A galaxy of opportunities
Thailand Virtual Exhibition
11-23 November 2012
Event Report

Contents

1. Thailand Virtual Exhibition

Venue	Thailand, 11-23 November 2012 www.britishcouncil.or.th/ve	
Unique feature to give added value	A website constructed specifically to enable users and students to chat with Universities' Representatives from the UK using their computers.	
Seminars	Thu : 22 Nov 2012	Security at Bellerbys College campuses by Bellerbys College
	Wed : 21 Nov 2012	Transform yourself: Get ready with Sheffield Hallam University by Sheffield Hallam University
	Tue : 20 Nov 2012	An Introduction to Middlesex University London by Middlesex University
	Mon : 19 Nov 2012	Life as a Bellerbys student by Bellerbys College
	Mon : 19 Nov 2012	Preparation for life as an International student in the UK by De Montfort University

2. Key statistics

Attendance	Bangkok
	2012
Week 1	Visits: 3,936 Unique Visitors: 3,523
Week 2	Visits: 4,760 Unique Visitors: 4,109
Total number of visitors	**Visits: 8,696** **Unique Visitors: 7,487**
Total number of people who registered	**579**
Total number of exhibitors	**11**

Visitors' primary market objectives	Bangkok	
	2012	Percentage
Cultural environment	252	44%
Having a better job in my country	320	55%
Overseas work opportunities	251	43%
Scholarship offered	130	22%
International recognition of qualifications	321	55%
Learning a foreign language	381	66%
Wide variety of courses and institutions	198	34%

Percentage does not add up to 100% as each visitor can choose multiple fields

Demographics of visitors	Bangkok	
	2012	Percentage
Male	182	31%
Female	395	68%

Students Field of interest

Subject Area	Bangkok	
	2012	**Percentage**
Architecture, Urban Planning	43	7%
Art, Culture	61	11%
Biology	41	7%
Business, Economics, Management	227	39%
Computer Science, IT, Telecommunication	68	12%
Cuisine, Culinary	58	10%
Education	64	11%
Engineering	34	6%
Environment and Natural Resources	47	8%
Fashion, Design	54	9%
Finance	30	5%
Humanities, Social Sciences	82	14%
International Business	192	33%
Language, Literature, Translation	119	21%
Law	74	13%
Marketing	119	21%
Media, Communication	75	13%
Medicine, Health	31	5%
Physics	24	4%
Political Science	47	8%
Psychology	68	12%
Science	214	37%
Tourism & Hotel Management	115	20%

Percentage does not add up to 100% as each visitor can choose multiple fields

Level of Study

Level of education students wish to pursue	Bangkok	
	2012	**Percentage**
Bachelor's Degree	153	26
Certificate Courses / Non Degree Courses	37	6
Foundation Course	60	10
High School	50	9
Language Courses	199	34
Master's Degree	315	54
PhD	155	27
Pre-Masters Course	172	30
Specialised Studies	108	19
Summer Courses	142	25

Percentage does not add up to 100% as each visitor can choose multiple fields

Number of Visitors to Chat Sessions

UK Institution	Total number of unique visitors
1. Bellerbys College	50
2. Birmingham City University	14
3. De Montfort University	65

4. The College of Law	23
5. Staffordshire University	22
6. The University of Sheffield	70
7. University for the Creative Arts (UCA)	4
8. International Study Centres UK	24
9. Middlesex University	60
10. Sheffield Hallam University	51
TOTAL	383

Number of Visitors to UK University Profile Page

UK Institution	Total number of unique visitors
1. Bellerbys College	121
2. Birmingham City University	84
3. De Montfort University	162
4. The College of Law	72
5. Staffordshire University	73
6. The University of Sheffield	141
7. University for the Creative Arts (UCA)	91
8. International Study Centres UK	77
9. Middlesex University	98
10. Sheffield Hallam University	90
TOTAL	1009

3. Impact of marketing plan

As this exhibition took plan on an online platform, we focused most of the marketing campaign on employing online channels such as e-news, Google advertising, email distribution, Facebook advertising, Facebook posts, Twitter messages and more.

