

**Post-event report for  
Malaysia's Education UK 2015 exhibition**

<b>Kuala Lumpur, 21 &amp; 22 March</b>
<b>Penang, 24 March</b>
<b>Kuching, 26 March</b>
<b>Kota Kinabalu, 28 March</b>

# Introduction

British Council Malaysia holds the largest education fair focused on British universities, schools and colleges. This March we received a record of 87 institutions, 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 11,000 visitors attended the exhibitions across the four cities. Feedback from the UK exhibitors was mainly positive. Seminars on various related topics such as UCAS apply, Personal statement tips and subject options were held throughout the exhibition, and were also well attended.

British Council Malaysia undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

## **This report includes:**

This **Introduction** which aims to provide an overview of the report.  
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as our **Marketing campaign**.  
Page 3 – 8

**Visitors' Feedback by Cities**  
Page 9 - 33

**Exhibitors' Feedback by Cities**  
Page 32

**Future Steps**  
Page 35

Appendix: **List of exhibitors**  
Page 36

# Highlights

## Snapshot of our visitors

### Attendance figures:

20% increase in Kuala Lumpur  
14% drop in Penang  
42% drop in Kuching  
27% drop in Kota Kinabalu

### Ages

50% of our customers are aged between 11-20 in all venues  
40% are aged between 21-30 in KL  
30% are aged between 21-30 in others  
...

### Which level of study:

From the VRS*	Kuala Lumpur Count (%)	Penang	Kuching	Kota Kinabalu
Boarding school	31 (1.4%)	18 (3.8%)	5 (3%)	3 (2%)
Pre-university	317 (14.2%)	93 (19.4%)	43 (24%)	50 (30%)
Undergraduate	748 (34%)	179 (37.4%)	50 (28%)	55 (33%)
Postgraduate	688 (31%)	115 (24%)	38 (21%)	41 (25%)
Postgraduate MBA	186 (8.32%)	58 (6%)	8 (4%)	8 (5%)
Professional courses	96 (4.3%)	11 (2.3%)	10 (6%)	2 (1%)
Learn English	59 (2.6%)	17 (4%)	13 (7%)	2 (1%)

\*VRS: Visitors' Registration System

## Popular subjects

	Kuala Lumpur Count (%)	Penang	Kuching	Kota Kinabalu
Applied & Pure Sciences	198 (8%)	66 (12%)	14 (7%)	24 (12%)
Architecture, Building & Planning	109 (4%)	16 (3%)	9 (5%)	14 (7%)
Business & Admin	499 (20%)	83 (15%)	32 (16%)	24 (12%)
Computer & Mathematical Sci	150 (6%)	38 (7%)	10 (5%)	7 (3.4%)
Engineering	365 (15%)	100 (18%)	33 (17%)	36 (18%)
Health & Medicine	252 (10%)	79 (15%)	34 (17%)	35 (17%)
Law	128 (5%)	39 (7%)	19 (10%)	10 (5%)
Social studies & Communication	198 (8%)	23 (4%)	12 (6%)	6 (3%)

### Impact of Advertising & Marketing Plan in Kuala Lumpur

In terms of footfall and visitor numbers, we saw a total of 9745 people, a 20% increase from the corresponding exhibition last year.

Out of the 446 female visitors surveyed across all ages, they found out about our exhibition via the internet (44%), through word-of-mouth (37%), and from the newspapers (30%).

Amongst the male visitors surveyed across all ages, they found out about the exhibition via the internet (46%), from the newspapers (38%) and through word-of-mouth (29%)

Our visitors' media consumption is quite predictable where as expected those aged over 35 tend to read newspapers whilst the younger age groups rely on the internet as their main source of information. It was interesting to note that those aged between 16 – 19 and 24 – 35 are more open to attending an event/exhibition as a result of an email campaign.

### Impact of Advertising & Marketing Plan in Penang

In terms of footfall and visitor numbers, we saw a total of 658 people, an 11% drop from the corresponding exhibition last year. Unfortunately, despite an increase in advertisements it did not translate to higher visitors probably due to the schools' schedule.

Out of the 126 female visitors surveyed across all ages, they found out about our exhibition via word-of-mouth (51%), from the internet (29%), and from the newspapers (23%).

Amongst the 77 male visitors surveyed across all ages, they found out about the exhibition from the newspapers (40%) via the internet (39%), and through word-of-mouth (33%)

Penangites' media consumption is slightly different from Southerners. The younger female generation, 16 – 23 rely heavily on word-of-mouth whilst males relied on the internet and newspapers.

It was interesting to note more females read The New Straits Times whilst males preferred The Star paper.

### **Impact of Advertising and Marketing Plan in Kuching**

In terms of footfall and visitor numbers, we recorded a new low of 255 which is a 42% drop from the corresponding exhibition last year.

There was keen competition amongst other exhibition organisers this year, and it was unfortunate ours was held at the end of March which affected visitor numbers.

From February to March the local newspapers featured many more advertisements on studying in competitor countries thus our print adverts were larger in size to stand above the competition.

The media consumption amongst Kuchingites showed that females relied on word-of-mouth (42%) followed by posters (37%), from the British Council's office (37%) and newspapers (26%).

Males surveyed relied on newspapers and more people read the Borneo Post compared to The Star paper in Sarawak.

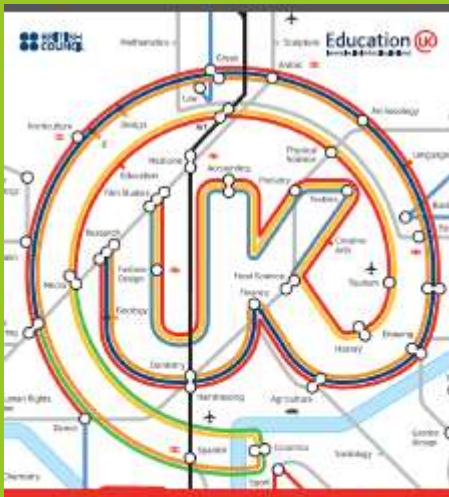
### **Impact of Advertising and Marketing Plan in Kota Kinabalu**

We recorded a total of 379 visitors which represented a drop of 27% from the corresponding exhibition in 2014.

In March there were an assortment of agent activities and mini exhibitions by various Universities which contributed to poorer numbers at our exhibition as it was held at the end of March.

On media consumption, word-of-mouth is considered the strongest amongst females and influence from viewing posters was high amongst students aged 16 – 23. Newspapers rated highly amongst the males aged between 24 and above where the most popular newspaper is the Daily Express, whilst those over 35 also read Overseas Daily News.

Flyering and dissemination of newsletters & flyers for a period of two weeks across 66 venues.



Where GREAT journeys begin

Education UK 2015 exhibition  
21 & 22 March  
1pm - 6pm  
Hall 5, Kuala Lumpur Convention Centre

[www.educationuk.org/malaysia](http://www.educationuk.org/malaysia)

ers across 7 online properties

BRITISH COUNCIL Education UK

# Education UK 2015 exhibitions

21st - 28th March  
Kuala Lumpur, Penang,  
Kuching, Kota Kinabalu

REPLAY

Pre-register to stand a chance to win exciting gifts. T&C apply



Out-of-home

- Period from 3 Mar - 23 Mar
- Flyering & dissemination of Education UK newsletters across 66 venues
- Audience reach: >10,000
- Spent RM55,000



Radio

- Period from 5 Mar - 20 Mar
- Across 4 English radio stations
- Audience reach: ±104,000
- Spent RM58,000



Press

- Period from 26 Feb – 27 Mar
- In 19 English papers, 7 Chinese, 3 BM papers
- Reach: 63k – Students; 217k - Parents
- Spent RM438,000+



Online

- Period from 2 Mar – 20 Mar
- Across 7 Online properties
- Reach: ±24.5m
- Spent RM140,000+



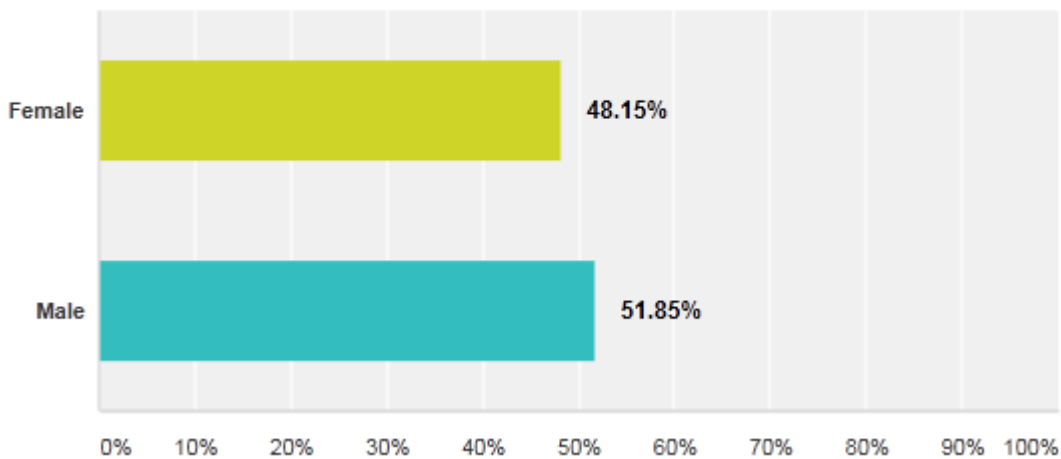
# Visitors' feedback

## Methodology

Visitors' survey was collected online during the exhibition and the visitors received a souvenir upon completion of the survey. We added an interesting question where visitors had to vote the booth which provided the best customer service.

