

Post-event Report
Study UK Fair July 2019

6 July 2019
Bangkok, Thailand

Introduction

Thailand is one of the top ten non-EU countries sending students to the UK for higher education (HESA). The Study UK Fair in July 2019 was attended by approximately 1,500 prospective students and parents. The event was rated as highly positive both by exhibitors and visitors, particularly regarding the quality and number of visitors and how the event was promoted.

This report is intended to give an overview from the visitor perspective on the exhibition, its level of success, and some key learning points. In addition to providing key statistics and information for exhibitors, the report is useful for those institutions considering attending the exhibition next year and will assist the British Council in carrying out a self-assessment to find the best way to improve it.

This report includes:

An **introduction**, providing an overview of the report.
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Key **highlights** of the event, including visitor numbers and profiles.
Pages 3–6

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

Results of the **visitor feedback** survey, providing insight into their opinions of the fair.
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Results of the **exhibitors' feedback** with comments and ideas on what went well, what did not, and opportunities for improvement.
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Future steps to be considered by the British Council Thailand.
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Highlights

**37 UK INSTITUTIONS, 2 PARTNERS,
1,462 PARENTS AND STUDENTS***

attended the exhibition

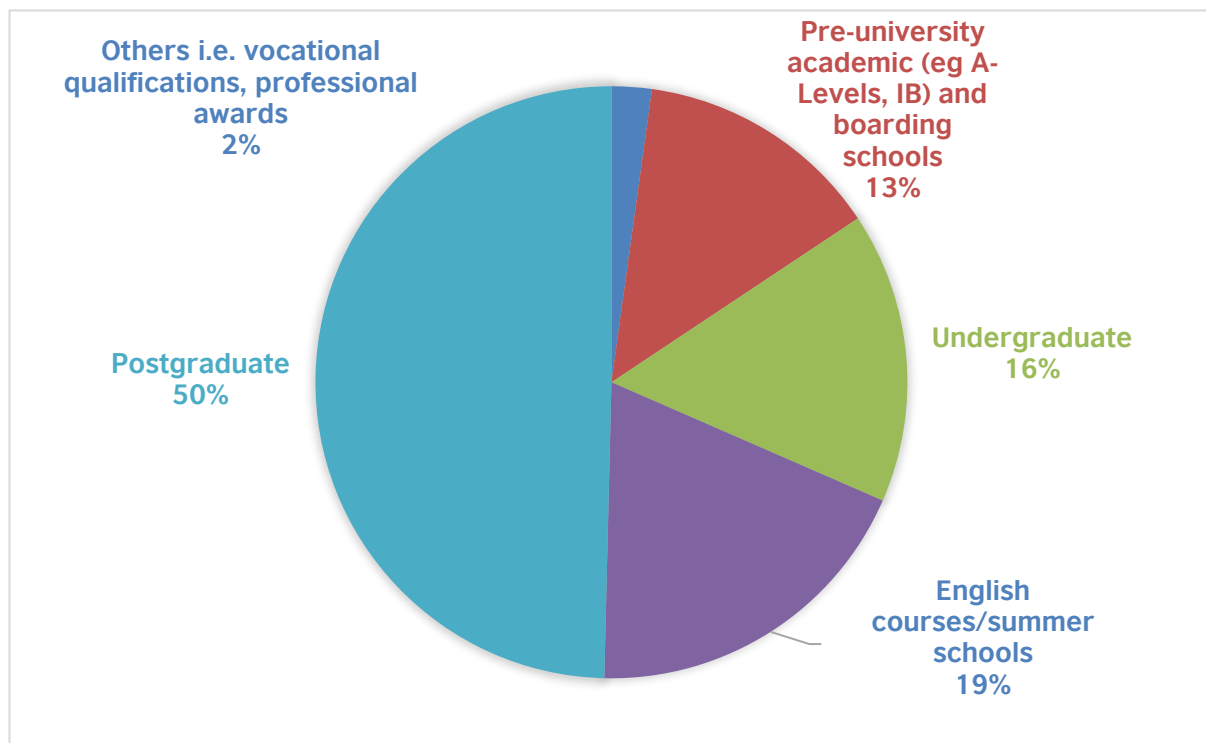
The highest number of visitors were in attendance from
14.00 – 16.00

