

Post-event report for  
Study UK mini exhibition 2017

22 July 2017  
Bangkok, Thailand

# Introduction

Thailand is one of the top ten non-EU countries sending students to the UK for higher education (HESA) and one of the biggest markets in East Asia for ELT. The Study UK mini exhibition in July 2017 was attended by over 2,000 prospective students and parents; 94% of the visitors said it was a high-quality event and 90% said the event met their expectations.

This report is intended to give an overview of visitors' perspectives on the exhibition, how successful it was, and some key learning points. In addition to providing key statistics and information for exhibitors, the report will be useful for institutions considering attending the exhibition next year and to enable the British Council to carry out a self-assessment and to find the best way of improving the next exhibition.

## This report includes:

This **Introduction** which aims to provide an overview of the report.  
Page 2

Key **Highlights** of the event including visitor numbers and profiles  
Page 3 - 6

Details of the **Marketing** channel used to attract potential students, as well as parents visiting the fair.  
Page 7- 15

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.  
Page 16 – 18

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.

Page 19-20

**Future Steps** which British Council Thailand should consider.  
Page 21

Appendix: List of exhibitors and partners  
Page 22-23

# Highlights

There were -

**45 BOOTHS,  
2,100 PARENTS\* & STUDENTS and 6 partners**

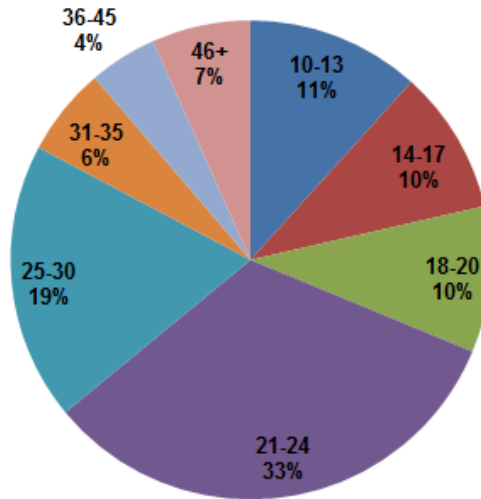
attending the exhibition

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

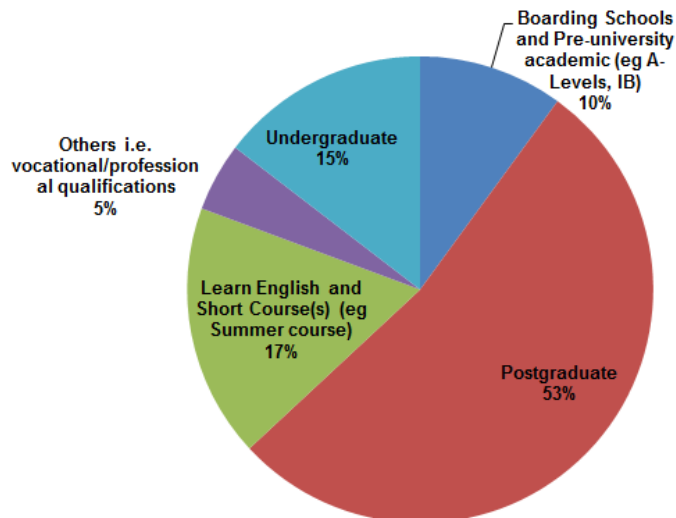
\*This figure has been taken from the automatic counting machine set up at the entrance to the mini-exhibition area.

## Visitors' profile

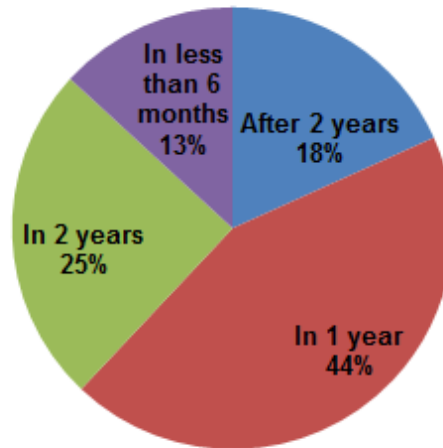
855 visitors completed the registration forms provided at the registration areas. The majority of registrants were 21–30 years old.