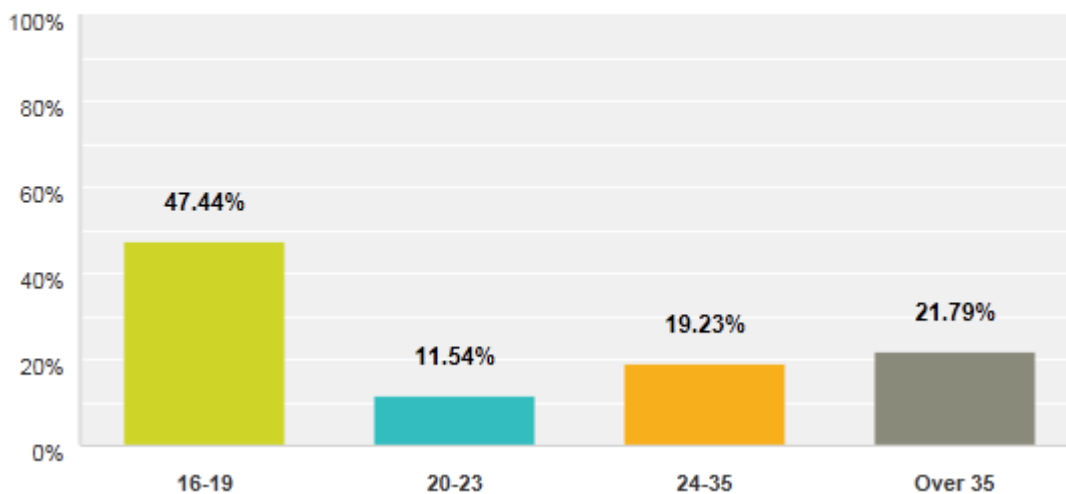
### Gender

Answered: 81 Skipped: 0



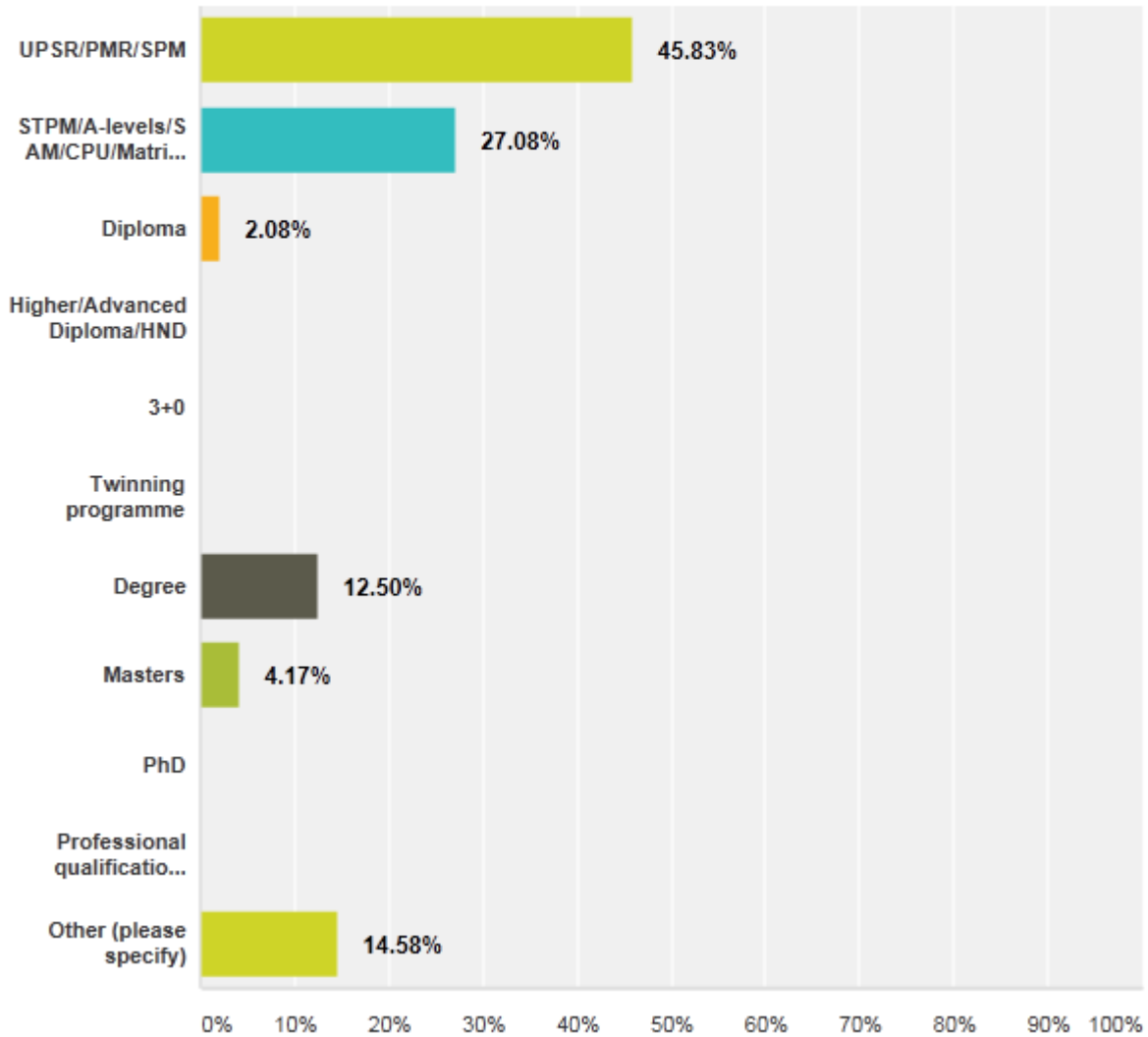
### Age

Answered: 78 Skipped: 3



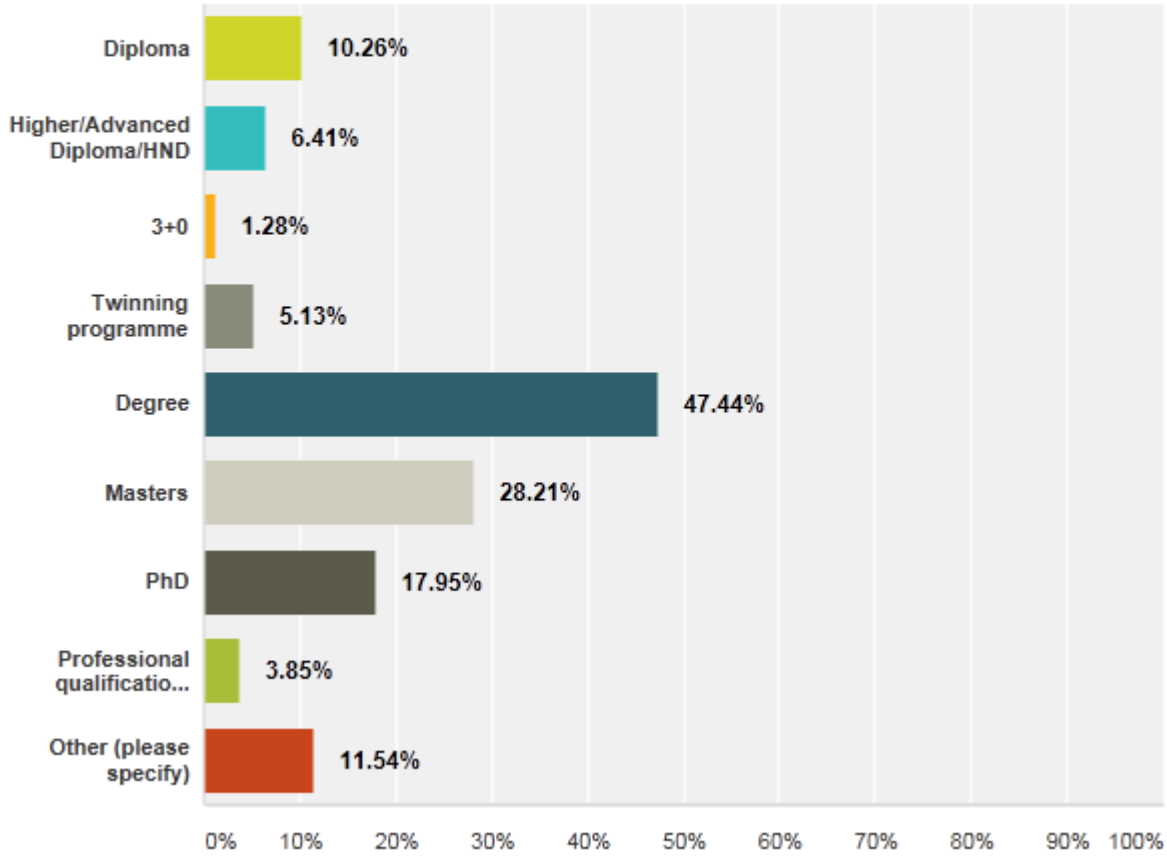
## What type of programme are you pursuing currently?