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

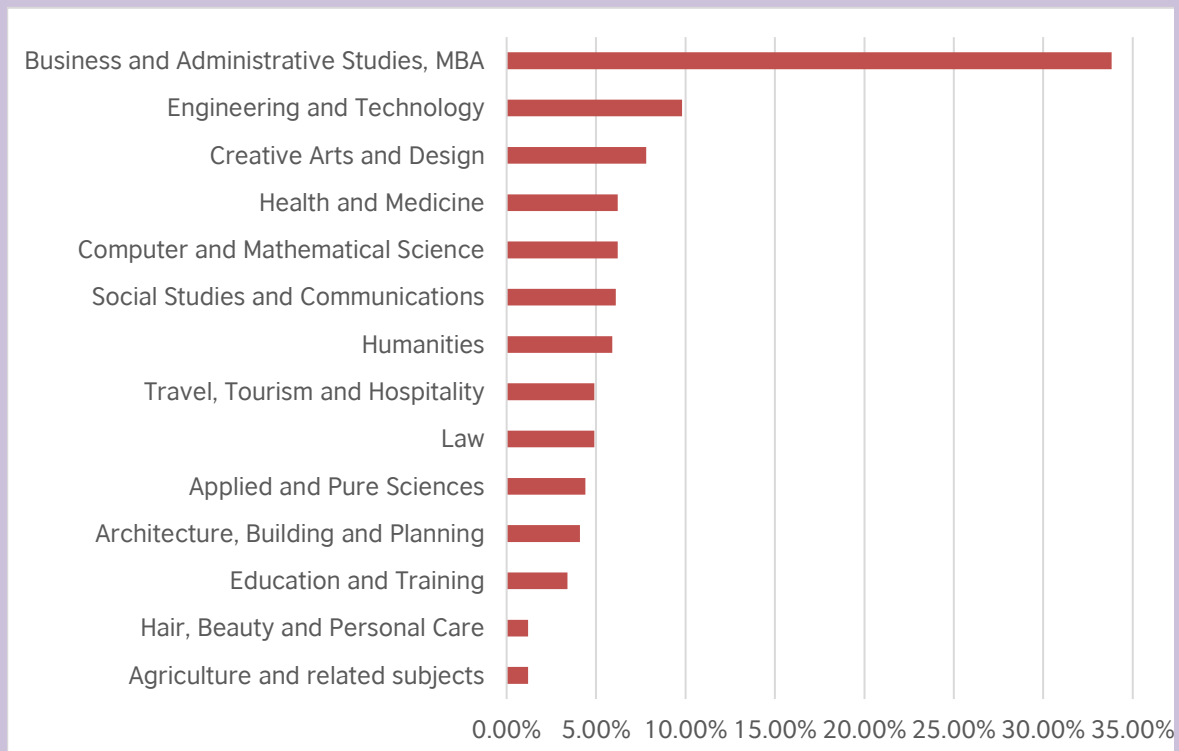
Visitor profiles

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

Most of the visitors **were looking for postgraduate courses**. Many were also looking for **English language courses, undergraduate programmes, pre-university programmes, and Boarding Schools.**

