



#INSPIRE *me* — FESTIVAL

2019



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About the #InspireMe Festival

Introduction to the festival

The 2019 #InspireMe festival was held on Saturday, the 21st of September at the White Rock Centre in Ulaanbaatar. It was the third iteration of the festival and offered potential customers and businesses the opportunity to speak with education providers, attend seminars and workshops run by British educators, and network with professionals from government, business and NGOs. The event was spread across three separate domes. Domes 1 and 2 focused on B2C relationships, providing attendees with the opportunity to watch presentations, participate in education workshops and visit exhibitor stalls, while Dome 3 focused on B2B and B2G, providing UK and Mongolian businesses with the opportunity to learn about one another, network and make connections.



Participation and attendance

Prior to the event, 1,000 people on Facebook were listed as 'attending' with a further 3,500 listed as 'interested' in attending. Based on the number of brochures handed out over the course of the event, it is estimated that at least **2,500** people attended the festival over the course of the day, and it is likely there were many more.



Dome 1

Dome 1 was geared towards B2C engagement, providing businesses with the opportunity to showcase their education product/service to potential Mongolian consumers. The Dome hosted fifteen different education exhibitors and was open to all attendees.

The following education organisations exhibited in the Dome:



Nogoos Jade



British School of Ulaanbaatar



Study UK



Succedu



ESP IELTS centre



Chevening



IEDC Mongolia (Pearson PTE General Authorised Test Centre)



NCC Education, National University of Mong



British Council



UKVI (Visa)/ VFS



The English School of Mongolia



Inlingua



Cambridge Assessment International Education



Linguaphone Group



UK Alumni Association

Dome 2

Dome 2 was geared towards students and parents, hosting a variety of workshops and presentations on topics related to all levels of education, from early years to university. The events were open to all attendees, with a focus on highlighting the strengths of British education organisations and informing potential consumers on future education options. The dome also saw the launch of the festival from the British Ambassador, as well as a number of comedy and musical performances from local Mongolian performers.

Throughout the day, presentations and workshops were delivered by speakers from the following sectors

Early years	1
K-12	2
Higher education	4
English language training	2
Qualifications	1
Educational supplies	1
Educational consultancy	1
Government	1

The nationalities of speakers were

			
China	UK	Mongolia	USA
1	8	3	1



Dome 3

Dome 3 was geared toward the business community, with a series of presentations that allowed businesses to showcase their product/service or expertise on a sector to other businesses. Dome 3 set out to encourage business-to-business education partnerships, hosting both a panel discussion on opportunities for British and Mongolian education and a networking lunch. The dome was an invitation only event, with attendees coming from a number of local and visiting businesses who were interested in developing UK-Mongolia education partnerships.

Overall, 37 business representatives attended the talks at Dome 3, representing businesses from the early-years, K-12, English language training, and higher education sectors.

Throughout the day, presentations and workshops were delivered by speakers from the following sectors

Higher Education	1
Examinations	1
English Examinations	1
English language training	1
Educational Consultancy	1
UK Government	2

