



# **Post-event Report**

## **Study UK Fair 2019**

**16–17 February 2019  
Thailand**

# Introduction

The Study UK Fair 2019 was attended by approximate 8,000 visitors over the two-day period. It is the largest UK education event in Thailand with 101 UK institutions taking part. In addition, the exhibition offered seminars on various interesting topics and workshops on IELTS.

The exhibition hall was full of prospective parents and students. Feedback from exhibitors and visitors was positive, particularly in terms of the quality of potential students wishing to study in the UK.

British Council Thailand undertook a review of the fair to identify what went well, what did not, and the key “lessons learnt” for improving future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

## This report includes:

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

Key **Highlights** of the event, including visitor numbers and profiles.  
Page 3

Details of the **Visitor Profile** survey to provide insight into what visitors think about our fair.  
Pages 4–6

Results of the **Visitor Feedback** survey to provide insight into what visitors think about our fair.  
Pages 7–8

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.  
Pages 9–11

Details of the **Marketing** channel used to attract potential students and parents to the fair.  
Pages 12–15

**Future Steps** for the British Council Thailand to consider.  
Page 16

Appendix I: **List of Exhibitors**  
Pages 17–19

Appendix II: **Photos from the fair**  
Pages 20–25

# Highlights

There were:

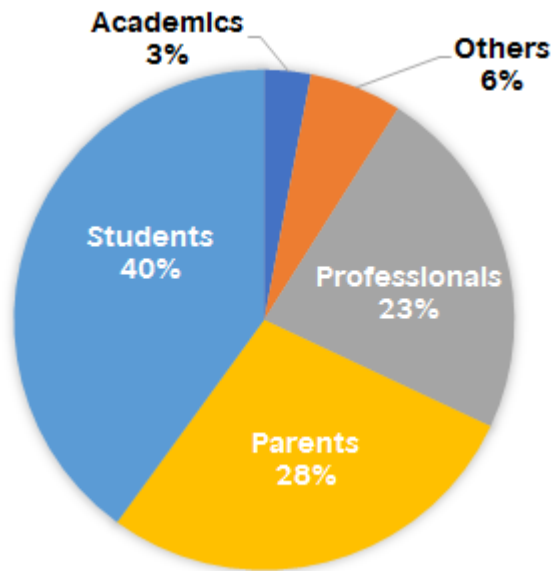
**108 BOOTHS, 101 UK INSTITUTIONS,  
6 BUSINESS PARTNERS, AND 14 COMPANIES PARTICIPATING IN THE  
UK ALUMNI JOB FAIR**

**8,000\* PARENTS AND STUDENTS**  
attending the exhibition

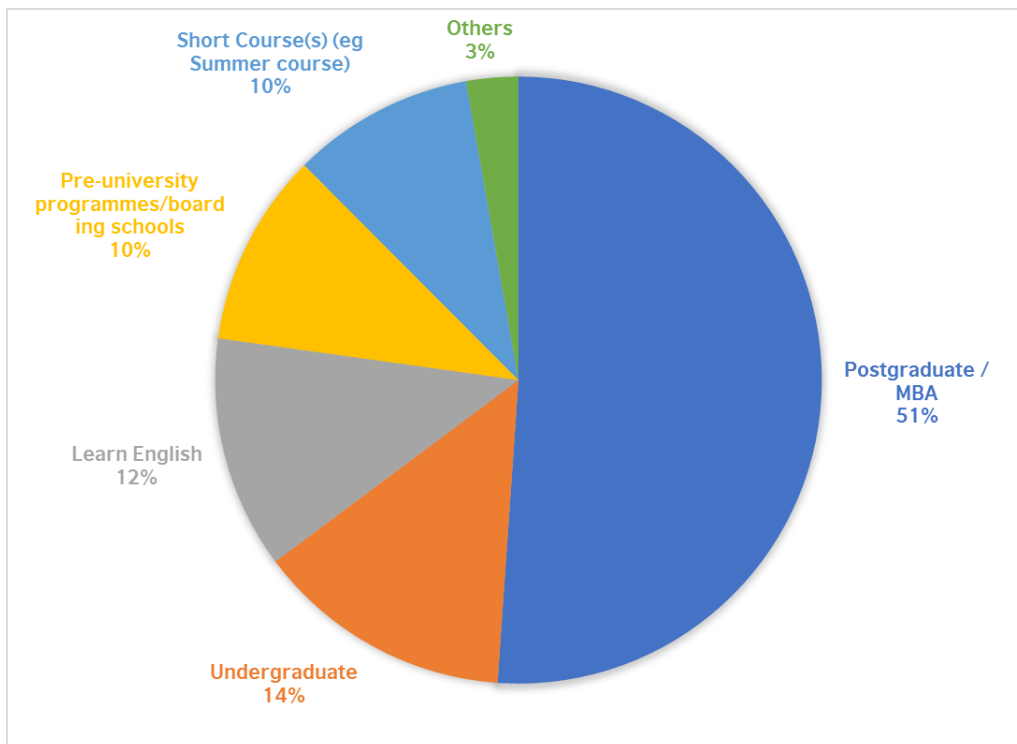
\* This figure was obtained from the automatic counting machine set up at the entrance of the Study UK Fair.

