

# StudyWorld 2019

## event report

StudyWorld is the UK's largest event exclusively focused on promoting UK international education to agents, partners and influencers from around the world.

The 50th anniversary event welcomed over 700 delegates, two Chinese delegations and a group from London-based embassies to the iconic QEII Centre in London Westminster. Speakers included Lord Karan Bilimoria, president of UKCISA, and Yinbo Yu, former international officer of the National Union of Students.

### Who came to StudyWorld 2019?

StudyWorld 2019 attracted over 700 delegates from 61 countries. Together they took part in more than 5,600 formal and many more informal meetings.

- 351 agents and buyers from 270 organisations
- 247 educators from 159 accredited UK institutions
- 93 service providers from 44 organisations.

### Top agent markets

1	China	50 agencies
2=	Italy	27 agencies
2=	Russia	27 agencies
4	Spain	23 agencies
5	Turkey	15 agencies
6	Ukraine	13 agencies
7=	Brazil	9 agencies
7=	Thailand	9 agencies
9 =	Argentina	6 agencies
9=	Kazakhstan	6 agencies
9=	Saudi Arabia	6 agencies

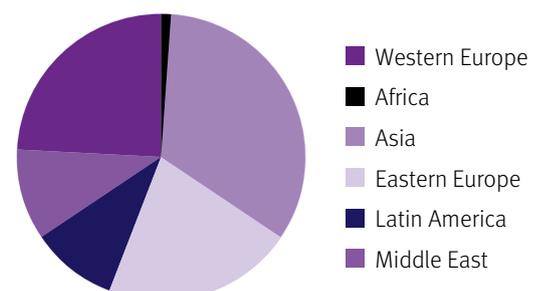
**“It’s a great opportunity to meet new contacts without travelling. We’re a small school and we’ve met amazing agents from Kazakhstan, Oman, Japan and China: this way you can see the world in a day.” – Charlotte Lincoln, Castle School Brighton**

**700**  
delegates

**60+**  
countries

**“2019 has been one of the best StudyWorlds... with a really good mix of agents, a lot of different nationalities and some very good meetings.” - Michael Quinn, Centre for English Studies**

2019 agents by world region





## Why delegates chose StudyWorld 2019

### Meeting new partners

In addition to 300+ study abroad agents from 61 countries, we welcomed a British Council delegation of Chinese agents, diplomatic staff from London embassies and a second Chinese delegation of senior staff from ten organisations selected by the Department for International Trade.

### Meeting existing partners

In 2019 51% of agents were returning organisations. UK educators were able to meet existing partners all in one place, building on partnerships and strengthening ties.

### Focus on UK education

StudyWorld promotes UK education and our delegates are serious about working with UK educators. We use industry-leading statistics, produced by event organiser English UK, to recruit agents from markets that are performing well and show future potential for UK educators. “Only the UK is here and the quality I want – I want to come back next year,” said Annap Kanthathan of York Institute in Thailand.

### Quality partners you can trust

Quality was much-praised by all types of delegates. “Agents at StudyWorld are more qualified,” said Oliver Smith of Ardmore. “Everyone is accredited and approved. There’s a lot of trust,” said Azimjan Khusanov of RIKS Education.

**“I love it: I love the possibilities of all of it... the dynamism. Business is good, it’s a very strong environment and more value for money if you want to break it down into educational tour operator minutes per pound.” – Ward Lincoln, OISE**

**“Excellent organisation and support from the StudyWorld team, excellent location and venue, the atmosphere and the quality of educators and service providers.” – Augusta Couitno, Mundus Language School**

# 164

first time agents  
and buyers

### Top five reasons to attend from 2019 feedback

- 1 to meet new partners
- 2 to meet existing partners
- 3 UK focus of the event
- 4 quality of delegates
- 5 location

### 2019 delegates by type





## What do delegates like best?

### Customer experience

Venue, registration and customer service were all rated over 4/5. “We found the quality of agents, organisation of meetings, support from English UK were all excellent. This was our first StudyWorld and it was very successful thanks to an easy booking system, variety of agents and lots of networking opportunities,” said Jill Cutting of International Student Club.

### Networking opportunities

Networking opportunities included the welcome reception, 50th birthday party and English UK subgroup networking lunch tables. “The reception was very successful for us. It was well attended... I am making lots of contacts,” said Ben Wakeford of IELTS, who sponsored the welcome reception.

### Flexibility and value for money

StudyWorld has pioneered flexible table-free packages, extended meeting hours, extensive networking and professional development opportunities for agents and UK education providers. “It’s refreshing and dynamic, and helps meetings because you’re moving round and connecting with other people. There are lots of incidental meetings,” said Chris Moonie of Mackenzie School of English.

### Professional development

Seminars covered everything from the latest research on working with Chinese agents and international student figures, to safeguarding, recruiting Middle Eastern students, wellness and gender equality.

**StudyWorld will return to the QEII Centre in London on Monday 7 – Wednesday 9 September 2020**

**85%** would recommend StudyWorld

**95%** expectations were met or surpassed

“the best place to meet people. It’s very productive and I’ve found lots of good schools. I’d really recommend it.” – Arjun Thekkadavan, Alloa Consulting



“There is time to stop and chat, it’s flexible, friendly and relaxed, which you need to build relationships.” – Rebecca Maher, British Council