

**Post-event report for
Malaysia's Education UK 2016 exhibition**

Kuala Lumpur - 27 & 28 February 2016

Penang - 1 March 2016

Kota Kinabalu - 5 March 2016

Introduction

British Council Malaysia holds the largest education fair focused on British universities, schools and colleges. This March we saw the participation of 87 institutions in Kuala Lumpur, 37 in Penang and 15 in Kota Kinabalu. Our exhibition plays a key role in giving UK education prominence, and maintaining the UK's position as a constant threat to Australia in this competitive climate for the recruitment of Malaysian students.

More than 5,600 visitors attended the exhibitions across the three cities. Seminars on various related topics such as UCAS Apply, Getting into Top Universities, University Interview Preparations and subject options were held throughout the exhibition and were well attended.

This report includes:

This **Introduction** which aims to provide an overview of the report.
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Visitors feedback has been compiled in a separate word document, please request this if you are unable to locate it.

Highlights

Kuala Lumpur – 87 institutions, 4973 visitors
Penang – 37 institutions, 522 visitors
Kota Kinabalu – 15 institutions, 197 visitors

Snapshot of our visitors

Attendance figures:

KL: 4973 (49% drop)
Penang: 522 (21% drop)
Kota Kinabalu: 197 (48% drop)

Visitor demographics:

63% Female | 37% Male
 51% are aged between 11-20
 29% are aged between 21-30
 15% are aged between 31 - 50

Level of Study

from the Visitors' Registration System (VRS)

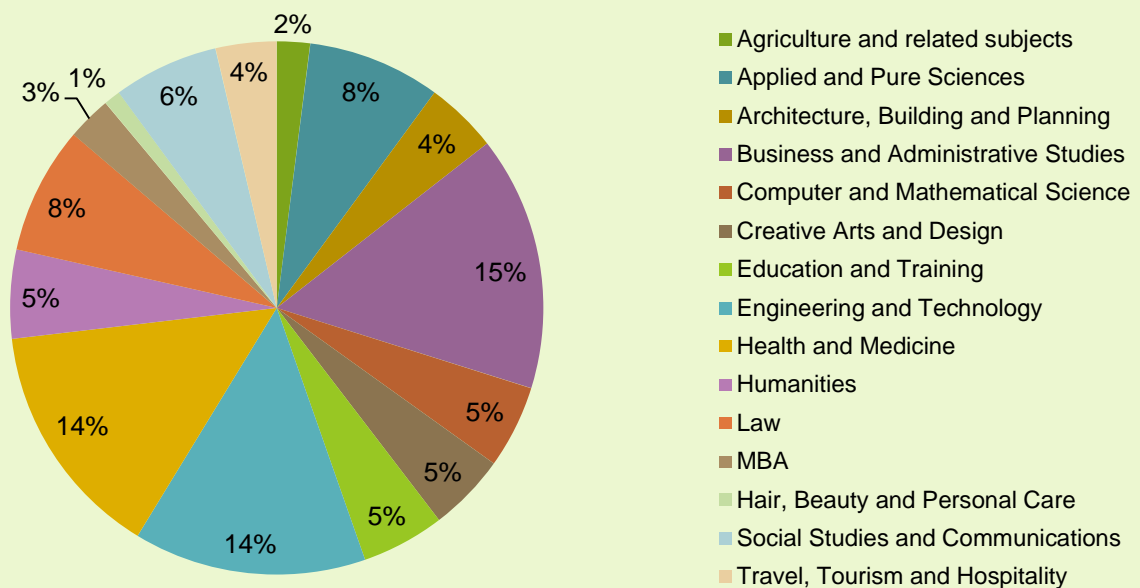
	Kuala Lumpur	Penang	Kota Kinabalu
Vocational and technical (eg NVQ, BTEC, VQ)	1%	2%	4%
Pre-university academic (eg A-Levels, IB)	17%	18%	29%
Undergraduate	41%	42%	30%
Postgraduate	24%	17%	12%
Postgraduate MBA	7%	4%	5%
Learn English	2%	5%	4%
Boarding School	1%	5%	6%
Short Course(s) (eg Summer course)	4%	3%	7%
Professional Award/Employment related qualifications (eg. ACCA etc.)	3%	4%	3%

Snapshot of our visitors

Popular subjects

from the Visitors' Registration System (VRS)

