



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
European Education Fair Taiwan 2015**

**16-18 October 2015
Taiwan**

Introduction

An increase in the turnout by nearly 16 per cent (8,677 as opposed to 7,500 last year) benefited from the fair using venues in local universities and taking place on Sunday in Tainan, which suggests that we should continue with this format next year with shorter opening hours.

Most exhibitors in Taipei (80 per cent) were positive about visitors met and enquiries received, albeit with quieter foot traffic on Friday. In Tainan where seminars attracted most attendance, exhibitors' assessments were distributed evenly between 'good number and quality' (47 per cent) and 'good quality only' (41 per cent), with a few comments on relocation to capital cities such as Taichung and Kaohsiung in terms of diversifying audience reach.

Visitors' areas of interest have been captured with more study options provided, where language courses, exchange programme and short courses combined accounted for 66 per cent next to master's degrees (70 per cent). Demands for business and administration and arts and design are still the most common, followed by work-focused qualification in translation/interpretation (not limited to English) and tourism/hospitality/culinary areas because of local job opportunities and the government policy of internationalisation.

Further details on visitors and exhibitors' survey results can be found on the following pages.

This report covers:

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Key **Highlights** of the event include visitor numbers, profiles and media exposure.
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Highlights

121 BOOTHS, 46 UK INSTITUTIONS
8,677 visitors (Taipei: 7,466; Tainan: 1,211)

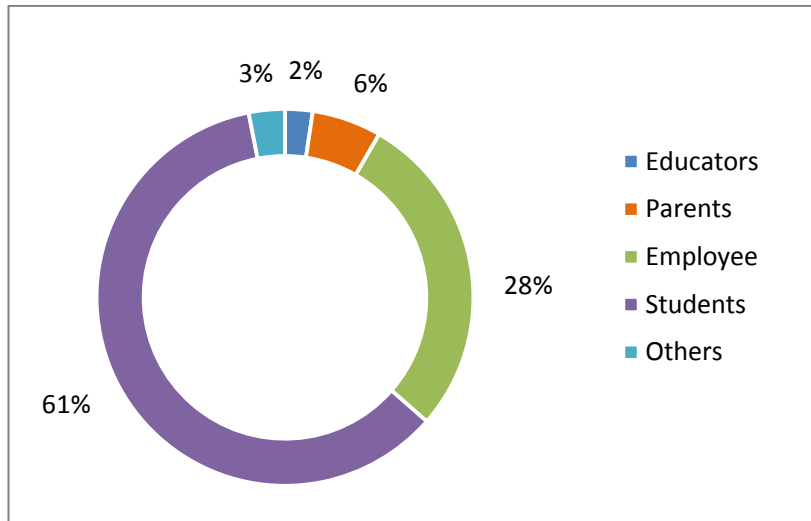
attended the exhibition

Event photos



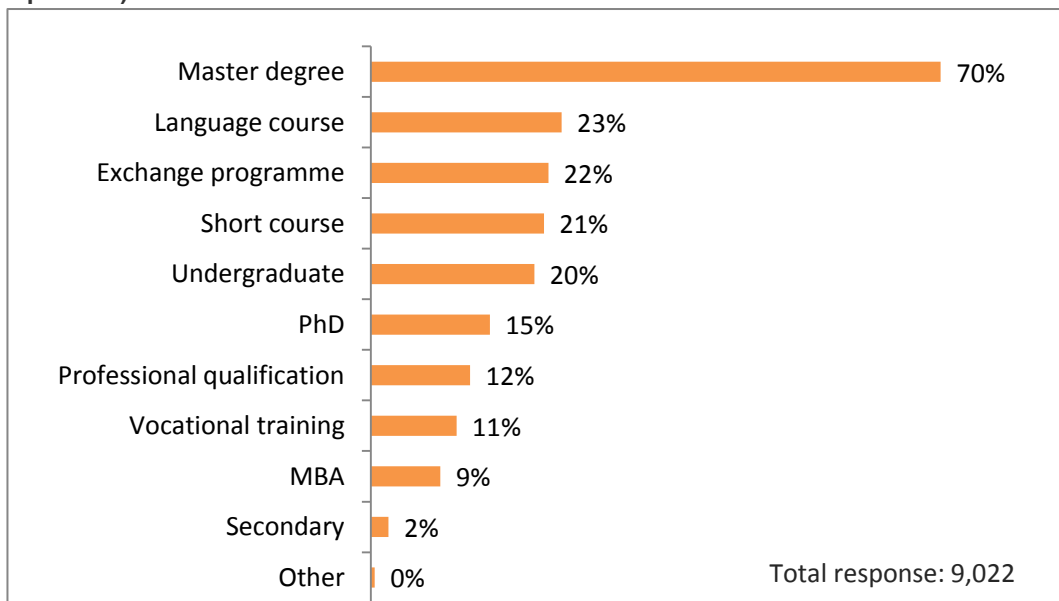
Visitors' profile

Visitor demographics in this report include both Taipei and Tainan unless otherwise stated. Most visitors were aged 18 to 25 (65 per cent), and the second largest age group was those aged 26 to 35 (18 per cent). This corresponds with the occupations shown below (i.e. most visitors were either students or employees), indicating that the fundamental factors driving mobility to the UK remain unchanged. **(Total response: 4,391)**



Routes to study overseas were more flexible despite the majority of visitors wishing to pursue a master's degree. Given that there is a broad range of programmes in business administration on offer in Taiwan, neighbouring countries and the US, market share for this subject in Europe has been diluted, hence a notable decline in interest in studying for an MBA degree in Europe. Foreign language learning is generally perceived as a means to boost employability and in some cases, starting salary; this generated the second largest demand as a result.

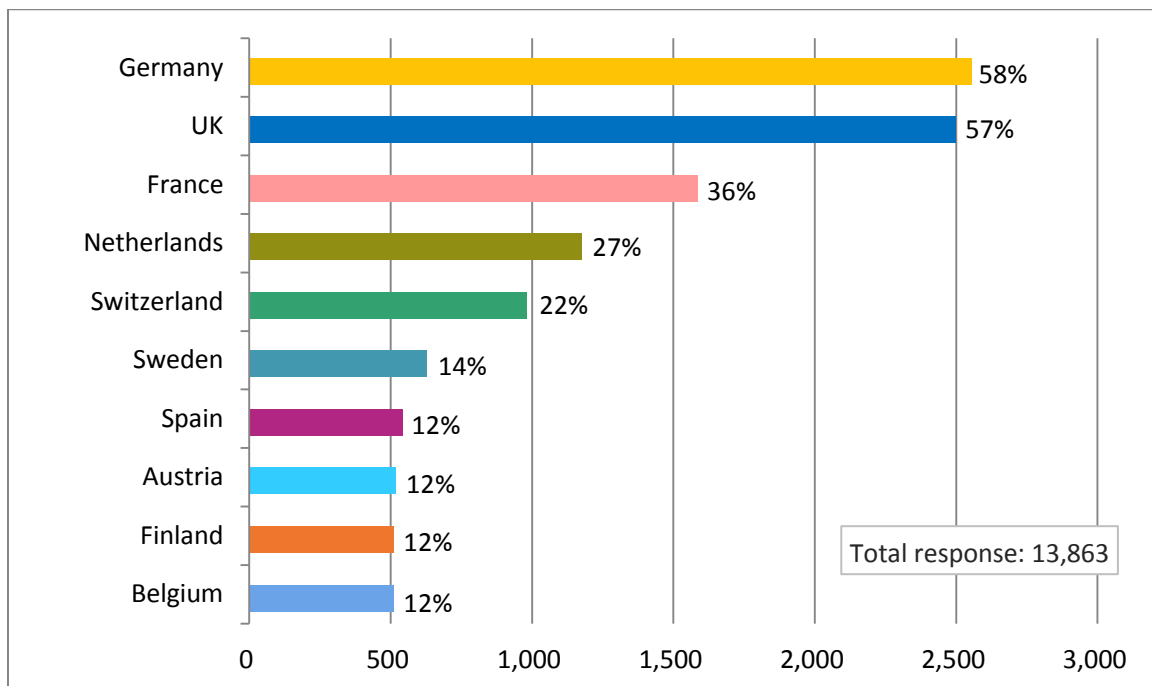
More interest in UG and PhD was also identified by exhibitors due to a lack of confidence in Taiwan's 12-year education system and the government's initiative announced to encourage professionals with doctoral level degrees. **(Please note that visitors could choose more than one study option, hence the percentage does not add up to 100 per cent)**



Visitors' profile (cont.)

