

Post-event Report
Study UK Schools and Colleges Fair 2018

6 October 2018
Bangkok, Thailand

Introduction

The Study UK Schools and Colleges Fair was held on Saturday 6 October 2018 at the InterContinental Hotel, Bangkok and attracted more than 800 students and parents. The event brought representatives from 21 UK schools and colleges to meet with prospective Thai students, providing them with information on educational opportunities as well as helping them with application preparation. A series of seminars were held on the day with interesting topics such as insight and advice on three different routes for getting into a UK university, A-Level and IB, and the Inspire! Scholarship 2018. Furthermore, the events also provided an opportunity for educational agents to meet and have face to face business discussions with UK schools and colleges.

British Council Thailand undertook a review of the exhibition's strengths and weaknesses as well as opportunities for improvement by analysing feedback from exhibitors and visitors; the findings from which are presented in this report.

This report includes:

An **Introduction** to provide an overview of the report.
Page 2

Key **Highlights** of the event including visitor numbers and profiles.
Pages 3–6

Details of the **Marketing** channels used to attract potential students, as well as parents visiting the fair.
Pages 7–10

Results of the **Visitor Feedback** survey, providing insight into what visitors thought about the fair.
Pages 11–12

Results of the **Exhibitor's Feedback**, providing comments and ideas about what went well, what did not go well, and opportunities for improvement.
Pages 13–15