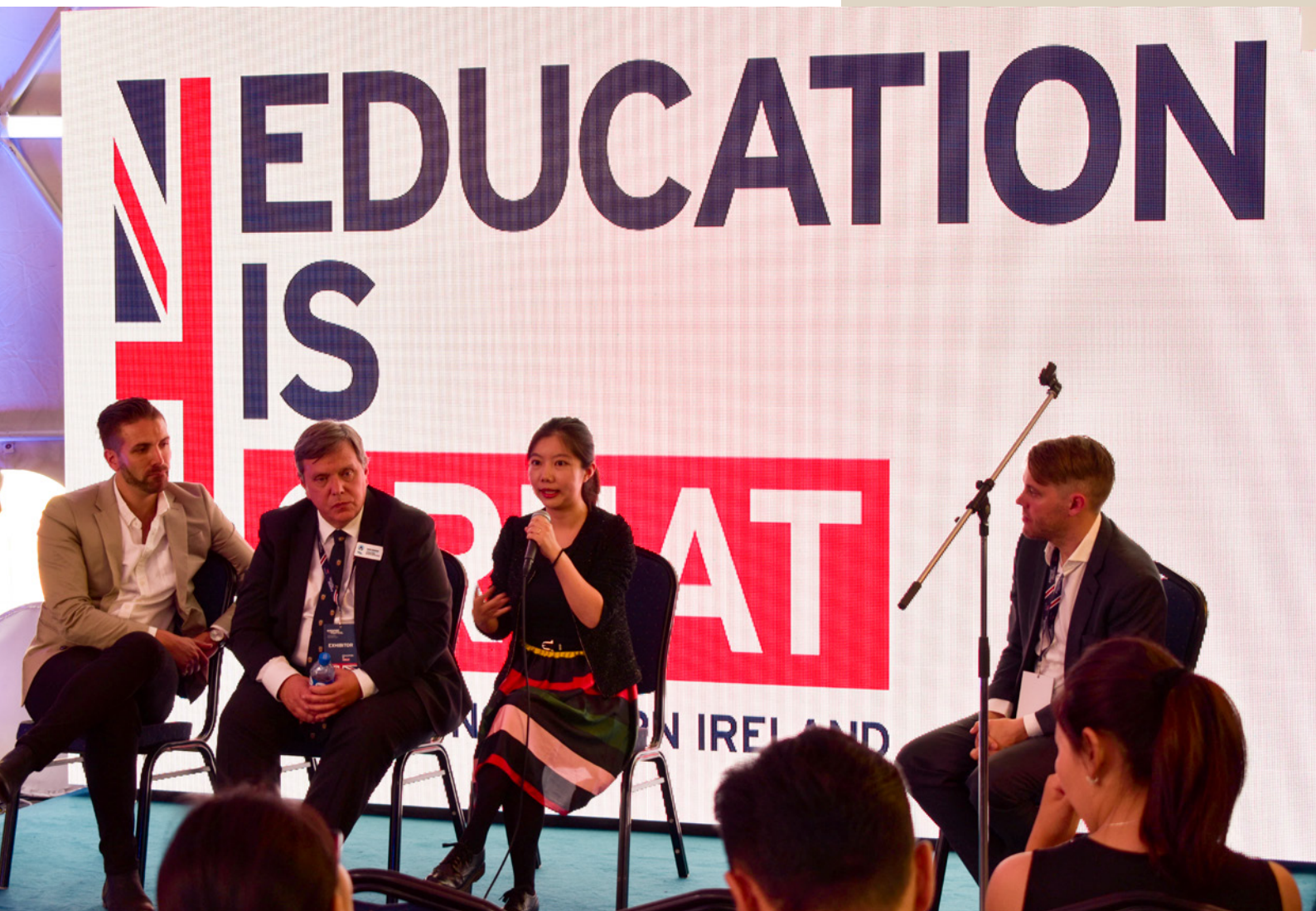
The nationalities of speakers were



China
1



UK
6

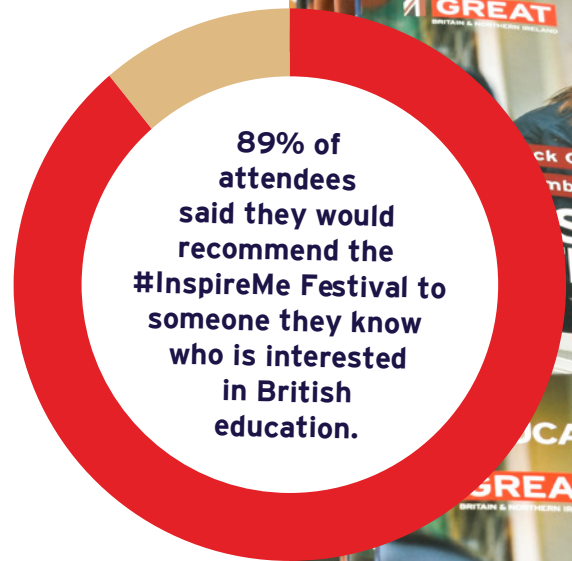


Impact Analysis

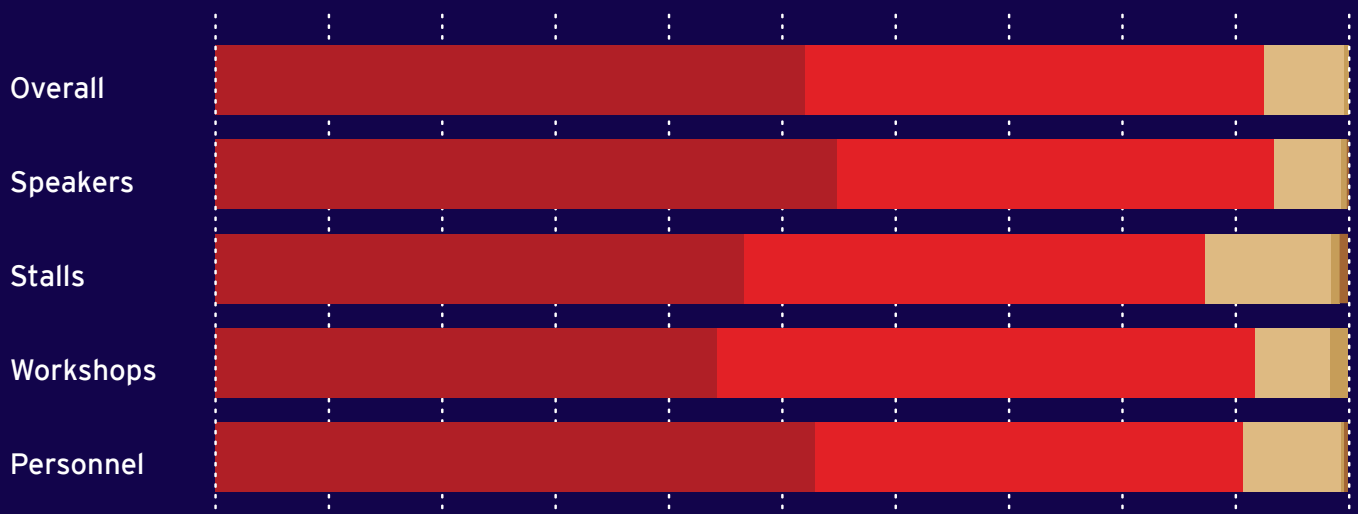
Attendees

In order to help determine the success of the event, Venture Education devised an impact survey for attendees to fill out on the day of the event. The survey was designed to gain insight into the attendees' satisfaction with the event, obtain feedback on what was successful and what could be improved, and assess what impact the event had on the likeliness for attendees to purchase British education products or services in the future.