Answered: 48 Skipped: 33



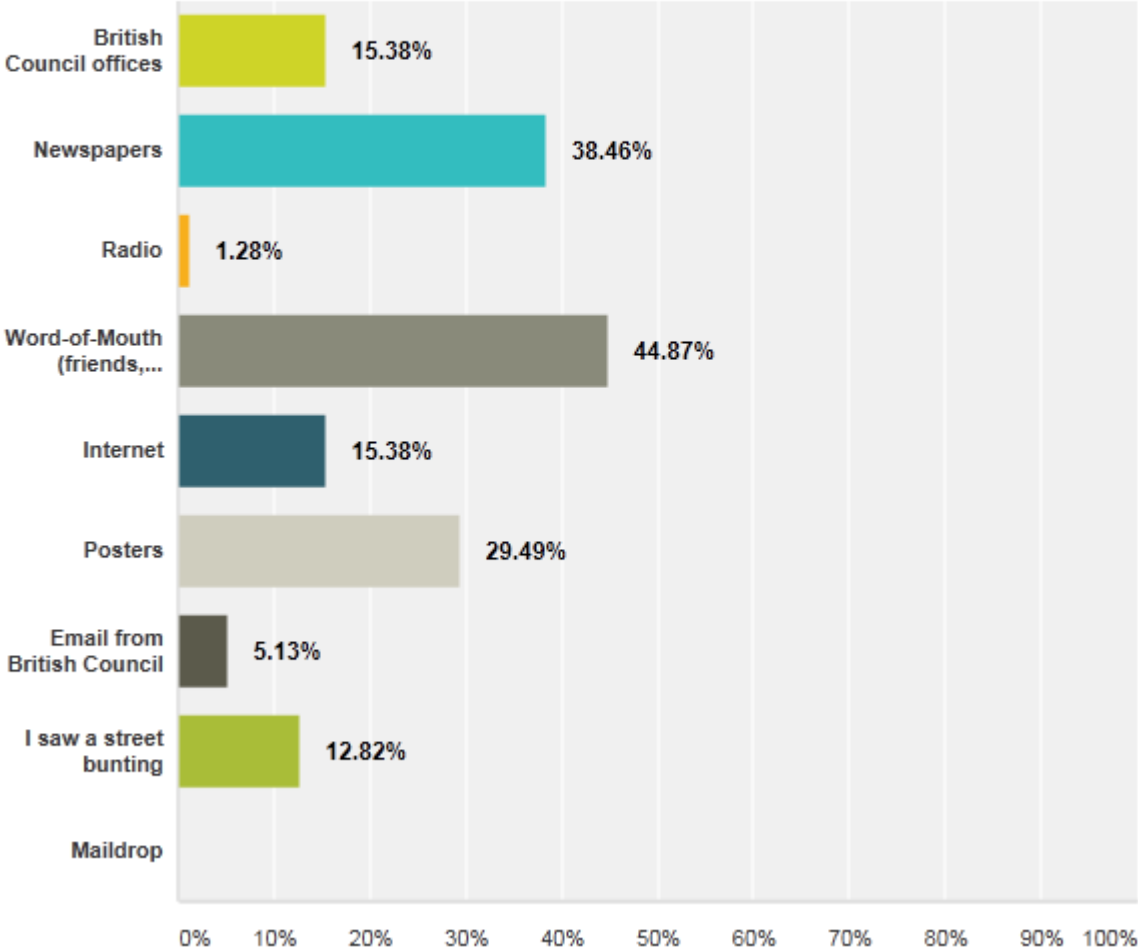
## What type of programme are you planning to pursue?

Answered: 78 Skipped: 3



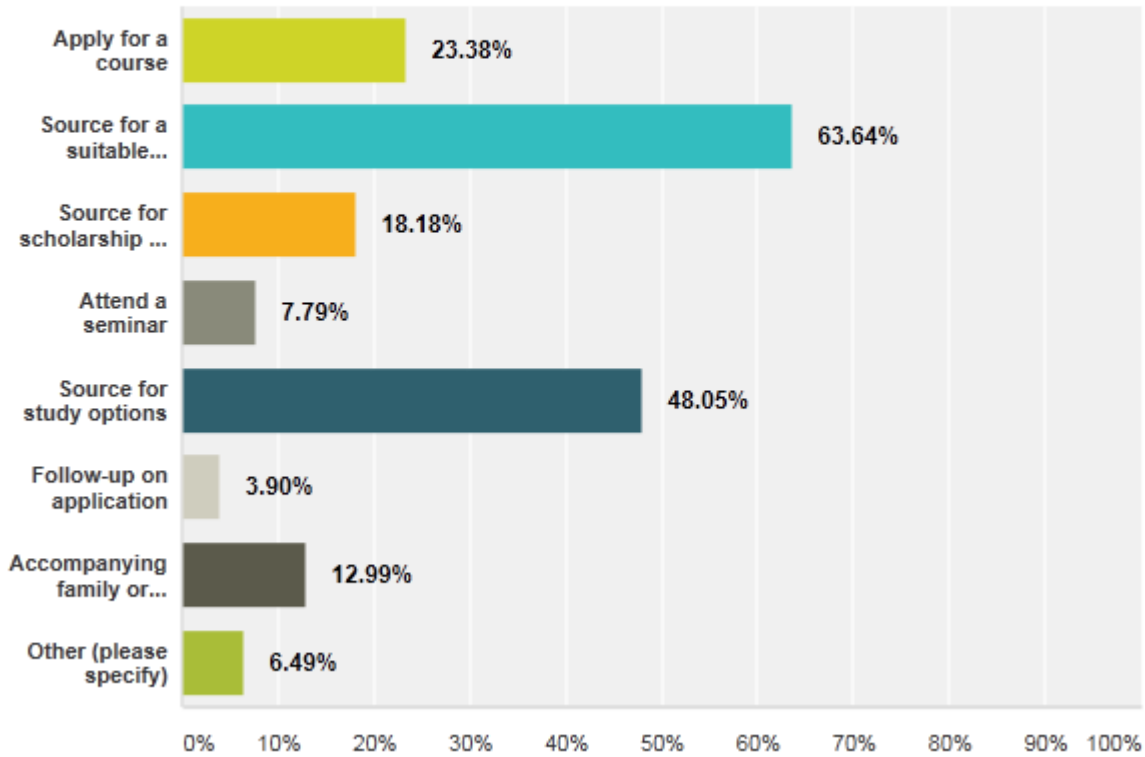
### How did you find out about this Education UK exhibition? (select all that apply)

Answered: 78 Skipped: 3



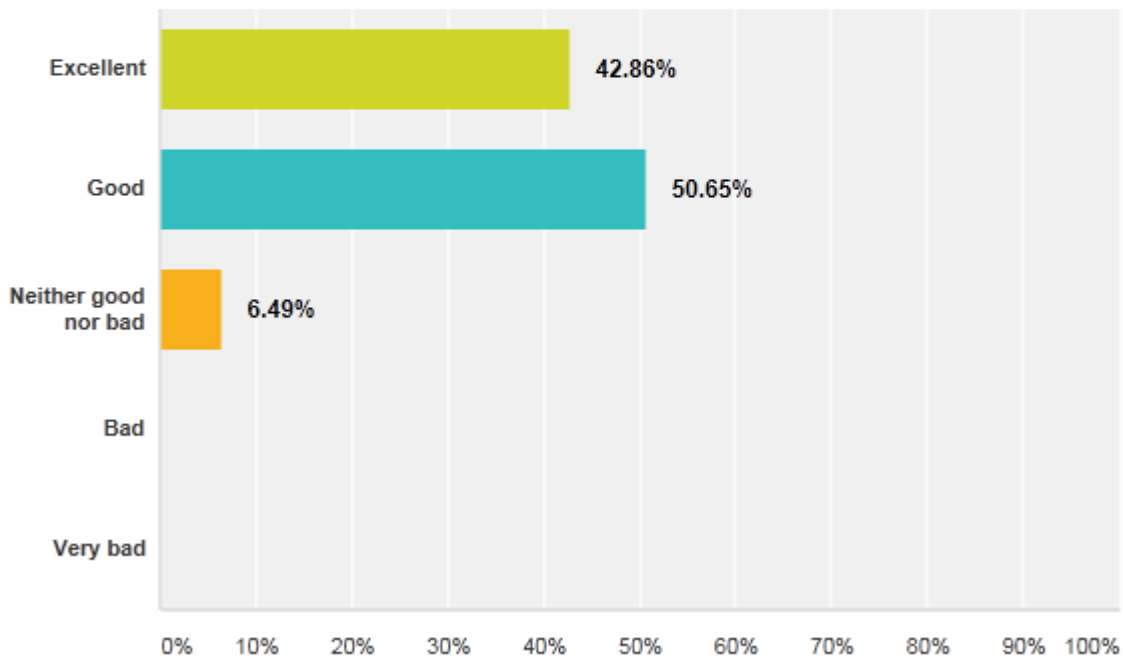
## What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 77 Skipped: 4



## How would you rate the quality of service you have received? (Out of all the booths you visited, who stood out the most - please name that institution)