Future Steps for consideration by the British Council Thailand.
Page 16

Appendix I: **List of exhibitors and partners**
Page 17

Appendix II: **Photos** from the event
Page 18–19

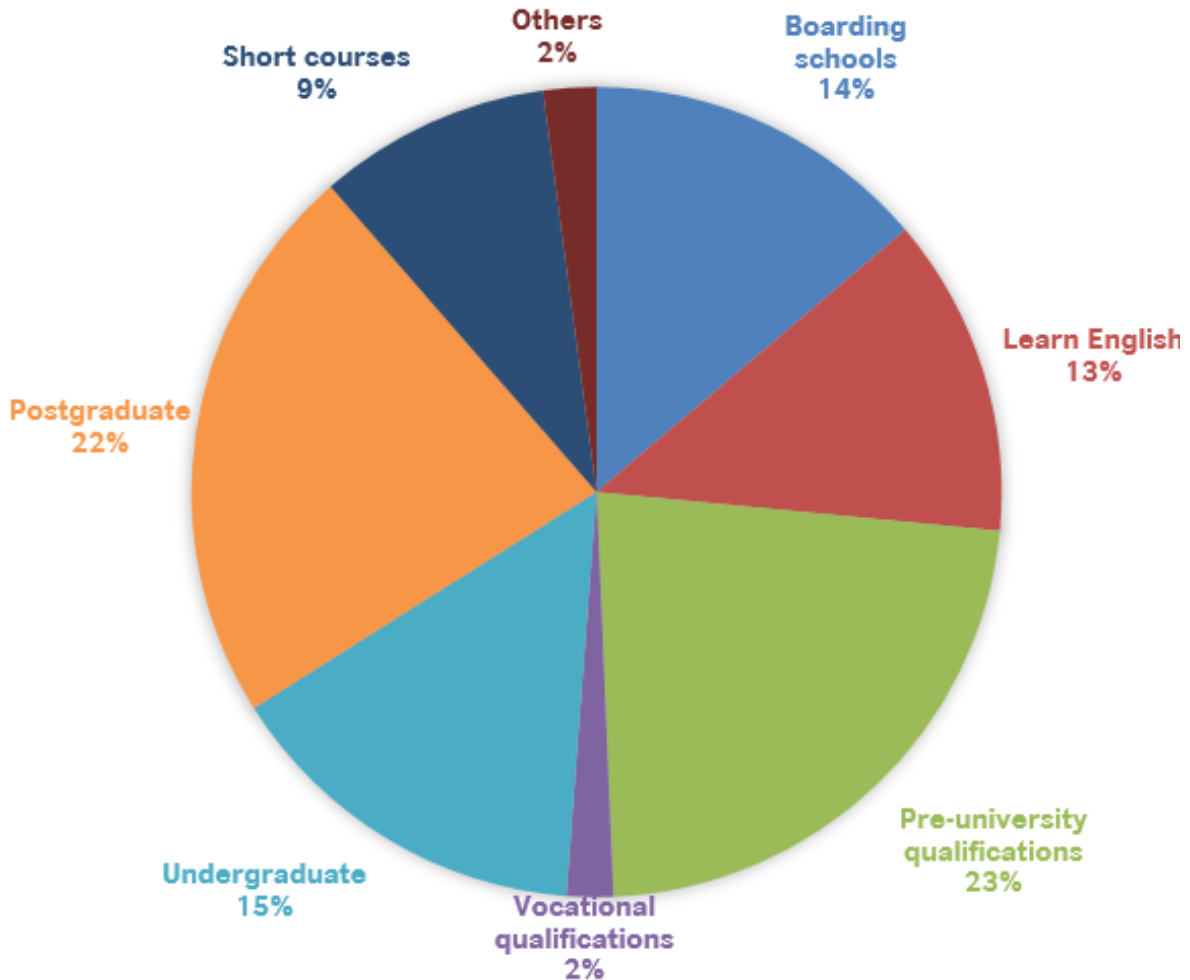
Highlights