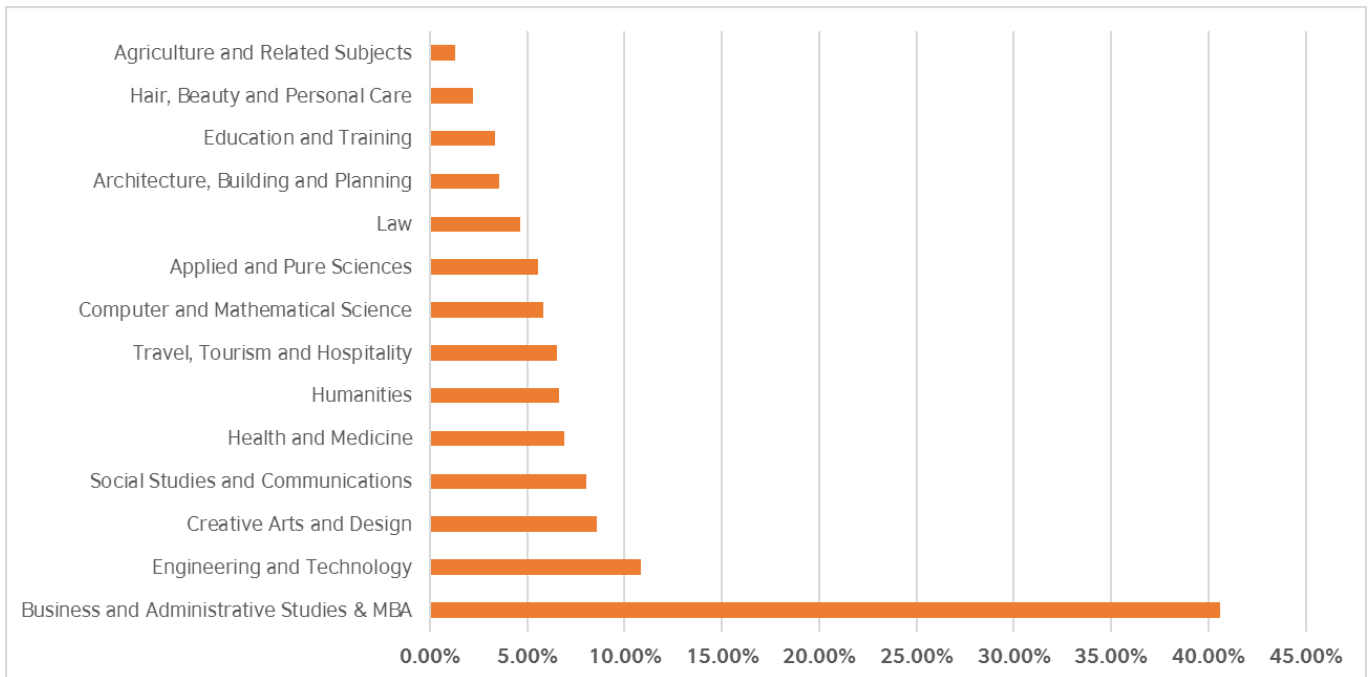
**Visitor profiles**

A total of 3,354 visitors completed the registration forms; 40% of whom were students with 28% being parents.