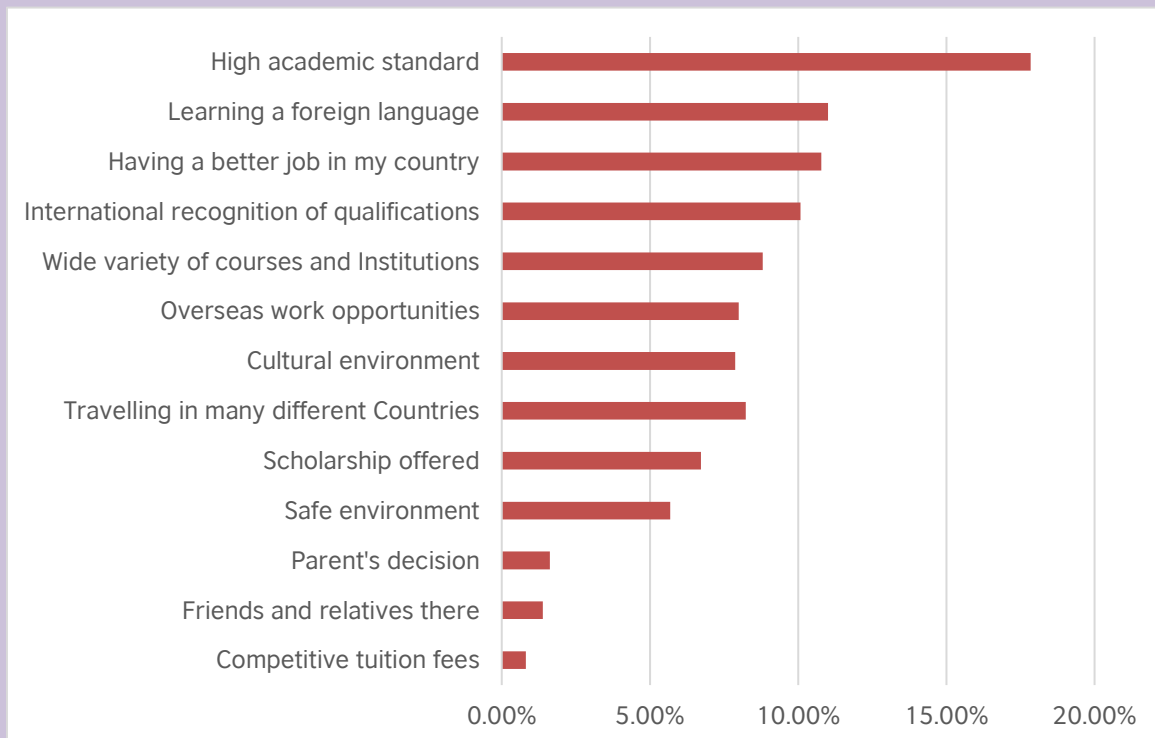


Subject preference



Business and Management and MBAs have always been the top subject areas of choice. Engineering and Technology, Art and Design, Health and Medicine, and Computer Science are also popular among Thai students.

Motivation to study abroad



“High academic standard”, “Learning a foreign language” and “Career prospects” are the top three reasons motivating Thai students wishing to study abroad.

Marketing

We used integrated powerful online and offline media to attract prospective students and parents to the event.

An advertisement spot on 52 trains running to 34 BTS sky train stations across inner Bangkok reaching 1 million passengers a day



Online promotion: E-news to over **20,000** prospective parents and students, posting on British Council Facebook (more than 200,000 fans), British Council IELTS fan page, and a Facebook campaign reaching nearly **2 million** prospective students and parents



Television commercials: Placing TV tie-in adverts on Thailand’s highest ranking news programmes — Rueng Lao Sao Artit on Channel 3, reaching parents and students living in Bangkok. The full clip can be obtained from <https://morning-news.bectero.com/pr-news/30-Jun-2019/146462>



British Council website: front-page banner and event calendar with details of exhibitors and seminar programmes

https://www.britishcouncil.or.th

ภาษาไทย ▼ ติดต่อเรา สมัครรับจดหมายข่าว สถาบันสอนภาษาอังกฤษ ค้นหา

BRITISH COUNCIL ประเทศไทย

สมัครสอบ IELTS เข้าสู่ระบบ myClass

เรียนภาษาอังกฤษ การสอบ เรียนที่สหราชอาณาจักร ปฏิทินกิจกรรม งานส่งเสริมการศึกษา ศิลปะ และสังคม

STUDY UK DISCOVER YOU

GREAT

ข้อมูลเพิ่มเติม คลิก!

Study UK Fair พบ 40 สถาบันและข้อมูลทุนการศึกษา UK

เสาร์ที่ 6 ก.ค. 2562 เวลา 13.00-18.00 น. โรงแรม Centara Grand @Central World เข้างานฟรี!

The Study UK Fair will provide an opportunity for students and parents to meet with 40 educational institutions from the UK to obtain information and submit applications. British Embassy staff will be in attendance to provide information on the fully-funded British Chevening Scholarship. As well, students and parents can attend an IELTS workshop and SoP writing seminar for free.

[Register now!](#)

Many institutions are still accepting applications for this academic year or for the January/February start!

Date: Saturday 6 July 2019
Exhibition time: 13.00-18.00
Seminar time: 12.00-18.00
Location: 22nd Floor, Centara Grand @ Central World (BTS Siam / Chidlom)

>>Travel to Centara Grand @ Central World by the BTS or personal car



Participating institutions

Meet 40 leading institutions including universities, schools and colleges. Many of them still accept applications for September 2019 intake and offers courses for January 2020 intake.



Seminar schedule at Study UK Fair, 6 July 2019

Attend informative presentations by experts offering insights and advice on studying in the UK.

Upcoming events

BRITISH COUNCIL

STUDY UK DISCOVER YOU

GREAT

Study UK Fair

Meet with 40 educational institutions from the UK to get information and submit your application. Learn more about the British Chevening Scholarship and attend IELTS workshops for free.

