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Education UK Virtual Exhibition- Report

20 September - 10 October 2012

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The Virtual Exhibition is fast becoming an important marketing tool especially in the education sector. It is a cost effective way of reaching new markets. In a country like India with such widespread audiences it is considered as one of the viable ways to reach new markets in a cost effective way.

The first Education UK Virtual Exhibition in India was organised in February 2010. It received a very good feedback from both participating UK institutions and the online visitors. Since then three more Virtual Exhibitions have been delivered in India. Many changes have been introduced in the platform to make it more effective operationally. The Exhibitor feedback, visitor feedback, web analytic reports have also contributed to making improvements in the delivery of the online event.

In 2012, the Education UK Virtual Exhibition was organised from 20 September – 10 October, 20 UK Institutions participated in the same.

THE Objective:

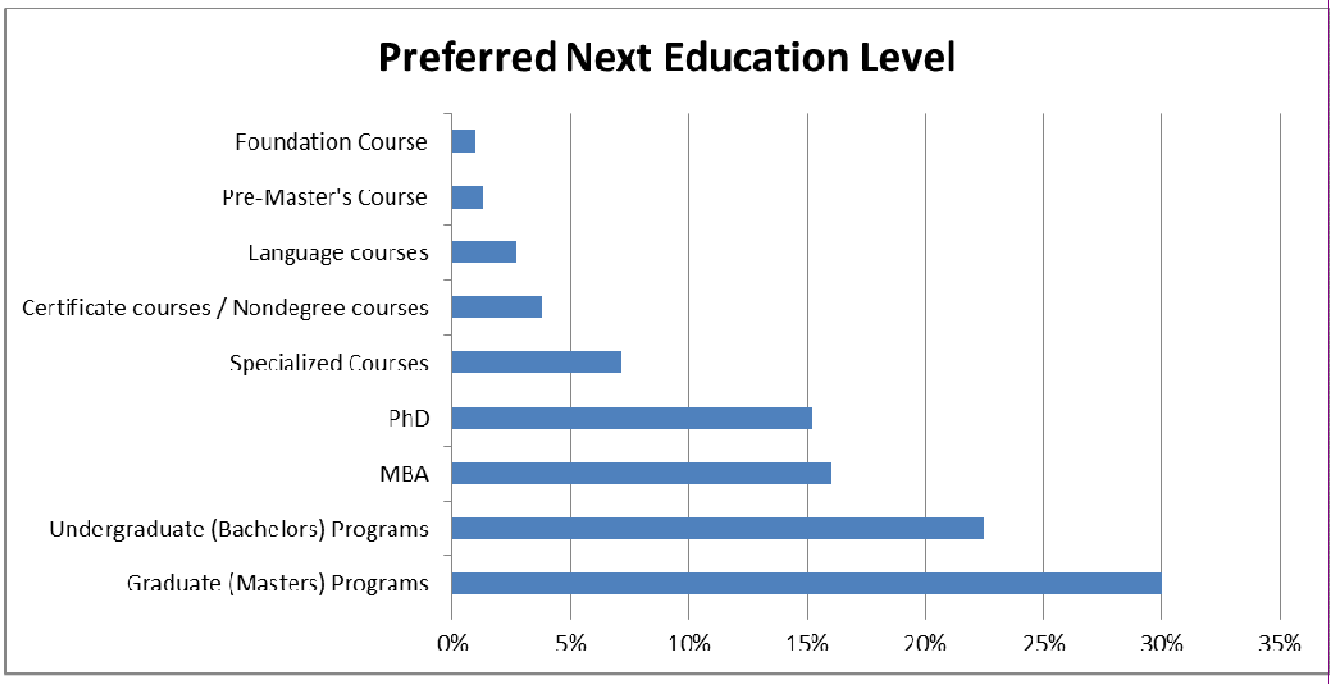
- To offer UK institutions an innovative model to support their marketing activities in India.
- To provide information to a target audience who are considering a UK education but are geographically dispersed.
- To create brand awareness for UK institutions amongst the prospective audiences that are geographically dispersed and are unable to attend the Education UK exhibitions
- To enhance the existing face to face Education UK exhibition.