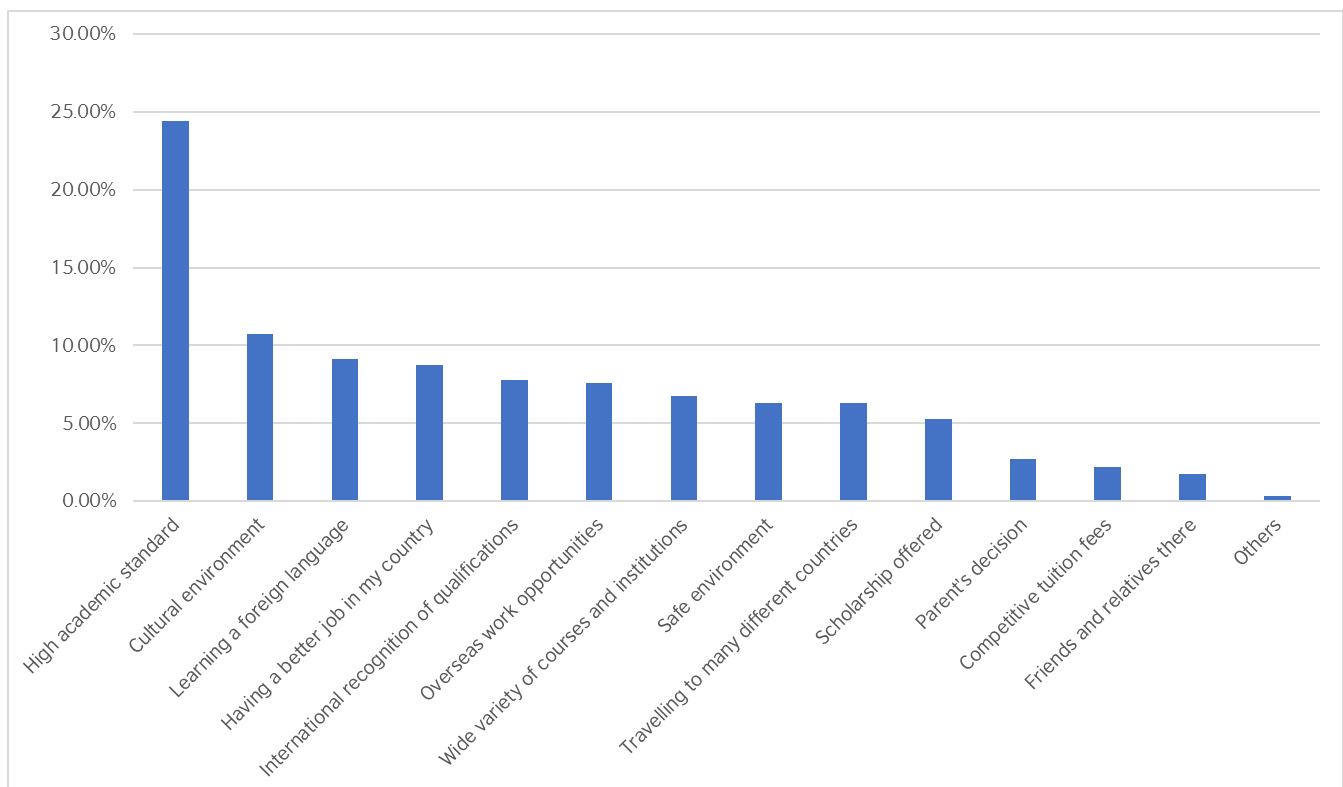
Most of the registrants **were looking for postgraduate and MBAs, bachelor degrees, and English language courses.**





**The five most popular subjects were Business and MBA, Engineering, Creative Arts and Design, Social Studies and Communications, and Health and Medicine.**