The surveys were fully translated into Mongolian and handed to attendees on the day of the event to be filled out, with answers being translated back into English. Overall, the surveys were completed by 395 attendees.

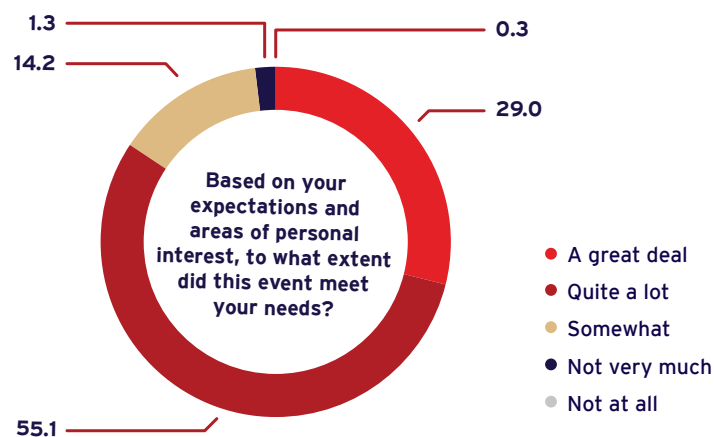
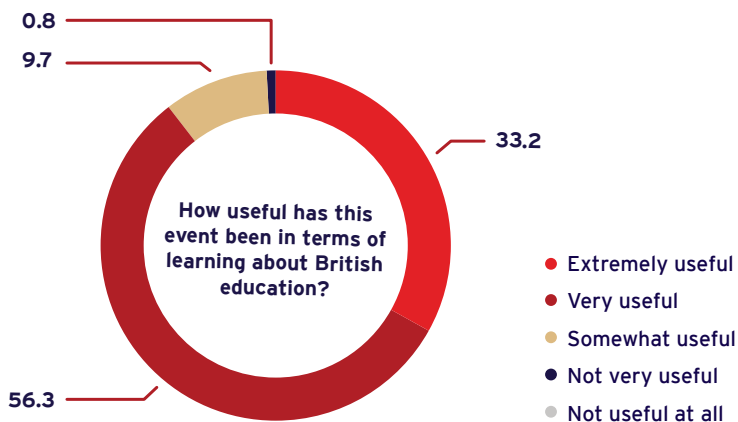


#InspireMe Festival attendee satisfaction



● Very satisfied
 ● Somewhat satisfied
 ● Neutral
 ● Somewhat unsatisfied
 ● Very unsatisfied

Attendees



90%

of attendees found the event was **'extremely useful'** or **'very useful'** in terms of learning about British education.