Prior to the event, we sent out promotional posters to various schools and universities as well as promoting it to all the British Council's centres in Bangkok to increase the awareness of this exhibition. In addition, we also notified our contacts and students in Cambodia. The British Council Thailand has remit to advertise such events through e-news, which helps to broaden the scope of our respective audiences.

Through these various promotional outlets, we managed to gain 2,126 visits to the webpage (www.britishcouncil.or.th/ve) prior to the event, with over 200 people registered.

Before the launch of the website, we created a temporary page where all visitors can subscribe. We can reach and update them with information through emails and phone calls. The result shows that out of 579 people registered, 245 people found out about this event through the direct promotion by British Council. 82 people became aware of the event from their friends & relatives while 52 people heard about it through their schools and universities. As a result from our online marketing, we learnt that 233 people came to know our event through Facebook (this number may overlap with the British Council promotion stated earlier).

4. Conclusions and follow up

4.1 Key recommendations for institutions

After having launched our very first Thailand Virtual Exhibition there are a few recommendations and key points for our exhibitors to make note of based on our feedback and reviews:

- Some students claimed they did not receive immediate responses during their chat sessions. In future exhibitions, we feel that it is important that the exhibitor initiate the conversation promptly to prevent the students leaving the chat room. We are also working to improve our chat room system to ensure all visitors are constantly informed about the status of the exhibitors and their waiting durations.
- Students who provided feedback suggested that they prefer more personal chatting experience rather than being referred to the university's website. To this, we found that students had favourable responses towards exhibitors that provided more specific chat sessions (degree specific) instead of a broad overview of the institution.
- Explore opportunity to have video chat.
- The visitors expect more in-depth information from the online 1-1 chat sessions.

4.2 Key recommendations for the British Council

- There are suggestions to include representatives' pictures during the chat session to make the chatting experience more interactive and personal.
- Bilingual homepage to better communication with our Thai audience.
- 24 hours helpline for all enquiries.
- Morning sessions are not suitable for Thai people. We found that in afternoon and evening sessions, the results were more positive.
- Live seminar instead of video seminar in the future.
- Provide basic information & academic background of students to the exhibitors prior and during chat sessions.
- An indication if a student is waiting in queue
- A formal platform where exhibitors can download students' contact details.

Appendix 1: List of participating institutions

1. Bellerbys College
2. Birmingham City University
3. De Montfort University
4. The College of Law
5. Straffordshire University
6. The University of Sheffield
7. University for the Creative Arts (UCA)
8. International Study Centres UK
9. Middlesex University
10. Sheffield Hallam University

Appendix 2: Visitors' survey results

	Agree strongly	Agree in General	Neither agree nor disagree	Disagree in general	Disagree Strongly
This event/activity met my expectations	7	11	8		
Overall, this was a high quality event/activity	11	12	2		
The British Council is among the leading organisations in its field	13	11	2		

How likely is it that you would recommend the British Council to a friend or colleague? (10= most likely to recommend, 1= least likely to recommend)	
10	9
9	5
8	6
7	1
6	3
5	0
4	0
3	0
2	0
1	0

Please comment on how well we did or did not meet your expectations and the quality of service you received.
I have a better understanding of the admissions process for my specific request.
Tips and useful advice from the experts in order to meet my goals and missions.
Get the correct information.
I've gained some new information on general issues regarding studying in the UK. It's helpful to a certain level.
Directly get information from many universities.
Save time. I can chat wherever there is a computer.
I can find up-to-date information on studying in the UK and a European Country.
Save a lot of effort getting general information from many universities.
There was good information about the future of education
Get to know more universities.
Not very much since it is a chat, it's not really useful. The school just refers us to the website if we ask questions they consider as generic.
Saved my time tremendously, reduced the carbon emission & traffic congestion in BKK and cut down the cost from your side.
Knowledge on Universities
I learned that I need to practice English more to study and live overseas because right now my English is not good enough.
Much to know about the benefits of studying abroad.
It makes me know more information.