**21 INSTITUTIONS,
1 BUSINESS PARTNER
*800 PARENTS AND STUDENTS**
attended the fair

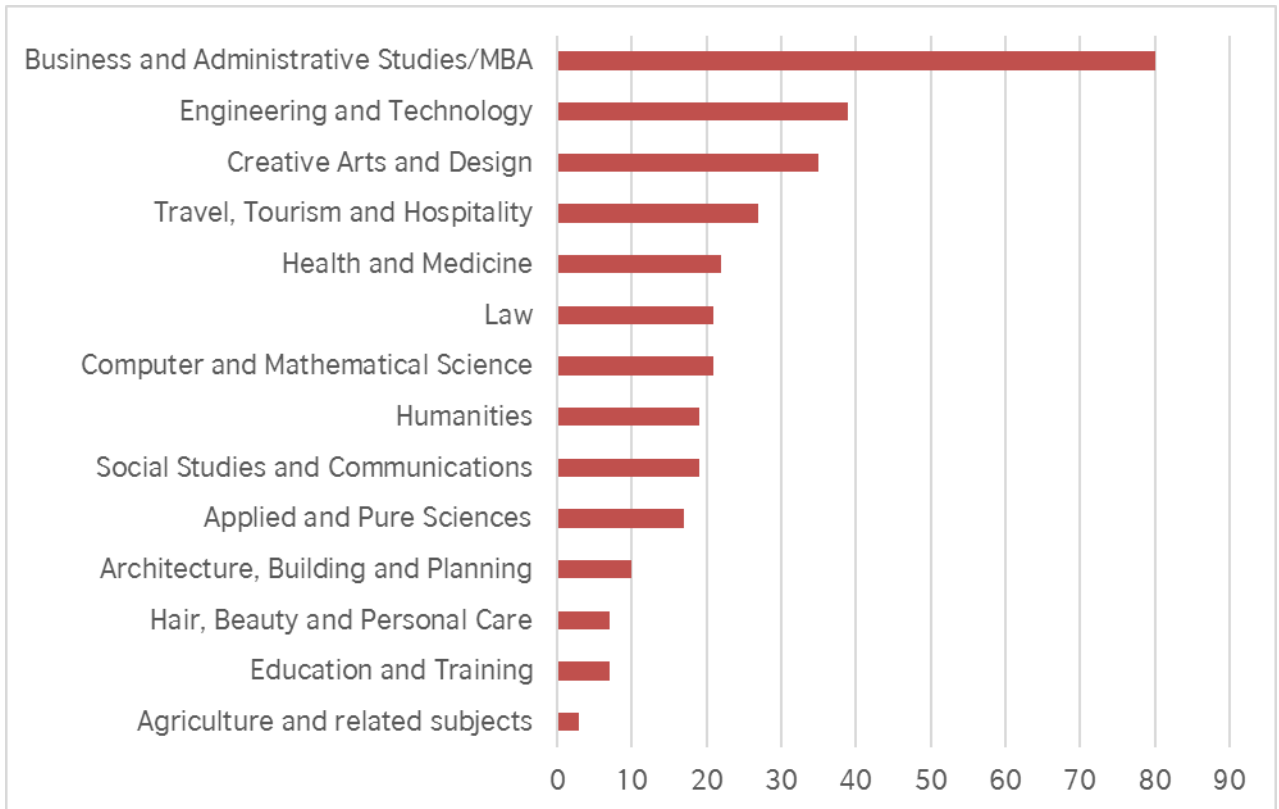
*This figure was taken from the automatic counting machine set up at the entrance to the Study UK Schools and Colleges Fair.