**High academic standards, culture, and language were found to be the three most important reasons for studying abroad.**

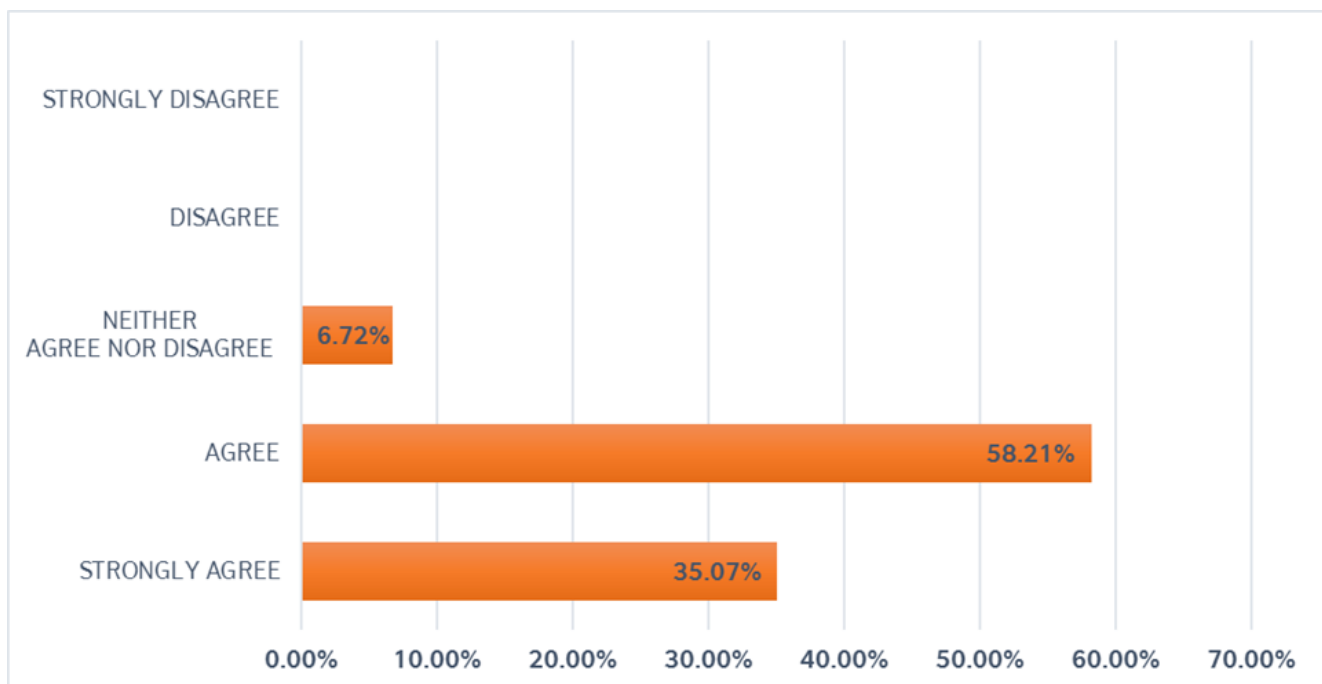


# Visitor feedback

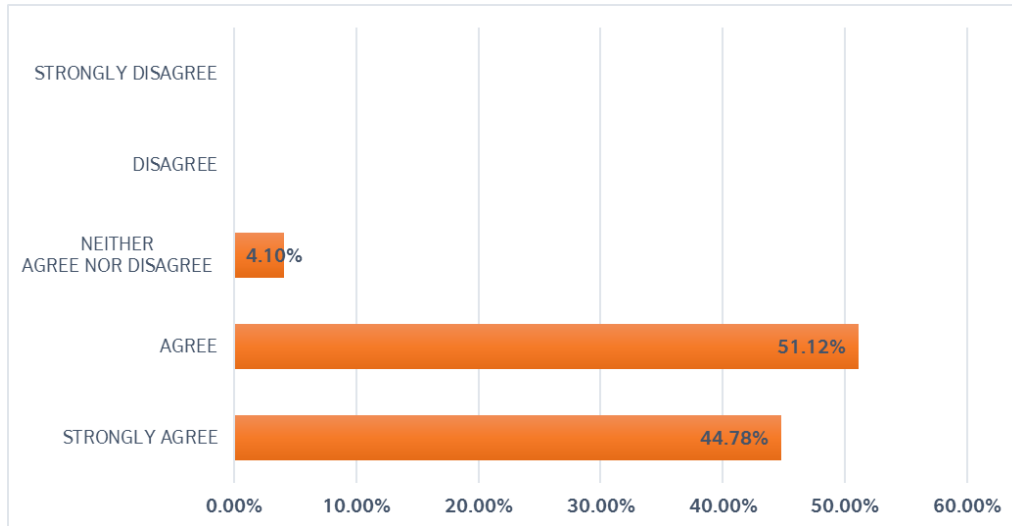
## Methodology

We distributed a printed survey to the visitors during the exhibition. Visitors returning the completed survey were given a