

Post-event Report
Study UK Mini Exhibition 2018

7 July 2018
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 2018 was attended by approximately 2,390 prospective students and parents, representing a 12% increase from 2017.

This report is intended to give an overview of the visitors' perspectives on the exhibition, the 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 of improving the next exhibition.

This report includes:

An **introduction**, providing 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 7–10

Results of the **visitor feedback** survey, providing insight into visitors' opinions of the fair.
Page 11–14

Results of the **exhibitors' feedback** with comments and ideas on what went well, what did not, and opportunities for improvement.
Page 15–18

Future steps to be considered by the British Council Thailand.
Page 19

Appendix: List of exhibitors and partners
Page 20–21

Highlights

**38 UK INSTITUTIONS,
2,390 PARENTS AND STUDENTS*
and 5 PARTNERS**

attended the exhibition

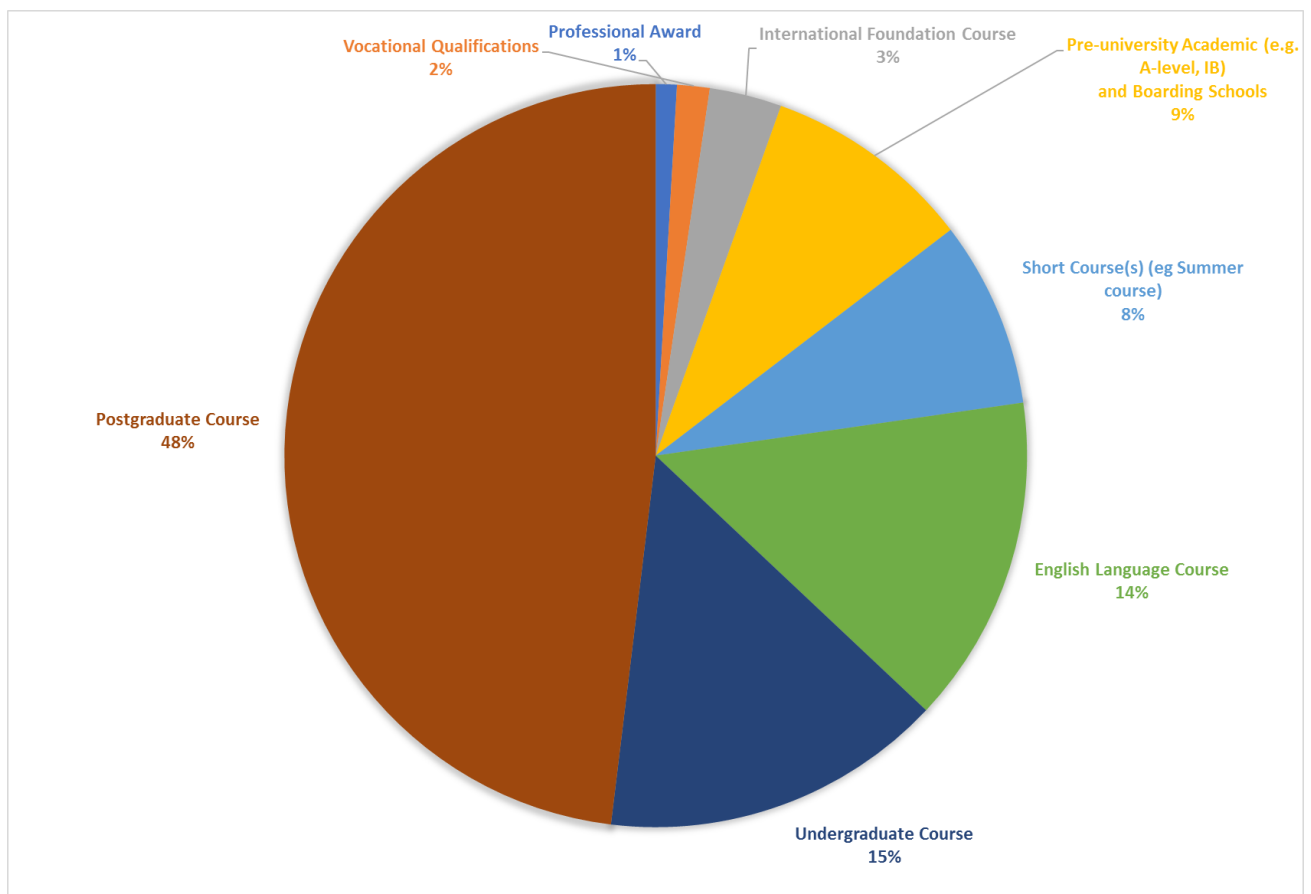
The highest number of visitors were in attendance from
14.00 – 16.00

