.



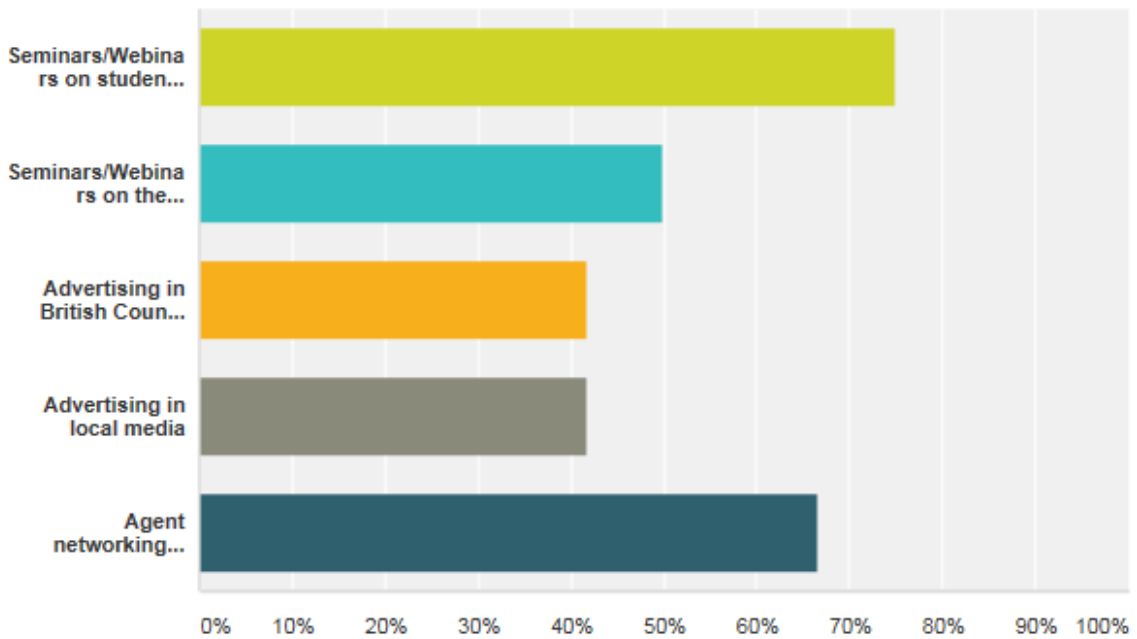
14. How was the timing (day) for your institution?

All 17 universities that completed the survey responded positively

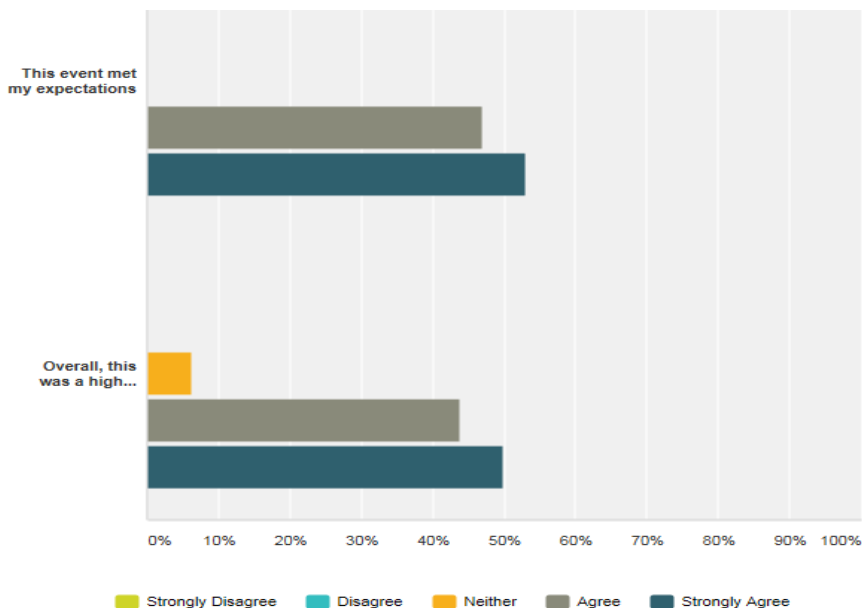
15. What learning points have you picked up for your institution?

- *University partnerships are a good vehicle for recruitment. Agents such as we work with in other markets do not exist in the same way in France.*
- *More teaching (700 courses) in France is being conducted in English.*
- *Top Ups remain to be the most asked about courses. Specific material in relation to these would be a real benefit.*

16. What other services in France would interest you in the future?



17. Overall summary





### **Appendix 3:** Advertising and promotion/media plan in collaboration with Studyrama for Paris event

**Press:** Insertions in *Metronews, Le Parisien, Vocabulaire, Pariscope*

**Radio:** Promotional campaign on Voltage radio, 108 spots over 10 days. Features on France Inter, Ado FM, France Bleu and Fun Radio

**External advertising:** Posters displayed in metro stations, 15,000 flyers were delivered to targeted Le Figaro subscribers

**Digital campaign on Facebook and other social media**

**Web campaign** on [www.studyrama.com](http://www.studyrama.com) with more than 2.7 million visitors per month

**Dedicated material:** Distribution of 48,000 programmes, 100 posters to secondary schools, universities, careers advisors and parents across Paris and Greater Paris region. 35 000 leaflets distributed in street marketing at high schools and university campuses.

**E-mail campaign:** More than 50 000 emails sent to secondary school and university students