Saturday 06 July 2019 - 13:00 to 18:00

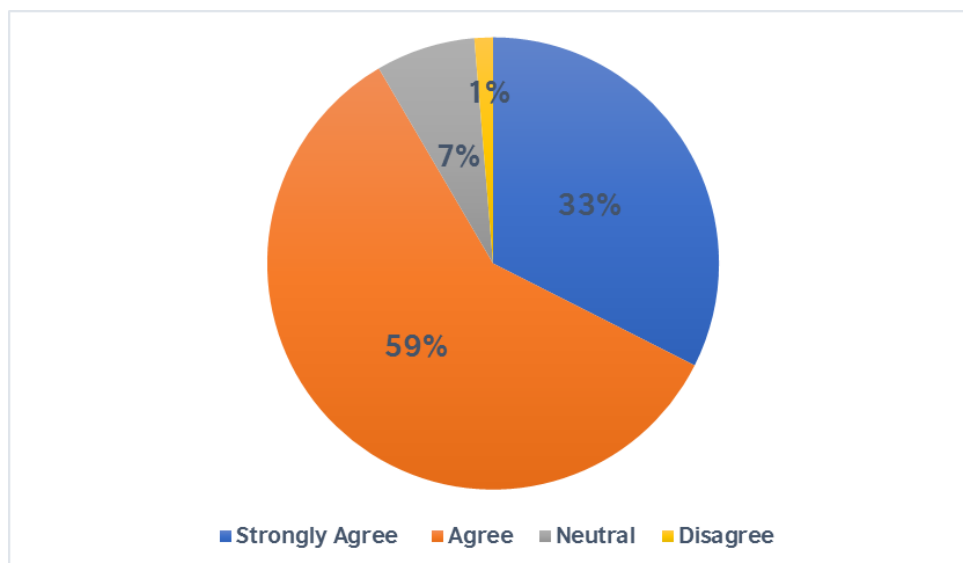
Centara Grand @ Central World (BTS Siam / Chidlom)

Visitor feedback

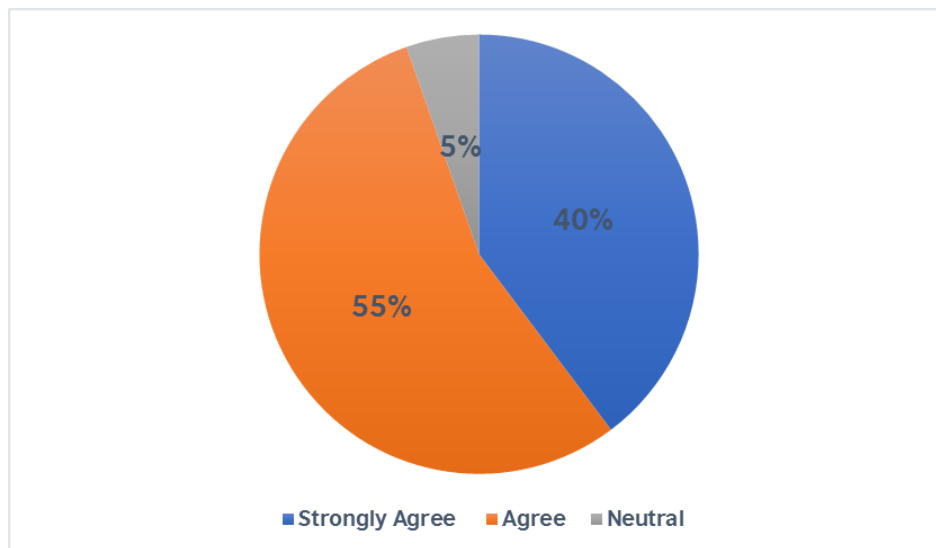
Methodology

We distributed a printed survey to visitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on the visitors' reactions to the exhibition with 225 completed forms received.