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

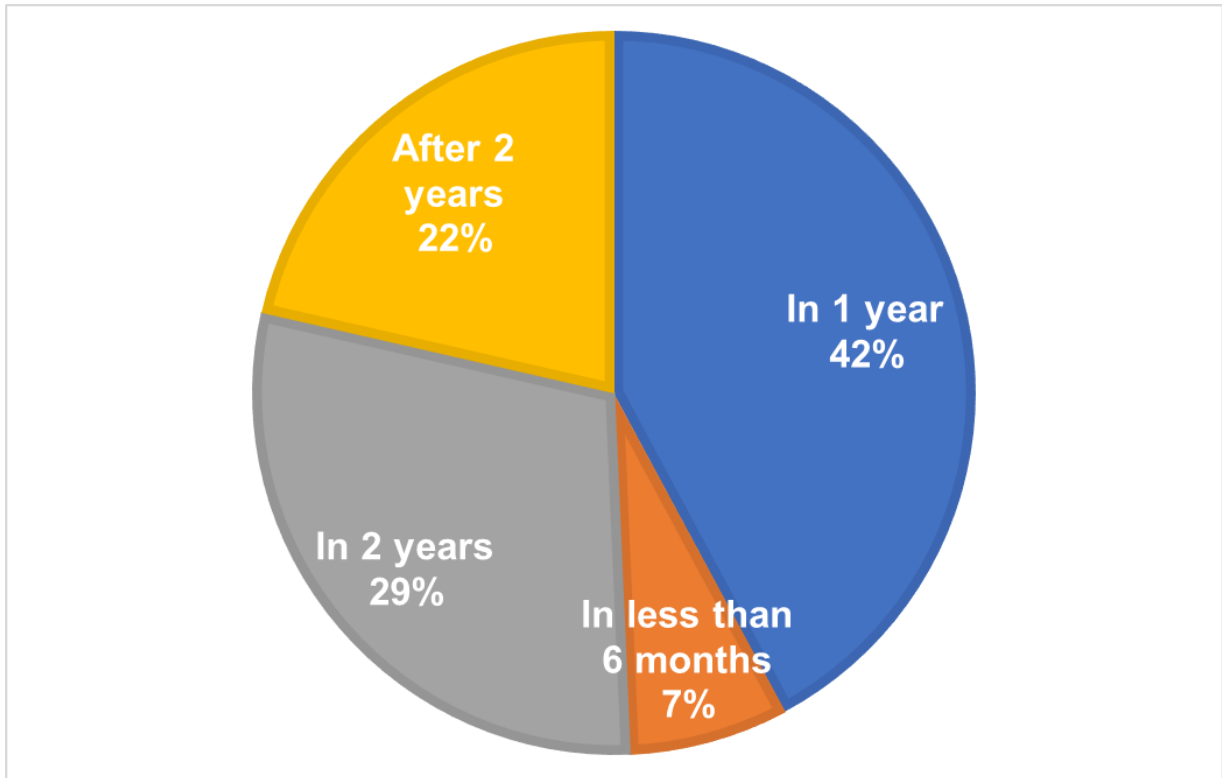
Visitors' profiles

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

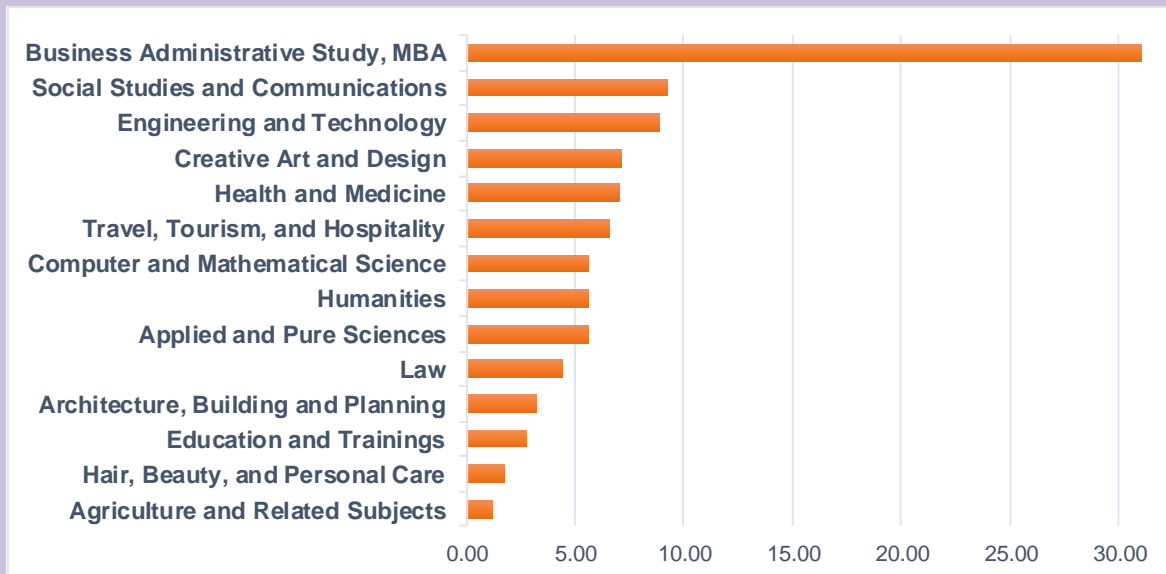
Most of the visitors **were looking for postgraduate courses**. Many were also looking for **undergraduate and English language courses**.



