

EducationUK virtual exhibition USA report

16 October 2012

12 March 2013

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1. Event fact file

EducationUK Virtual Exhibition USA

Venue	Online
Dates	16 October 2012 12 March 2013
Hours	12:00-20:00 EST
Stand costs	Single event: £925 Optional video: £250 Both events (video included): £1850 → £1650 (£200 reduction for first 30 institutions)
Unique feature to give added value	Each institution had a virtual booth with text chat feature and the option to host a one hour live video session. The British Council offered/delivered four video sessions about Education in the UK in partnership with participating universities and organisation, including a targeted one hour session for high school guidance counsellors.
Seminars	'High school counsellor' video session 'Study in the UK' video session 'Student Life in the UK' video session 'Financing Education in the UK' video session

2. Key statistics

Top 5 states represented:

US breakdown: Attendees from all 50 states, 1 district & 1 territory during two events

GPA: 3.46/4.00 (National average: 3.00/4.00)

Attendance	October 2012	March 2013	Total
Number of visitors	3,512	2,824	6,336
Gender breakdown	70% female/ 30% male	68% female/ 32% male	
Higher Education	30	30	39 (many HEIs attended both events)
UCAS		X	

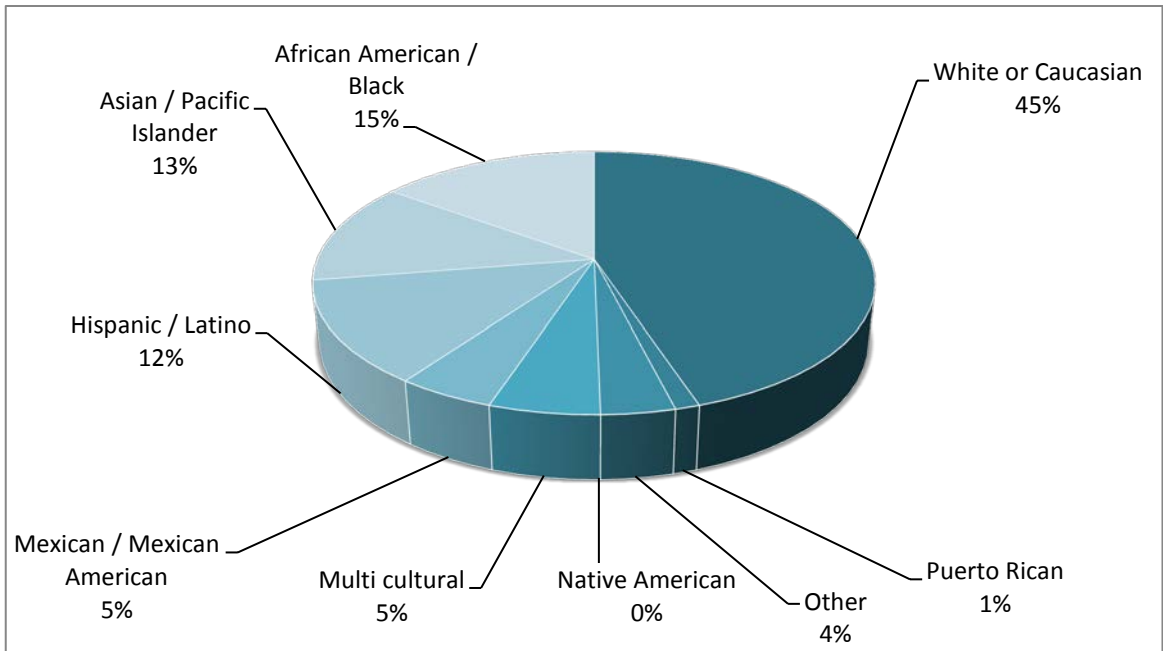
Trends in Data

We analysed the data from the five states in different regions in the United States, including California, Texas, Illinois, Georgia and Pennsylvania. On a national level, the data shows a 70% female/30% male gender split, with most students graduating High School in 2013, most expressing interest in a 4-year degree, and the top majors are business, the arts, sciences, psychology, and criminal justice. As we drill down into the state data – there was demographic diversity depending on state. For example, California and Texas had higher Latino populations; Georgia had a higher percentage of African Americans. It also seems like most of the turn-out came from students who live in and around major urban areas.