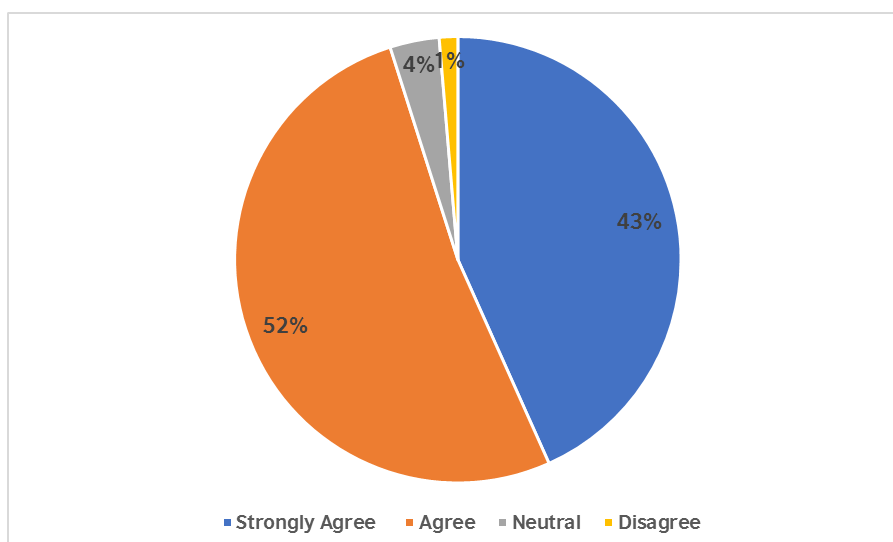
More than 90% of visitors strongly agreed or agreed that the event was delivered according to their expectations.



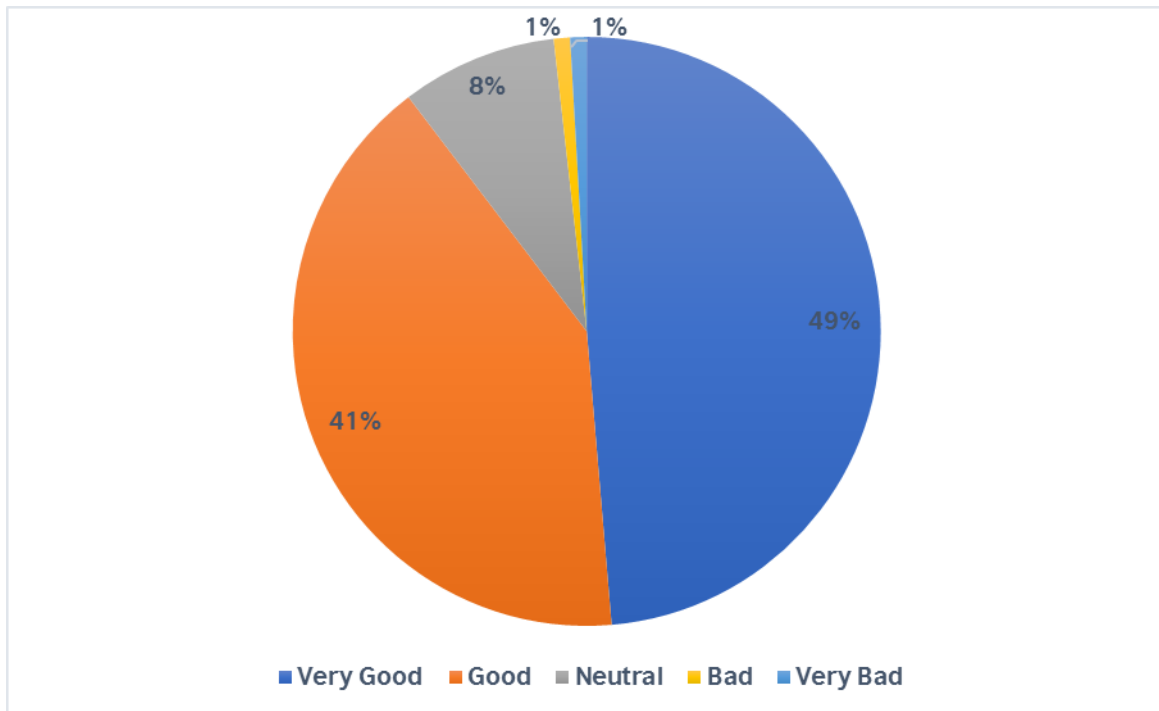
Nearly 100% of visitors strongly agreed or agreed that it was a high-quality event.



