



Study in UK as part of L'Etudiant Masters & MBA Fair

Paris, 15 and 16 January, 2016

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1. Event fact file

Paris

Venue	L'Etudiant Masters & MBA Fair, Porte de Versailles, Paris, 15 and 16 January 2016
Opening hours	14.00- 18.00 Friday 15 January and 10.00- 18.00 Saturday 16 January
Stand costs	£2995
Unique feature to give added value	Market briefing with guest speakers and cocktail on 15 January 2016 at British Council, Paris
Seminars	14.30-15.30 Education UK panel with participation from British Council and UK university representative

2. Key statistics


Attendance	Studyrama International Training and Careers fair, Paris	
	2015	2016
Total number of visitors	14,000	TBC by L'Etudiant
Total number of UK universities	N/A	13
Total number of exhibitors	N/A	109

Visitor demographics	Studyrama International Training and Careers fair, Paris
High school students	TBC by L'Etudiant
University students	
Other (parents, professionals..)	

*A full list of exhibitors can be found in Appendix 1

3. Impact of marketing plan

The exhibition was organised as part of the 26th edition of the L'Etudiant Masters & MBA fair and as such the marketing campaign for the UK exhibition was integrated into the wider L'Etudiant campaign. This fair was organised under the sponsorship of the French Ministry of Education, Higher Education and Research. The publicity campaign involved extensive press, radio and on-line advertising, a poster campaign in the Paris metro, distribution of magazines in all Parisian higher education institutions as well as interviews in the press. L'Etudiant is part of a large media



group. Education UK flyers and posters were distributed in all British Council teaching premises in Paris.

During the exhibition, handouts on IELTS, UCAS and the UK education system were made available on our British Council stand.

An evening event was held the evening after the first day of the fair at the British Council. This market briefing session included guest speakers from the *Conference des Grandes Ecoles* and was followed by drinks.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Feedback from visitors suggested that institutions should be prepared to have up to date information to hand about equivalence of different types of French exams and grading systems. Many of the students did not understand the tuition fee system so it is good to have sheets prepared outlining how much EU students will pay and highlighting any scholarships that your institution has on offer to French students. Students were also keen to know average living costs and accommodation possibilities at each university. We produced a subject matrix which helped guide and direct students.

The Education UK panel was very successful on both days with over 100 participants in attendance on each day.

We would recommend the presence of alumni on your stand due to the volume of visitors and parents who may want to ask questions in French. It is also useful to have some information, such as details on student loans and tuition fees as well as living costs in French and your geographical location on a map.

Institutions should be aware of new Erasmus Plus loans for postgraduate study which are available to French students.

4.2 Key recommendations for the British Council

We will continue to partner with L'Etudiant in Paris. L'Etudiant is the number one organisation in this field and has a significant presence in France which will benefit future fairs.

The Education UK area was appreciated by both students, parents and institutions. The signage and specific marketing helped to ensure a good level of student enquiries. L'Etudiant are keen to repeat and possibly develop this set up for next year.

The market briefing was appreciated by those UK institutions who participated.

We have advised L'Etudiant of feedback concerning their new visitor registration application which was piloted last year but which still needed some improvement this year.

It has been suggested by several UK institutions that the Friday afternoon was perhaps not necessary given the volume of visitors. This will be discussed with L'Etudiant.



Appendix 1: List of participating institutions

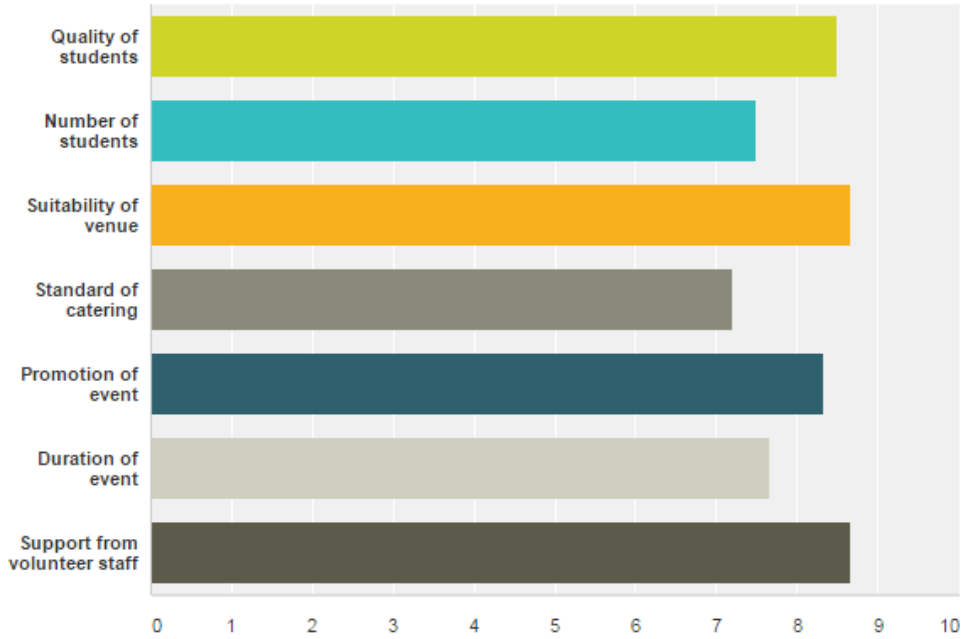
City University London
Glasgow Caledonian University
Leeds Beckett University
London Business School
London Metropolitan University
University of Bath
University of Birmingham
University of Edinburgh
University of Portsmouth
University of Sheffield
University of Strathclyde
University of London Institute in Paris
University of Warwick