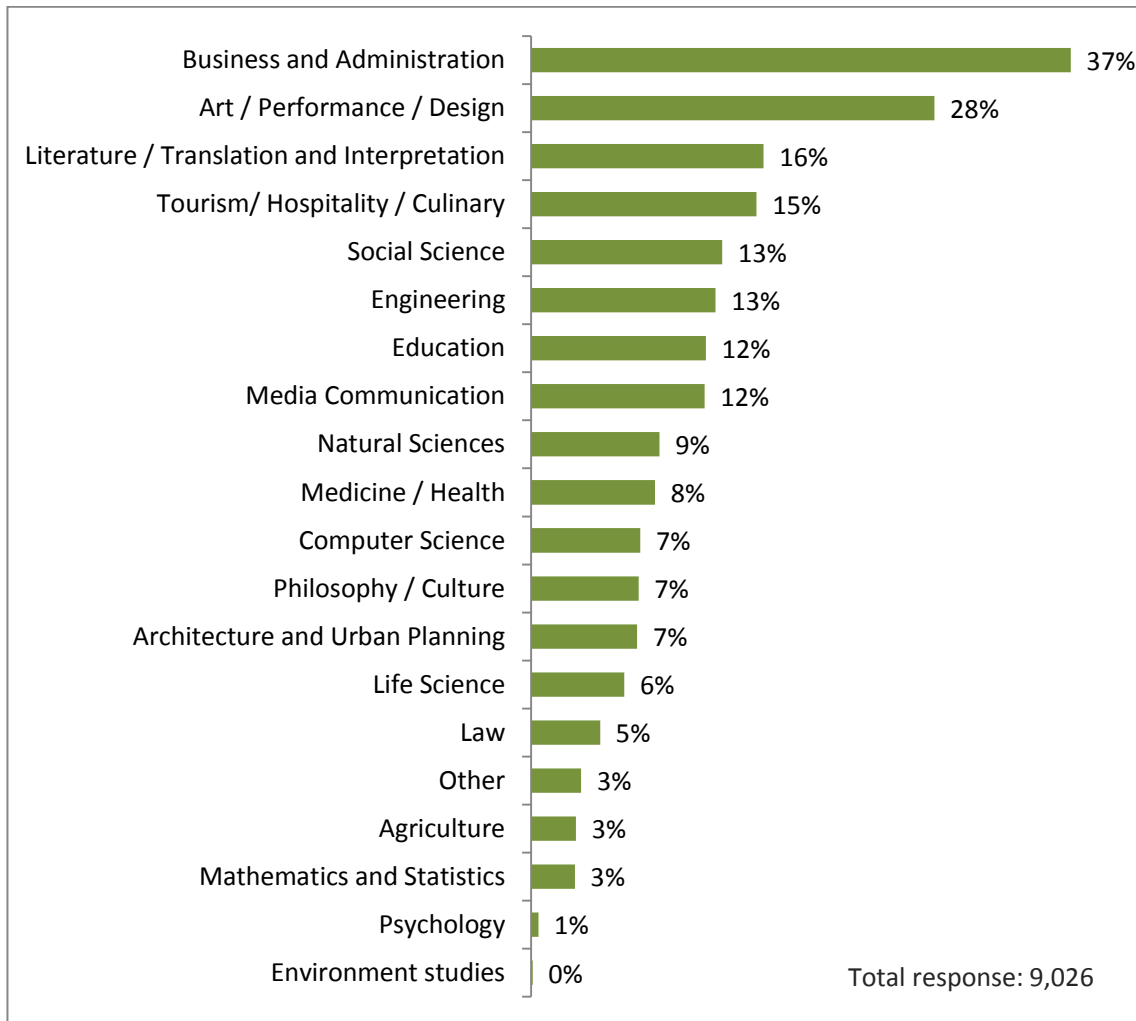
In terms of study destinations in Europe, Germany slightly overtook the UK for its tuition-free tertiary education (except MBAs) and residential permits up to 12 months after graduation. Although there may be advantages to studying with a German university, the UK has a better standing globally in terms of pathway programmes and language support that one will find difficult to expect generally in Germany.

