



SERVICES FOR
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EDUCATION
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CONFERENCE 2015

Digital Marketing in South Asia

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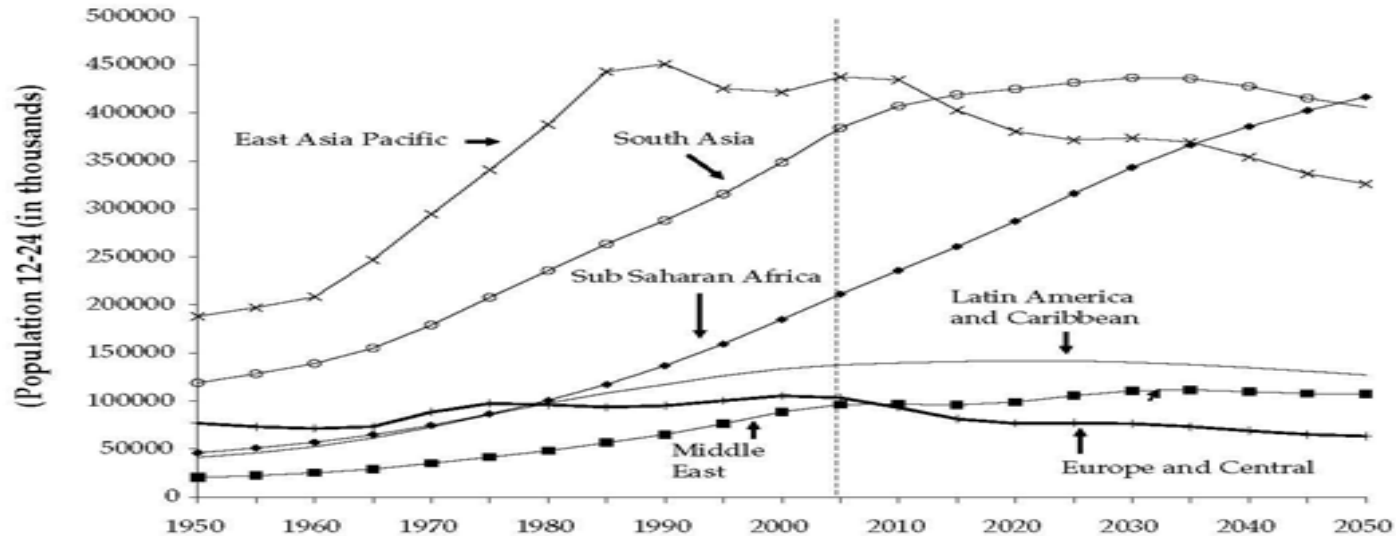
GeoXoLabs



Youth Dividend... Massive demand growth into Education at home and abroad....

Figure 1: Leveling off

The number of young people aged 12–24 in South Asia will peak in the next twenty five years



Source: UN World Population Prospects (2004 Revision), medium variant.

Hard facts - demography

Average age in South Asia is

10 years

younger than UK

50 LANGUAGES

with more than a million speakers for each.

6 mega cities of 10M population and 92 cities with over 1M

Approximately

50%

of the population of South Asia would be considered an ethnic minority in their own country

50%

of the population in Asia - were affected by at least one natural disaster over recent years, resulting

\$45BN in damage

Aspiring middle class

400 million

80% of the population survives on less than **\$2 a day**

China and India

together represent **37%** of the world's population.

India to surpass China to become world's most populous nation **by 2022.**

Hard facts - education

Over 592 state universities and 523 private universities

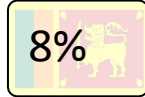
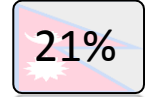
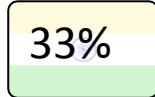
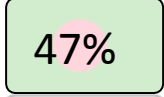
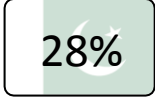
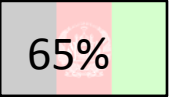
74 females enrolled in tertiary education for every 100 males

More than 60% female enrolment in university in Iran, highest in the world

Public spending on education currently averages about 4% of GDP

27M children out of school. 10M are of lower secondary school age 11-13 years

Expected graduate unemployment:



Hard facts - economy

Some of the fastest growing economies-- average 6-8% growth rate

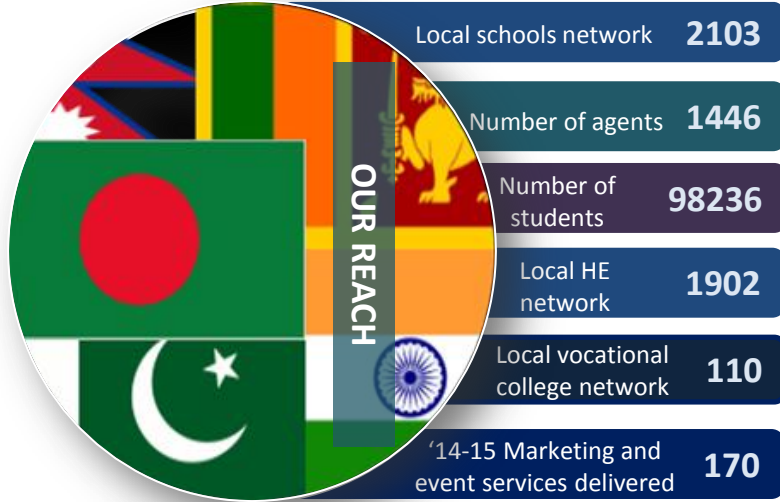
Inter regional trade is less than 2% of GDP between south Asian countries