chance to enter a prize draw for souvenirs from the exhibition. The questions were designed to gather quantitative statistics and qualitative remarks on visitor reactions to the exhibition.

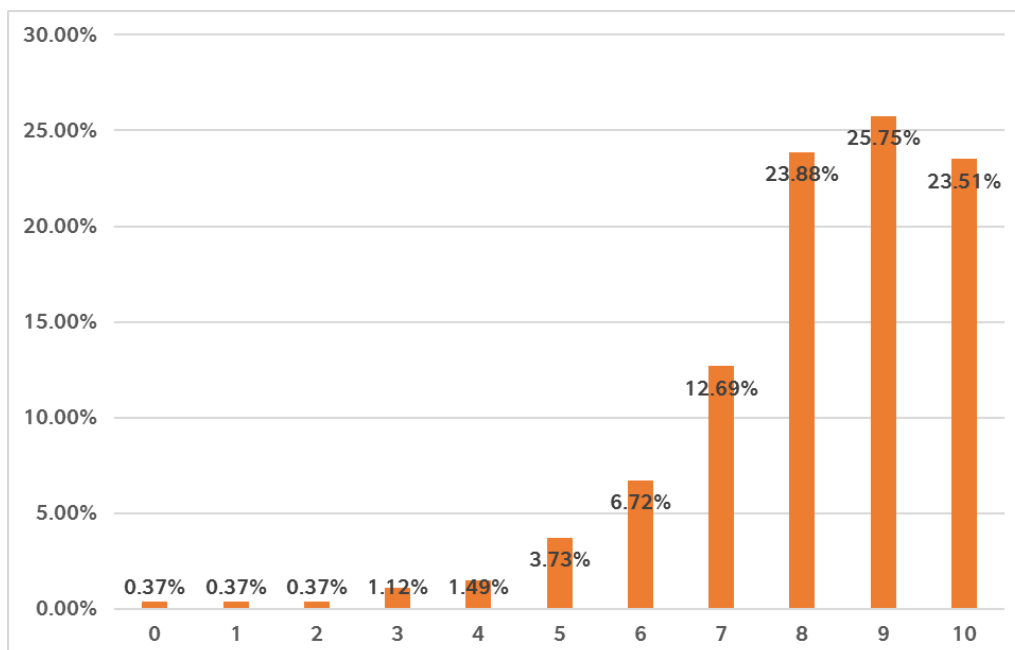
Over **90%** of visitors said the event had met their expectations.



Nearly 100% of visitors agreed that it was a good quality event.