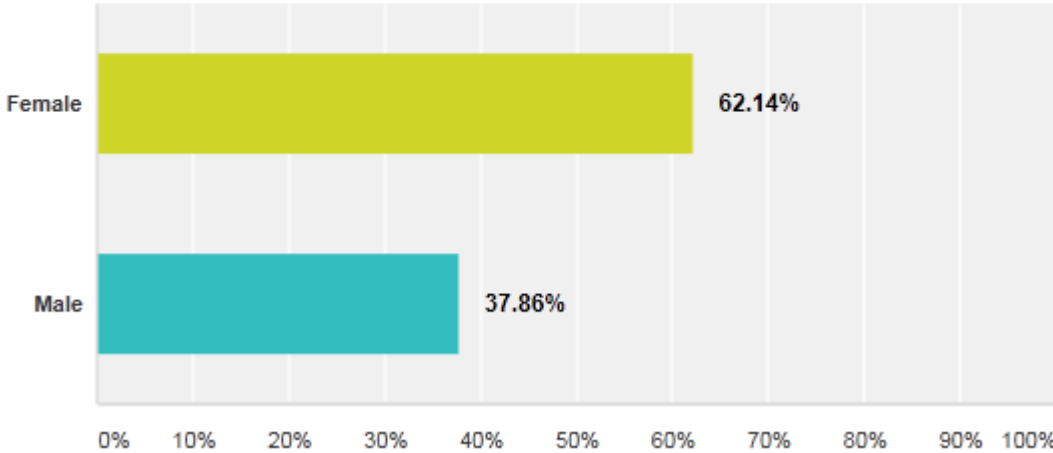
Answered: 77 Skipped: 4



Penang's visitors' feedback:

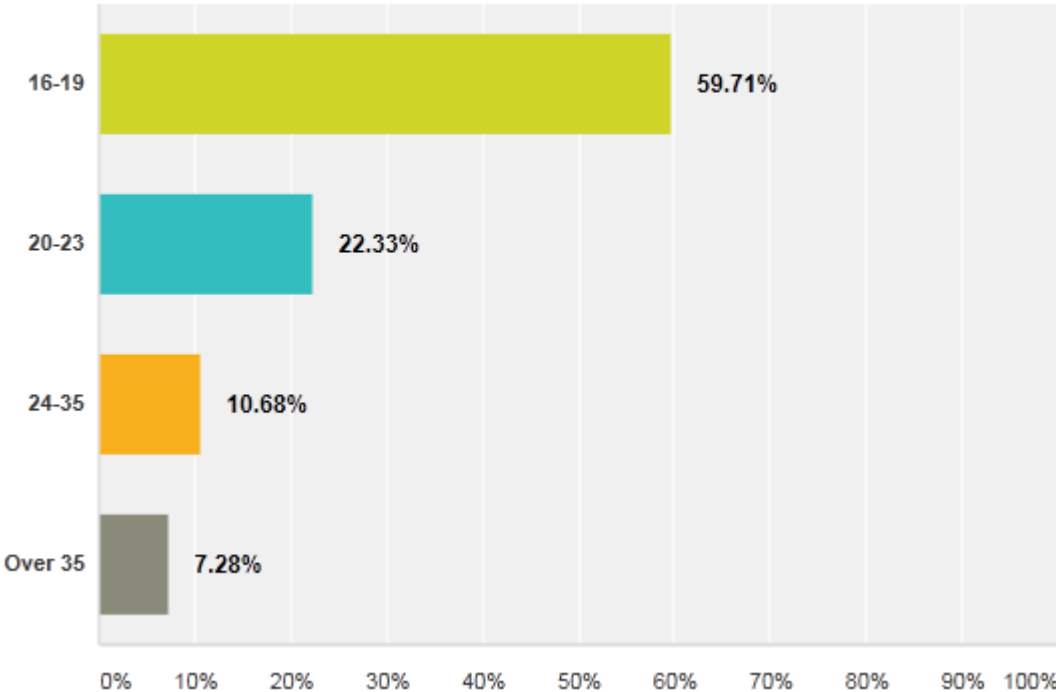
### Gender

Answered: 206 Skipped: 0



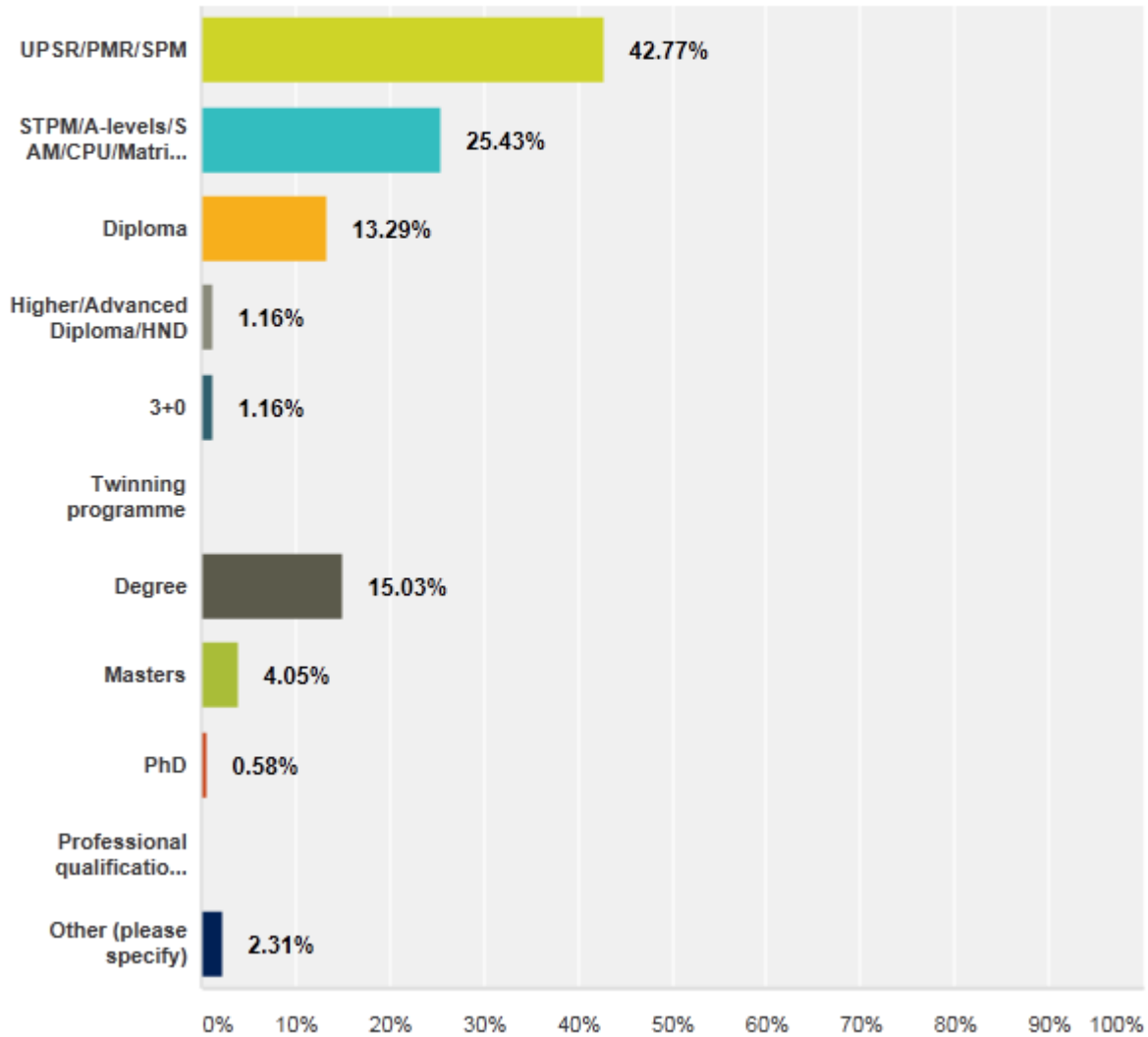
### Age

Answered: 206 Skipped: 0



## What type of programme are you pursuing currently?

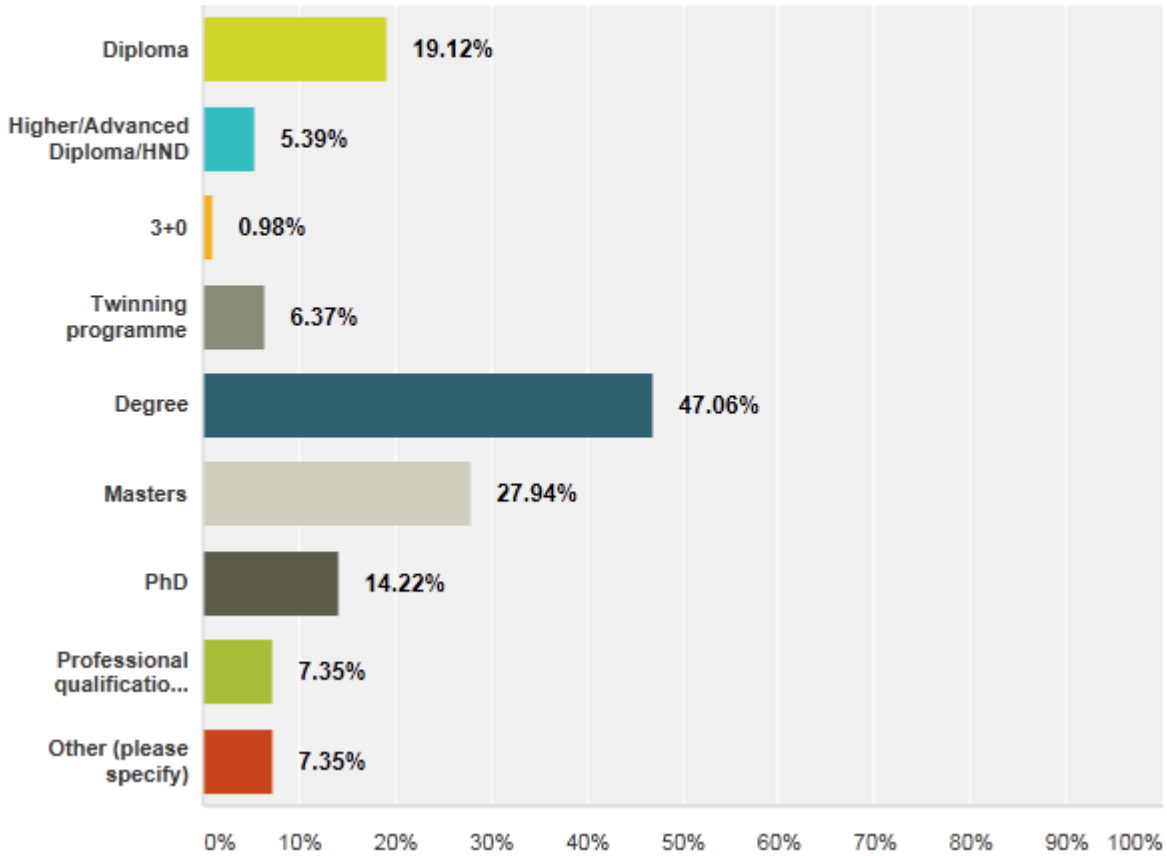
Answered: 173 Skipped: 33





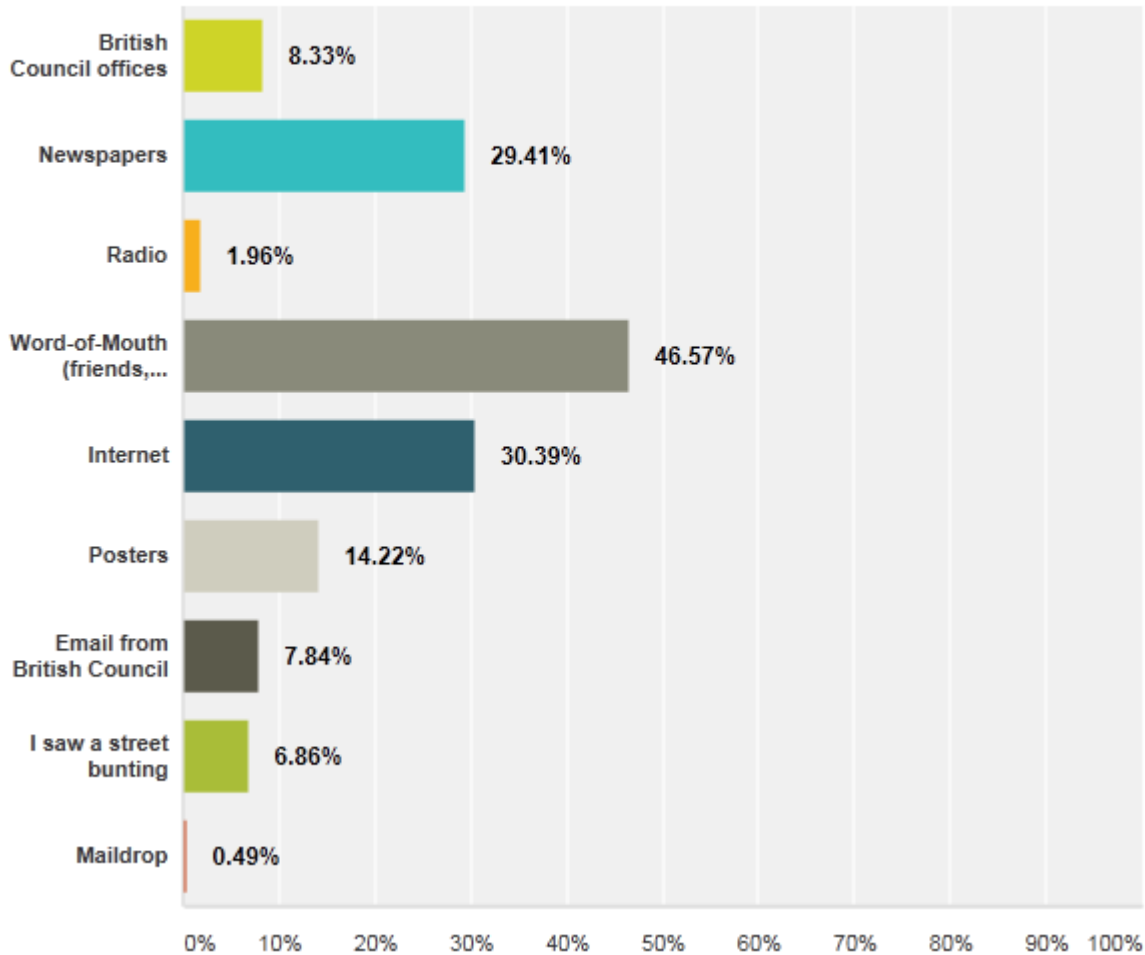