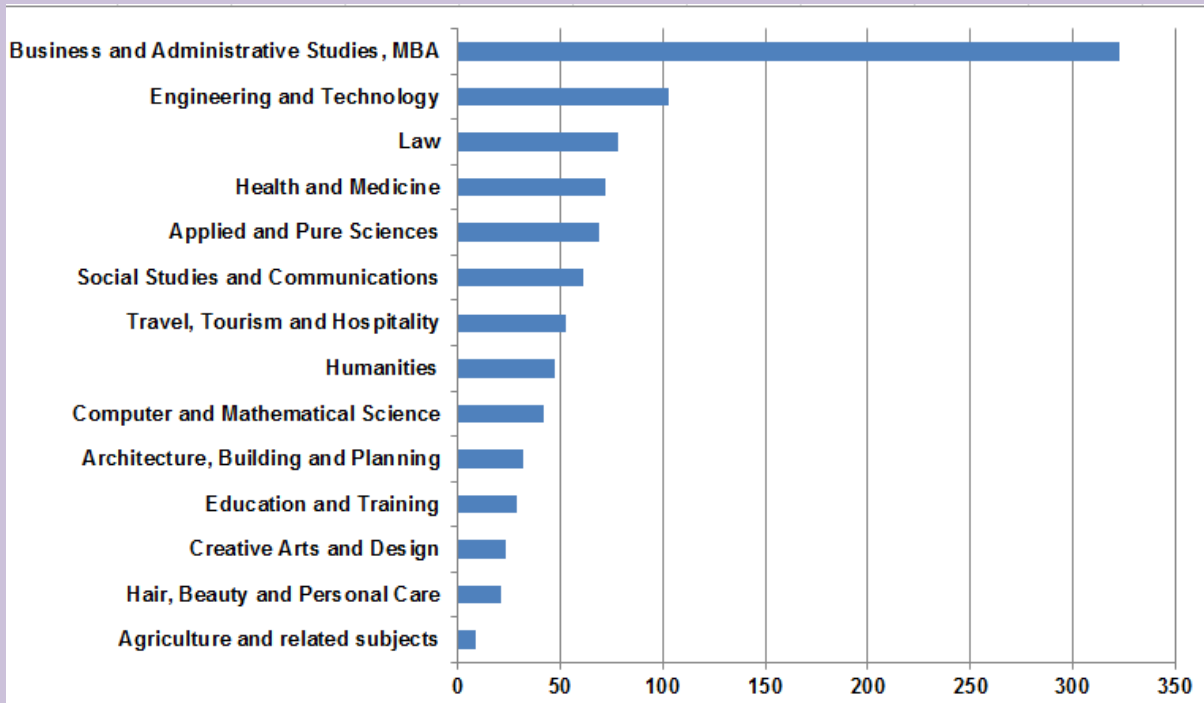
Most of the visitors **were looking for postgraduate courses**. Many were also looking for **undergraduate and English language courses**.