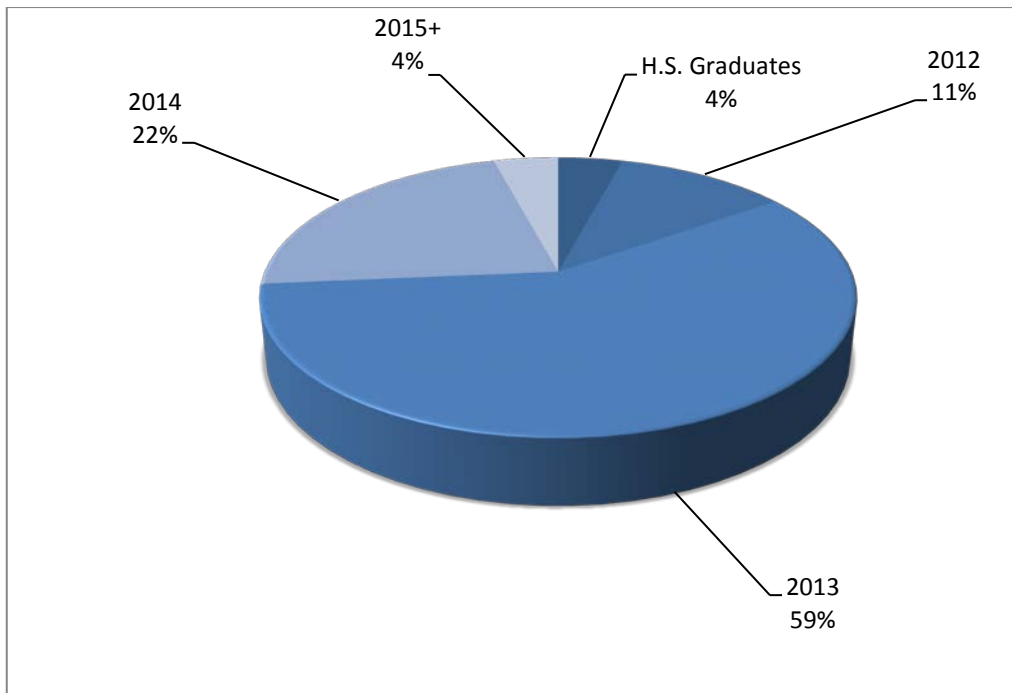
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Ethnicity breakdown:



Year of high school graduation:




3. Conclusions and follow up

3.1 Key recommendations for institutions

Best times

The EducationUK virtual exhibition was live from 10am-8pm EST/3pm-1am BST. Having spoken with our contacts at CollegeWeekLive, we now know the biggest surges of student visitors during the events was between 4pm-8pm EST/9pm-1am BST; shortly after students got home from school and following after-school practices. Therefore, in future, we suggest keeping your text chat

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open as late as possible to answer student questions. Using staff, study abroad students or alumni who are in the US may make this easier. We strongly request that schools attempt to have their booth manned at all times, as the overall quality of the event is undermined if students find that two-three booths in a row are unmanned.

Follow-up

Like any recruitment fair, it is essential to follow up with leads generated from the event. American students expect a personalized service so we recommend using a service like Constant Contact that enables you to track interest and identify students who may respond positively to more personalized follow-up. American students have historically responded positively to phone calls from the UK (though they must be outside of school hours – UK evening time).

Invite past US leads

A virtual exhibition is a great avenue to reconnect with your past American leads. If your institution is not visiting the same state/schools every few months, it is unlikely that many of your leads have been in contact with you. By inviting your previous leads to visit your booth, you will have the opportunity to get back in touch and answer any questions that may have arisen, all while refreshing their interest in your institution.