## What type of programme are you planning to pursue?

Answered: 204 Skipped: 2



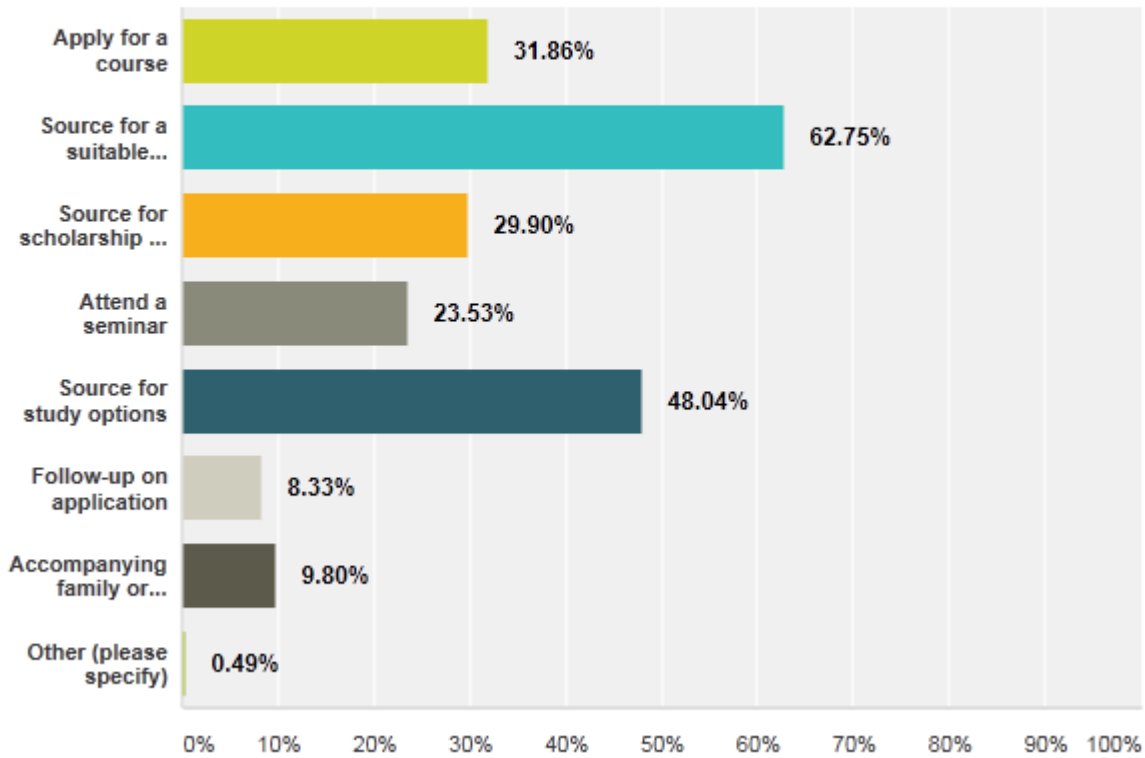
## How did you find out about this Education UK exhibition? (select all that apply)

Answered: 204 Skipped: 2



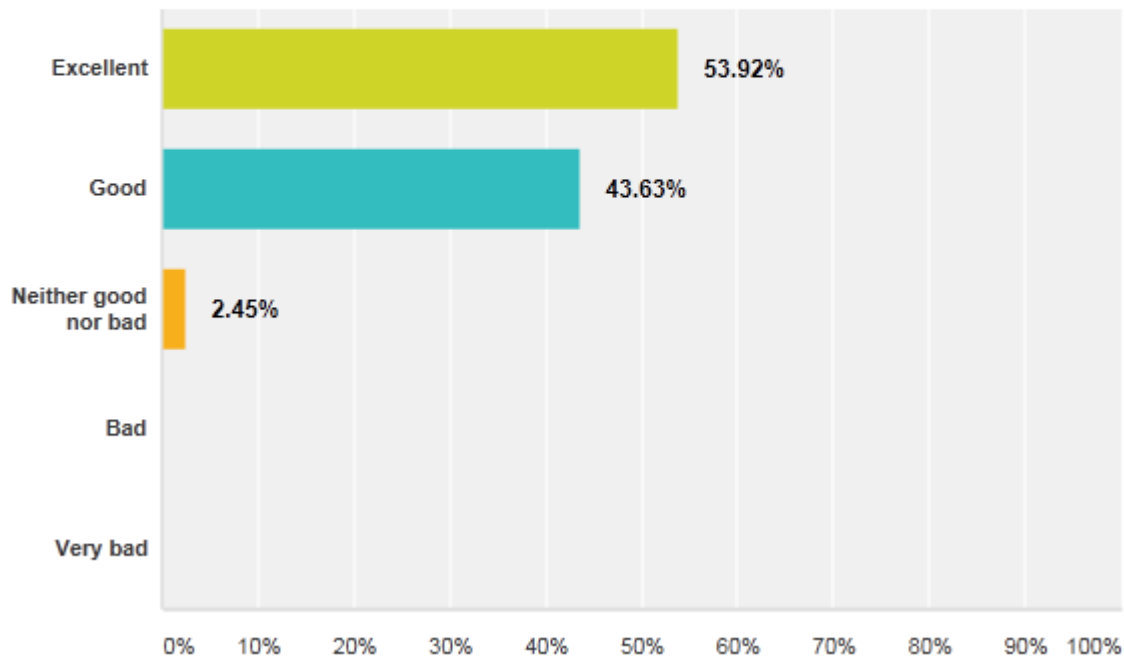
## What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 204 Skipped: 2