**44%** of visitors were considering studying abroad **within 1 year**

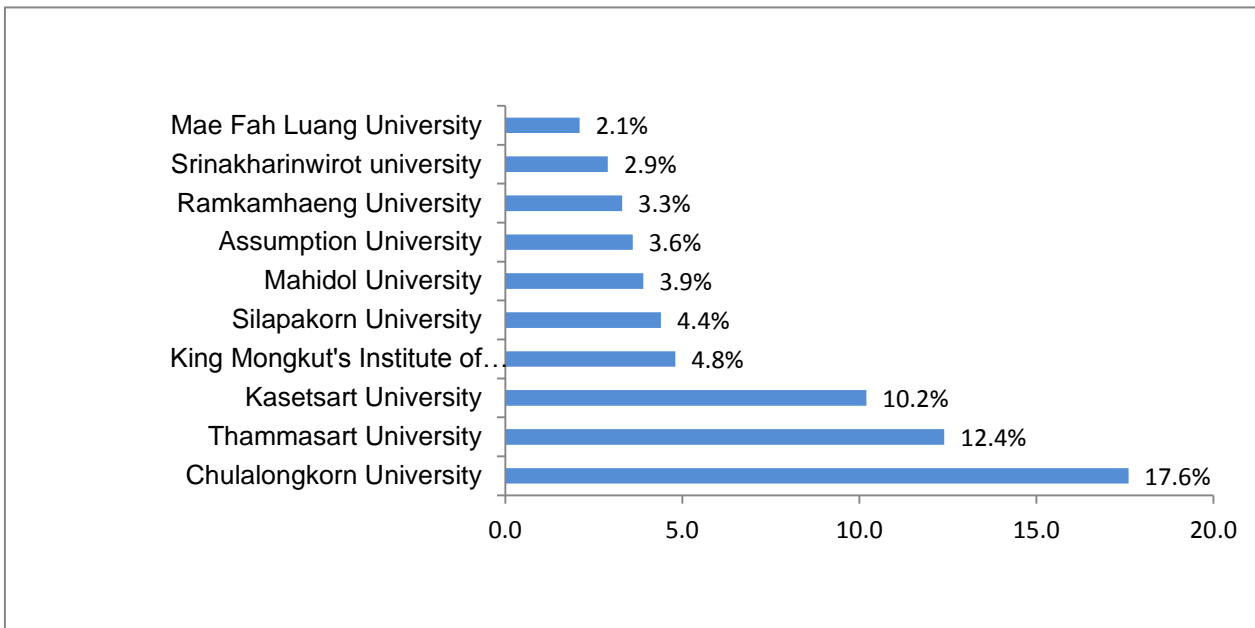


### Subject preference



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

**Majority of visitors are from Chulalongkorn University, Thammasat University, and Kasetsart University**



# Marketing

We spent more than

**THB 1.4 million Baht**

**Out-of-Home Media:** Advertising on Siam Square One LED screens and Cylinder LED located in Central Bangkok from 8–22 July 2017. The media was located in the middle of Siam Square; the largest and most popular shopping area in Bangkok and received an average eyeball from traffic of 6,800,000/day and an average eyeball in the shopping mall of average 500,000/day.

## BTS Skybridge Entrance



### Siam Square One Outdoor Event Theatre



### Siam Square One Indoor Walkway





**Cylinder LED screens along the street walkway  
next to Siam Square One**



**Television commercials:** Placing TV tie-in adverts on Thailand’s highest ranking news programmes — Rueng Lao Chao Nee and Rueng Lao Sao Artit on Channel 3 and Toup Toh Khao on Amarin TV Channel 34



## Advertising in Krungthep Turakij, Thailand's number one daily business newspaper

**BRITISH COUNCIL** · STUDY UK · DISCOVER YOU **GREAT**

### STUDY UK MINI EXHIBITION

นิทรรศการศึกษาคู่สหราชอาณาจักร

เสาร์ที่ 22 กรกฎาคม 2560  
12.00 – 17.00 น.  
โรงแรมเรเนซองส์  
ราชประสงค์ (BTS ชิดลม)

- พบกว่า 45 สถานการณ์ศึกษาชั้นนำจากสหราชอาณาจักร
- ทำ Workshop พิชิตสอบ IELTS
- สัมผัสคอร์สเตรียม IELTS และลุ้นสอบ IELTS ฟรี!

สอบถามข้อมูลเพิ่มเติม โทร. 02 657 5678  
[www.britishcouncil.or.th](http://www.britishcouncil.or.th)

## British Council e-news: The e-news was sent to 90,000 students and parents on our contact list

**BRITISH COUNCIL** · STUDY UK · DISCOVER YOU **GREAT**

### STUDY UK MINI EXHIBITION

นิทรรศการศึกษาคู่สหราชอาณาจักร

เสาร์ที่ 22 กรกฎาคม 2560  
12.00 – 17.00 น. โรงแรมเรเนซองส์ (BTS ชิดลม)

**พบ 46 สถาบันชั้นนำ**  
บินตรงจากอังกฤษมาให้คำแนะนำแบบเจาะลึก



**Digital marketing campaign: We placed online advertisements on Facebook.com from 9–22 July and reached a target audience of over 350,000**



**Influencer endorsement: Two UK alumni as Thailand’s media influencers endorsed the event, reaching over 2,500 views**



## British Council website: The front page banner

BRITISH COUNCIL ประเทศไทย

STUDY UK MINI EXHIBITION

เสาร์ที่ 22 กรกฎาคม 2560  
โรงแรมเรเนซองส์ ราชประสงค์ (BTS ชิดลม)  
พบกับ 45 สถาบันชั้นนำโดยตรงจาก UK  
ในงานฟรี!

