



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

Paris, 13 and 14 January, 2017

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1. Event fact file

Paris

Venue	L'Etudiant Masters & MBA Fair, Porte de Versailles, Paris, 13 and 14 January 2017
Opening hours	14.00- 18.00 Friday 13 January and 10.00- 18.00 Saturday 14 January
Stand costs	£2855 plus VAT
Unique feature to give added value	Market briefing with guest speakers and cocktail on 13 January 2017 at British Council, Paris
Seminars	Education UK panel with participation from British Council and UK university representative

2. Key statistics


Attendance	L'Etudiant Masters & MBA Fair	
	2016	2017
Total number of visitors	7195	6151
Total number of UK universities	12	15
Total number of exhibitors	200	150

Visitor demographics	L'Etudiant Masters & MBA Fair
High school students	4%
University students	85%
Parents	5%
Other	6%

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

3. Impact of marketing plan

The exhibition was organised as part of the 27th 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 the French Ministry for Higher Education and Research 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 question of the UK referendum was not problematic for the British Council staff on the stand, with few questions on this subject in January. However, universities were asked more questions around the future status of EU students in the UK.

The Education UK panel was very successful with over 100 participants in attendance.

We would recommend the presence of alumni on your stand in order to be able to provide information 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 the 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 in 2015 but which still needed some improvement this year.

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



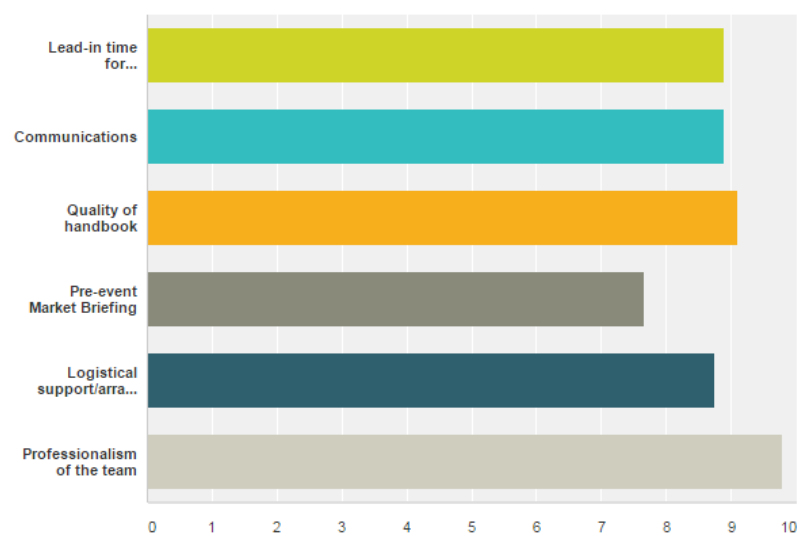
Appendix 1: List of participating institutions

BPP University
Anglia Ruskin University
University of Surrey
Goldsmiths, University of London
University of Edinburgh
University of Sheffield
University of Strathclyde
University of Law
Royal Holloway, University of London
Lancaster University
Glasgow Caledonian University
Birkbeck, University of London
Southampton Solent University
University of Westminster
Southampton University

Appendix 2: Exhibitor's survey results

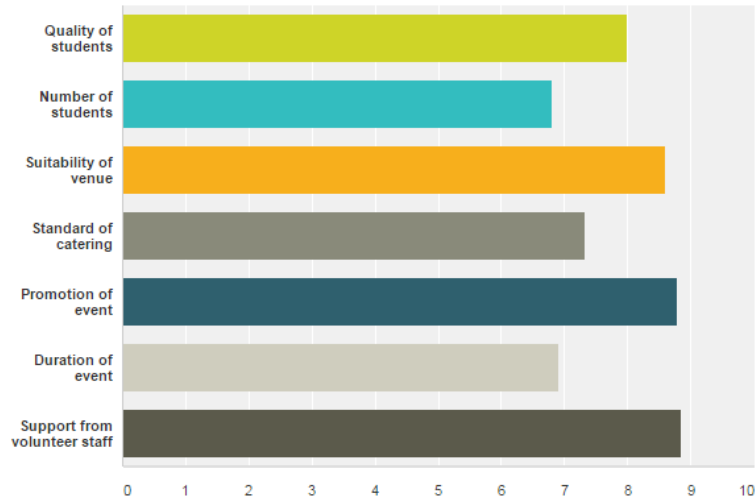
10 questionnaires were returned out of 15

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





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



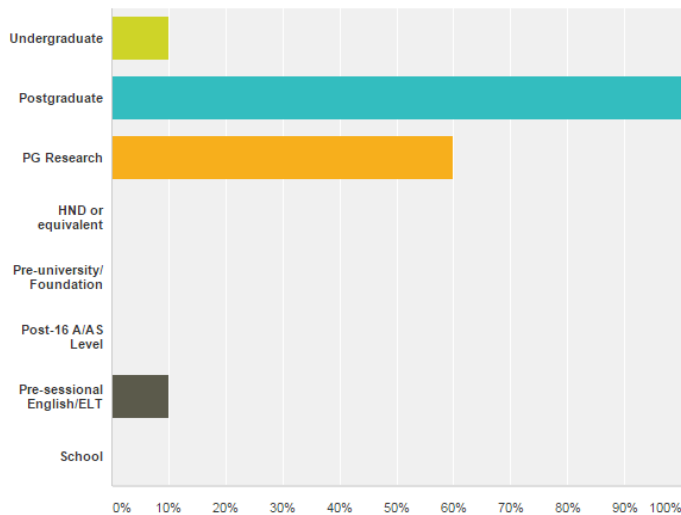
3. Was the calendar timing of this event right for you?