42% 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. **Social Studies and Communications, Engineering and Technology, Art and Design, and Health and Medicine** are also popular among Thai students.

Marketing

We spent around

**THB 1 Million Baht
on promotion**

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 **2.6 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. Full clip can be obtained from <https://morning-news.bectero.com/pr-news/01-Jul-2018/125652>



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

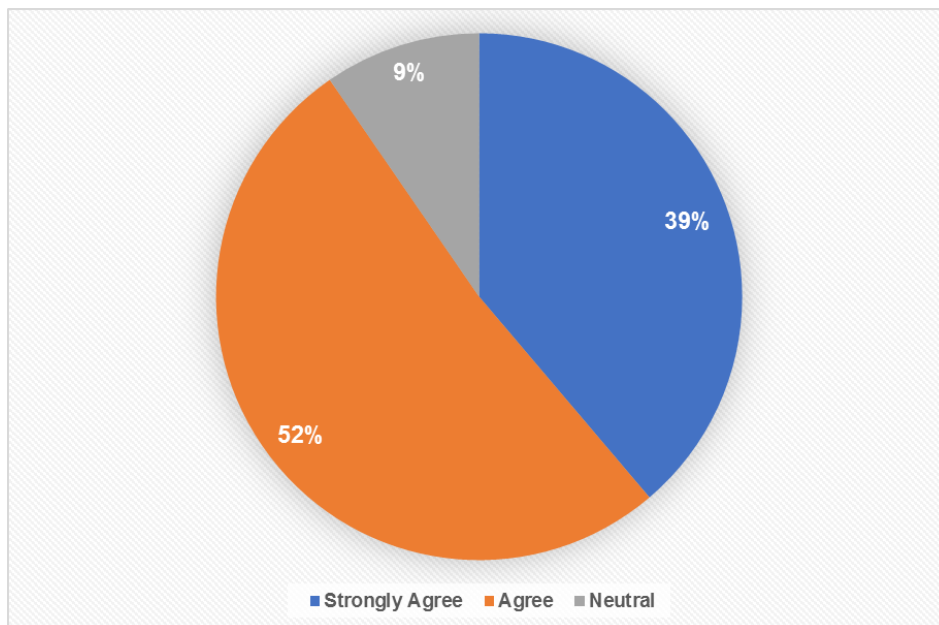
The screenshot shows the British Council website interface. At the top, there is a navigation bar with links for 'English', 'Contact us', 'eNewsletter sign-up', 'English schools', and 'Search'. Below this, the British Council logo is displayed alongside the word 'Thailand'. To the right, there are links for 'Register for IELTS' and 'Log in to myClass'. A secondary navigation bar contains links for 'Learn English', 'Take an Exam', 'Study in the UK', 'Events', and 'Our work in arts, education and society'. The main banner features a vibrant collage of images related to study and travel, including a woman's face, a Ferris wheel, and various accessories. The text on the banner reads: 'BRITISH COUNCIL STUDY UK MINI EXHIBITION SATURDAY 7 JULY 2018 CENTARA GRAND AT CENTRAL WORLD MEET OVER 40 UK INSTITUTIONS. FREE ADMISSION! STUDY UK DISCOVER YOU GREAT BRITAIN & NORTHERN IRELAND'. A 'More Information' button is located at the bottom right of the banner. To the right of the banner, a white box provides details: 'Study UK Mini Exhibition Sat 7th July 2018 12.00-18.00 22nd Floor, Centara Grand Hotel'.