Colombo world's fastest growing tourist city - 21% surge

India ahead of China, US as world's No.1 country for FDI in 2015

Foxconn Group, to invest \$6BN over 5 years in Maharashtra – generate 50K jobs

Snapshot



433.5 mn
internet
users



Over 1bn
mobile
subscriptions



Over 174 mn
active social
media users



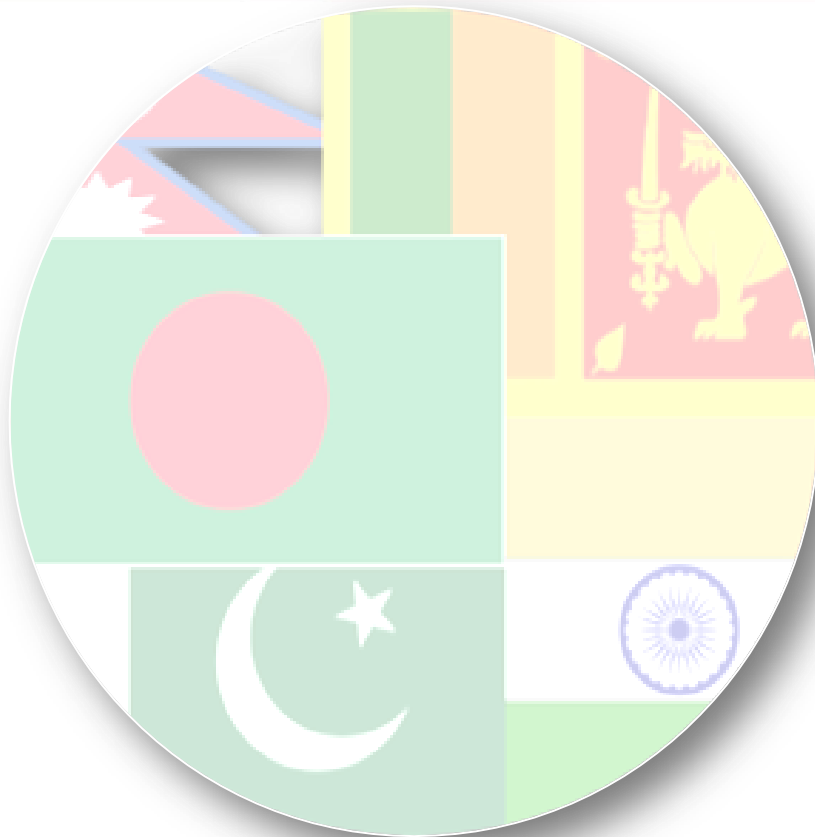
32460
Studying
full-time in
the UK



UK Connect - Diaspora

Over **3M** people of South Asian heritage live in UK contributing 10% to the UK GDP, whilst making up only 4% of the population.

Asian-owned businesses in London have a turnover of about **£60BN** a year

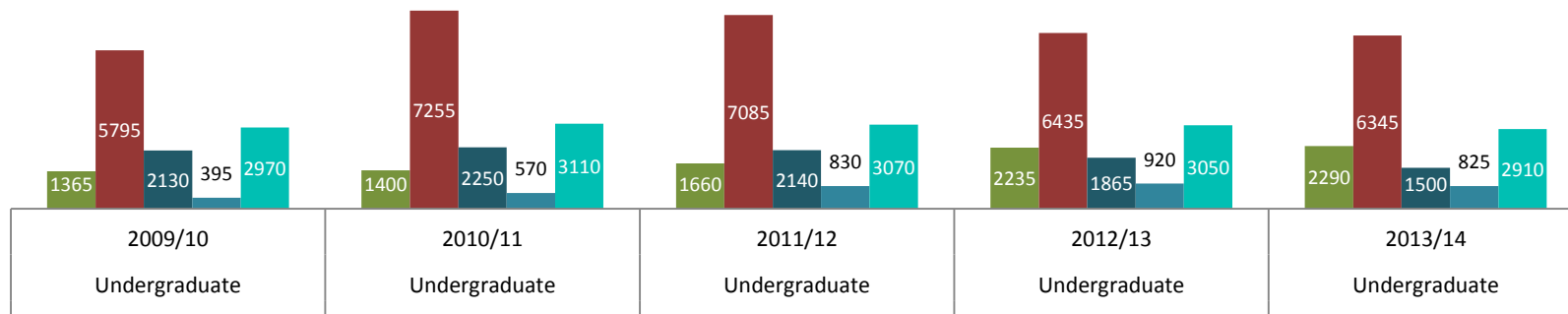


Mumbai based Tata group is the UK's biggest manufacturing employer after taking over **Jaguar**, **Land Rover**, **Corus** and **Tetley Tea**

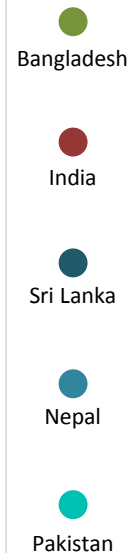
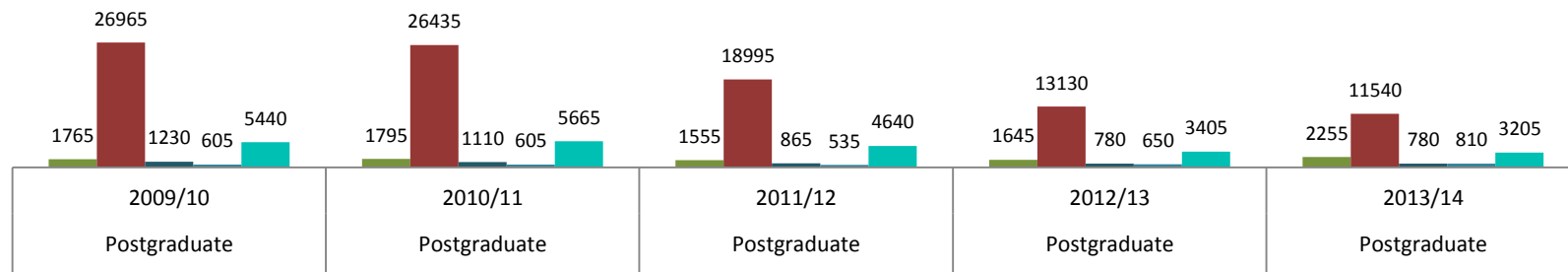
10,000 curry restaurants in the UK with annual turnover of **£3.5BN**, mostly run by Bangladeshis