Text chat

Although it is very useful to answer all questions in your general text chat throughout the exhibition, American students like personalized attention. It is possible to invite them to a private chat, by doing this; they are likely to be more willing to discuss their more specific questions about your institution. If your computer is equipped with a webcam, you are able to speak with them directly similarly to a traditional recruitment fair.

Video sessions


Many institutions did not utilize the video session feature this autumn. Though it requires more preparation such as submitting a PowerPoint or presentation to CollegeWeekLive sooner, it is a great way to drive student traffic to your booth and generate leads. Try to be innovative with your sessions! For example, invite student ambassadors to present with you or create a talk show feel with special guests. Unlike a traditional information session, students do not feel guilty leaving a session before the end. By making video sessions more exciting, students will be more likely to remain for the entirety of the session.

3.2 Key recommendations for the British Council

Although data shows ~80% of participants are from the USA, the majority of active users in the text chat are international students from elsewhere in the world. The British Council should discuss with CollegeWeekLive on how to better engage with American students.

The British Council should:

- Do more raise brand awareness of EducationUK and this event to increase web traffic from American students in key cities across the USA.
- Have a clearer listing of scholarships for American students as it was typically the first question from booth attendees/chat participants.
- Work toward identifying the participants who will be most likely to attend a UK university.

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- Improve the deadline are setup, allowing universities to have more time to make changes to the booth once it's built.

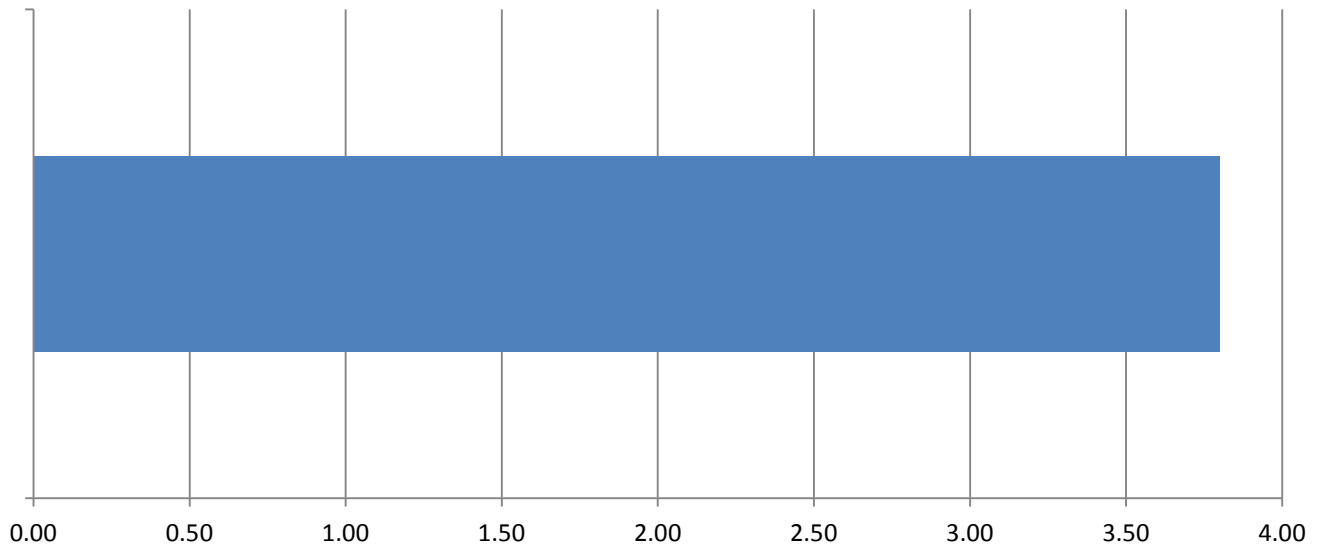
Appendix 1: List of participating institutions