Visitors' feedback

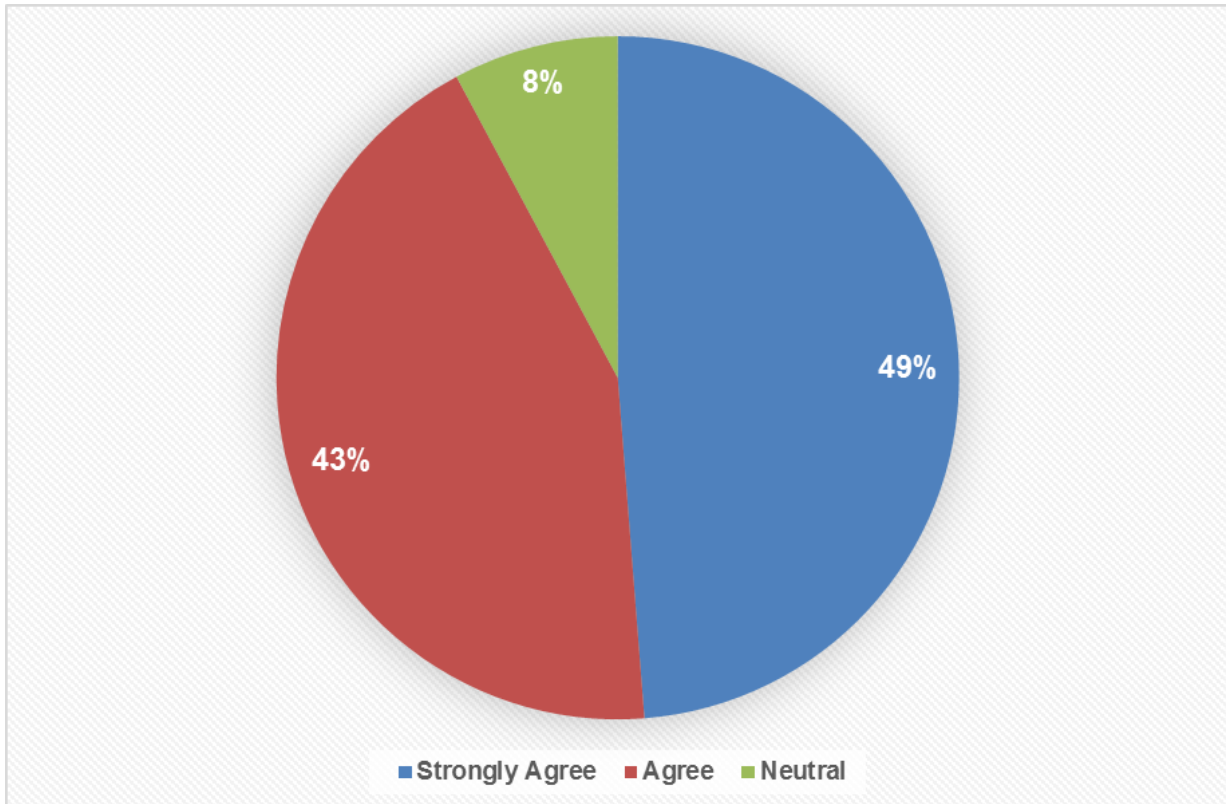
Methodology

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 the exhibition.

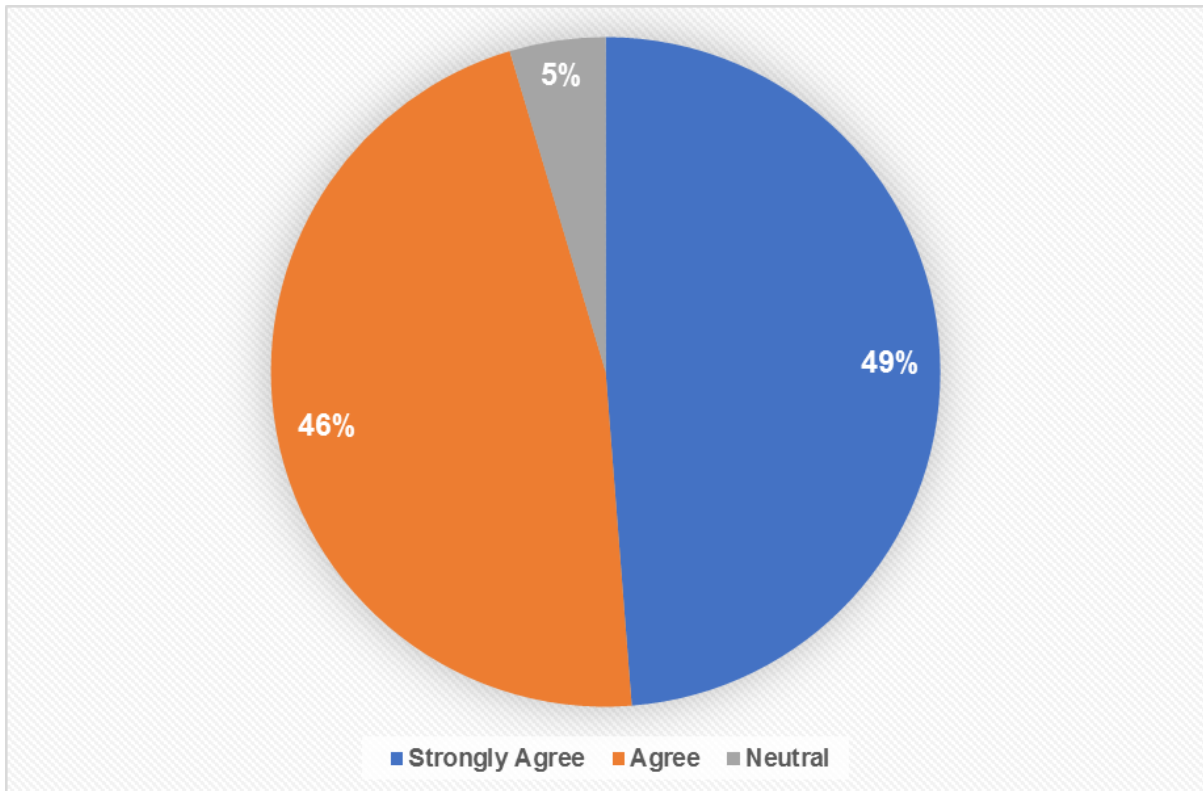
90% of visitors strongly agreed or agreed that the event was delivered according to their expectations