STUDY UK  
DISCOVER YOU

GREAT  
BRITAIN & NORTHERN IRELAND

ข้อมูลเพิ่มเติม

STUDY UK MINI EXHIBITION 2017

เสาร์ที่ 22 กรกฎาคม 2560 โรงแรมเรเนซองส์ (BTS ชิดลม)

ยินดีต้อนรับสู่เว็บไซต์บริติช เคานซิล ประเทศไทย

บริติช เคานซิล คือองค์กรนานาชาติเพื่อส่งเสริมการศึกษา ศิลปะ และวัฒนธรรมแห่งสหราชอาณาจักร เรามีสำนักงานอยู่ใน 100 กว่าประเทศ ใน 6 ทวีปทั่วโลก ในแต่ละวัน เราสร้างโอกาสและเชื่อมโยงผู้คนทั่วโลกเข้าด้วยกัน ข้อมูลเพิ่มเติมเกี่ยวกับบริติช เคานซิล

สอบถามข้อมูล

## British Council website: The event calendar page

BRITISH COUNCIL ประเทศไทย

STUDY UK MINI EXHIBITION 2017

เสาร์ที่ 22 กรกฎาคม 2560  
โรงแรมเรเนซองส์ ราชประสงค์ (BTS ชิดลม)  
พบกับ 45 สถาบันชั้นนำโดยตรงจาก UK  
ในงานฟรี!

STUDY UK  
DISCOVER YOU

GREAT  
BRITAIN & NORTHERN IRELAND

มีข้อสงสัย?  
ส่งข้อความหาเราที่นี่  
หรือโทรหาเราที่สาขาใกล้บ้านคุณ

เสาร์ที่ 22 กรกฎาคม 2560 เวลา 12.00 – 17.00 น.

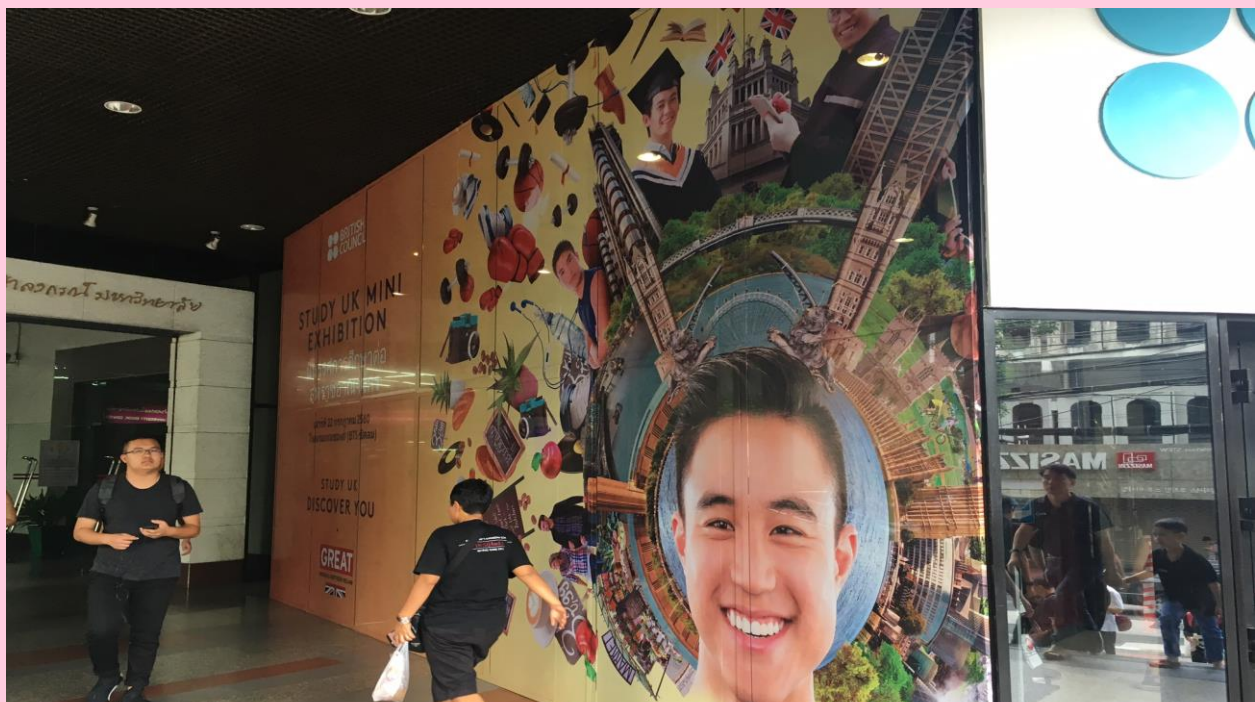
โรงแรม Renaissance (BTS ชิดลม)