Regional student mobility snapshot

Under Graduates

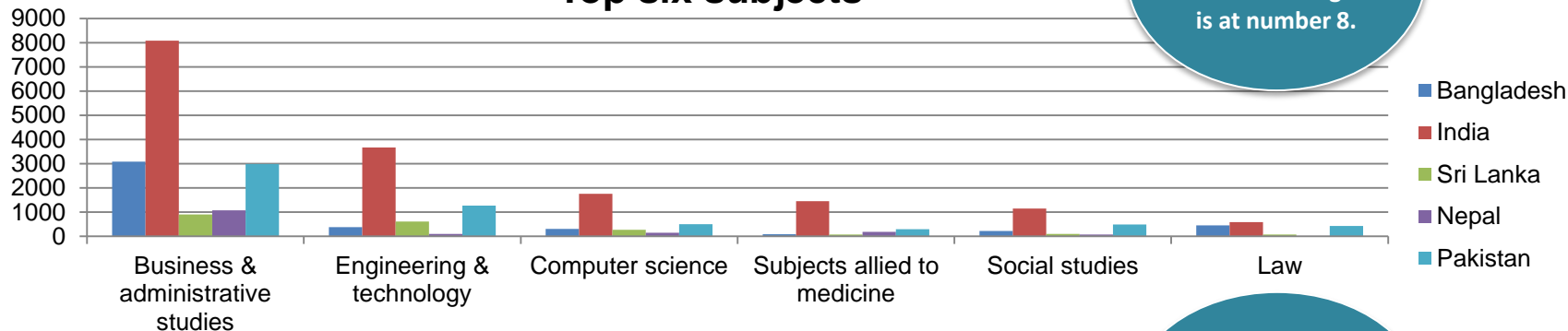


Post Graduates

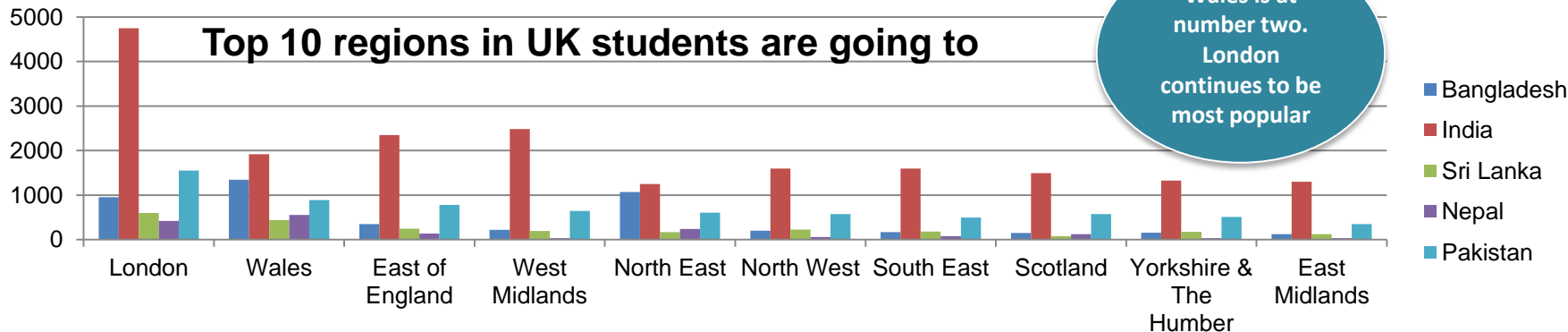


Trends in South Asia 2013-14

Top six subjects

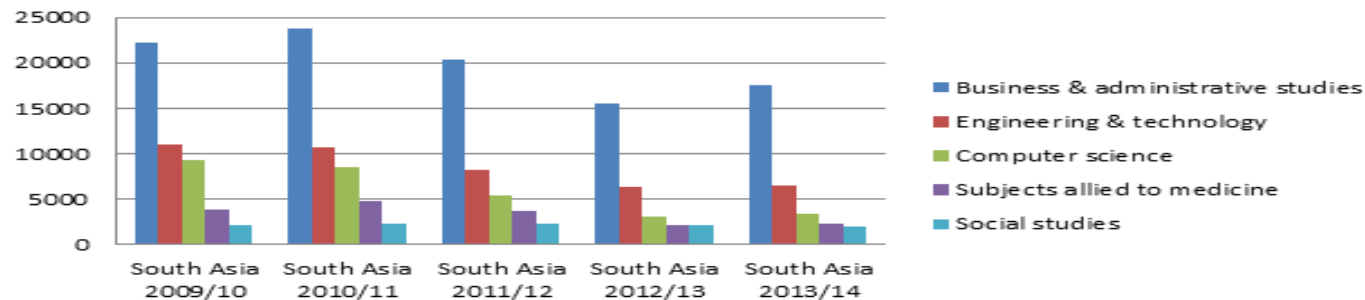


Top 10 regions in UK students are going to

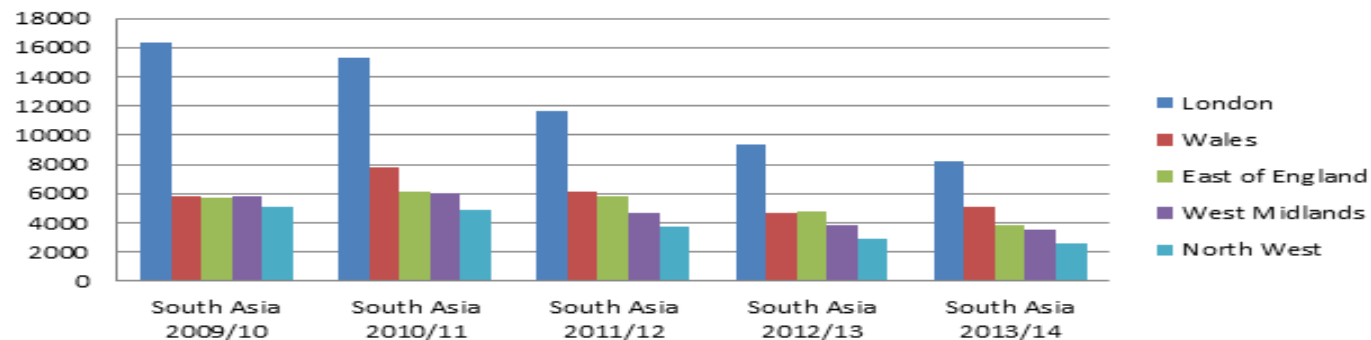


Year on year

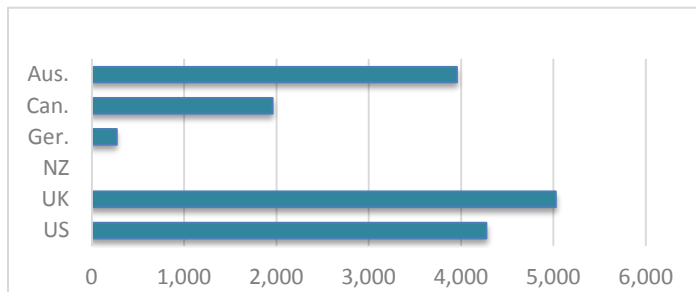
Top 5 Subjects last 5 years



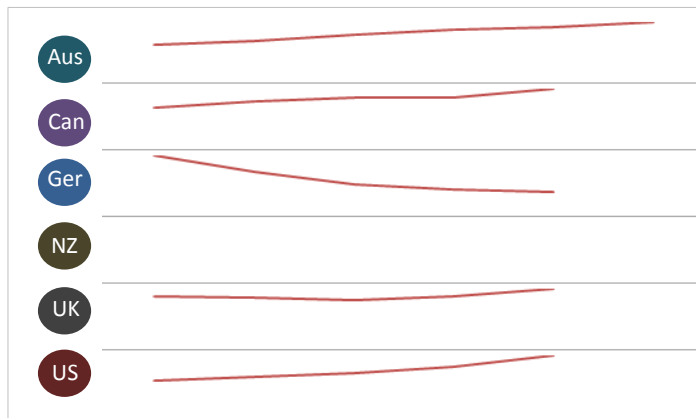
Top 5 Regions Recruiting from South Asia



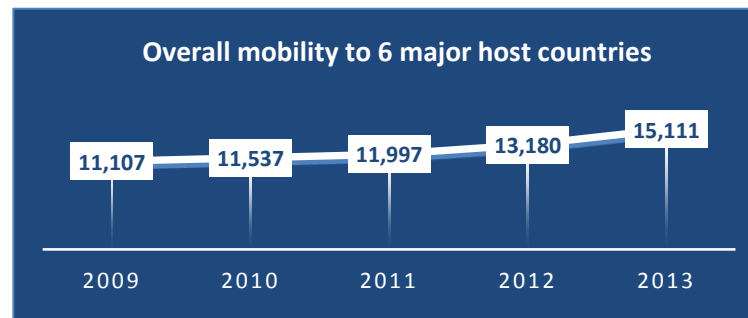
Bangladesh

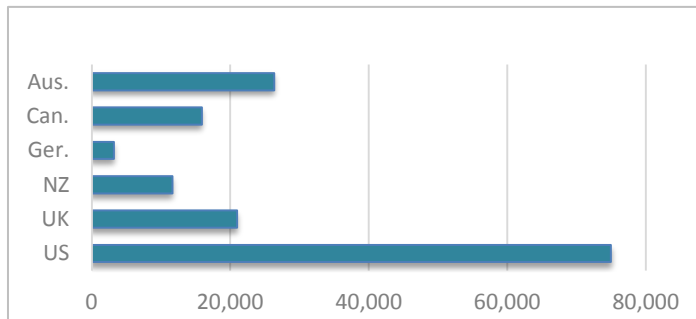


Student mobility to host countries (last year reported)