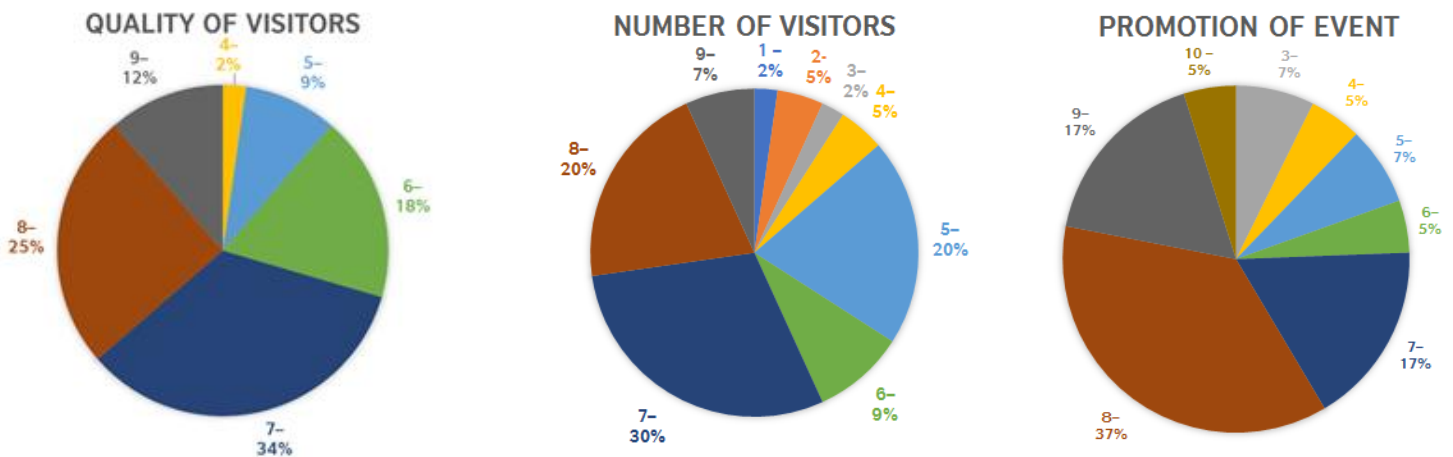
Over 70% of visitors agreed that the British Council Study UK Fair could strongly influence their decision to study in the UK (rating 8–10).





# Exhibitor feedback

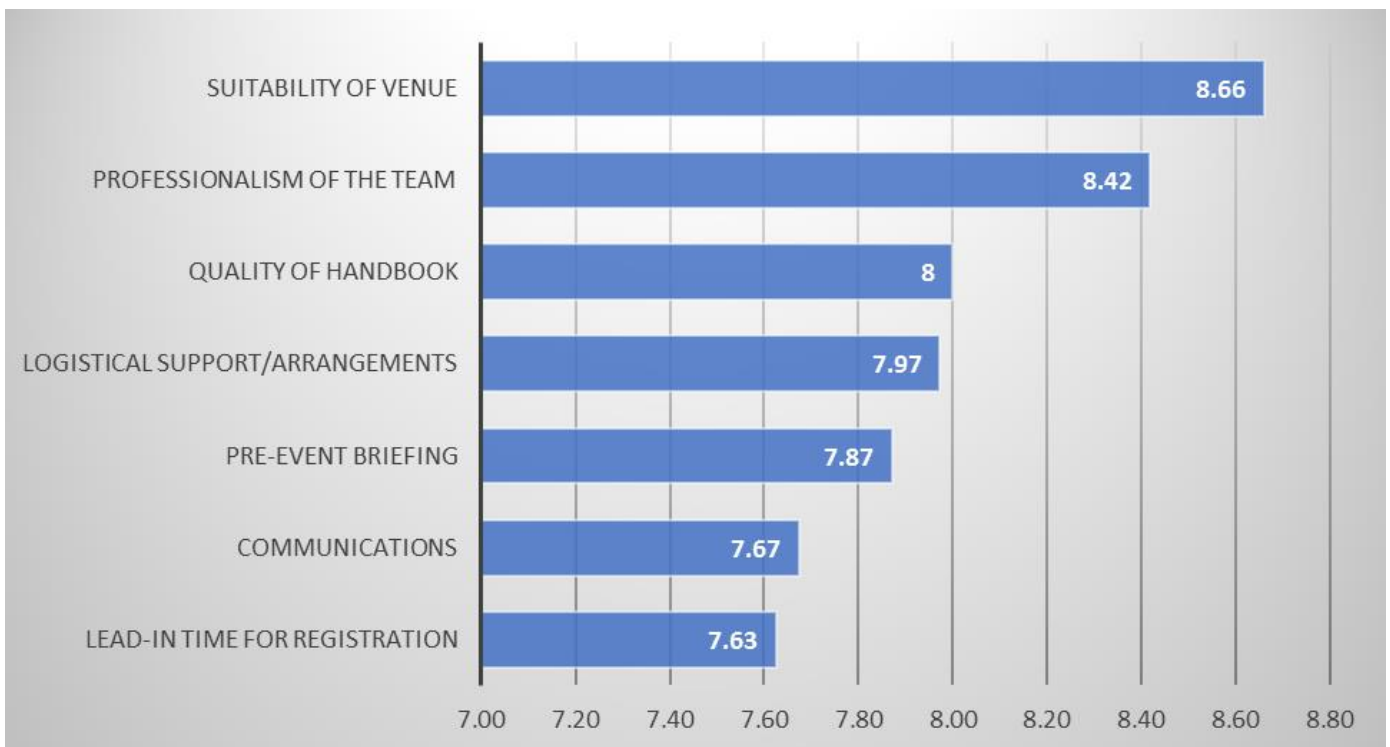
The exhibitor survey was distributed to obtain feedback and recommendations for improving the quality of the exhibition to best meet the business needs of clients. A total of 44 responses were received and the key findings are set out below.