## Media objects placed inside the British Council, Siam Square Reaching over 600 visitors a month



## Glass wall wrap outside the British Council, Siam Square



[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

© 2013 British Council. All rights reserved.  
This document may not be amended, copied or distributed without express written permission.

Leaflets were disseminated to more than 3,000 students and parents on our contact list and available at all British Council Thailand offices





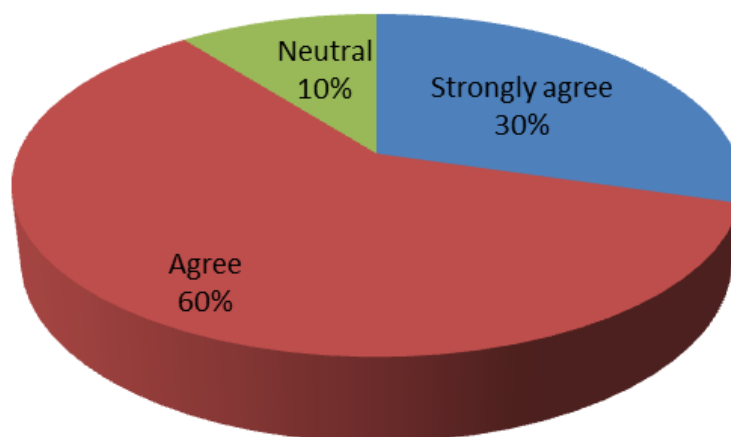