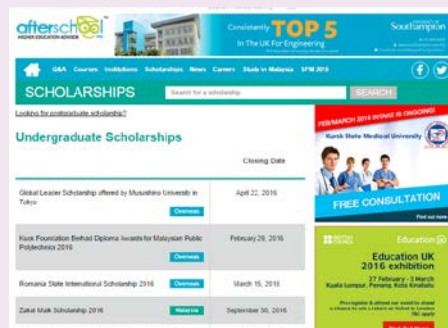
	Kuala Lumpur	Penang	Kota Kinabalu
Agriculture and related subjects	1%	3%	2%
Applied and Pure Sciences	8%	11%	5%
Architecture, Building and Planning	4%	4%	5%
Business and Administrative Studies	19%	12%	15%
Computer and Mathematical Science	6%	5%	4%
Creative Arts and Design	4%	5%	5%
Education and Training	4%	7%	4%
Engineering and Technology	14%	14%	14%
Health and Medicine	11%	13%	19%
Humanities	6%	6%	4%
Law	7%	8%	8%
MBA	5%	2%	1%
Hair, Beauty and Personal Care	0%	1%	2%
Social Studies and Communications	8%	6%	5%
Travel, Tourism and Hospitality	2%	3%	6%



Marketing campaign

Online and digital

- Period from: 7 – 29 February
- Across 8 online properties
- Estimated reach: 50,000 clicks and 7 mil+ impressions
- Spent: MYR145,000+



Out-of-home

4WD & Flyer distribution

- Period from: 15 - 28 February
- Flyers: 9,500
- Estimated reach: 100,000+
- Spent: MYR24,000+

Street buntings (8 locations)

- Period from: 13 – 26 February
- Estimated reach: 2 million+
- Spent: MYR55,000



Radio

- Period from: 22 to 26 February
- Across 4 stations
- Estimated reach: 2 million+
- Spent: 38 spots @ MYR48,000+

Print media

- Period from: 3 Feb – 4 Mar
- Across 14 newspapers (Malay, English and Chinese)
- Estimated reach: 6 million
- Spent: 44 insertions @ MYR420,000+

BRITISH COUNCIL Education UK
Promosi Pendidikan, Inspirasi

Inilah masa untuk anda menyerlah
Pameran Pendidikan UK 2016

27 & 28 Februari, 1 petang – 6 petang,
Dewan 2, Pusat Konvensyen Kuala Lumpur

1 Mac, 1 petang – 6 petang,
G Hotel, Pulau Pinang

5 Mac, 1 petang – 6 petang,
The Pacific Sutra Hotel,
Kota Kinabalu

Raih pendidikan bertaraf dunia. Empat daripada lapan universiti terbaik di dunia terdapat di UK. Ketahui apa yang ditawarkan oleh pendidikan UK khusus untuk anda.

- Semua wakil daripada lebih 80 buah sekolah menengah, kolej dan universiti di UK.
- Pelbagai beasiswa seperti Beasiswa Sir Thomas Sutherland, Beasiswa PhD Tech dan sebagainya.
- British Council akan menyediakan khidmat nasihat pakar berkaitan dengan pendidikan di UK.
- Hadiah seminar: Mengalihkan Pelajaran ke Universiti Terbaik di UK, Penemuan melalui UCLES, Pilihan karnya yang hebat, Penemuan Tema Deep Discovery yang Cemerlang dan banyak lagi.
- Pelajar digalakkan membawa transkrip dan aplai-nya ke pameran.

Sila lakukan pendaftaran bagi mendapatkan ketenteraman UK&A termasuk dengan pameran. Tiada lesen perlu daripada wakil. Semua perubahan dengan cara pelbagai menerangkan 'hadiah yang menarik termasuk tiket pergi balik ke London'.

Tiket adalah terhad dan cepat.

www.educationuk.org/malaysia

BRITISH AIRWAYS

BRITISH COUNCIL Education UK
Promote Education, Inspiration

This is your time to outshine the rest
Education UK 2016 exhibition

27 & 28 February, 1pm – 6pm,
Hall 2, Kuala Lumpur Convention Centre

1 March, 1pm – 6pm,
G Hotel, Penang

5 March, 1pm – 6pm,
The Pacific Sutra Hotel,
Kota Kinabalu

Gain a world-class education. Four of the top eight universities in the world are in the UK. Find out what a UK education can offer you.

- Meet UK representatives from over 80 UK secondary schools, colleges and universities.
- Generous scholarships are available such as Sir Thomas Sutherland Scholarship. The Tech Thing Lay PhD Scholarship and many more.
- British Council will provide expert advice on studying in the UK.
- Attend free seminars on getting into Top UK Universities, UCLES application, how to choose your course, effective university interview preparation and many more.
- Students are encouraged to bring their academic transcripts and certificates.

Pre-register* your attendance for the privilege of entering the last 10 minutes ahead of our official opening hours & stand chance to win exciting gifts including a return air ticket to London.