Likewise, visitors were attracted by the high quality education at low tuition fees, post-study work opportunities and language learning that France has to offer. A key factor which accelerated visitors' interest in both countries was working with local universities proactively on joint degrees, student exchange and academic collaboration, which may have been regarded secondary to the recruitment focus of UK institutions.



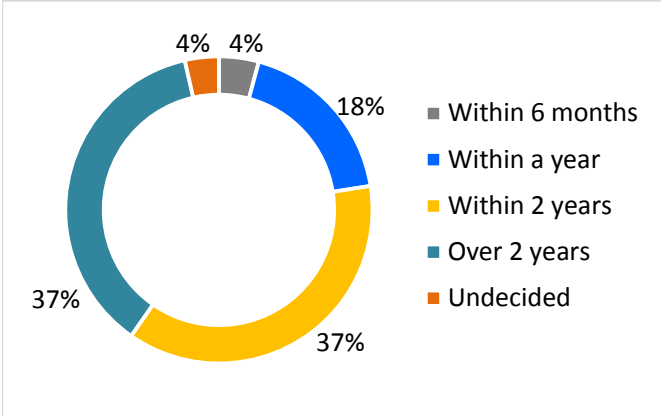
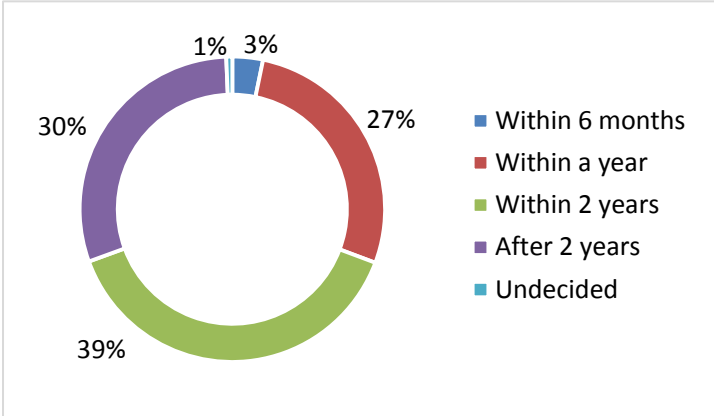
Growing interest in translation/interpretation is driven by competitive starting salaries and job opportunities across sectors such investment, trading, publishing and tourism. Naturally, this leads to demands for candidates with a good command of language(s) in addition to English. The thriving service sector in Taiwan including hotels, retailers and catering business creates most job opportunities and that explains visitors' preference for relevant courses and training offered in country and overseas.

Apart from the above, subjects of interest were consistent with last year. Nevertheless, a couple of exhibitors fed back with queries regarding law, social studies, engineering and technology-specific fields such as computer science and robotics. **(For this question multiple choices are allowed)**



The charts below refers to expected date of departure for studying overseas (left) and expected length of stay (right). It was evident that nearly 70 per cent of visitors were looking at 2017 and beyond whilst one-third were looking at enrolment within 6 months to a year's time. With that in mind, institutions are advised to take 'conversion rate' into account when planning marketing strategies.