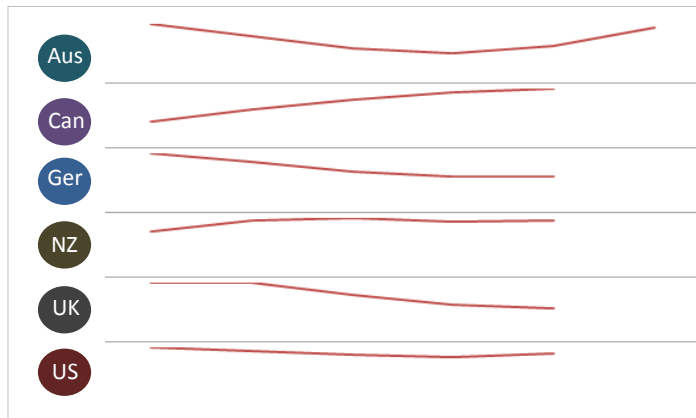


Mobility trend by host market (2009-2014)

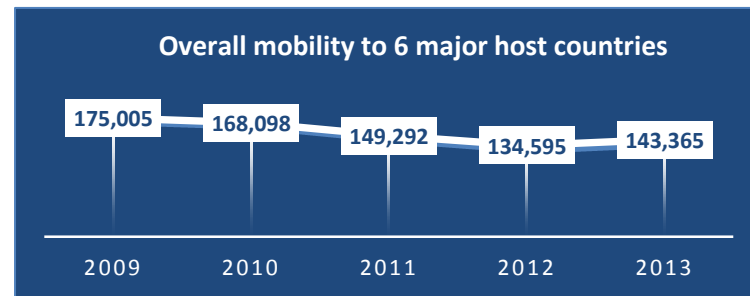




Student mobility to host countries (last year reported)



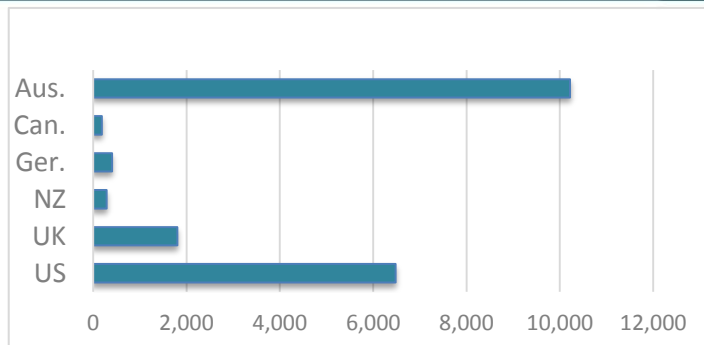
Mobility trend by host market (2009-2014)



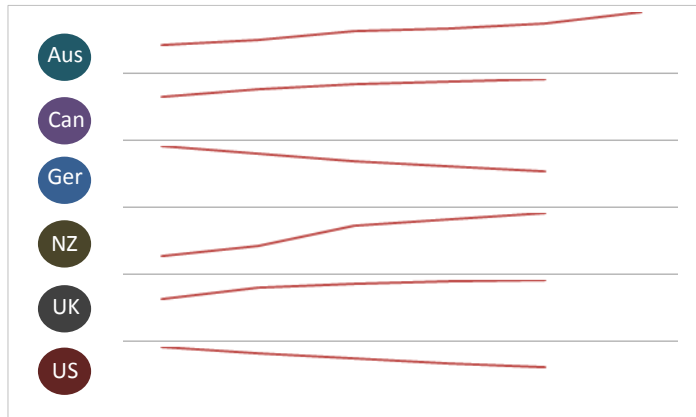
No of Indian Students in...2014-15

Country	2013/14	2014/15	% Increase or decrease since 13/14
UK	21,000	Data not available	Awaiting Data - but visas down by around 10%
USA	102,673	132,888	29.40%
Australia	34,130	29,573	-13.35%
Canada	34,882	38,877	11.48%
Germany	9,619	11,860	23.29%
France	3,051	3700	21.27%

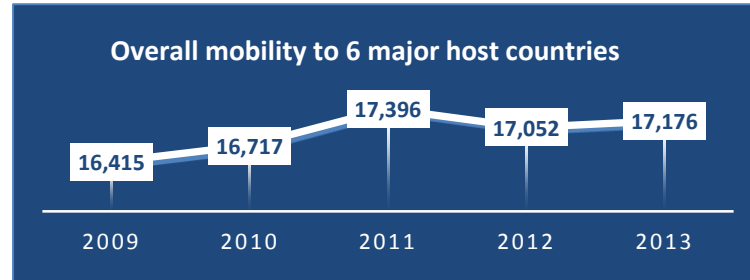
Nepal



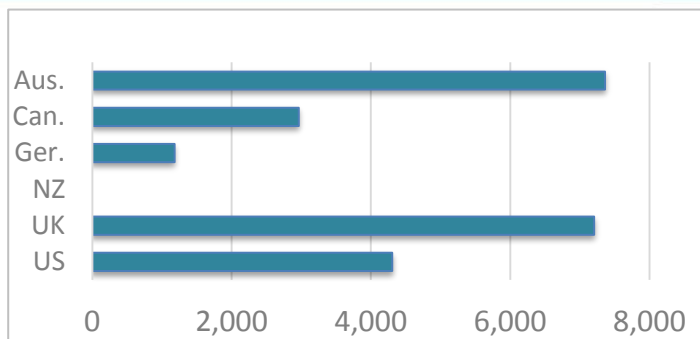
Student mobility to host countries (last year reported)



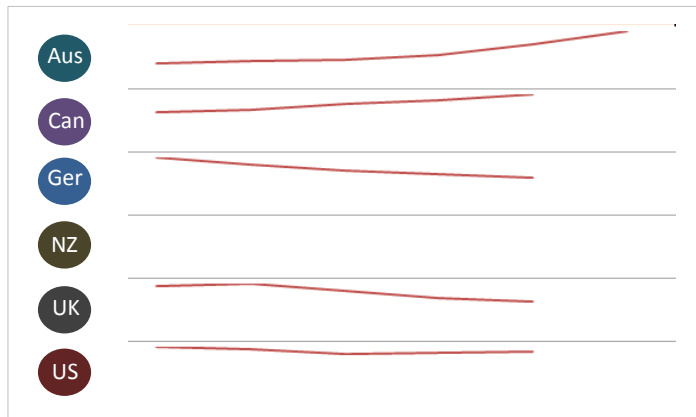
Mobility trend by host market (2009-2014)