Visitors' profiles

211 visitors completed the registration forms provided at the registration area.

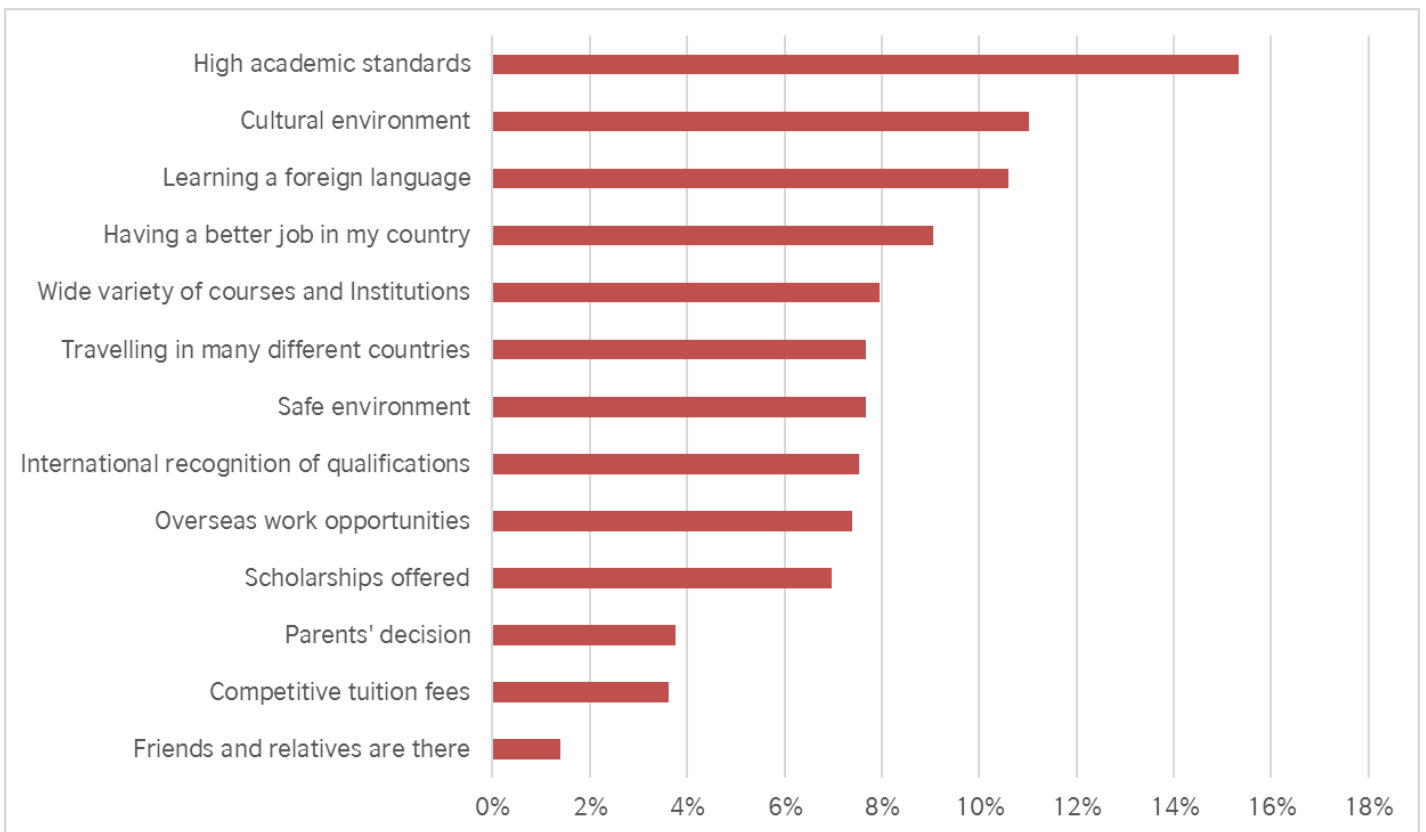


More than **60%** are interested in **Pre-university qualifications, boarding schools, Undergraduate degree, and Learn English.**



The top five most popular subject areas are **Business Studies**, **Engineering**, **Art and Design**, **Tourism and Hospitality**, and **Health and Medicine**

The three reasons visitors wished to study overseas are high academic standards, cultural environment and the opportunity to learn a foreign language



Marketing

As the target audience is very specific, the media was carefully selected to reach the right target audience.

Below-the-Line Promotion

- Direct invitation to students and parents
- Invitation letters to potential Thai and International schools
- E-news to British Council Thailand's news subscribers targeting those interested in pre-university and English courses
- Leaflets on the promotional shelves at British Council's five branches
- Inviting a special guest speaker who is well-known and well-respected by the target audience

Above-the-Line Promotion

- Television tie-in PR in Rueng Lao Sao Athit and Rueng Den Yen Nee, Thailand's famous news programme on the country's second most popular TV channel during prime time to reach mainly parents
- Posting on British Council Thailand's website and Facebook fan page with post boosting to reach the right target audience
- Digital advertising campaigns on Facebook targeting parents



BRITISH COUNCIL

STUDY UK
SCHOOLS AND
COLLEGES FAIR

STUDY UK
DISCOVER YOU

GREAT
BRITAIN & NORTHERN IRELAND

เสาร์ที่ 6 ตุลาคม 2561
13.00-18.00 น.
โรงแรมอินเตอร์คอนติเนนทัล (BTS ซิดลม)

สำรองที่นั่งสัมมนา | 

พบกับ **20** สถาบันการศึกษาชั้นนำ ✨

ฟังสัมมนาที่เป็นประโยชน์ ตอบทุกคำถามเกี่ยวกับเส้นทางสู่ปริญญาตรี
ในสหราชอาณาจักร

- จะเลือกเส้นทางไหนดีระหว่าง A-Level, IB, วุฒิมัธยมศึกษา และ International Foundation
- เตรียมตัวอย่างไรเพื่อเข้ามหาวิทยาลัย Oxford และ Cambridge หรือการเรียนด้านแพทยศาสตร์
- การสมัคร UCAS และการเขียน personal statement อย่างไรให้ได้ใจกรรมการ

Direct emailing to potential students on the Study UK Thailand database and network, reaching more than 30,000 contacts



Event brochures placed in five British Council branches

Above-the-Line Promotion



Digital Facebook Campaigns using images attractive to the market and famous UK alumni from UK schools, reaching over 100,000 parents and students in Bangkok