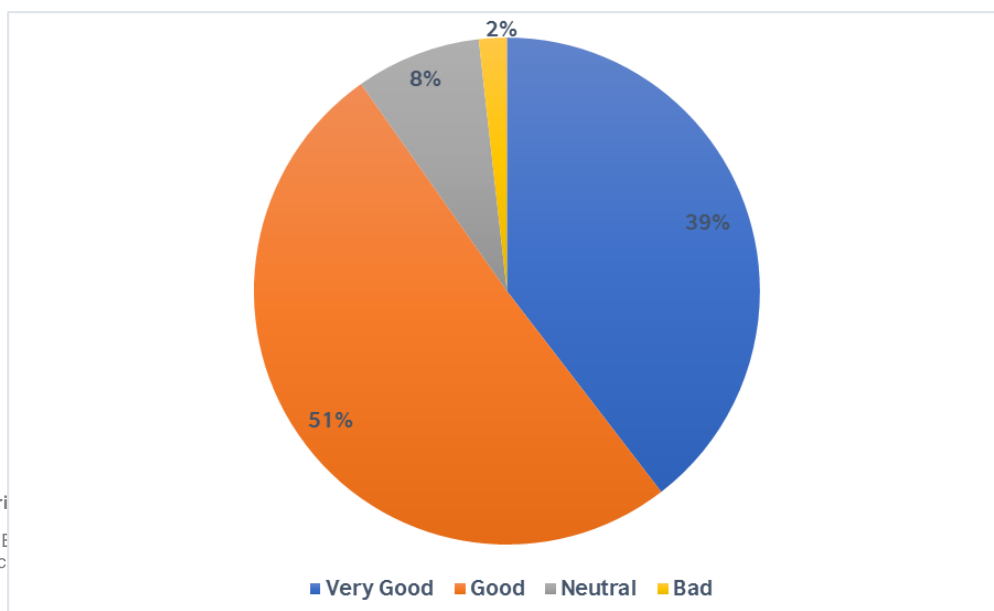
95% of visitors strongly agreed or agreed that they obtained useful information from the event.



The venue was well received by visitors, with **90%** rating the venue “**Very Good**” or “**Good**”.



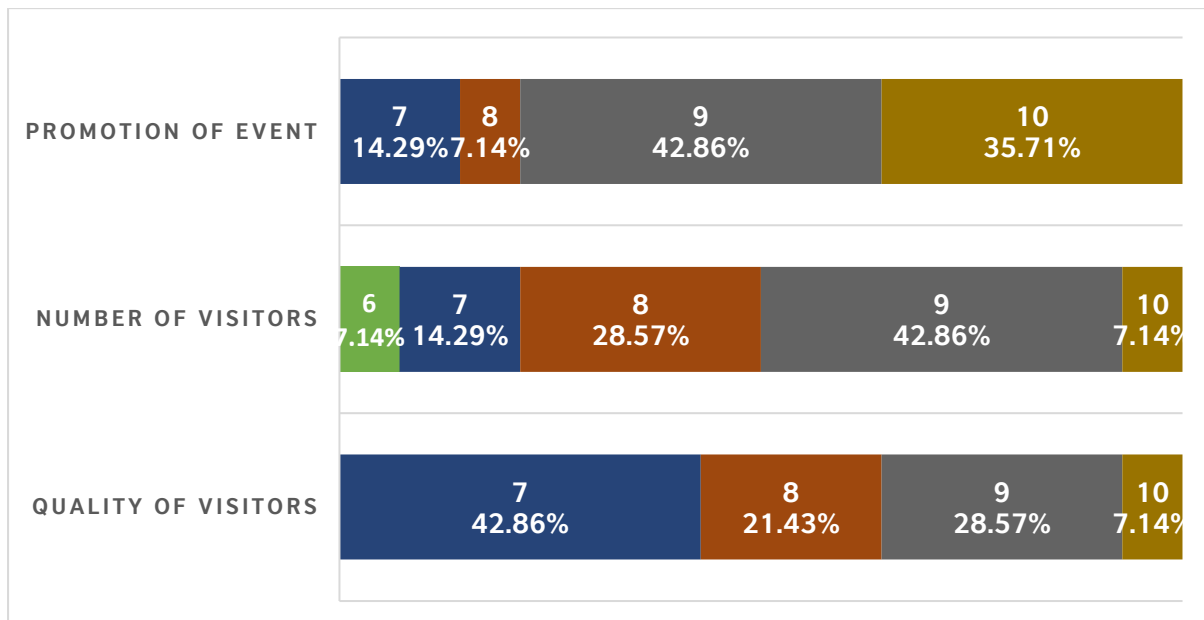
The Study UK Fair was organised on a Saturday from 13.00 –18.00 and the date and time was rated “**Very Good**” or “**Good**” by **90%** of visitors.