# Visitors' feedback

## 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 visitors' reactions to our exhibition.

**90% of visitors** agreed that the event was delivered according to their expectations

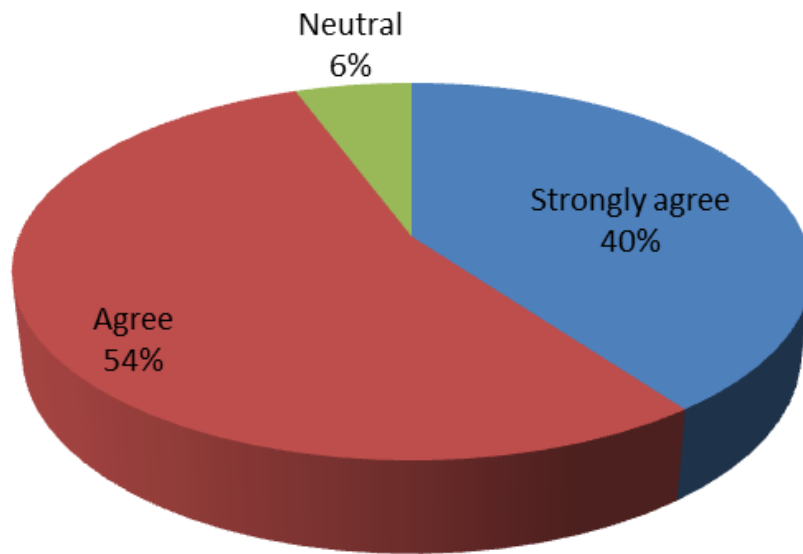
## This event met my expectation



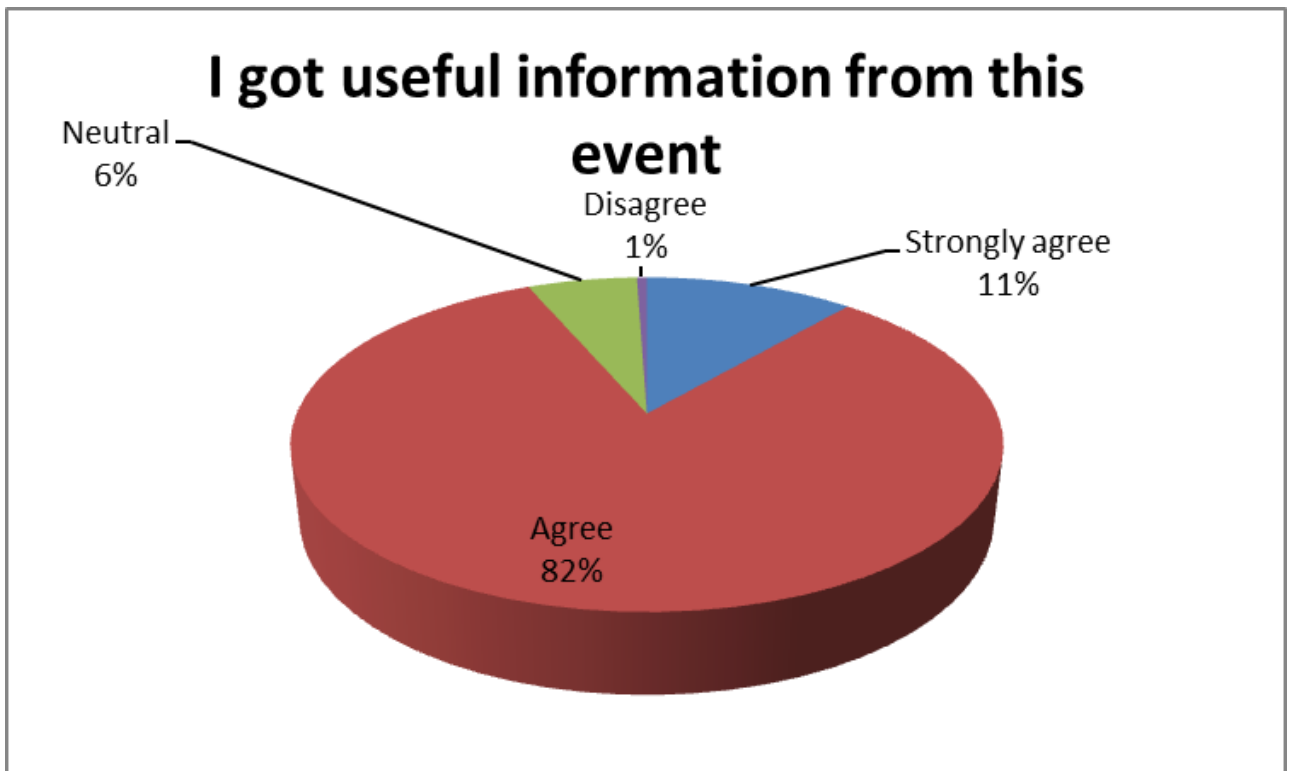


**94% of visitors** said it was **a high-quality event**

### Overall, this was a high-quality event



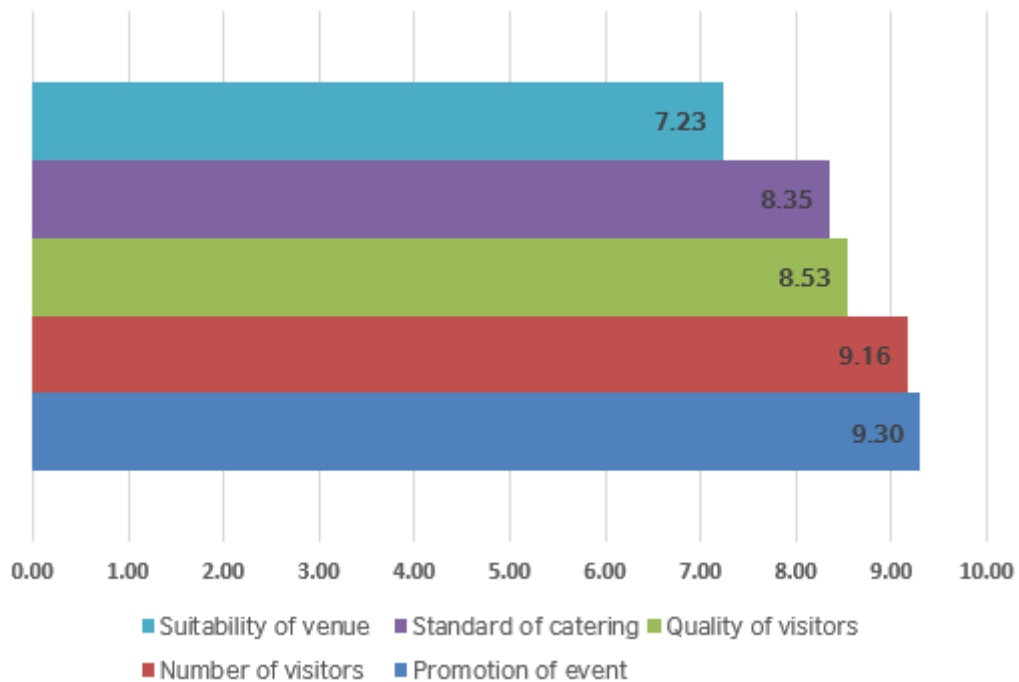