1 = Very poor, 10 = Excellent

Event quality and the number of visitors were rated **highly satisfactory (7–9)** by 70% and 60% of exhibitors, respectively.

Event promotion was also praised with nearly 80% rating the fair 7–10.



All services at the fair were positively rated with “Suitability of Venue” and “Professionalism of the Team” being two high praised areas.

## Main compliments

- As in 2018, the quality of visitors and promotion of the event were highly rated.
- The new session “One to one meeting with school counsellors” introduced to the fair this year was well received by most participating exhibitors with requests for it to be repeated next year.
- Professionalism of the team; was highly rated (9 or 10 out of 10) by half of the exhibitors with another 30% giving this aspect an “8”.  
“Thank you to the Bangkok BC team. I really appreciate your help and professionalism” is one of the compliments we received.

## Main recommendations

- Many exhibitors would prefer the fair to be organised in “January” rather than “February” since that month fitted better with their schedule and is a more suitable application time for Thai students.
- Some exhibitors found it difficult to obtain access to the venue prior to the mall opening and suggested clearer instructions with more staff on hand to help facilitate.

### Exhibitor observations/learning points

- The market is mainly postgraduate but the undergraduate and pathway markets are growing and there is a big market for short-term English courses in March and April.
- More interaction is required with school counsellors. Partnerships with agents and local universities are also important.

Overall feedback from exhibitors:

- Thailand remains a strategic market for exhibitors. Over **70% considered coming back to the next British Council event in Thailand** while the remainder are still undecided. None expressed the view that they would not attend a future British Council event in Thailand.
- More than 80% and over 40% of exhibitors **developed/built a partnership** during this visit with agents and Thai institutions, respectively.
- Overall, exhibitors were satisfied with the exhibition. Nearly **80%** of exhibitors found the event to be of **high quality** and **75%** either agreed or strongly agreed that **the event met their expectations.**

# Marketing

We ran a complete portfolio of integrated marketing communications in order to expand

The event was endorsed by the British Ambassador to Thailand who agreed to be the honourable presenter of the promotional campaign for both online and offline media together with other reputable UK alumni.



An advertisement at the most prime location in central Bangkok



We used one of the most powerful media platforms in Thailand, placing tie-in PR news on several TV programmes to reach over five million households nationwide.

The announcement of the fair on the most popular news programmes on Channels One 31, 3 and 9.



The exhibition was also promoted on the most popular and busiest transportation network in Central Bangkok; the BTS sky train.



The event was promoted through an integrated online campaign consisting of Facebook, Electronic Direct Marketing, and websites

The poster features a vibrant orange and yellow background on the left with the British Council logo and the text 'STUDY UK FAIR' and 'STUDY UK DISCOVER YOU'. Below this is the 'GREAT' logo with 'BRITAIN & IRELAND' and a Union Jack. On the right, a collage of colorful images shows students, musical instruments, and university buildings. A large portrait of a smiling young man is at the bottom right. The bottom section is a dark purple gradient with white Thai text for the event name and date, and yellow Thai text for the dates and time.