1. Anglia Ruskin University
2. Birmingham City University
3. Bournemouth University
4. Brunel University
5. Bucks New University
6. Cardiff University
7. City University
8. Kings College London
9. Leeds Metropolitan University
10. London South Bank University
11. Manchester Metropolitan University
12. Middlesex University
13. Northumbria University
14. Richmond, The American International University in London
15. Royal Holloway
16. Swansea University
17. The Arts University College at Bournemouth
18. The University of Reading
19. The University of Sheffield
20. UCAS
21. University Campus Suffolk
22. University for the Creative Arts
23. University of Birmingham
24. University of East Anglia
25. University of East London
26. University of Gloucestershire
27. University of Greenwich
28. University of Hertfordshire
29. University of Huddersfield
30. University of Kent
31. University of Leeds
32. University of Lincoln
33. University of Northampton
34. University of Portsmouth
35. University of Southampton
36. University of Surrey
37. University of the Arts London
38. University of the West of England
39. University of Warwick



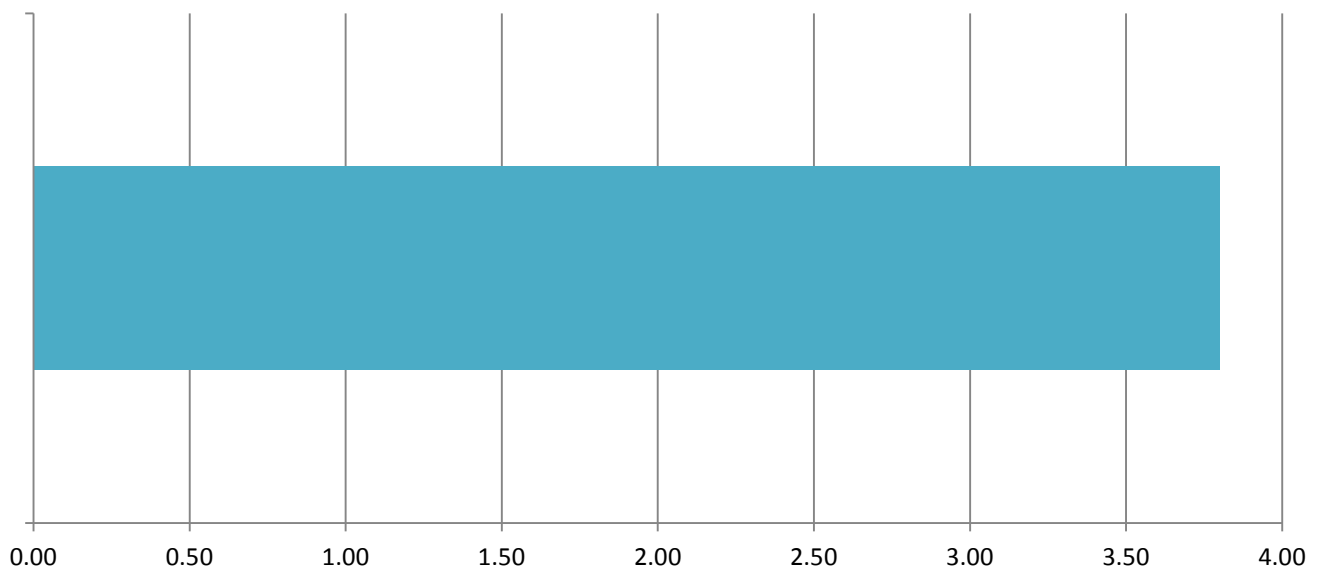
Appendix 2: Exhibitors' survey results

1. The USA Virtual Exhibition met my expectations.



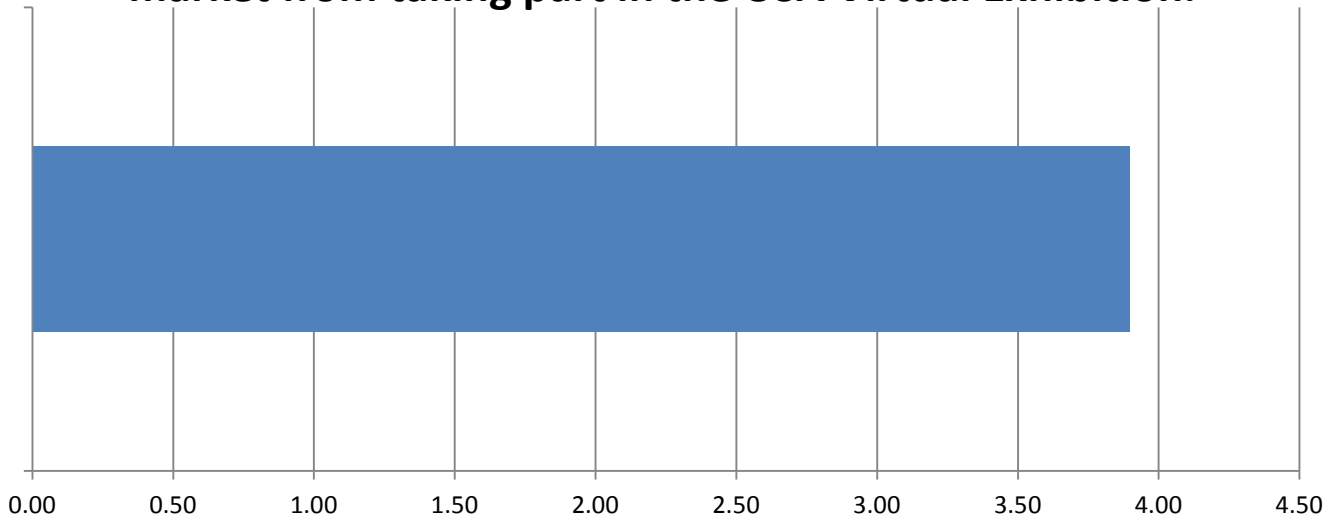
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Rating Average	Response Count
0	1	3	3	3	3.80	10

2. Overall, this was a high quality event.



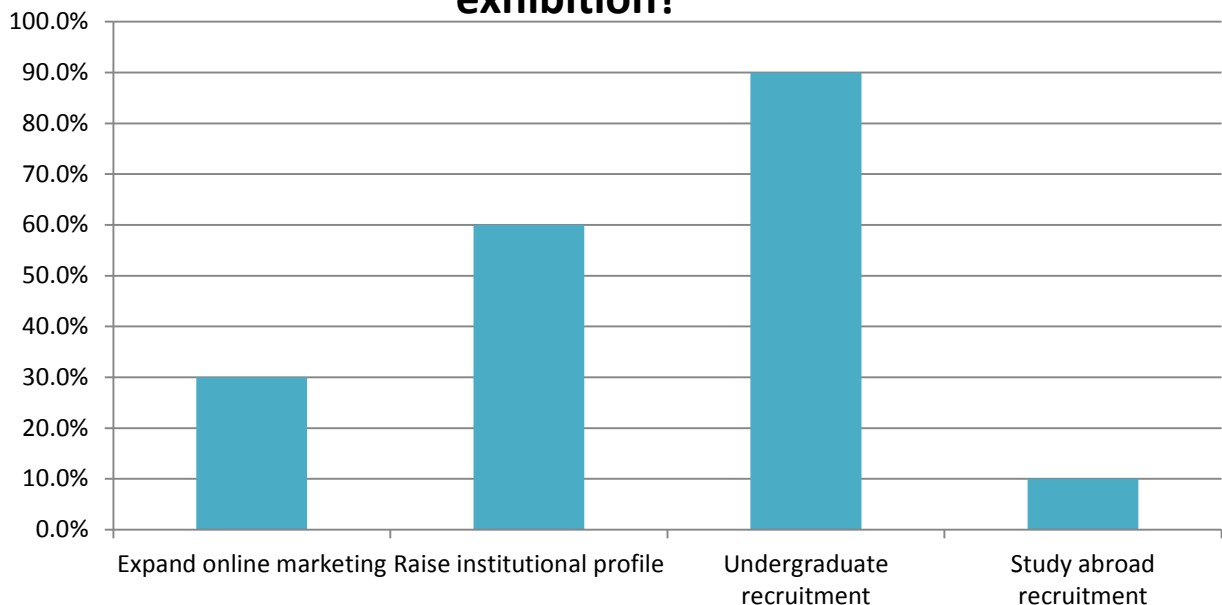
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Rating Average	Response Count
0	1	3	3	3	3.80	10