*Terms and conditions apply.

www.educationuk.org/malaysia

BRITISH AIRWAYS

BRITISH COUNCIL Education UK
Promote Education, Inspiration

一个让您傲视群雄的机会
2016年英国教育展

2月27 & 28日, 下午一点至六点
吉隆坡会议展览中心(MELCC), 第二展厅

3月1日, 下午一点至六点
槟城G Hotel

3月5日, 下午一点至六点
峇厘 The Pacific Sutra Hotel

获取一个世界顶级的教育机会。在全世界大学排名上名列前茅, 有英国大学教育体系, 并拥有丰富的教育资源和设施。

- 与来自 80 多所英国中学、大学和大学代表会面。
- 与来自 80 多所英国中学、大学和大学代表会面。
- 可获得丰厚的奖学金, 包括 Sir Thomas Sutherland 奖学金、Tech Thing Lay PhD 奖学金和许多其他。
- 英国教育代表将为您提供有关在英国学习的专家建议。
- 参加免费研讨会, 了解如何进入英国顶尖大学、UCLES 申请、如何选择您的课程、有效的大学面试准备和其他许多。
- 鼓励学生携带他们的学术成绩单和证书。

提前注册* 您的出席, 以获得在官方开放时间前 10 分钟进入的权利, 并有机会赢得令人兴奋的礼物, 包括一张往返伦敦的机票。

* 条款和条件适用。

www.educationuk.org/malaysia

BRITISH AIRWAYS

Impact of Advertising & Marketing Plan in Kuala Lumpur

In terms of footfall and visitor numbers, we saw a total of 4973 people, a 49% drop from the corresponding exhibition last year. Although there has been a significant drop in numbers of visitors, feedback from exhibitors indicated that visitors and enquiries were of better quality.

The internet remains one of the most popular avenues where 41% our visitors found out about the exhibition. 37% found out via word-of-mouth while 35% saw our advert in newspapers. The British Council will continue to invest in these three channels in the coming exhibitions.

The British Council (43%) and Education UK (33%) websites are the most popular websites where visitors found out about the exhibition followed by Google (18%) and Facebook (14%). The Star remains the most widely read newspaper (33%), followed by The Sun (10%) both of which are English language papers.

The Education UK brand is viewed very favourably by our visitors, with the majority acknowledging that the UK offer high quality, internationally recognised, reputable qualifications with good career prospects. However, almost a quarter of our visitors surveyed also thought that UK is an expensive destination.

Impact of Advertising & Marketing Plan in Penang & Kota Kinabalu (KK)

In terms of footfall and visitor numbers, we saw a total of 522 and 197 people visiting our Penang and KK exhibitions respectively. Both venues experienced a drop in visitor numbers compared to the corresponding exhibition last year. Our event in KK also clashed with a similar event organized by the Malaysian Ministry of Higher Education, affecting our visitor numbers.

In addition to the print and digital media campaign done centrally in Kuala Lumpur, the British Council has also invested in the distribution of bookmarks to schools, lamp post buntings and streamers and email shots to various schools, colleges and universities in Penang.

Media consumption in both Penang and KK vary slightly. While Penangites hear about the Education UK exhibitions via word-of-mouth (44%), the largest percentage of visitors (43%) in KK found out about us through printed media. The Internet (33%) and newspapers (27%) are popular as well for visitors in Penang. The internet is not a popular channel among KK visitors.

In KK, advertisements were placed in both English and Chinese newspapers. Both languages are equally as popular. Besides this, street buntings were also placed in several strategic spots around the city.

The Education UK brand is viewed very favourably by our visitors in Penang and KK, with the majority acknowledging that the UK offer high quality, internationally recognised, reputable qualifications with good career prospects. However, more than a quarter of our visitors surveyed also thought that UK is an expensive destination.

Exhibitors' feedback

Main recommendations

- Address cost of exhibition, possibly change in venue or reduce number of days
- Organise school or college roadshows
- Consider separate events for boarding schools or sixth form colleges
- Consider moving to weekends (Penang)
- Share marketing campaign & promotion
- Food quality and variety in exhibition venue

Kuala Lumpur's Exhibitors' Feedback

The market briefing (on Saturday morning) was (more than one answer allowed)

Informative	Relevant	Current	Not beneficial	Total respondents
10	13	8	3	24
42%	54%	32%	12%	

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
9	9	1	3	22
41%	41%	5%	14%	

Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Better event than previous year	Not as good as previous year's event	Did not attend last year's event	Total
8	0	5	10	23
35%	0	22%	43%	

Penang's Exhibitors' Feedback

The Penang market briefing was (more than one answer allowed)

Informative	Relevant	Current	Not beneficial	Total respondents
18	18	11	0	33
55%	55%	33%	0%	

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
19	9	1	4	33
58%	27%	3%	12%	

Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Better event than previous year	Not as good as previous year's event	Did not attend last year's event	Total
8	4	9	12	33
24%	12%	27%	36%	

Kota Kinabalu's Exhibitors' Feedback

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
2	2	0	2	6
33%	33%	0%	33%	100%

Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Better event than previous year	Not as good as previous year's event	Did not attend last year's event	Total
0	0	2	3	5
0%	0%	40%	60%	100%