All 10 institutions answered positively.

4. How was the duration of the event?

All 10 institutions felt that the event was too long.

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



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

Definitely useful having a bi-lingual Alumni helping on stand. -Target Grandes Ecoles for Engineering - Advertise funding opportunities -A need for brand awareness, location and USPs -Brexit seems to have affected interest, especially in PG Research

Very interesting market briefing given by BC. Great chance to learn about the French higher education system.

I'll probably focus more on PG market as the students are more focussed...and we have already received a serious enquiry as a result of the follow-up.



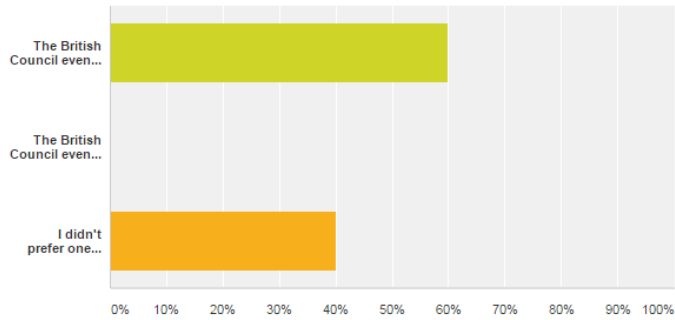
7. Have you been to any non-British Council organised events in France previously?

4 institutions had previously attended British Council events in France, 6 had not attended a British Council organised event.

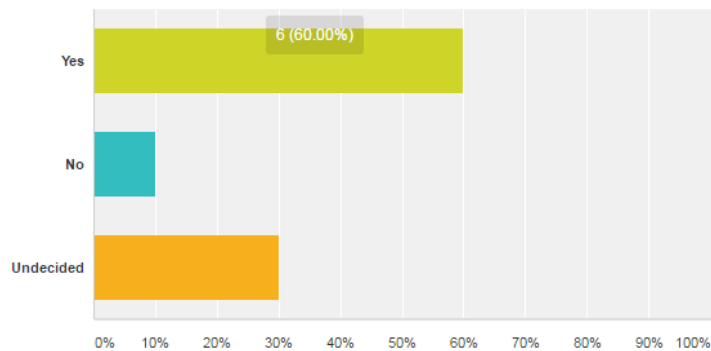
8. If you have - who were the organisers?

QS, Studyrama, Council of International Schools

9. How does this event compare to that event?



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



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

Press: Insertions in the following publications and online

SALON DE l'Étudiant

VOUS ÊTES ÉTUDIANT,
JEUNE DIPLÔMÉ DE BAC + 3 À BAC + 5...

**MASTERS,
MASTÈRES
& MBA**

13 | 14 JANVIER

PARIS EXPO PORTE DE VERSAILLES

ESPACE DÉDIÉ
STUDY IN UK*

Education
PENTAGON
IELTS

* ÉTUDIER AU ROYAUME-UNI

CONFÉRENCES ET RENCONTRES _ ESPACE FORMATIONS À L'ÉTRANGER

SALON DE l'Étudiant installations, parcours personnalisé, conférences, programme
L'APPLI SALONS DE L'ÉTUDIANT
à télécharger gratuitement sur **Google Play** **App Store**

SU UNIVERSITÉ PARIS SAUVATOUR
ANOUS PARIS | **l'express** | **RMC**
RUFID TALK SPORT



- 3 articles in the written press, 40 articles online

- <http://www.sortiraparis.com/loisirs/salon/articles/68428-salon-special-masters-masteres-et-mba-2017>
- <http://www.viparis.com/viparisFront/do/manifestation/paris-expo-porte-de-versailles/SALON+MASTERS++MASTERES+MBA=13191>
- <http://www.cci-paris-idf.fr/formation/orientation-jeunes/salon-masters-masteres-et-mba-formation>
- <https://www.univ-smb.fr/actualite/evenement/salon-des-masters-masteres-et-mba-de-paris-2017/>
- <https://www.sparteh.fr/actualites/E08/2016/11/28/000441-ART454000497-salon-des-masters-masteres-et-mba-paris-2017.html>
- <https://www.britishcouncil.fr/evenements/salon-masters-mba>
- <http://brest-bs.com/evenement/salon-letudiant-masters-masteres-mba/>
- <https://www.mapado.com/paris-75015/paris-salon-des-masters-masteres-mba>
- <https://www.itescia.fr/evenements/salon-des-masters-masteres-et-mba-de-paris>

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- <http://www.u-pec.fr/etudiant/orientation-reorientation/retrouvez-l-upec-au-salon-des-masters-masteres-et-mba-650791.kjsp>
 - <https://diplomeo.com/actualite-calendrier-des-salons-etudiants-en-janvier-france>
 - http://www.ac-versailles.fr/public/jcms/p1_39913/salons-orientation-en-ile-de-france
 - <http://www.evous.fr/Salon-Etudiant-Paris-formation-inscriptions-informations-1174839.html>
 - <http://www.u-psud.fr/fr/vie-etudiante/orientation-et-insertion-professionnelle/evenements/salon-des-masters-de-l-etudiant.html>
 - <http://www.escpeurope.eu/fr/programmes-escp-europe/masters-et-masteres-specialises/entrepreneuriat-projets-et-strategie-masteres-specialises-plein-temps-enseignement-superieur-grande-ecole-de-commerce-escp-europe/ms-innover-et-entreprendre/ou-et-quand-nous-rencontrer-mastere-specialise-innover-et-entreprendre-enseignement-superieur-grande-ecole-de-commerce-escp-europe/>
 - <http://www.isg.fr/agenda.aspx>
 - <http://www.efap.com/agenda-efap/infos/salons>