Wherever possible, staying overseas for a longer period of time was preferred by visitors. This relates to unique experiences combining study, work, travel and culture through study abroad which the UK is in a good position to offer, except for the closure of the post-study route. **(No. of responses: 4,391)**



Marketing

We spent

NTD\$ 2.7M

on promotion (EEFT and UK-focused campaign)



Visitors' feedback

The feedback was collected through a paper-based survey carried out at the EEFT 2015, aiming to evaluate the quality of the event. The survey is rated five-scale, 5 being 'excellent' and 1 being 'not at all satisfied'.

No. of visitors' survey collected in Taipei / Tainan: 1,227 / 204

Taipei	5	4	3	2	1
Information provided by exhibitors	38%	58%	4%	0%	0%
Information received through seminars	32%	57%	10%	0%	0%
Information and services provided by event organisers	39%	57%	4%	0%	0%
Services and assistance received from event staff members	51%	47%	2%	0%	0%
Overall assessment of the venue (NTU Sports Centre)	33%	57%	9%	1%	0%
Overall assessment of the European Education Fair	32%	62%	5%	0%	0%

Tainan	5	4	3	2	1
Information provided by exhibitors	41%	56%	2%	0%	0%
Information received through seminars	41%	50%	6%	0%	0%
Information and services provided by event organisers	43%	53%	4%	0%	0%
Services and assistance received from event staff members	56%	42%	2%	0%	0%
Overall assessment of the venue (NCKU Conference Hall)	37%	54%	8%	0%	0%
Overall assessment of the European Education Fair	39%	56%	3%	1%	0%

Suggestions from visitors

- Details on rankings that institutions referred to.
- More information on participating institutions on event organisers' websites.
- Hold the exhibition in Taichung and/or Kaohsiung.
- Expect more institutions to visit Tainan next year.
- Venues are not spacious and seminar rooms are too small.
- The audio/video system can be improved.

Exhibitors' feedback

The following survey results were generated by the questionnaires that the British Council collected in both cities. (No. of exhibitors' survey collected in Taipei/Tainan: 41/17)

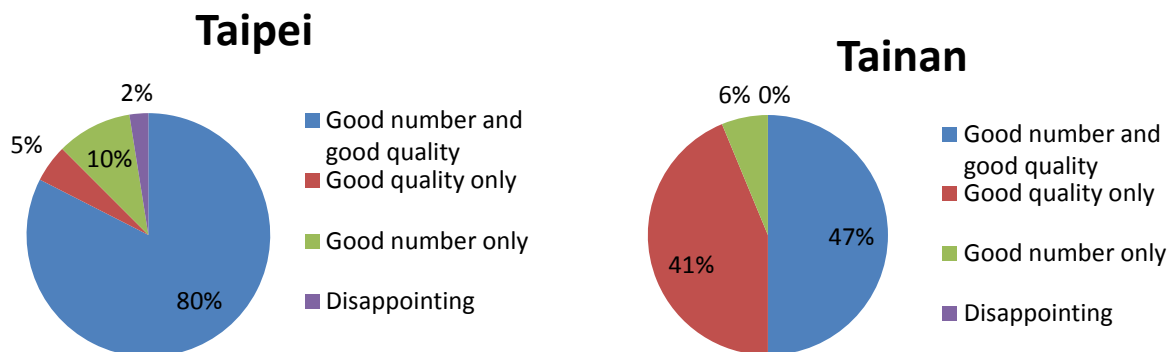
Main compliments

- Good number and good quality of visitors generally.
- Friday in Taipei was quieter but student quality was good.
- Impressive stand assistants!

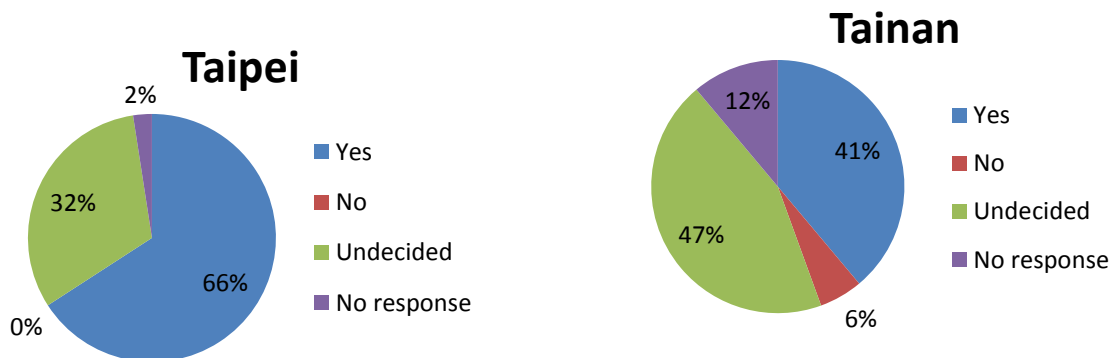
Main complaints (responses on following page)