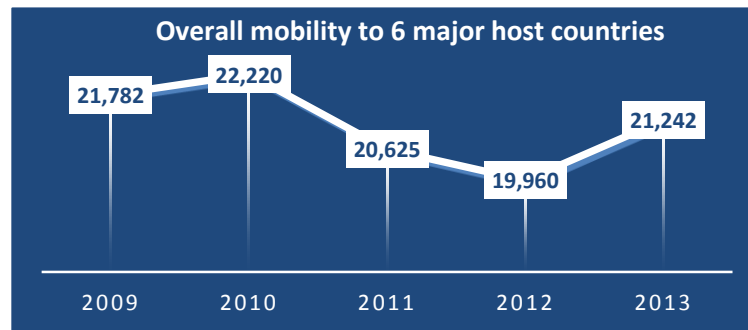
Pakistan

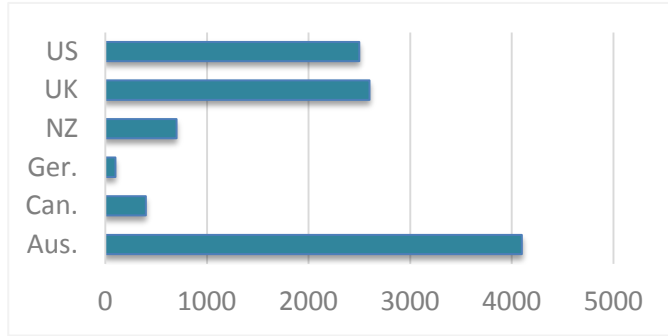


Student mobility to host countries (last year reported)

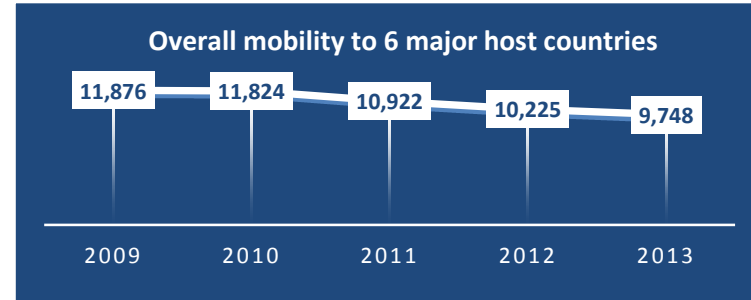
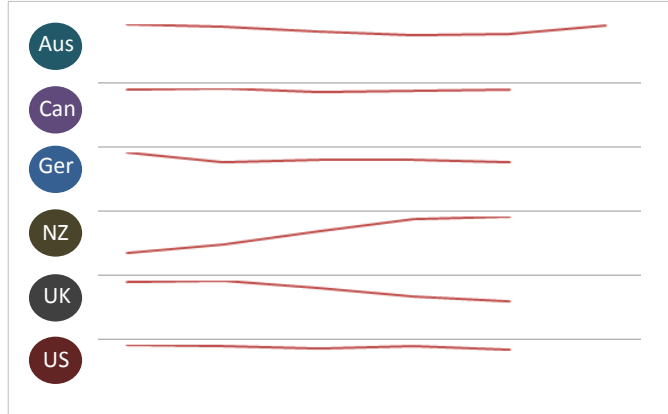


Mobility trend by host market (2009-2014)





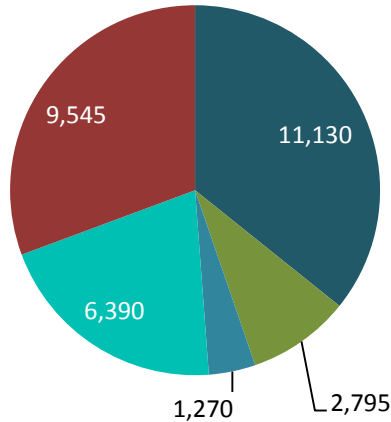
Student mobility to host countries (last year reported)



Mobility trend by host market (2009-2014)

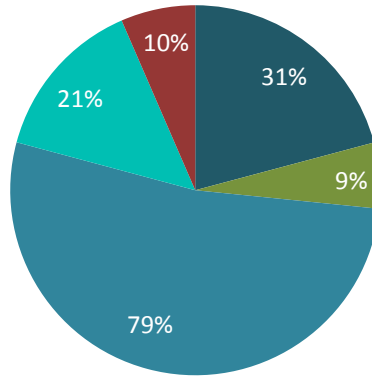
UK TNE performance

2014 UK TNE Students
(Excluding OBU's ACCA)



● Sri Lanka

TNE Growth
(5-year CAGR, ex OBU ACCA)



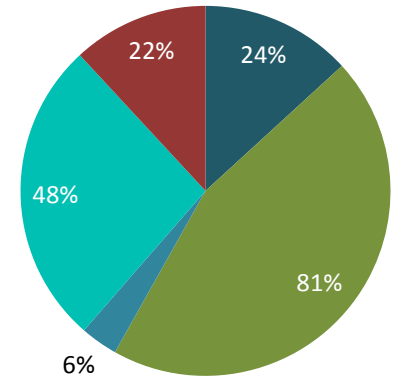
● Bangladesh

● Nepal

● Pakistan

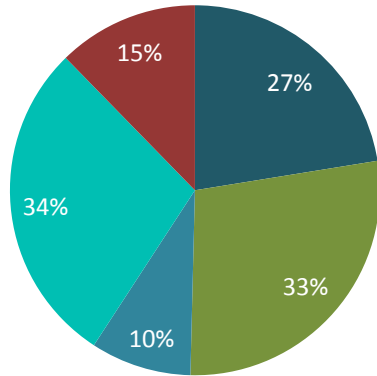
● India

% Distance Learning
(Excluding OBU's ACCA)

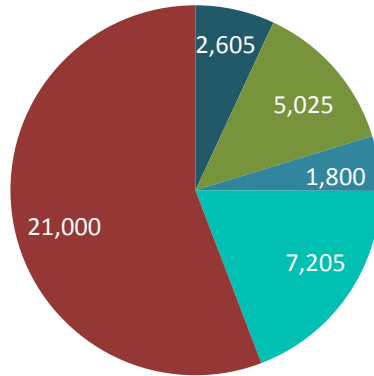


Mobility and UK performance

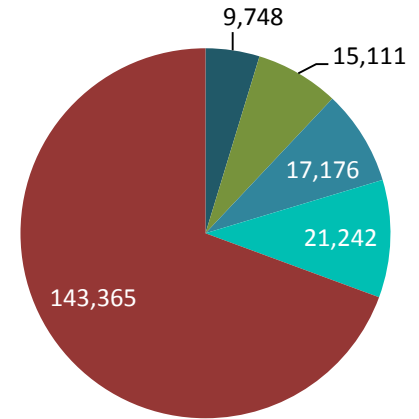
UK Market Share
(% of all target destinations)



UK Market Size
(Students in UK)



Mobility Market Size
(Students in target countries)