BRITISH COUNCIL

STUDY UK FAIR

STUDY UK  
DISCOVER YOU

**GREAT**  
BRITAIN & IRELAND

นิทรรศการศึกษาด่อสหราชอาณาจักร  
จัดโดย British Council

เสาร์ที่ 16 และอาทิตย์ที่ 17 กุมภาพันธ์ 2562  
12.00 - 18.00 น.

# Future steps

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

## British Council

- To review the dates of the Study UK Fair in 2020 and ensure it is in January rather than February.
- To continue engaging with school counsellors and finding ways to increase opportunities for exhibitors to interact with school counsellors, agents, and Thai universities.
- To make sure instructions concerning access to the venue in the morning are clear with sufficient staff on to provide support at the access point.
- The cultural environment is one of the main reasons Thai students choose to study abroad. There should be a UK cultural showcase on food, sport, or art, to make the fair more interesting and encourage more students to study in the UK.

## UK institutions

- It is worth adding information on the city environment or cultural elements when promoting the institutions.
- It is useful in the Thai market to build good relationships with school counsellors, agents, and Thai universities.



## Appendix I: List of exhibitors

## Higher Education Institutions

University of Aberdeen
Aberystwyth University
Anglia Ruskin University
University of the Arts London
Aston University
University of Bath
Birkbeck, University of London
University of Birmingham
Birmingham City University
Bournemouth University
University of Bristol
Brunel University London
Cardiff Metropolitan University
Cardiff University
Cranfield University
De Montfort University
University of Derby
University of Dundee
Durham University
University of East Anglia
The University of Edinburgh
Edinburgh Napier University
ESCP Europe Business School
University of Essex
University of Exeter
University of Glasgow
Goldsmiths, University of London
University of Greenwich
University of Hertfordshire
The University of Hull
Heriot-Watt University
Hult International Business School
Istituto Marangoni London
University of Kent
King's College London
Kingston University
Lancaster University
University of Leeds
University of Leicester

University of Lincoln
The University of Liverpool
Liverpool John Moores University
Loughborough University
The University of Manchester
Manchester Metropolitan University
Newcastle University
Northumbria University
The University of Nottingham
Nottingham Trent University
Oxford Brookes University
University of Plymouth
University of Portsmouth
Queen Mary University of London
The University of Reading
Regent's University London
Robert Gordon University
The Royal Agricultural University
Royal Holloway, University of London
The Royal Veterinary College, University of London
The University of Sheffield
Sheffield Hallam University
University of Southampton
Staffordshire University
University of Stirling
University of Strathclyde
University of Sunderland
University of Surrey
University of Sussex
Swansea University
Teesside University
University of Wales Trinity Saint David
University of Warwick
University of the West of England
University of Westminster
Xi'an Jiaotong-Liverpool University
University of York

## Schools, colleges, and English language centres

Abbey DLD Group of Colleges
Bellerbys College
Box Hill School
Brooke House College
Cardiff Sixth Form College
Concord College
EC Language Centres
EF Education First
Greene's Tutorial College
International Study Centres
INTO University Partnerships
Kaplan International
Leeds English Language School
Mander Portman Woodward
NCUK
Oxford International College
Oxford International Education Group
Queen Ethelburga's College
Ruthin School
Scarborough College
St Lawrence College

Appendix II: Photos from the fair

Students and parents in the hall





## Students and parents asked for serious information from exhibitors



## Registration areas



The UK Alumni Job Fair was organised this year with 14 leading companies to showcase the employability of UK graduates



To ensure accessibility for all, a Braille board with a list of exhibitors and seminar programmes was available at our fair for the visually-impaired visitors



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

© 2015 British Council. All rights reserved.  
This document may not be amended, copied or distributed without express written permission.



One to one meetings were organised on Sunday morning, giving exhibitors the chance to discuss partnership opportunities with agents, school counsellors, and Thai universities