3. I have furthered my institution's reach in the US market from taking part in the USA Virtual Exhibition.



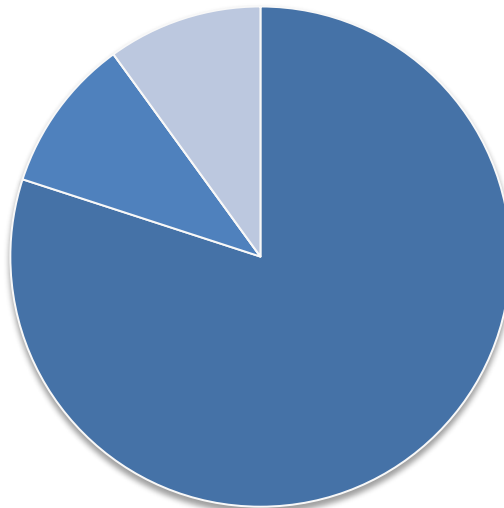
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Rating Average	Response Count
0	0	3	5	2	3.90	10

4. Why did you participate in the USA virtual exhibition?



Expand online marketing	30.0%	3
Raise institutional profile	60.0%	6
Undergraduate recruitment	90.0%	9
Study abroad recruitment	10.0%	1

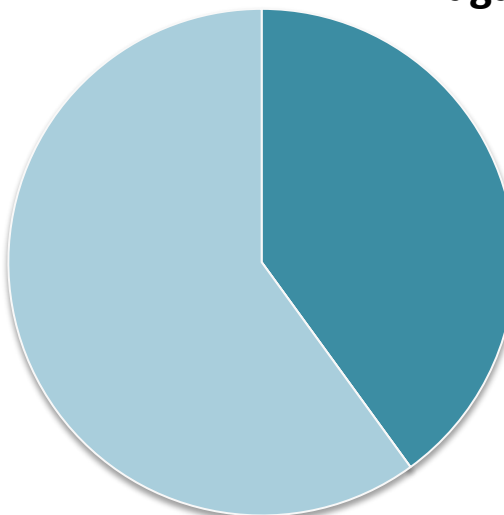
5. How many USA virtual exhibitions should there be each academic year?



- One
- Two
- Three
- None
- Depends (please specify)

One	0.0%	0
Two	80.0%	8
Three	10.0%	1
None	0.0%	0
Depends (please specify)	10.0%	1

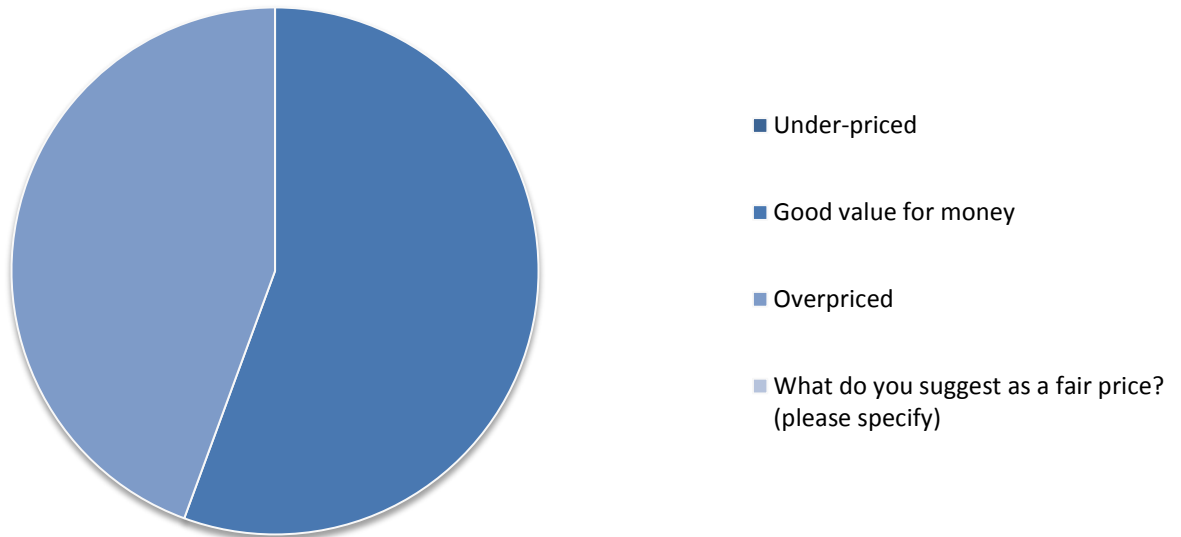
6. Would you participate in the USA Virtual Exhibition again?