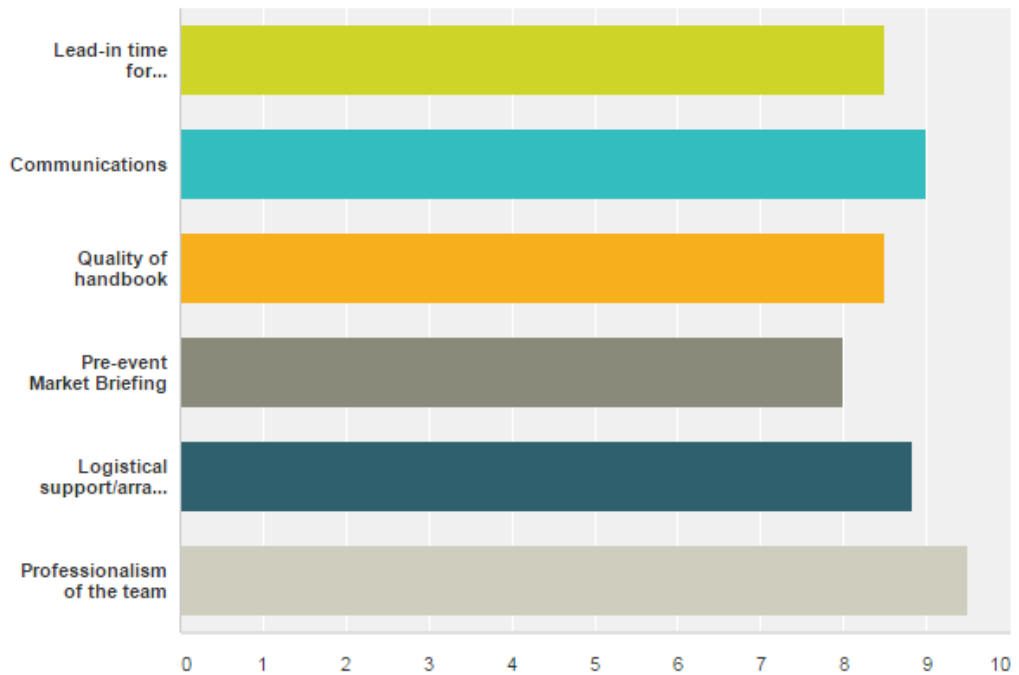
Appendix 2: Exhibitor's survey results

6 questionnaires were returned out of 13

1. Please rate the following aspects of the British Council.



2. Please rate the following aspects of the event you participated in.



3. Was the calendar timing of this event right for you?

Out of the 6 institutions that answered, 6 answered positively.



4. How was the duration of the event?

2 of the 6 institutions felt the event was too long.

5. What is your primary market interest in this event?

Alongside postgraduate courses, a number of institutions attended with the objective of recruiting for pre-sessional English courses and postgraduate research courses.

6. What are the main learning points you have picked up for marketing your institution in France in future?

“Better understanding of the grand ecole system. Clearer picture regarding popular subjects, and the common questions regarding applications to these subjects.”

“1. Students can complete an MA in the UK in one year compared to France 2. Students want to improve their English and that can be offered through a year of study in the UK 3. Many Erasmus/Study abroad students were interested in the event, i.e. students from Germany on exchange in Paris, therefore if students have had one international experience, are they looking for another.”

“1) find an agent locally 2) commitment to the market is needed 3) regular visits are likely”

7. Have you been to any non-British Council organised events in France previously?

3 institutions answered yes, 3 answered no.

8. If you have - who were the organisers?

QS, CIS and Studyrama

9. How does this event compare to that event?

3 institutions answered of which one said the British Council event was better and 2 believed neither event was better than the other.

10. Would you consider coming back to the next British Council exhibition in France?

All 6 institutions answered positively.



Appendix 3: Advertising and promotion/media plan in collaboration with L'Etudiant for Paris event



Press: Insertions in the following publications and online



Partenariats médias