99%

of attendees felt that the **event met their needs.**

Nearly one third of attendees felt the event met their needs to a great extent.

71%

of attendees said that they would be **interested in purchasing and using** some of the education products or services that were exhibited at the event.

Attendees

When asked what they enjoyed about the event, the respondents commented on:



*The size of each word corresponds to the frequency in which it was mentioned

LL

I'd never thought of studying in the UK - really happy to have attended.

I gained sufficient knowledge on universities and other organisations.

The venue, organisers, seminars and lectures were all good.

I am going to take IELTS and got the **necessary information** and am really satisfied.

The organisation was good, there was a skilled team, and information on a lot of companies.

The lecturers were amazing and it was interesting to hear their stories. The organisations had great information.

The lecturers and organisers of the event have done a **great job**.

People were **open minded, positive and generous**.

There was information on British education. **Lots to admire and do at the festival.**

I can't describe it, **totally amazing**.

The organisers were polite and kind. **Good suggestions** about schools. An amazing festival.

I enjoyed the presentations, advice, and high-quality information. The people are friendly.

The people and the seminars are **very clear and all the information is well packed**. Also well organised.

LL

When respondents who'd attended previous #InspireMe festivals were asked how this year's compared, they said:

It improved greatly.

Everything has improved.

The organisation and staff had improved.

It was more interesting than the previous year.

The organisers' communication has improved.

It was more organised, and more people attended compared to the last year.

It's attracted more people than before.

LL

Exhibitors

After the event, exhibitors were sent a follow-up email with a number of questions that aimed to gain insight into their experience in both the run up to and on the day of the #InspireMe festival. Below is a collection of some of the responses we received from the exhibitors.



How was your overall experience of the festival?

The best yet. Excellent festival.

It was awesome! I totally enjoyed the whole event.

The festival was **expertly organised**.

What went well?

I felt **the venue was a really great choice**, it worked well and served its purpose as a multifunction room for talks and the evening festivities.

It was a well organised professional event. The support beforehand was great - and far better than in many other larger shows we go to.

The offer of the translator on the stand was a particularly nice touch, and the fact that a lot of elements were done for you before the show, including the provision of the panels was a benefit.

Did you generate any business or create value in other ways?

We haven't secured any guaranteed business yet, but **we hope to in the near future**.

Not many business leads, but **the event is really about networking and updating the market for us**.

The purpose for us is to raise brand awareness, which I think was achieved.

Would you be interested in similar events in the future?

Absolutely, it was great to spend time with such a fun group of excellent educators.

Absolutely

Absolutely

Definitely

Did you have an opportunity to interact with the Venture Education team before or during the event? If so, could you share some words about the experience.

The Venture team were very supportive and very well organised, they **went above and beyond their duties to ensure all speakers and participants needs were thoughtfully addressed**, they were onboard at a moment's notice to patiently help and guide where needed.

Both before and after the event. **I can't commend the team enough**. They are all great people who know their field extremely well.

Everyone is **energetic and helpful**.

The Venture team were totally awesome, very well-organised, joyful and supportive to everyone involved.

LL

Volunteers

It was my pleasure to work with all of you. I would like to thank you too, for your hard work and contribution to the event, **this was the best InspireMe festival I've ever attended.** Congratulations!

It was a really busy, funny and helpful Saturday. Thank you very much for giving me an incredible Saturday.

Thank you so much! It was an awesome event, which helped many people through the positive communication we created, so **I personally learned a lot from the event.** I think it actually inspired many people as its name. I'm honestly planning to volunteer next year as well. Looking forward to seeing you next year!

It was a delightful experience to help you guys with the InspireMe festival. I have learned many things from that.