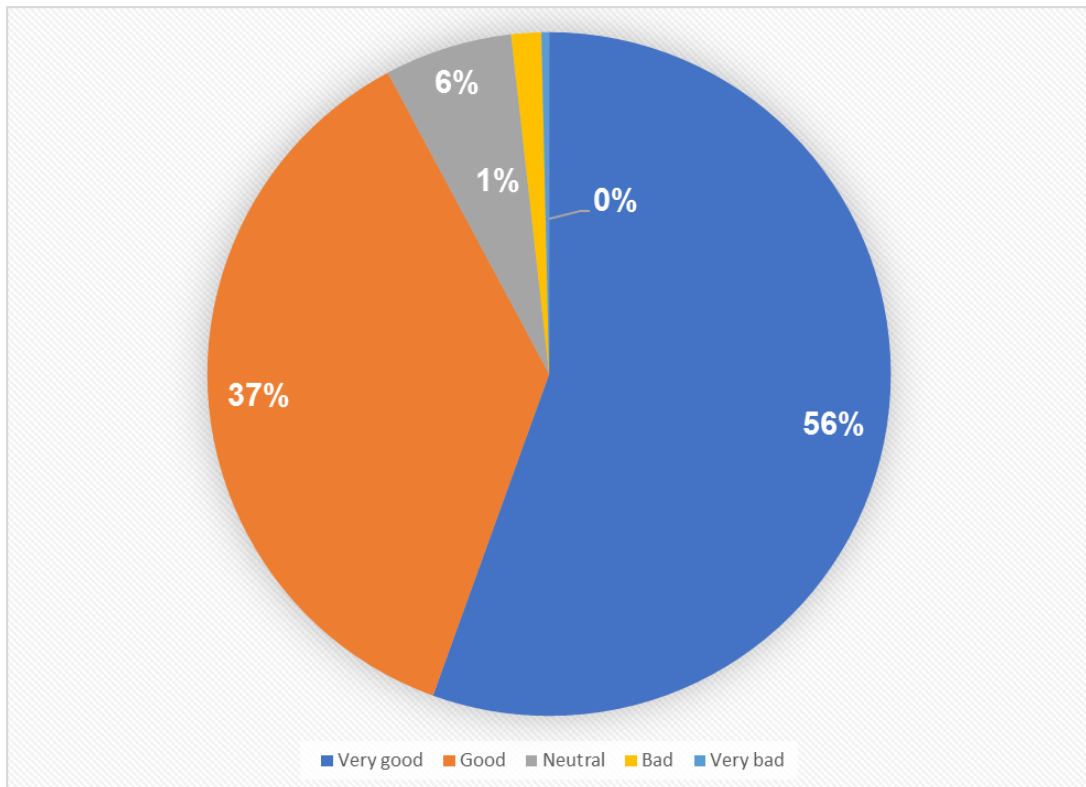
49% and 43% of visitors strongly agreed or agreed that it was a high-quality event