**93% of visitors agreed that they obtained useful information from the event**



# Feedbacks from exhibitors

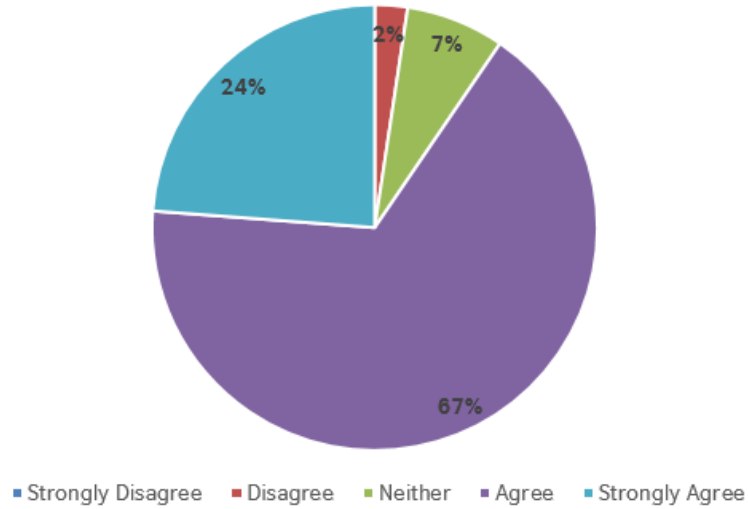
## Methodology

We distributed a printed survey to exhibitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on exhibitors' satisfaction with our exhibition. This will help to inform our market intelligence, improve our service, and plan for the next exhibition.



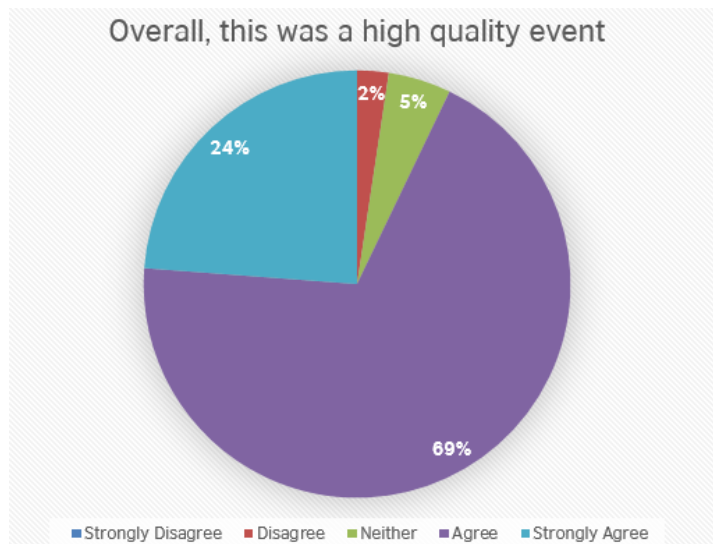
Promotion of the event, number and quality of visitors were the top three highly rated areas. Suitability of the venue received the lowest score.