● Sri Lanka

● Bangladesh

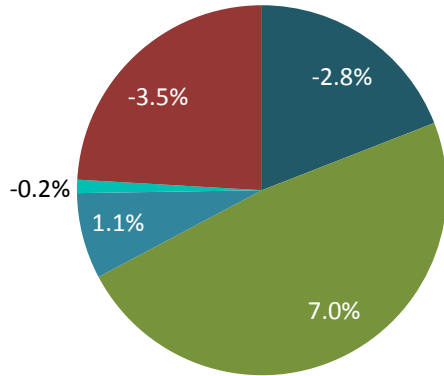
● Nepal

● Pakistan

● India

Mobility and UK performance

Mobility Market Growth
(5-year CAGR)



● Sri Lanka

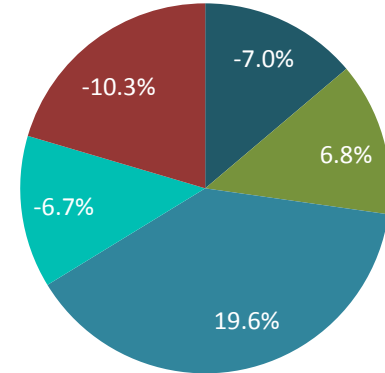
● Bangladesh

● Nepal

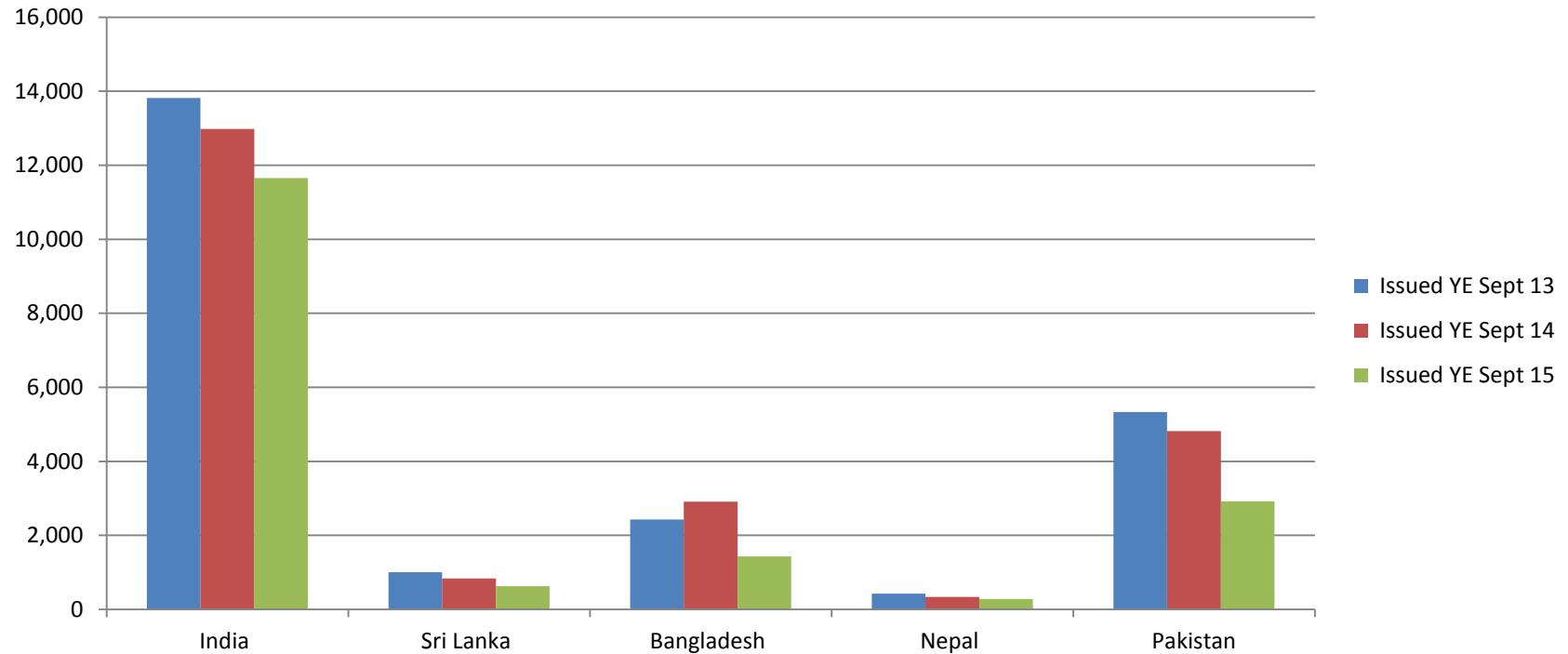
● Pakistan

● India

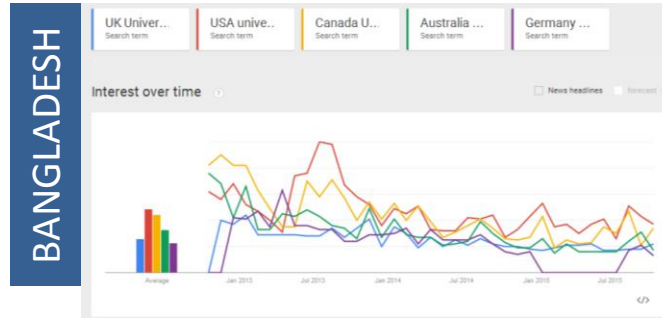
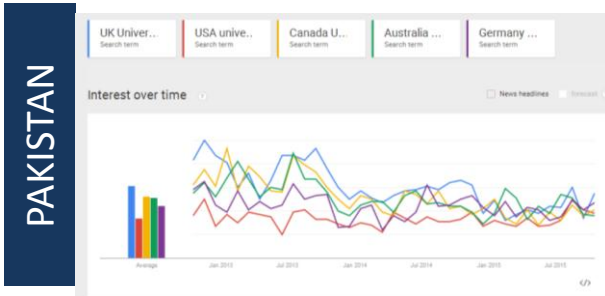
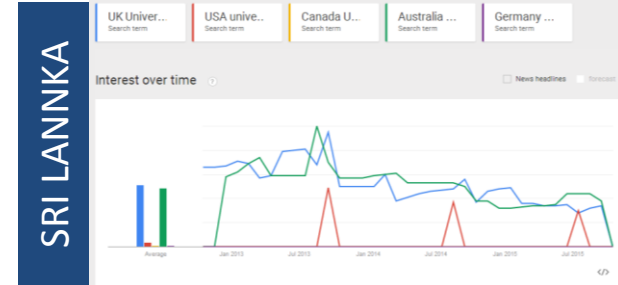
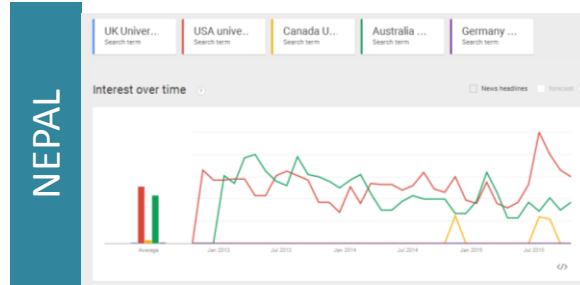
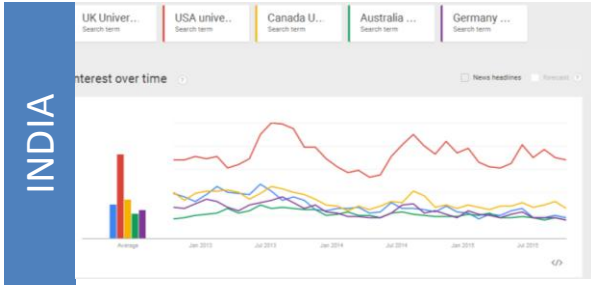
UK Market Growth
(5-year CAGR)



VISAS – Issue rates have increased across the region but..