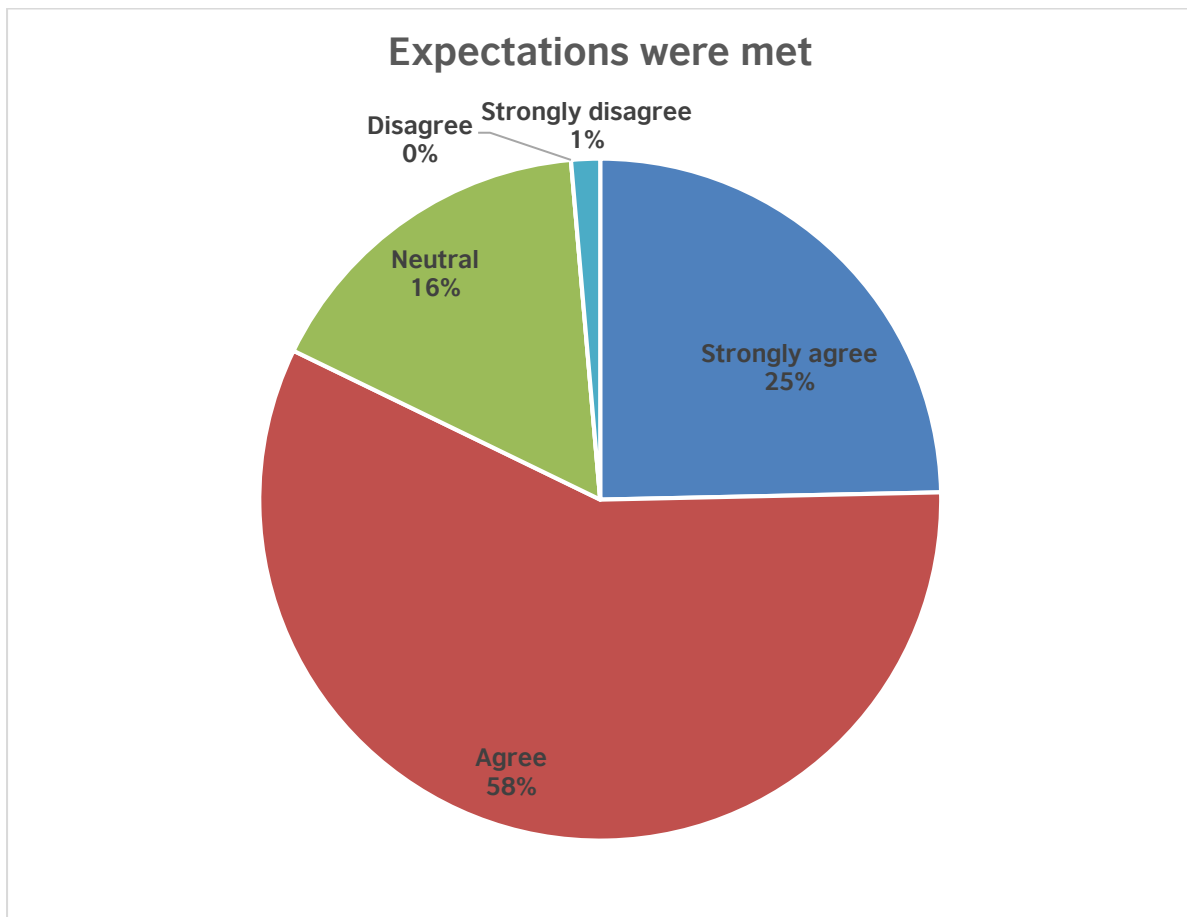
PR-Tie in on Thailand's popular news programme