**How would you rate the quality of service you have received? (Out of all the booths you visited, who stood out the most - please name that institution)**

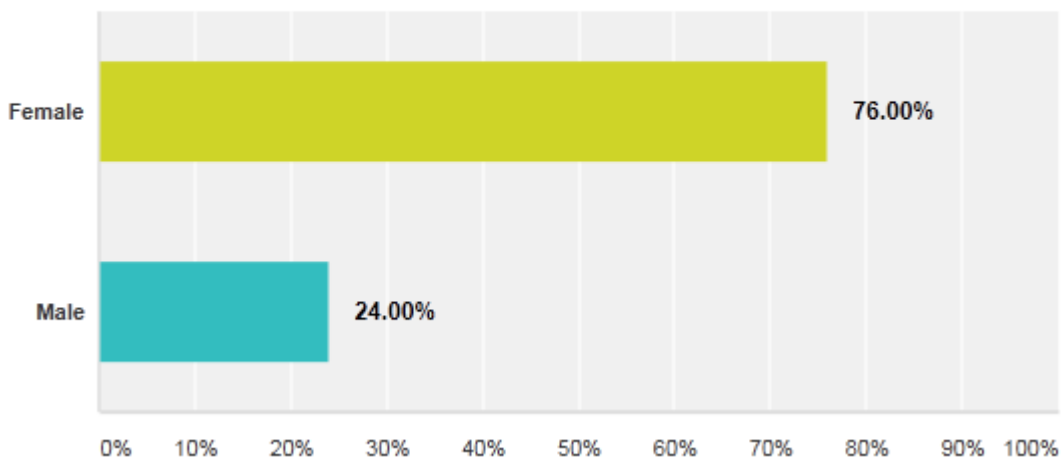
Answered: 204 Skipped: 2



**Kuching's visitors' survey results:**

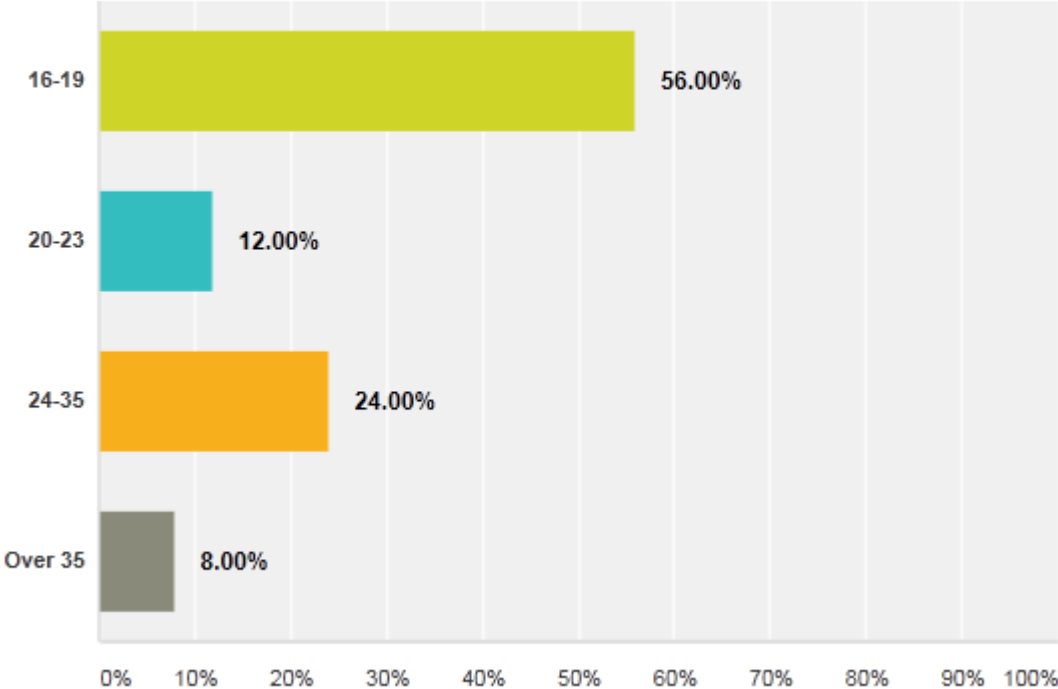
**Gender**

Answered: 25 Skipped: 0



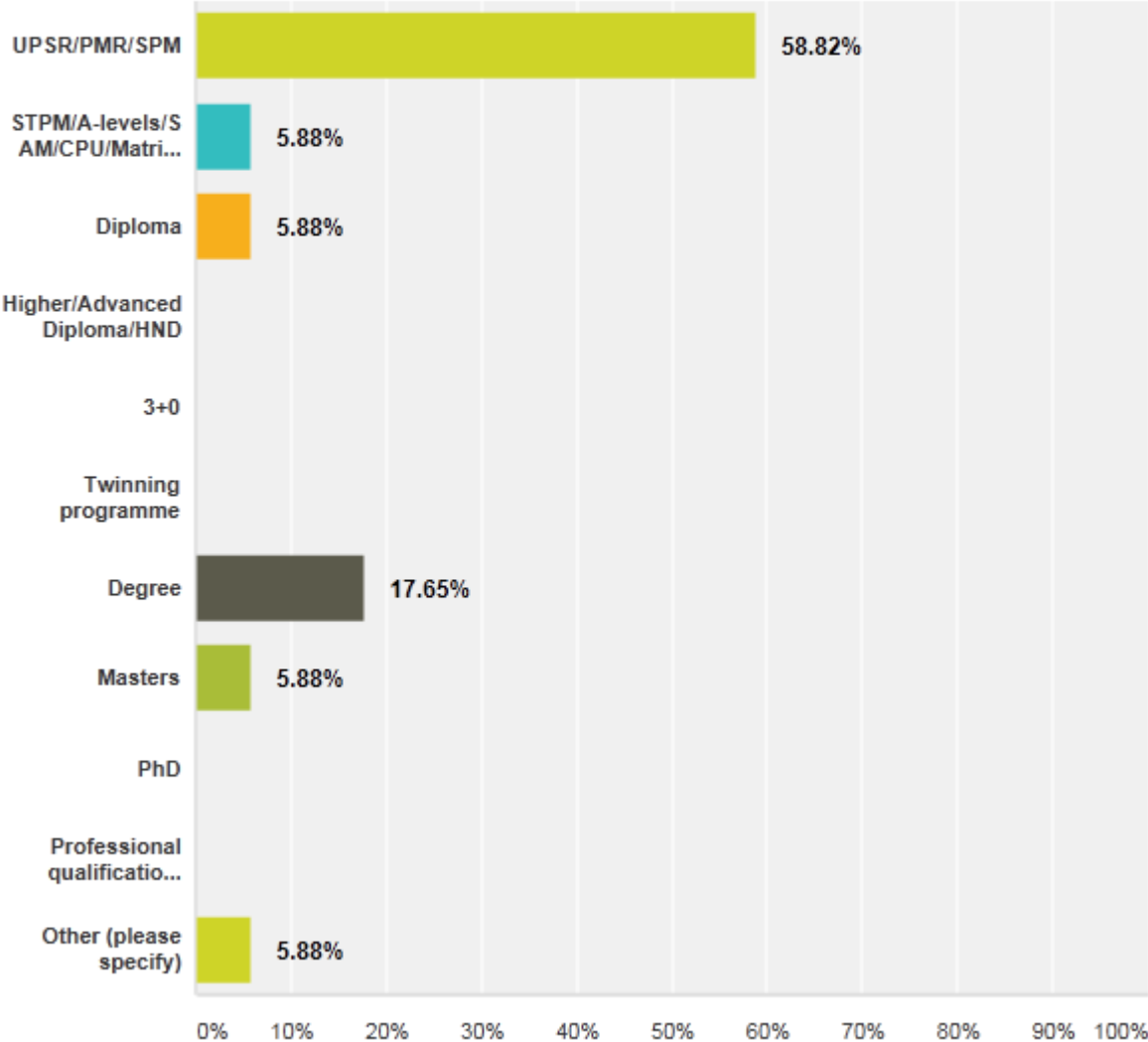
### Age

Answered: 25 Skipped: 0



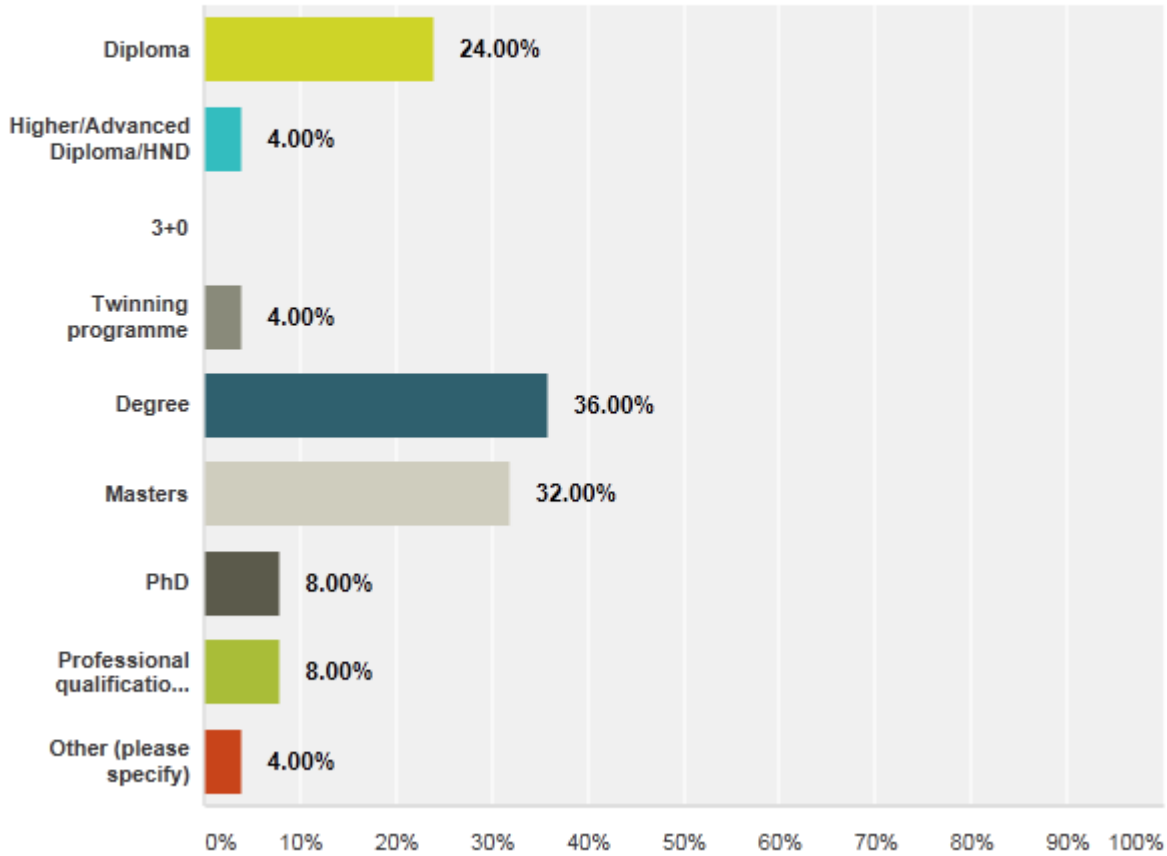
### What type of programme are you pursuing currently?

Answered: 17 Skipped: 8



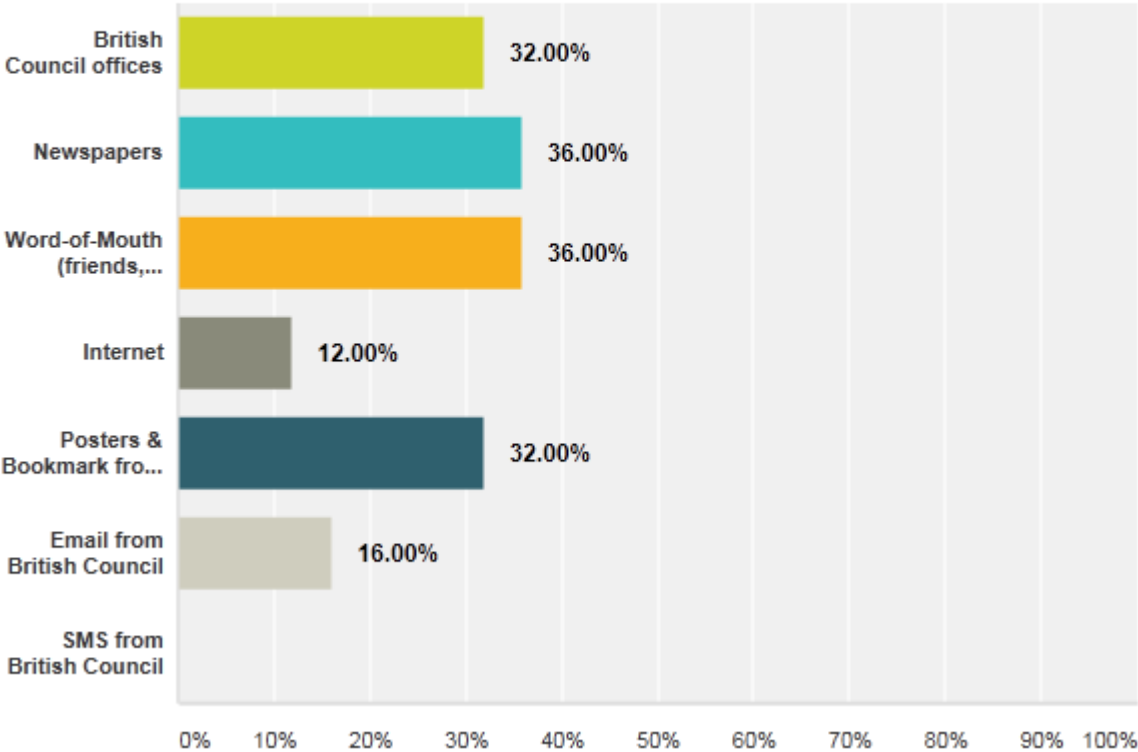
## What type of programme are you planning to pursue?