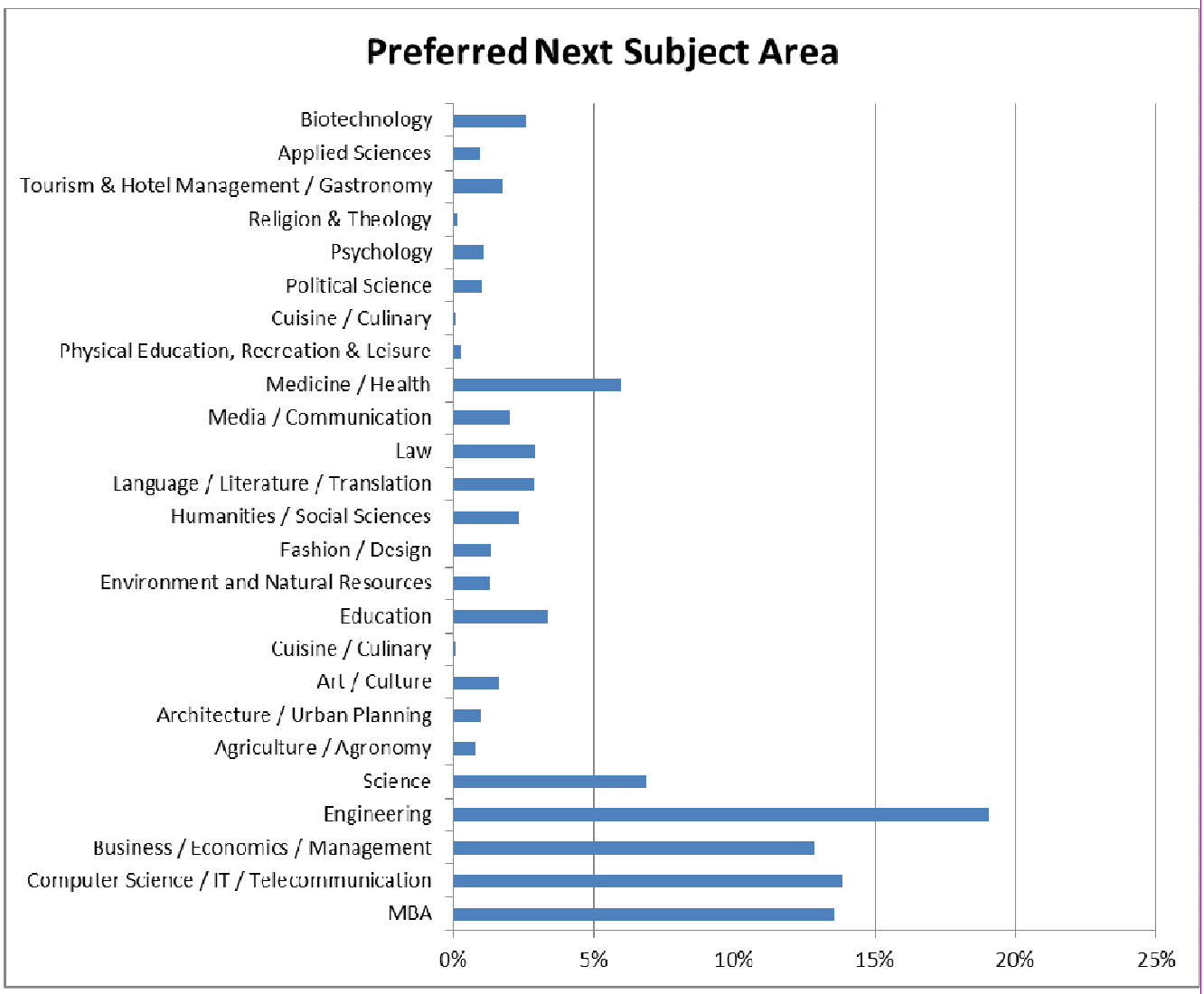
Website URL	**www.edukvirtualexhibition.com**
Duration of the exhibition	**20 September – 10 October 2012**
No. of exhibitors	**20**
Unique Visitors (The number of visitors who visited the website and viewed at least one page)	**189,087**
Total Visits	**264,628**
Chat Sessions held	**315 hours**
Offline queries answered	**885**
Visitor's origin (No of cities covered)	**68**

www.siem.britishcouncil.org

VISITOR Registration Data Analysis:

The Virtual Exhibition was open to all visitors. However, a visitor was required to register if they wished to join the `Online Chat 'or post any query at the 'Query Centre'. The registration page was made live on the virtual platform prior to the launch of the exhibition. The analysis provided in this section is for 2552 registered users who were actively engaged through offline queries or online chat sessions.