- Yes.
- No.
- Depends (please specify)

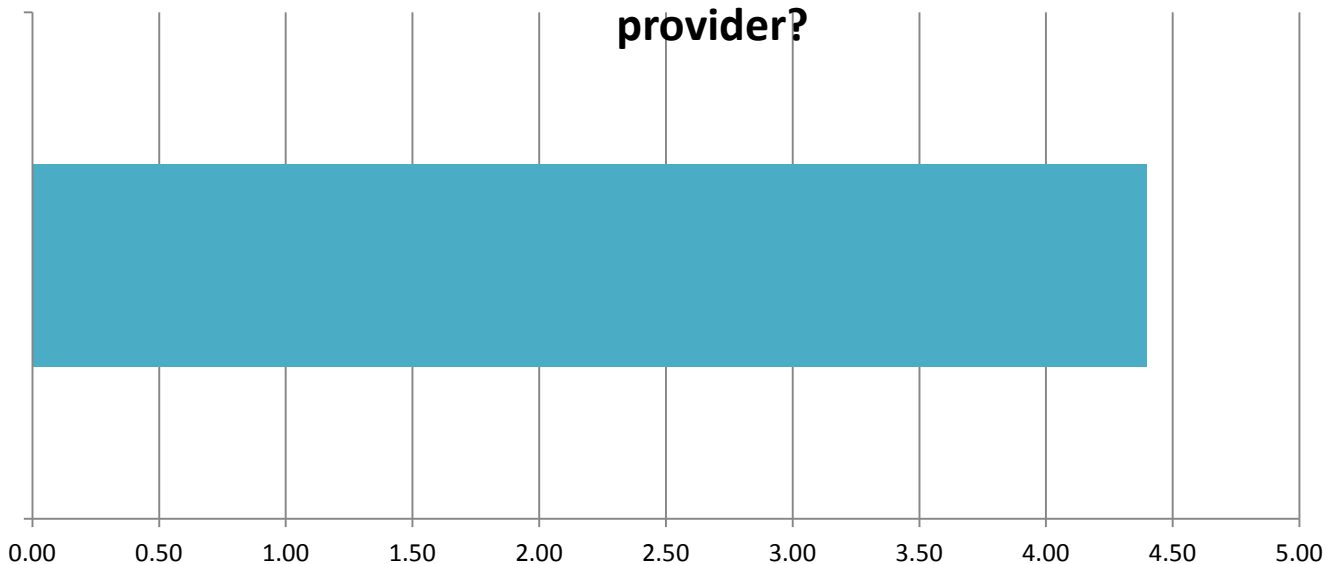
Yes.	40.0%	4
No.	0.0%	0
Depends (please specify)	60.0%	6

7. Do you feel that virtual exhibitions provide good value for money?



Under-priced	0.0%	0
Good value for money	55.6%	5
Overpriced	44.4%	4

8. Did you find CollegeWeekLive to be a high quality provider?



Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Rating Average	Response Count
0	0	2	2	6	4.40	10