Feedback from exhibitors

Methodology

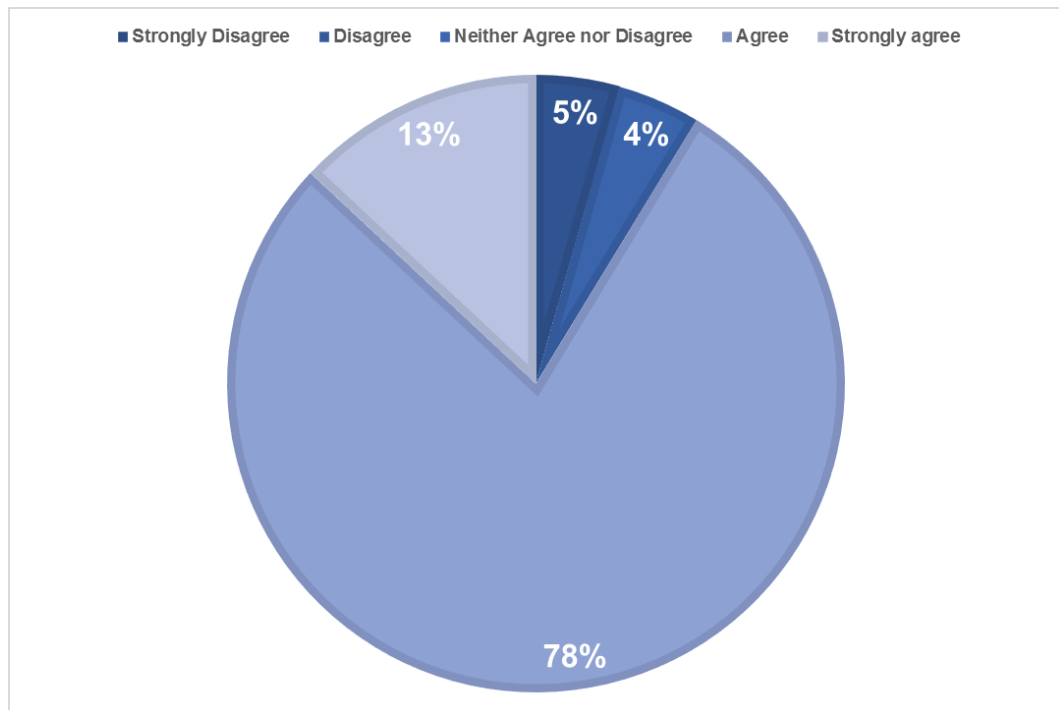
We distributed a printed survey to exhibitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on their satisfaction with the exhibition. The 15 completed forms will help to inform our market intelligence, improve our service, and assist in planning for the next exhibition.



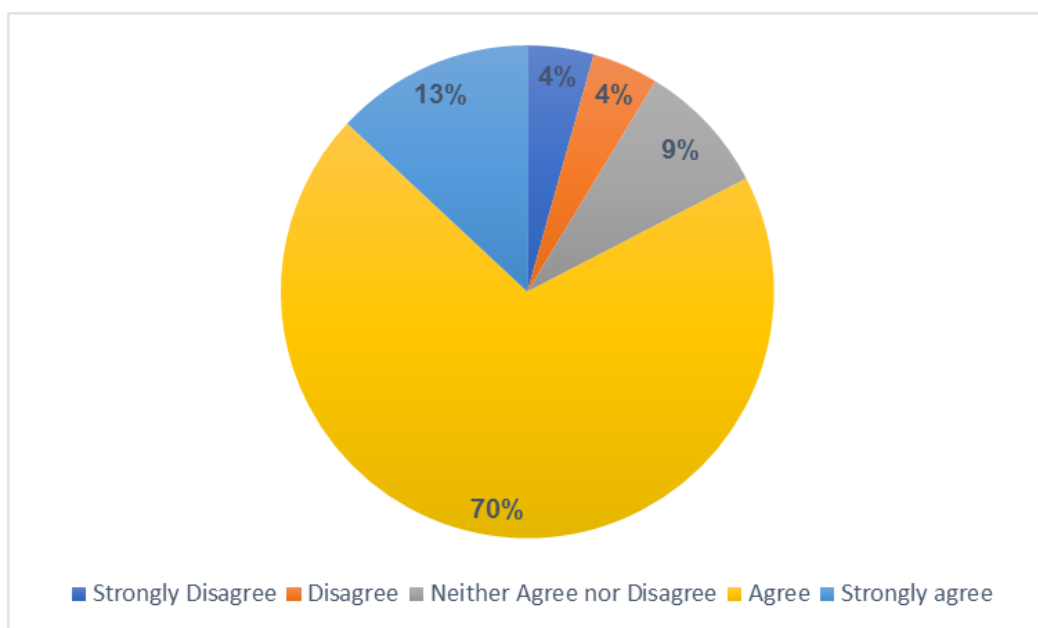
All aspects of the Fair were highly praised by exhibitors. Promotion of the event was rated 9 or 10 by nearly **80%** of exhibitors. The number of visitors was rated 8–10 by almost **80%** of exhibitors and the quality of visitors was considered highly satisfactory by exhibitors, with **100%** rating it between 7 and 10.

www

90% of exhibitors agreed or strongly agreed that the event met their expectations.