Preferred Next Subject Area
Biotechnology
Applied Sciences
Tourism & Hotel Management / Gastronomy
Religion & Theology
Psychology
Political Science
Cuisine / Culinary
Physical Education, Recreation & Leisure
Medicine / Health
Media / Communication
Law
Language / Literature / Translation
Humanities / Social Sciences
Fashion / Design
Environment and Natural Resources
Education
Cuisine / Culinary
Art / Culture
Architecture / Urban Planning
Agriculture / Agronomy
Science
Engineering
Business / Economics / Management
Computer Science / IT / Telecommunication
MBA
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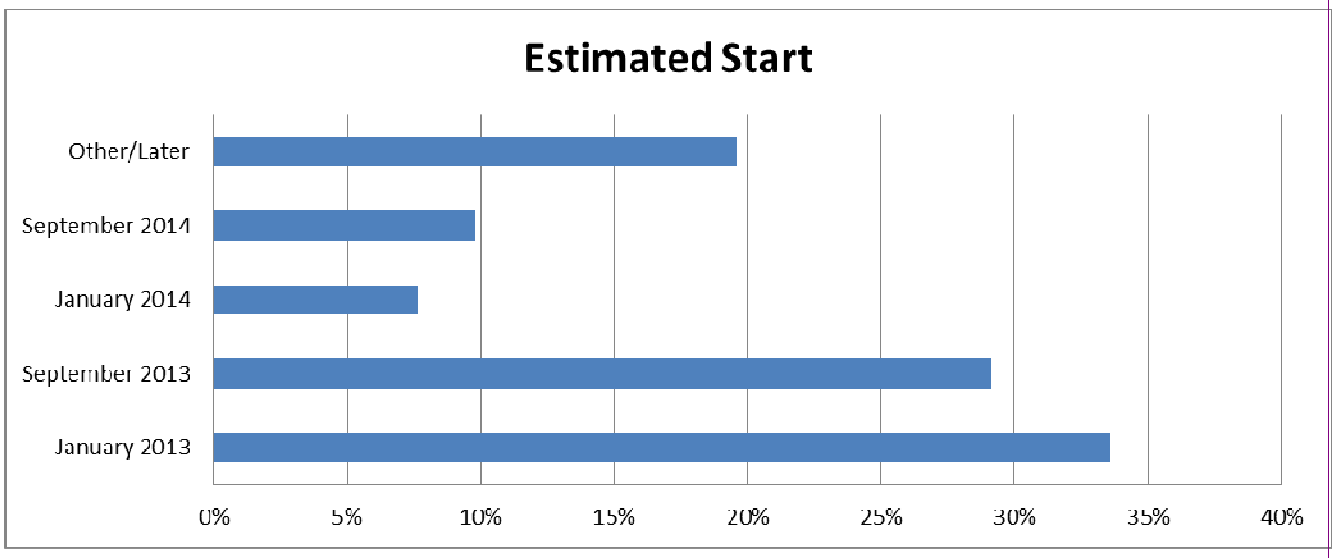

Marketing and Promotion strategy:

- The Education UK Virtual Exhibition was delivered through a specially created online platform. The event was publicised through Education UK India and British Council India websites. As per the registration details web analytics reports the average page views through the visits from these websites was around 6 pages per visit.
- Posters were sent to a selected list of approximately 300 schools encouraging them to engage through the event. Out of these, 40 schools participated in the online competition
- E- Newsletters were sent out to a targeted student database of about 75000 users across India. This database included the students who have participated in Education UK outreach programmes and events, students taking the IELTS exams, other databases maintained by the British libraries.
- Posters were displayed at all British Council libraries and English Language Teaching centres.
- Online advertising was carried out on prominent portals like www.msn.com, www.yahoo.com , www.sify.com , www.rediff.com and cyber cafes in 28 cities across India.
- A mobile campaign was carried out for 1.2 million users in 12 Indian cities.
- Promotion was carried out through postings done on the relevant forums across social networking sites like Face book and other blogging sites etc.
- During the event, email and SMS reminders were sent to registered users for participating in the chat sessions.

WEB Analytics:

CONCLUSIONS:

1. The online event generated a good visitor base. The activity progressed steadily every week.
2. The web traffic which this event has drawn, **demonstrated the e-readiness** of the target audiences. It also substantiated the effective marketing approach.
3. The number of visitors and visits were high but there were comparatively **less number of registered users**. This can be attributed to the **timing of the online event** which needs to be reviewed.
4. There is a direct relation between the number of visits and the page views. Thus the average page views remained almost at the same level throughout the activity.
5. The engagement of the visitors (no. of pages viewed and the time spent per visit) coming through British Council network and the social networking sites was high. Thus, **more emphasis** needs to be given to the **advertising and promotion through social networking websites**.
6. The most viewed page after the home page was the ` Chat Schedule' at 57%.Thus, there is a need to create **more opportunities to interact** with the visitors.
7. There was an increase in the number of visits coming through search engines. The level of engagement of these visits was high.
8. More than 60% visitors visited the online event more than once and around 25% visited more than 5 times.
9. As per the Visitor Feedback analysis around 70 % visitors had not attended the British Council events. Thus, the information sought by such visitors tends to be more generic.
10. As per the registration data MBA, Engineering, Business/Economics and Computer Science came out as very strong preferences amongst the visitors.
11. The Virtual exhibitions emphasises on the brand awareness for UK institutions. Through these online mediums the institutions get a chance to meet prospective students that are geographically dispersed and platform is created for future interaction and promotion of courses and student life in the UK.