Google Trends Analysis



Student perceptions – UK – Our USP's and Challenges

Opportunities

3 yr. UG programme

Less expensive

Part time Jobs

PG Internships available

Obtaining a Visa is *relatively* easy

Strong historical ties

Cultural diversity

Shorter degrees

Relatively 'safe'

Attractive 'Sandwich' courses

Highly Quality

Challenges

Visa policies

Unwelcome messages regarding immigration

One year masters recognition

Scholarships

Limited post-study job /migration opportunities

NTU South Asia strategy

- **Developing the market – focus on second tier cities whilst not forgetting the metros**
- **Agent engagement**
- **Developing the network – schools/partnerships/alumni**
- **Personalised marketing**
- **Current student engagement**

Commitment to India



In the last year we have made around 50 separate visits across cities in India.

This amounts to roughly around 300 fairs, agent office visits and school seminars.

Working with schools and building the alumni network



- Visiting schools to provide seminars as well as hosting them at the university
- In-country officer, Mr Rishi Pokar, focused on hosting alumni events
- Rishi contacted most of our alumni to find out their USP for NTU
- Supporting our alumni with their businesses/projects

Personalised approach with support of alumni and students



Nikita studies MSc in Engineering Management at Nottingham Trent University

Follow in the steps of Nikita Sharma.

Nikita is now on her placement year as a Business Service Analyst. She manages a £15 million budget.

Join Nikita and apply for one of our international scholarships at: www.ntu.ac.uk/internationalscholarships

Read my profile where I talk about coming to NTU with the help of The Chopras to study MSc Engineering Management. You can read more online at: www.ntu.ac.uk/nikita

Join us on Facebook

Nottingham Trent University is a modern University with an excellent employability record. We are in the top 5 universities in the UK for placement services.

Our exciting and wide range of courses include:

- Accounting and Finance
- Architecture
- Biosciences
- Business
- Civil Engineering
- International Relations
- Journalism
- Law
- Management
- Marketing
- Psychology
- Public Health

*National Undergraduate Employability Awards 2015



Delhi to Nottingham

Nope I haven't but will start soon. 21:10

Yes I'm. 21:13

+91 -- ~Kangan

Wat you thinking? Uni or private 23:03

JULY 8, 2015

Drishti

Mostly private. 00:29

What about you? 00:29

+91 -- ~Kangan

I have made my booking at Trinity Sq. Wich is a private student accommodation 00:35

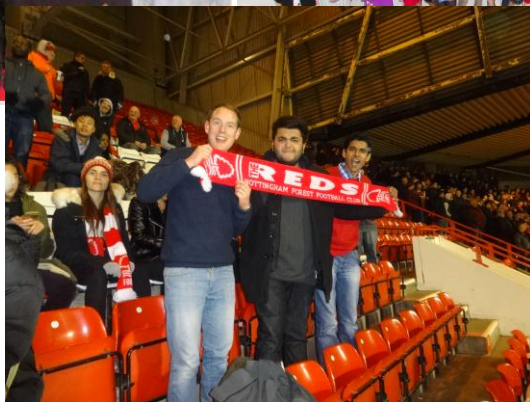
Along with Shree,Geetika, Kamakshi, Ankush but Pulkit n Aayushi are at Uni ones wich are quite fab too 00:36

So basically it's upto you wat suits you best n where you are most comfy 00:36

type a message

- Sharing alumni successes stories
- Connecting offer holders with students/alumni through FB/Whatsapp/ events
- Informing students and parents with calls/personalised emails/events

Current student engagement



- Engagement with confirmed students even before arrival
- Welcome events
- Scholarship award evening
- Cultural visits...

Panel discussion

Michael Bedward
Kings College London

Mirza Mujic
Nottingham Trent University

Keith Davies,
British Council, Sri Lanka

Saman Imtiaz
British Council, Pakistan

Ottolie Wekezer
British Council, South Asia

Successful recruitment practices in South Asia

Michael Bedward, Teaching Fellow (Short Courses), King's College London



Overview:

- King's College London context
- International Strategic Priorities
- The India Summer Schools
- The wider strategy in India

International Strategic Priorities for King's

- 1 Attract the best international minds to King's**
- 2 Provide an integrated international curriculum and student experience**
- 3 Invest in strategic partnerships with world-class institutions**
- 4 Raise King's profile as a thought-leader in areas of global significance**
- 5 Create an ethical enabling environment for King's international activities**

The rationale for the India Summer Schools:

- Following the success of the **King's College London Summer School** since **2009**
- The **first summer school programme abroad** was run in **Mumbai** in **April 2012**
- **Four 2 week certificate courses**



December 16, 2015



Slide 32

Benefits for Students:

- **Affordable tuition fee**
- **Exposure to King's International faculty**
- **Scholarships**
- **UG Modules equivalent to 15 UK or 3 USA credits**



India Summer Schools - Partner Institutions

Partnerships with

**Lady Shri Ram College
(Delhi)**

**HR College
(Mumbai)**

**Tata Memorial Cancer
Centre (Mumbai)**

**St John's Research
Institution (Bangalore)**



Benefits for the partner Institution:

- **Different pedagogic approach**
- **Exposure to King's International faculty**
- **Scholarships**
- **Capacity building**



The impact of the India Summer Schools since 2012



Benefits for King's College London:

- **Promote the brand**
- **Widening participation**
- **Scholarships** to students in India
- **Model** for King's **International Summer School** programmes
- Promote **mobility** for King's **faculty**
- **Recruitment**

'For an international education experience'

TAYYEB SHAH speaks with SANGEETA YADAV about an on-going summer school programme conducted by King's College, London, at Miranda House and the courses being offered

■ Tell us about the Summer School Programme (SSP)?
The SSP in Delhi will allow students to experience an international education in miniature. They will learn study skills and will do their own research work. It will allow them to grow academically and personally.

