



Post-release of the fair “Best of British Education 2009”

Dear colleagues,

We would like to finalise the results of the fourth educational fair “Best of British Education” which took place **in Dnepropetrovsk and Kiev on 3-4th of April 2009.**

We would like to thank those who took part in the Fair. We did our best to organize the event on the highest level and quantity and quality of visitors confirmed this.

THIS YEAR WE HAD 24 PARTICIPANTS! AMONG THEM:

Abbey College; Abbey DLD Group of Colleges; Brooke House College; Gloucestershire College; d’Overbroeck’s College; Our World; INTO; Living Learning English; Malvern House; Padworth College; St Giles International; Sidcot School; Study Group; TASIS The American School in England; Taunton School; City University London; Istituto Marangoni; Exportise; London School of Business and Finance; LSI; BLC; EAC; Sedbergh School; St. Edmunds.

FAIR PROMOTION

Advertising campaign was developed to attract our target audience – wealthy people of Ukraine who understand that British education is a qualitative and expensive product with ancient educational traditions.

Promotion included:

- leading business newspapers and magazines (Komsomolska Pravda, Business, Business Spotlight, What’s on?, Ukrainian week and many others) – articles on British education + advertisements
- TV Channel - 5 channel, KRT, 11 channel
- Radio Stations - Europe +, Kiss Fm
- Flyers (7000 its) and posters distributed at private schools, best restaurants, Fitness centers, Beauty Salons and used for direct mail

In order to raise an interest to the FAIR we conducted the press conference “Modern methods of studying English language in Ukraine and abroad. Annual fair “Best of British education” – the whole spectrum of British educational programs”. At the press-conference which took place on 25th of March participated PR manager of the British Council in Ukraine Volodymyr Sheiko and Marketing manager of English School “Speak up!”. Natalia Tarchenko also participated in the press-conference and emphasized on the wide range of possibilities which gives education in Great Britain.

FAIRS REPORT

Dnepropetrovsk, Ukraine – 482 persons.

This year the number of people who visited fair in Dnepropetrovsk remains the same as in April 2008. But this is a good sign when it is considered that a financial crisis is still strong enough in regions. But people stay active and open to the opportunities of getting education abroad. We have clients from this region and Dnepropetrovsk gives many hopes. We will continue to develop our activity in this city in the future with the help of our managers in Dnepropetrovsk office.

Kiev, Ukraine – 850 visitors.

Kiev over justified hopes as usual and 4th of April was quite a busy day. Our target audience visited this fair. It was well informed public who came prepared with many questions and a big interest.

Testimonials

Helen Lami, "Taunton School & Taunton School International"

"It was lovely to see you over the weekend. I really enjoyed my time with you and the meals out were lovely. I was also very impressed with the attendance at the fairs and the quality of the visitors. It was very busy which is excellent especially in such a difficult time with the economy. I think people still want to invest in education which is good for both of us.

On a personal level thank you for your support and kind advice..."

Petra Kondrova, "d'Overbroeck's College"

"Thank you very much for your hospitality in last couple of days. I found the trip really useful and have met good quality students particularly on the Kiev exhibition. It is amazing, how helpful and hard-working people are working for your agency! I very much enjoyed the evening programmes. The venues had beautiful character and food was delicious. I am looking forward to our cooperation..."

Remco Weeda, "Exportise"

"I just wanted to say many thanks for such a well-organised fair. I was positively surprised about the number of interested parents and children I spoke to. I am really excited about what the future holds and very happy that I made the trip out to Kiev. I think it will be a success and this should guarantee next year's inclusion but then for both fairs of course. In the meantime good luck with all the bookings and we shall keep in touch!"



DEC educational consultancy is looking forward for future successful events that will bring all of us clients and the popularity of British education will continue to conquer Ukrainian market!

Sincerely yours,
DEC team