This event met my expectations



Over **90%** of exhibitors agreed that the event met their expectations.

Overall, this was a high quality event



Over **90%** of exhibitors said that it was a high-quality event.

# 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:

- To review the venue in terms of location and size of the exhibition hall.
- To pay more attention to catering and other services to exhibitors.
- To keep the promotional and marketing campaign the same as this year in order to keep attracting a large number of high-quality visitors.

## Appendix: List of exhibitors

NO	Name of Institution
1	UNIVERSITY OF ABERDEEN, SCOTLAND EDINBURGH NAPIER UNIVERSITY
2	ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE & CHELMSFORD
3	UNIVERSITY OF THE ARTS LONDON
4	ASHBOURNE COLLEGE, LONDON (GCSE & A-LEVEL)
5	BATH SPA UNIVERSITY
6	BELLERBYS COLLEGE
7	BIRMINGHAM CITY UNIVERSITY
8	BOURNEMOUTH UNIVERSITY
9	BPP UNIVERSITY
10	BRUNEL UNIVERSITY LONDON
11	CAMBRIDGE SCHOOL OF VISUAL AND PERFORMING ARTS (CSVPA)
12	CTC LONDON
13	CARDIFF SIXTH FORM COLLEGE
14	CASS BUSINESS SCHOOL, CITY UNIVERSITY
15	CHRIST COLLEGE BRECON
16	COVENTRY UNIVERSITY
17	DE MONTFORT UNIVERSITY
18	UNIVERSITY OF EAST ANGLIA (UEA)
19	UNIVERSITY OF ESSEX
20	UNIVERSITY OF EXETER
21	UNIVERSITY OF GREENWICH
22	HULT INTERNATIONAL BUSINESS SCHOOL
23	INTO UNIVERSITY PARTNERSHIPS

24	KENSINGTON PARK SCHOOL AND CHELSEA INDEPENDENT COLLEGE
NO	Name of Institution
25	UNIVERSITY OF KENT
26	LEEDS BECKETT UNIVERSITY
27	UNIVERSITY OF LONDON INTERNATIONAL PROGRAMMES
28	MPW SCHOOLS AND COLLEGES
29	MIDDLESEX UNIVERSITY LONDON
30	UNIVERSITY OF NORTHAMPTON
31	NORTHUMBRIA UNIVERSITY, NEWCASTLE
32	THE UNIVERSITY OF NOTTINGHAM CHINA CAMPUS
33	NOTTINGHAM TRENT UNIVERSITY
34	QUEEN ETHELBURGA'S
35	QUEEN MARY UNIVERSITY OF LONDON
36	THE UNIVERSITY OF READING
37	REGENT'S UNIVERSITY LONDON
38	ROYAL HOLLOWAY, UNIVERSITY OF LONDON
39	THE UNIVERSITY OF SHEFFIELD
40	SHEFFIELD HALLAM UNIVERSITY
41	UNIVERSITY OF SOUTH WALES
42	STAFFORDSHIRE UNIVERSITY
43	TEESSIDE UNIVERSITY
44	UNIVERSITY OF WARWICK
45	BRISTOL, UNIVERSITY OF THE WEST OF ENGLAND (UWE) / ASSUMPTION UNIVERSITY

## Business partners

1. AIG
2. British Council Teaching Centre
3. Chevening Scholarship, The British Embassy
4. IELTS British Council
5. Kasikorn Bank

6. VITA Student Accommodation