Visitor feedback

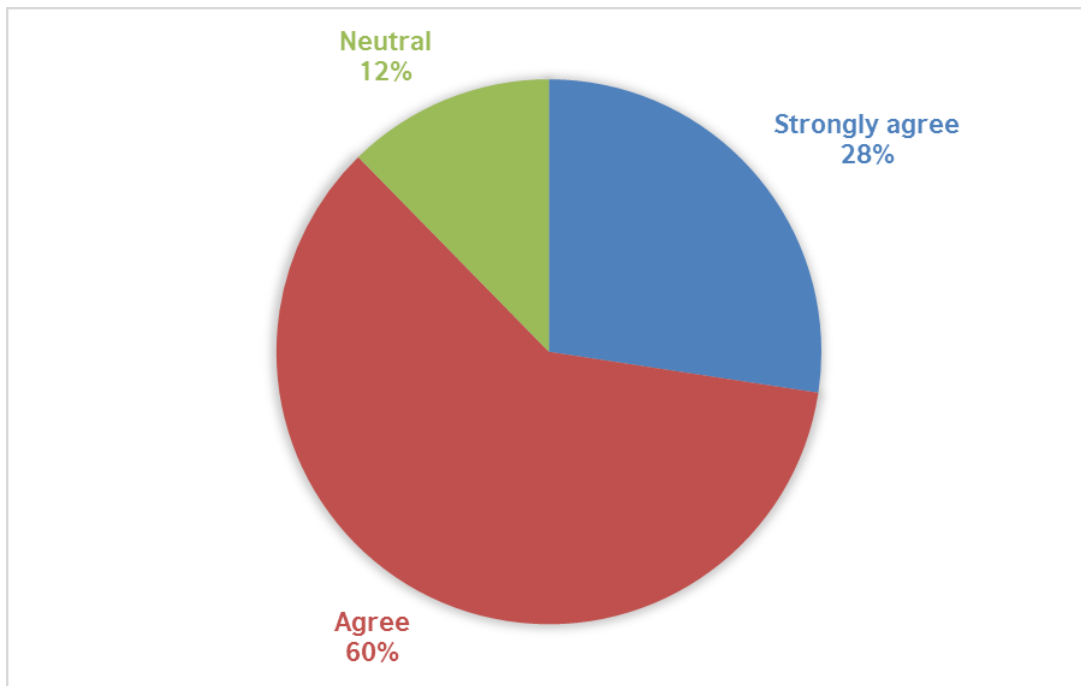
Methodology

We distributed a printed survey to visitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitor reactions to the exhibition.



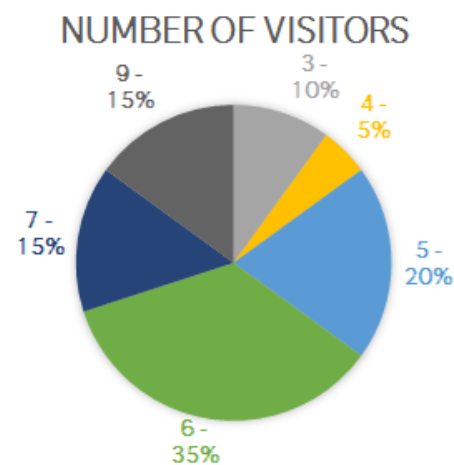
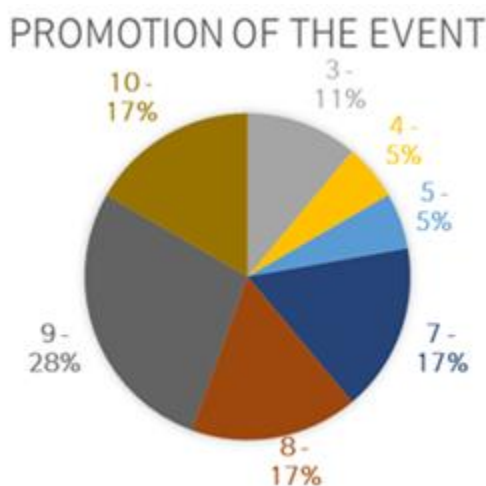
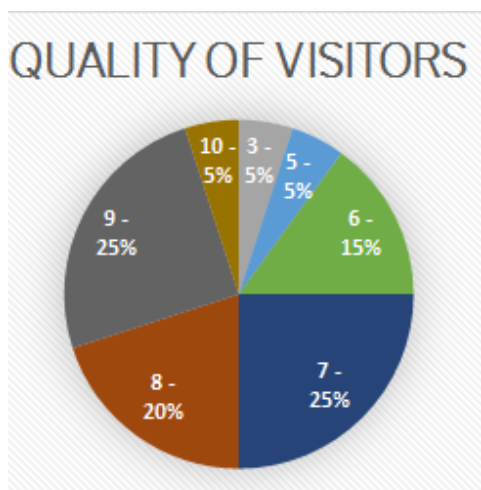
83% of visitors said their expectations were met.