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



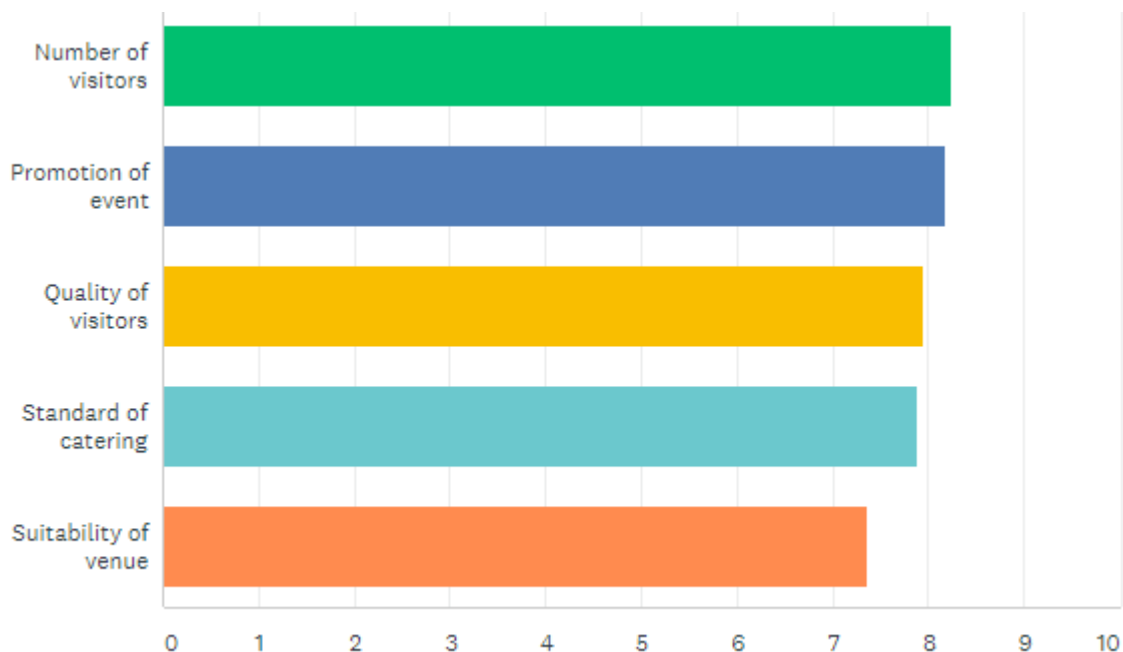
Due to comments from exhibitors and visitors last year on the venue, the Mini Exhibition was moved to **Centara Grand at CentralWorld**. The venue was well received by visitors. **93%** rated the venue “**Very Good**” or “**Good**”. Only two comments were received on the venue which is a big improvement compared to 2017.