- Opening hours are too long.
- The stand design in Taipei is not as practical as last year.
- Shuttle bus in Tainan does not cater for all exhibitors.
- Disappointing quality of Wifi.

Overall assessment of the visitors:



Will you attend the event next year?



Future steps

Suggestions made by exhibitors and responses from the British Council in terms of event improvements are as follows:

British Council

- **Day/time:** As the event goes to two cities (Taipei plus one other) in three days, it is indeed possible to move from Tainan to other capital cities following Taipei. It is also worth exploring the possibility of combining three cities for next year per some exhibitors' feedback, though it would only be feasible with a sufficient number of participating institutions. It has been agreed to keep opening times to five hours, as starting earlier or later does not have a significant impact on the turnout.
- **Venue and facility:** Venues in Taipei (width of corridor increased) and Tainan are generally acceptable to exhibitors this year but the stands in Taipei constrained the space for displays. In order to maximise the reach of pre-event information including stand specifications, an e-handbook will be made available (so no more exhibition handbook sent via emails!) in the future for exhibitors assessing event details online.
- **Event logistic:** Additional WiFi hot spots were placed over the whole venue. The quality of connection was obviously not equally stable throughout the venue; we will inspect this further with the service supplier and keep looking for a solution without having to increase exhibition costs. With regard to the shuttle bus, we will explore using either one big coach or arranging more pick-ups upon train arrivals.

UK institutions

- One of the purposes for visitors attending the exhibition is seminars. We have noticed that the number of applications from UK institutions dropped and a few exhibitors came without knowing that they were expected to do a presentation. It is very important to boost an institution's presence through seminars, which is not only about the topics given but more to do with showcasing an institution's strength.
- Event logistic arrangements such as refreshment, free shuttle bus service and stand specification were clearly indicated in the exhibition handbook which was supplied 6 to 8 weeks prior to the event. We understand that exhibitors may not be able to familiarise themselves with respective exhibitions while travelling; however please be advised to check the handbook the least one or two weeks before arriving in Taiwan.

Appendix: List of exhibitors

Taipei Stand No.	Tainan Stand No.	Institution
1	1	Astrum Education
2	2	University of Aberdeen
3	3	University of the Arts London
4		Bangor University
5		Bath Spa University
6		Bellerbys College
7		Birmingham City University
8	4	Bournemouth University
9	5	BPP University
10		Brunel University London
11		The University of Bath
12		University of Birmingham
13		University of Bradford
14	6	University College Birmingham
15		University College London
16	7	CATS College, Cambridge School of Visual & Performing Arts
17	8	Cranfield University
18	9	University for the Creative Arts
19		University of Cumbria
20		De Montfort University
21		University of Exeter
22		Goldsmiths, University of London
23		The Glasgow School of Art
24		Heriot-Watt University
25		Kingston University
26	10	University of Kent
27	11	Leeds Beckett University
28		University of Leeds
29		University of Leicester
30	12	University of Lincoln, UK
31	13	Manchester Metropolitan University
32		The University of Manchester
33		Newcastle College
34	14	Newcastle University
35	15	Nottingham Trent University
36		Queen Margaret University, Edinburgh
37		Shane Global Language Centres
38		Sheffield Hallam University
39		SOAS, University of London
40		Swansea University
41	16	The University of Sheffield
42		University of Sunderland

43		University of Surrey
44	17	University of the West of Scotland
45	18	University of Warwick
46		University of West London