Areas for Improvement

As part of the survey, attendees were asked to identify areas that they felt could be improved for the event. Feedback for the event was overwhelmingly positive, and less than **40%** of attendees who were surveyed identified any areas for improvement at all.

Suggestions on areas that could be improved include



**The size of each word corresponds to the frequency in which it was mentioned*

Based on these responses above, as well as feedback from the Venture Team, exhibitors and volunteers, the following nine key areas were identified that could improve future #InspireMe festivals.

1 Ensure venue can meet high demand

The most frequently cited area for improvement was the venue of the #InspireMe festival. In particular, attendees mentioned a lack of seating and a need for more space in the tents. As the #InspireMe festival continues to grow and expand in future years, ensuring the venue is able to accommodate larger crowds will be an increasingly important consideration.

2 Start the process further in advance

One of the key takeaways from this year's festival was the need to begin the festival organisation process further in advance for future festivals. Doing this could potentially open up the festival to a wider array of UK organisations, particularly higher education institutions, who require more time to prepare for the festival. It would also allow more time for the preparation of marketing materials and the collection and translation of materials from exhibitors.

3 Expand upon facilities

A number of attendees commented on aspects of the facilities at the event. For future events that feature a unique layout, such as this year's festival, working to ensure that toilets are clearly marked on maps given to the attendees, ensuring there are enough bins at the location, making sure the air conditioning is sufficient for the number of attendees, and finally making sure there is adequate provision of cold drinks would go a long way to improving the festival experience.

4 Fine-tune translation

Several attendees remarked on issues with the translation at the event and there are several small changes which could help make the translation process easier and more effective on the day. Only one person was responsible for carrying out the translation for the whole day in Dome 2, and adding an additional translator may have helped in alleviating their workload and given translators more opportunity to prepare for presentations. There was also a slight miscommunication concerning when the translation would be simultaneous and when it would not be, and clarifying this ahead of time would help presenters plan their presentations accordingly. Finally, many of the attendees did not make use of the translation headsets available, and clearer onsite communication about the availability of headsets could have helped encourage more people to make use of them.

5 Include more options for families

As the 2019 #InspireMe Festival was successful in attracting a wide range of age groups, particularly young people, future festivals could do more to cater to different demographics. Many of the presentations and stalls in the domes were more information-based. With this in mind, including more game-based activities in the outdoor area, as well as a variety of food and drink stands, would provide more opportunity to keep families and children engaged throughout the day.

6 Adjust timings of the day

The day's schedule was very full, with performances and presentations running the whole day in Dome 2 without any break. Scheduling more breaks throughout the day would both give attendees more opportunity to explore other parts of the festival without missing presentations, and also slow down the pace of the festival. Another suggestion was moving back the start time of the presentations, as the bulk of the attendees did not arrive until midday. Playing videos in the dome during the periods without presentations could also provide a great additional opportunity to highlight sponsors and other aspects of UK education.

7 Provide B2B matching service

The #InspireMe Festival gave British education organisations the unique opportunity to meet with Mongolian businesses and explore potential opportunities for collaboration. Several of the exhibitors showed enthusiasm for future iterations of the festival to include B2B matching services that provide assistance in identifying potential Mongolian partners and setting up meetings with them. This would help UK businesses get the most out of their visit to the country and maximise opportunities for more B2B cooperation.

8 Consider entertainment

Although the live performances were well-received by attendees, a number of people commented on the volume of the music. The volume of the Dome 2 performances was described by some as uncomfortably loud, while sound from the outdoor performances was sometimes audible inside Dome 2, distracting from the presentations that were going on. Working to carry out comprehensive sound checks ahead of the beginning of the festival could alleviate some of these problems.

9 Further develop more comprehensive marketing strategy

Although the festival was able to attract a sizeable audience throughout the day, some of the attendees remarked that they felt the pre-event marketing could have been more comprehensive, with calls in particular for more detailed scheduling information on the event's Facebook page. For future events, putting together a more detailed marketing strategy which provides user-friendly information, such as speaker profiles, could also help keep potential attendees more informed, while also garnering enthusiasm for the event. Finalising details further in advance of the festival would also give more time to disperse more detailed and relevant information to attendees.

There is no doubt that future #InspireMe festivals will build upon these recommendations and the successes of this year's festival in order to thrive and provide value to attendees, partners, exhibitors and the continued growth of UK education in Mongolia.