Feedback from exhibitors

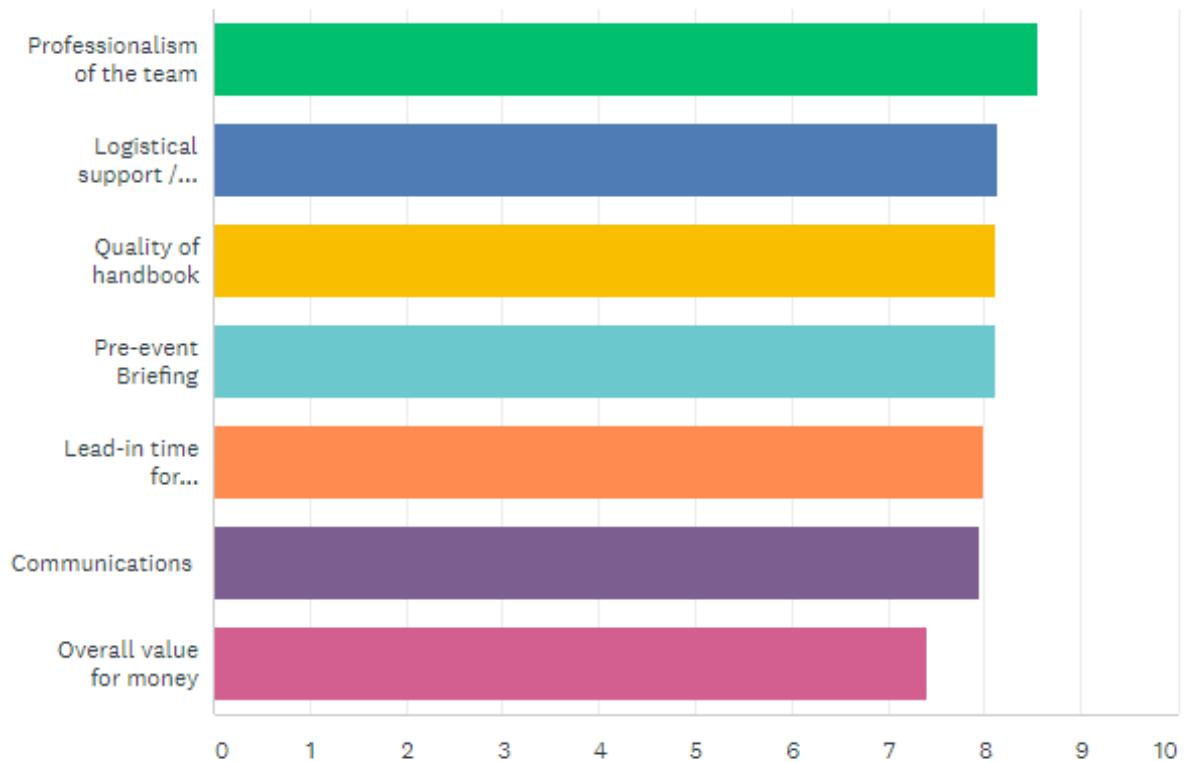
Methodology

We distributed a printed survey to exhibitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on exhibitors' satisfaction with the exhibition. This will help to inform our market intelligence, improve our service, and assist in planning for the next exhibition. 25 completed feedback forms were received.

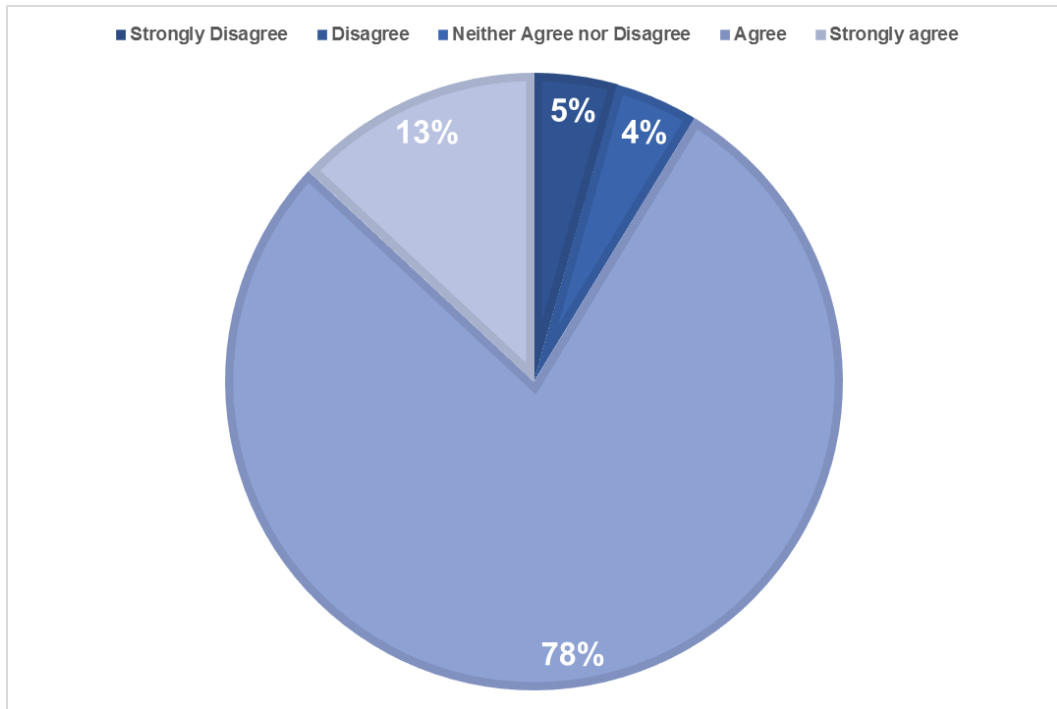


The number of visitors, promotion of the event, and the quality of visitors were the top three highly rated areas. Other areas scored 7 or 8 out of 10.