Over 80% of exhibitors said it was a high-quality event overall.



Compliments

- The promotion and advertisement plans were found to be effective and reached the right target audience. This has resulted in a high number of high-quality visitors. **“Quality of visitors: 8–10 1.2; Number of visitors: 9–10 1.5; Promotion of event: 9–10 Perfect!”** is a quote from one exhibitor to support this statement.
- The venue was positively rated by exhibitors. Nearly 60% were satisfied with the venue and rated “Suitability of venue” between 8 and 10. Over 80% of exhibitors rated the “Standard of catering” between 8 and 10. However, some small details were taken into account to ensure that exhibitors and visitors had the best experience. Due to recommendations from visitors and exhibitors, the following actions were implemented.

Comments in 2018 — “The room is a bit dark”

Action in 2019 — Spotlights were placed in the exhibition room and the tablecloth colour was changed from black to light grey.

Comments in 2018 — “There should be electricity sockets under the tables”

Action in 2019 — “An electricity socket was put under each exhibitor’s table”

This year, no such comments were received, so this area has been significantly improved and concrete action taken to address the issues.

- “Professionalism of the team” was again highly rated with nearly 90% of exhibitors scoring this aspect between 8 and 10.

Recommendations

- Although the “suitability of the venue” was positively rated by exhibitors, there were some comments on the exhibition room being crowded with visitors such as “it was a little cramped” and “the wider desk space should be wider between stalls”.
- The fair was well attended and visitors were keen to talk directly to representatives from UK institutions. Eleven visitors wrote on the feedback form asking British Council to consider extending the duration of the fair by either starting earlier or finishing later so that they have more time to talk to exhibitors. Some also requested more chairs at each UK institution table so that they can sit and wait for counselling.

Future steps

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

- The promotional and marketing campaign of the Fair was highly successful. Most of the media channels should be used again.
- Looking at the subject preference of visitors compared to 2018, the science and computer related subjects were increasingly in demand. Computer and Mathematics Science was ranked 5 compared to 7 in the previous year and this year “Applied and Pure Science” appeared for the first time in the top ten most popular subject areas. There should be more promotion, both by the British Council and UK institutions on these subject areas emerging into the market.
- In terms of logistics, how the exhibitors’ tables were arranged should be reviewed to ensure there is more space. More chairs should be allocated to each table.
- The start and end time should be reviewed.

Appendix I: List of exhibitors

1	Abbey DLD Group of Colleges
2	University of Aberdeen
3	Anglia Ruskin University
4	University of the Arts London
5	Aston University
6	Bellerbys College / International Study Centres UK
7	Birmingham City University
8	Brunel University London
9	Canterbury Christ Church University
10	Cardiff Sixth Form College
11	University of Dundee
12	University of East Anglia
13	University of Essex
14	The University of Hull
15	INTO University Partnerships
16	University of Kent
17	University of Leicester
18	University of Lincoln
19	The University of Liverpool
20	Mander Portman Woodward
21	NCUK

22	The University of Northampton
23	Nottingham Trent University
24	Oxford Business College
25	Queen Ethelburga's College
26	The University of Reading
27	Regent's University London
28	Royal Holloway, University of London
29	The University of Sheffield
30	Sheffield Hallam University
31	University of Stirling
32	University of Strathclyde
33	University of Sunderland
34	Teesside University
35	University of the West of England
36	University of Wolverhampton
37	University of York

Business partners

1. British Chevening Scholarship, The British Embassy
2. IELTS British Council

Appendix II: Photos from the Study UK Fair



A large number of students and parents talked to the exhibitors.



Exhibitors were asked to deliver some of the sessions to share their first-hand experience and insights into particular topics. The seminars were well received by students and parents.



Students and parents looked at the list of exhibitors and seminar programmes before entering the Fair.



British Council staff were on hand at the entrance to the exhibition room to provide useful information to visitors and support to exhibitors.