Nearly 90% of visitors strongly agreed or agreed that the event was of high quality.



Exhibitor feedback

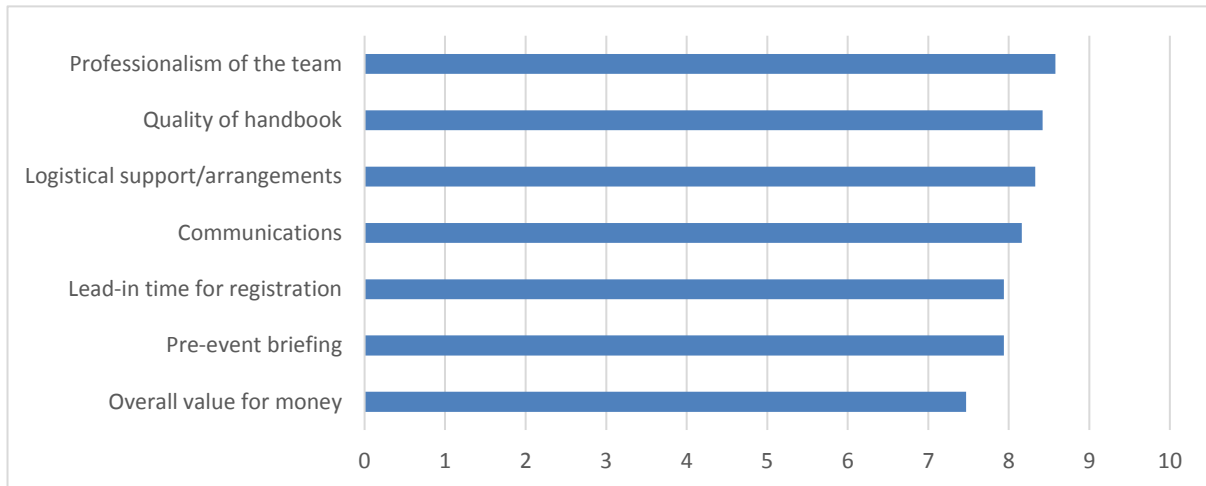
The exhibitor survey was distributed to all exhibitors to collect their feedback and recommendations for improving the quality of the exhibition to best meet the business needs of clients. 20 responses were received and the following are the key findings from the exhibitors' feedback.



1 = Very poor, 10 = Excellent

The quality of visitors to the event and its promotion were rated highly satisfactory (7–10) by 75% and 80% of exhibitors, respectively. In addition, 65% of attendees were also satisfied with the number of visitors, with a rating of 6–9 out of 10.

Exhibitor feedback on other aspects of the event (score is out of 10)



All aspects were rated positively by exhibitors. The top three aspects with the highest score are: Professionalism of the team, quality of the handbook, and logistical support/arrangements.

Main compliments

- Morning sessions with agents were very useful
- Quality of visitors
- Professionalism of the team

Main comments

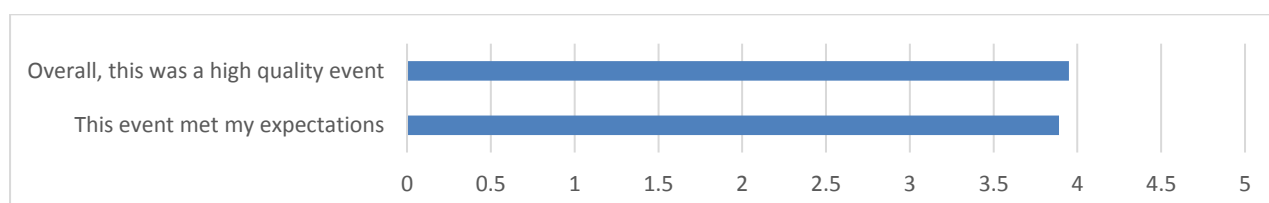
- November timing should be considered
- Online booking system should be reviewed. The forms were completed twice but the information was not received.