■ Tell us about the faculty of summer school programme?
The three lecturers at the Summer School will be Dr Diana Bozhilova, who teaches the International Relations course, Michael Bedward, lecturer of the e-Business course and Dr Gonzalo Pozo Martin who is teaching the International Political Economy



Tayyeb Shah
director of international strategy,
King's College London

tion of the international political

King's College London & India:

- The India Summer Schools echo King's mission:
- ***“King's College London is dedicated to the advancement of knowledge, learning and understanding in the service of global society”***
- The **India strategy** is not just about student recruitment but is one aspect of a wider strategy in India

King's College London & India:

The wider strategy in India:

- Multiple engagement strands
- King's India Institute
- King's India Office
- University partnerships
- Research collaborations
- Active alumni chapters
- In-country partner organisations

Thank You

Michael Bedward MBA, FHEA
Teaching Fellow (Short Courses)
Summer Programmes
King's College London
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www.kcl.ac.uk/worldwide



KING'S
College
LONDON



University
of Glasgow

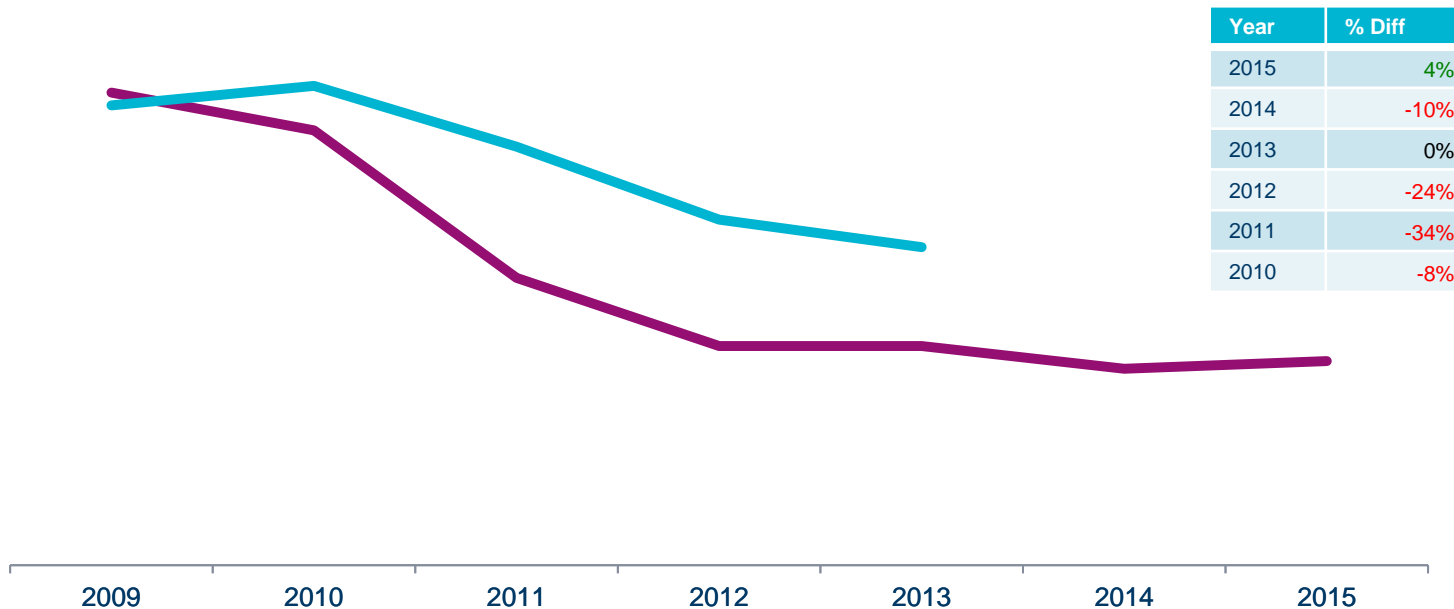
Caroline Boddie, Deputy Head of International

University of Glasgow

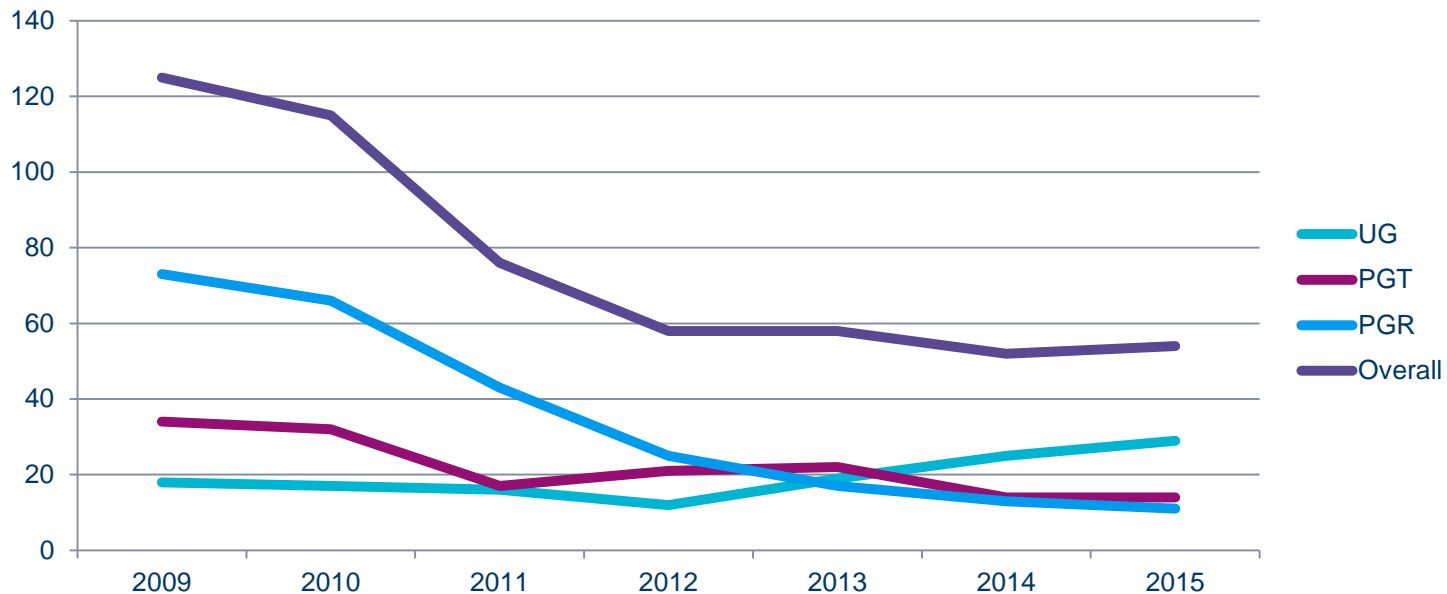
**WORLD
CHANGERS
WELCOME**



Track record: Pakistan



Performance by level





University
of Glasgow



**WORLD
CHANGERS
WELCOME**

Effective PGR recruitment

- Local contacts
- Working with the Higher Education Commission (HEC)
- Network building
- Memorandum of Understanding
- Institutional discounts

- Decline in government funding
- External influences and decline of HEC
- Rise of local funding

- Residual brand presence and reputation
- Increasingly influential alumni



University
of Glasgow



**WORLD
CHANGERS
WELCOME**

Effective UG recruitment

- British Council inward mission
- Beaconhouse discount
- Reciprocal visits
- Retaining links with counselors and heads
- Network expansion
- Attendance at school fairs
- Punjabi toppers
- BC visits to schools

- Long game
- Challenging 4 year system