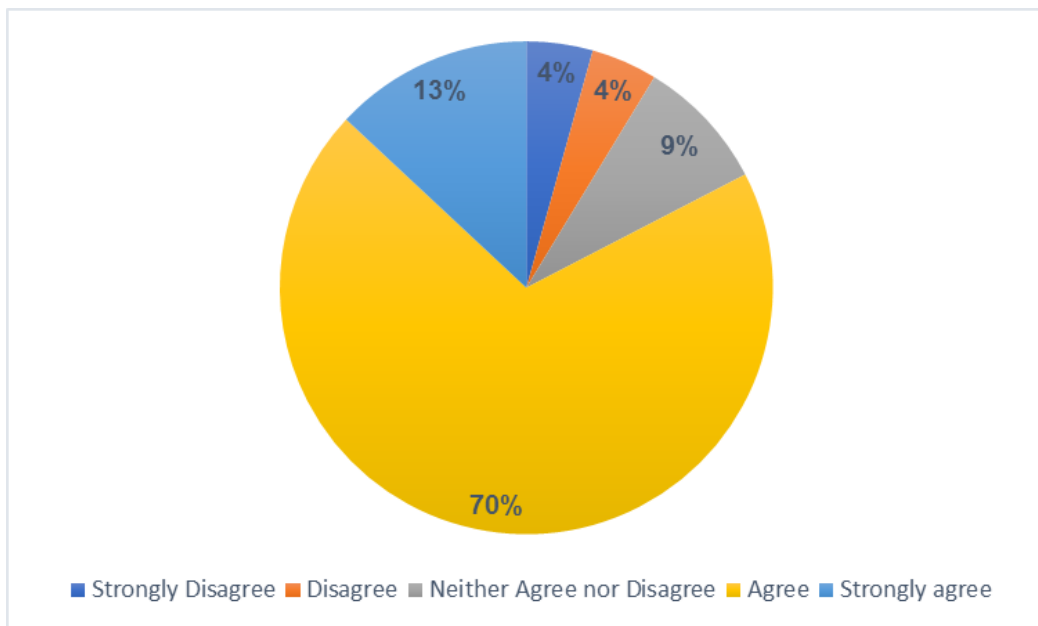
In terms of other organisational aspects of the exhibition, **Professionalism of the team** was rated the highest while other areas scored 7 or 8 out of 10.



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.



Market observations from exhibitors

- There is a growing market for international foundation and undergraduate programmes.
- Students have longer-term plans compared to previous years. Quite a few students are looking for 2019 entry courses.
- There is greater demand for the internship programme as part of the business programme.
- It is important to be listed on the OCSC or the Ministry of Justice programmes to promote Law effectively in Thailand.
- Students tend to do their own research before coming to the exhibition, so they have thorough information on the institutions.

Compliments

- The promotion and advertisement plans were found to be effective and reached the right target audience. In addition to increasing the number of visitors, their quality was also highly rated.
- Professionalism of the team was rated the highest, with nearly 70% scoring 9 or 10 for the British Council team's professionalism. "The BC team in Thailand are very friendly and helpful" and "lots of friendly assistants" were some of the quotes from exhibitors.
- The new venue was positively rated by exhibitors and visitors, indicating a considerable improvement compared to the previous year.

Recommendations

- Due to comments from exhibitors and visitors last year on the venue, this year the Mini Exhibition was moved to Centara Grand at CentralWorld because of its larger capacity and location (connected to one of the largest department stores in Bangkok). The venue was well received by both exhibitors and visitors. However, certain details need to be addressed for next year according to some comments including "give clearer instructions to exhibitors about where the venue is" and "the room is a bit dark".
- The layout was poor and the Course Finder should be made more user-friendly.
- There should be electricity sockets under the tables.
- There should be a bundle package and a special price for those attending both the Mini Exhibition and GRAND Exhibition.
- There should be opportunities to network with public and private schools and universities.

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 keep the promotional and marketing campaign the same as this year in order to keep attracting a large number of high-quality visitors.
- To have more involvement with international schools given that the undergraduate market is growing, and provide opportunities for exhibitors to network with school counsellors.
- In terms of venue and logistics, clearer instructions should be provided to exhibitors on how to travel to the venue, a review undertaken of the floor plan to make sure all exhibitors can be easily accessed, and electronic sockets supplied for every table.
- To review the Course Finder function and make it easier to use.
- To review the costing and consider a bundle package for exhibitors attending British Council events.

Appendix: List of exhibitors

No	Institutions
1	Abbey DLD Colleges
2	University of Aberdeen
3	ABLE Manchester
4	Anglia Ruskin University
5	University of the Arts London
6	Bellerbys College/International Study Centres UK
7	University College Birmingham
8	Birmingham City University
9	Bournemouth University
10	Brunel University London
11	Cardiff Metropolitan University
12	Cardiff Sixth Form College
13	Cass Business School — City University, London
14	Cranfield University
15	De Montfort University
16	University of East Anglia
17	University of Exeter
18	University of Kent
19	The University of Law
20	Leeds Beckett University
21	University of Leicester
22	University of Lincoln

23	The University of Liverpool
24	University of London
25	NCUK — The University Consortium
26	The University of Northampton
27	Northumbria University, Newcastle
28	Nottingham Trent University
29	Queen Ethelburga's College
30	The University of Reading
31	Regent's University London
32	Robert Gordon University
33	Royal Holloway, University of London
34	The University of Sheffield
35	Sheffield Hallam University
36	University of Sunderland
37	Teesside University
38	University of the West of England

Business partners

1. Berkley Group
2. Chevening Scholarship, The British Embassy
3. IELTS British Council
4. Kasikorn Bank
5. STA Travel