Main learning points from exhibitors

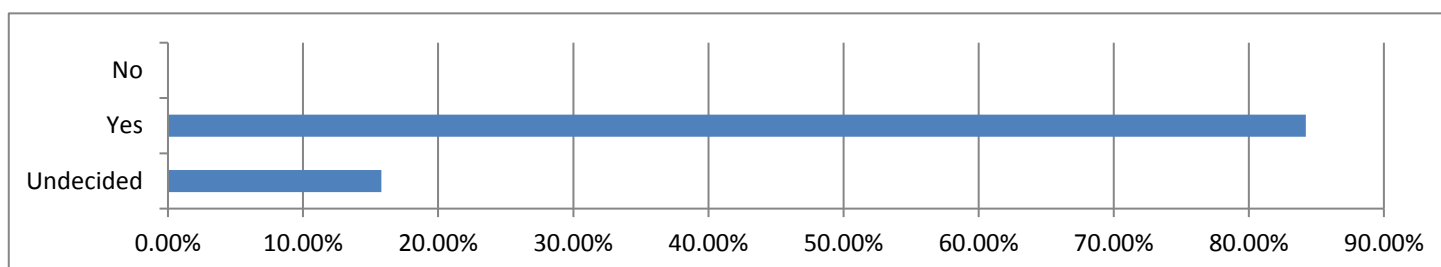
- Lots of interest in short term study groups
- Digital marketing was in high demand
- This year, more students were interested in Arts & Design. Previously, students and parents asked mainly about academic programmes.

Overall opinion of the event

The event was found to be of high quality and met the exhibitors' expectations. It was rated almost 4 out of 5 for these two aspects.



Over 80% of exhibitors confirmed they would come back to the British Council event in Thailand again.



Future steps

There are several areas that the British Council should work on to improve the overall arrangements and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

- Although the event was expected to attract a specific group of visitors, it attracted a number of satisfied high-quality visitors. The targeted marketing and promotional campaign should be continued, but digital media should be explored further to reach out to a larger target audience.
- The direct invitation to potential local schools was proven to work well with a positive response from schools, including one of the largest in Bangkok and should be continued.
- The one to one agent meetings were found to be useful, and popular with both exhibitors and agents. The session should remain and include ways for agents and exhibitors to have more opportunities to discuss business partnerships.
- Some services both for exhibitors and visitors should be reviewed to provide a better experience, such as making sure sufficient water is served and regular monitoring of the online form for exhibitors to ensure their information is well received.

Appendix I: List of exhibitors and partners

1	Abbey DLD Group of Colleges
2	Bell Educational Services
3	Bellerbys College
4	Cambridge Education Group
5	Cardiff Sixth Form College
6	d'Overbroeck's
7	EC English
8	EF Academy
9	Exeter College
10	INTO University Partnerships
11	KINGS COLLEGES
12	Leeds English Language School
13	Lucton School
14	MPW Schools and Colleges
15	Moreton Hall School
16	NCUK - The University Consortium
17	Oxford International College
18	Queen Ethelburga's College
19	St Lawrence College
20	Tettenhall College
21	Woodhouse Grove School

Partners

British Council Examinations

Appendix II: Photos from the event

- Famous UK alumni and a former Inspire scholar gave a talk to share their school and college experiences in the UK.



- The crowd of parents and students inside the exhibition halls.



- The seminars were well attended.



- Students from one of the largest boy schools in Bangkok, attended the seminar as a result of a direct invitation from the British Council.