I learnt what to do if I want to study overseas and found out about interesting places.

Do you have any suggestions as to how we could improve similar events/activities in the future?
I think live chat is a good idea because there have been many times I have been interested in joining seminars but I have been unable to as they are on my work day. This way it is easier. Thank you British Council
The information is slightly general. Other than that, it is quite a good event.
I want a more clear chat schedule. Also, not many schools participated.
More experience sharing
I wish there is a live presentation and not just live chat and that we can see the speakers' faces.
Maybe live presentation would be more interesting
Allocate number of persons to chat in a day.
View more detailed information
I wish the event duration were longer.

	Agree strongly	Agree in General	Neither agree nor disagree	Disagree in general	Disagree Strongly
The date & time of the event was suitable?	10	15	3		
The venue of the event was suitable?	7	18	3		
Do you think the duration of the event was suitable?	7	16	5		
Content of the presentation	8	16	5	1	
Your satisfactory to the overall event	6	17	3	1	

Appendix 3: Exhibitors' survey results

About the platform

	Strongly agree	Agree	Disagree	Strongly disagree
1. The look & feel of the overall platform are professional		3		
2. The exhibitor's profile page is well designed		3		
3. The 'Chat' function is easy to use	2	1		
4. The 'Ask offline' function is useful		2		
What are the difficulties (if any)?				

- The interface worked fine and the chat function was easy to use. It would be useful if the BC provided us with some basic registration details of each student so that we know more about them. If we were able to access Academic Background, Course of Interest, Planned Level of Study it would save a lot of time in the conversations.

- It would be useful to have some general and institution-specific statistics – how many people visited the page, how many were on chat, how many visitors overall were there at the exhibition on a particular day, etc. Perhaps a function of chat rating would be useful – the students, after finishing the chat, could tick a box of 'yes' or 'no' under a question of 'Did you find this chat session useful?'

What are other functions (if any) would you expect to have on the platform?

- Better to have an indication if a student is waiting in queue especially participants who are not on the same page. Normally by the time participants realise, it is too late and students would have left the chat room.
- The function for students and universities to be able to upload documents (application forms and pdf documents for us and transcripts and IELTS certificates etc for students).
- A formal platform to get the contact details of students for follow up would be very useful too.

About the event

Please state your agreement over the statement below

	Very good	Good	Average	Bad	Very bad
1. The number of enquiries		1	2		
2. The quality of the enquiries		1	2		

3. Do you expect any applications as a result of this event?		
Response	**Number / Percentage**	**Comment (s)**
Yes	1 (33.33%)	
No	1 (33.33%)	
Hard to say	1 (33.33%)	Hard to say. Some students just wanted to chat to improve their English but others were more serious. Students didn't tend to read the details of who they were chatting with so would ask general questions of a course specific academic and complex course specific enquiries to a current international student.

4. How many applications are you expecting?
• A handful at most.   • Around 3

About the British Council
Please state your agreement over the statement below

	Strongly agree	Agree	Disagree	Strongly disagree
The communication before the event was clear and in time	1	2		
The British Council is responsive to exhibitors' questions and concerns	1	2		
The support from the British Council before and during the event was immediate and helpful	1	2		
Are there any particular supports that you would expect from the British Council?				

- The problem from our point of view was the timing. We signed up to the event in September but had to wait until late-October before we could begin to provide detailed content for our profile page. This then coincided with a busy overseas travel period making it difficult to provide the detail and quality of content we would have desired.

- None that I can think of; the instructions were clear and comprehensible.

Overall comments

Is this event 'value-for-money'?

Yes	
Maybe	1
No	

Are you attending the Education UK Virtual Exhibition again?

Yes	
Maybe	1
No	

What are your recommendations for improvement in this type of virtual exhibition?
- Video conversations would be useful down the line too.