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The recommended next steps are outlined below:

British Council

- Exhibition costs: The cost of our exhibitions has always been a challenge to address. We will be scoping for other possible venues to host the exhibition and will be asking for your opinions in future surveys.
- Dates: Other cities' exhibition dates are often impacted by KL's dates which are always over the weekend. We are also trying to minimize the number of days exhibitors who fly in from the UK spend in Malaysia and thus events over the weekdays.
- Marketing and promotion: We share details of our marketing and promotion in our event reports and are always open to recommendations on the different types of media you found useful. We will consider investing in other unique marketing channels providing they are not overly expensive, which will in turn drive the exhibition costs up further
- Food and beverage: Your feedback and complaints on the type and quality of food by the Kuala Lumpur Convention Centre (KLCC) has been noted. We will be having detailed discussions with KLCC on their quality of food.

UK Institutions

- Selling message: in view of the economic downturn, parents and students are seeking ways to reduce the investment to study overseas. Thus, it is important to stress the quality of a UK qualification and highlight any unique selling points. Graduate employability and internships are selling points and institutions should point out details of any programmes and initiatives which may help prospective students in these areas
- Academics, current students and alumni: It is always useful to have some academics, current students or alumni present at the exhibition. Parents and students like to be reassured of the experience they will be getting while they are in the UK and thus it is good to have someone who would be able to share their experiences.

Appendix

Institution	Kuala Lumpur 27 & 28 February	Penang 1 March	Kota Kinabalu 5 March
Abbey DLD Group of Colleges	•	•	•
University of Aberdeen	•		
Aberystwyth University	•	•	
Anglia Ruskin University, Cambridge & Chelmsford	•	•	
University of the Arts London	•		
Ashbourne Independent College	•		
Aston University, Birmingham	•		
Astrum Colleges, London	•		
Bangor University	•		
Bath Spa University	•		
Bell Education	•	•	•
Bellerbys College	•		•
University of Birmingham	•		
Birmingham City University	•	•	
University College Birmingham	•	•	•
BPP University	•	•	•
University of Brighton	•		
University of Bristol	•		
Bristol UWE	•		
Brooke House College		•	•
Brunel University London	•	•	
CATS College & Cambridge School of Visual & Performing Arts	•	•	

Cambridge Tutors College (CTC) London	•		
Cardiff Sixth Form College	•	•	•
Cardiff University	•		
City University London	•		
De Montfort University	•		
The University of Derby	•	•	
University of Dundee	•		
University of East Anglia (UEA)	•	•	
University of East London	•		
Edinburgh Napier University	•		
University of Essex	•		
University of Exeter	•	•	
University of Glasgow	•	•	
Glasgow Caledonian University (GCU)	•		
University of Gloucestershire	•		
University of Greenwich, London	•	•	
Heriot-Watt University, UK, Dubai, Malaysia	•		
University of Hertfordshire	•	•	
The University of Hull	•		
University of Kent	•	•	
King's College London	•	•	
Lancaster University	•		
The University of Law / De Broc School of Business	•		
University of Leeds		•	
Leeds Beckett University	•		
University of Leicester	•		
University of Lincoln, UK	•	•	
The University of Liverpool	•		

Liverpool Hope University	•		
Liverpool John Moores University	•		
University of London International Programmes	•		
London School of Business and Management	•	•	
London South Bank University	•		
Loughborough University	•		
The University of Manchester	•		
Manchester Metropolitan University	•	•	
Middlesex University London	•		
MPW Schools and Colleges		•	•
New College of the Humanities	•		
Newcastle University	•		•
Northumbria University Newcastle	•		
The University of Nottingham	•		
Nottingham Trent University	•		
Oxford Brookes University	•		
Plymouth University	•	•	
University of Portsmouth	•	•	
Queen Ethelburga's Collegiate	•	•	•
Queen Margaret University, Edinburgh	•		
Queen Mary University of London	•		
Queen's University Belfast	•		
University of Reading - UK and Malaysia	•	•	
Robert Gordon University	•		
Royal Holloway, University of London	•		
The University of Sheffield	•		
Sheffield Hallam University	•		
University of South Wales	•	•	•

University of Southampton	•	•	
Staffordshire University	•	•	
Swansea University	•	•	
University of St Andrews	•	•	
University of Strathclyde	•		
University of Sunderland	•		•
University of Surrey	•		
University of Sussex	•	•	•
Teesside University	•	•	•
University of Warwick	•	•	
University of York	•	•	
York St John University	•		
British Council Arts Malaysia	•		
British Airways	•	•	•
CORNERSTONE – UK Student Accommodation	•		
EcoWorld International	•		
MSL Travel Sdn. Bhd. – Student Travel Centre	•	•	
Student.com – UK Students Accommodation	•	•	
Total number of participants	87	37	14