Answered: 25 Skipped: 0



### How did you find out about this Education UK exhibition? (select all that apply)

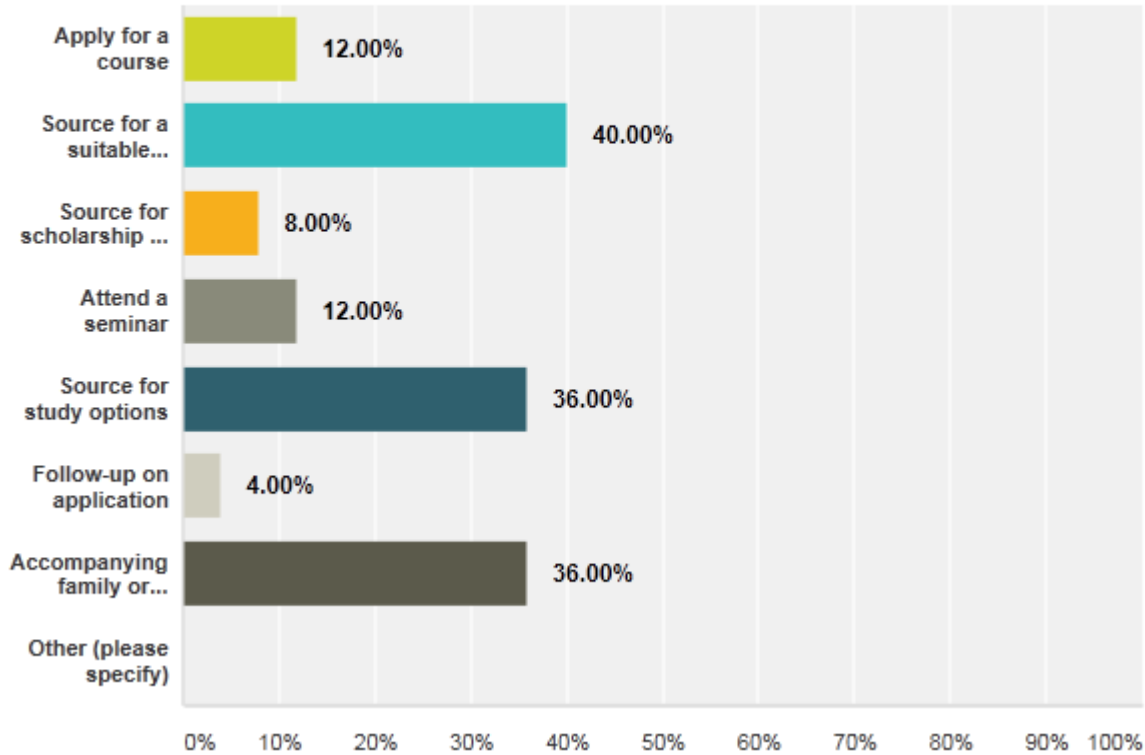
Answered: 25 Skipped: 0





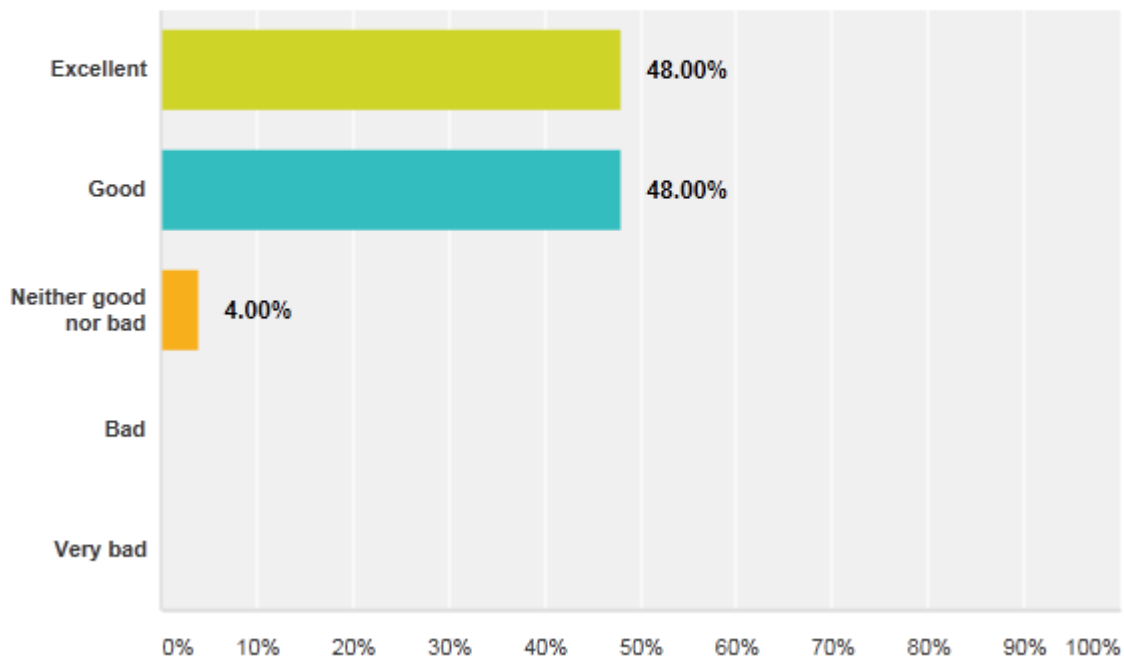
## What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 25 Skipped: 0



### How would you rate the quality of service you have received? (Out of all the booths you visited, who stood out the most - please name that institution)

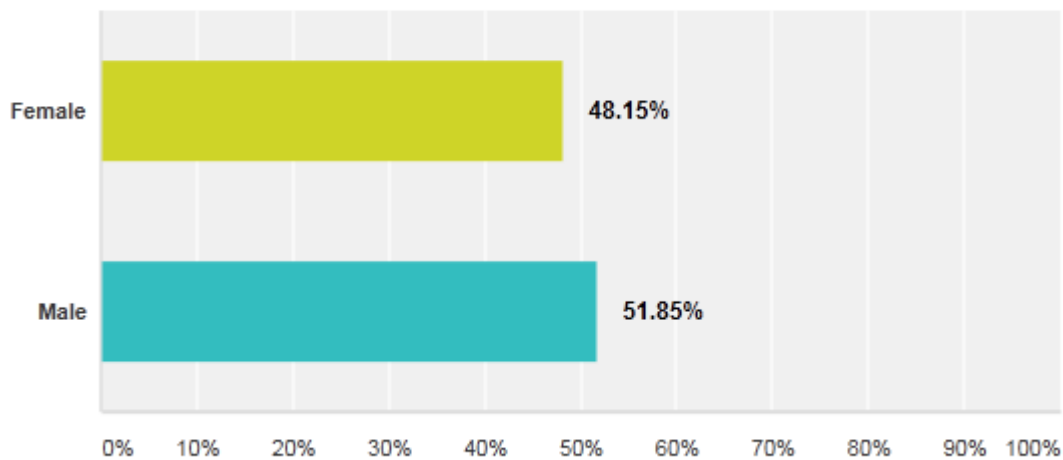
Answered: 25 Skipped: 0



### Visitors' survey feedback from Kota Kinabalu

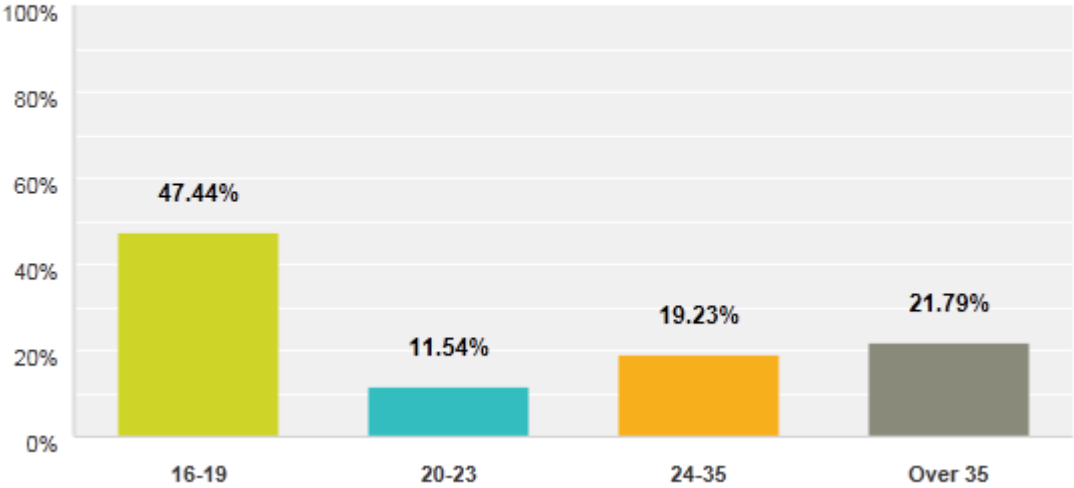
#### Gender

Answered: 81 Skipped: 0



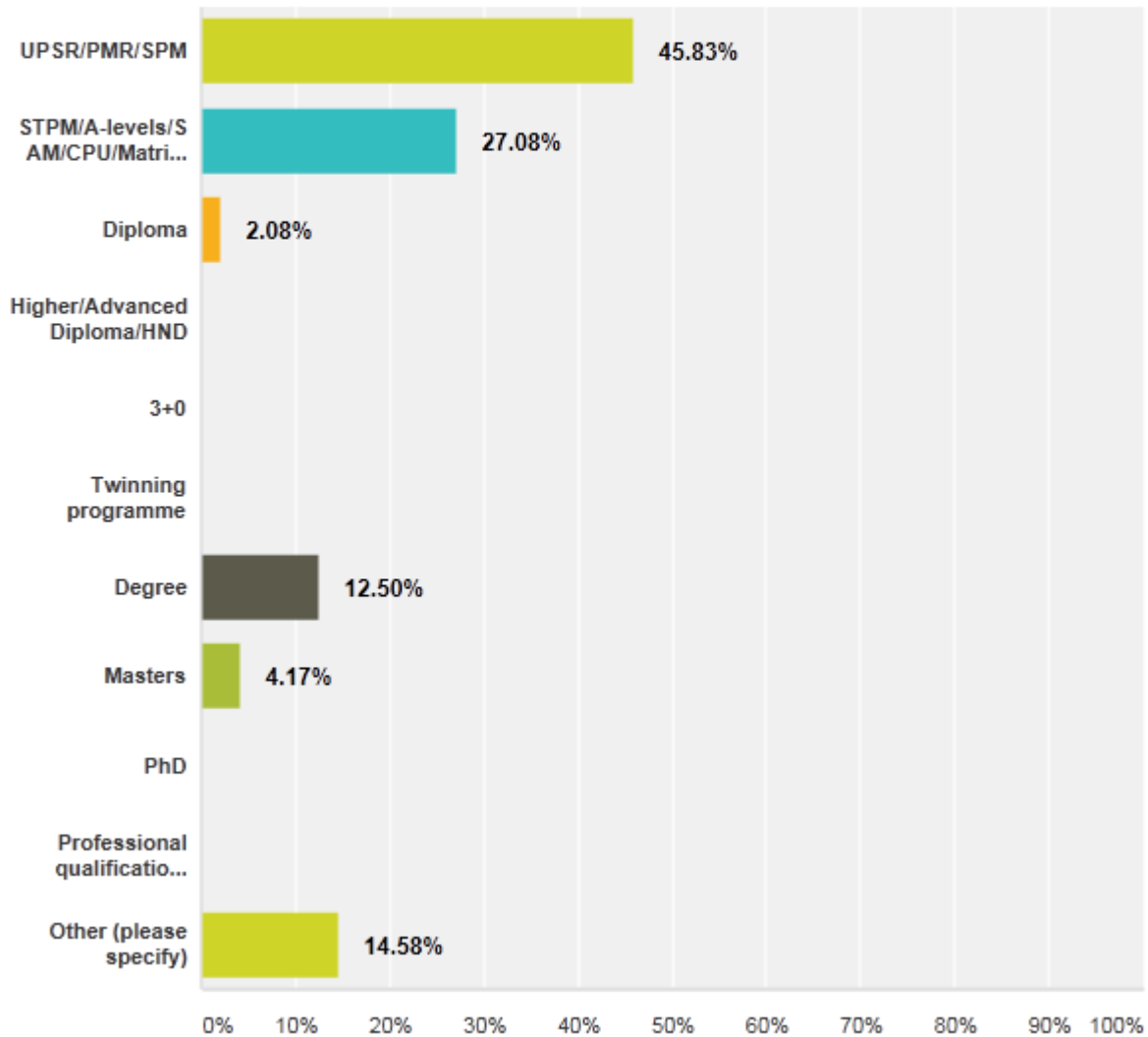
### Age

Answered: 78 Skipped: 3



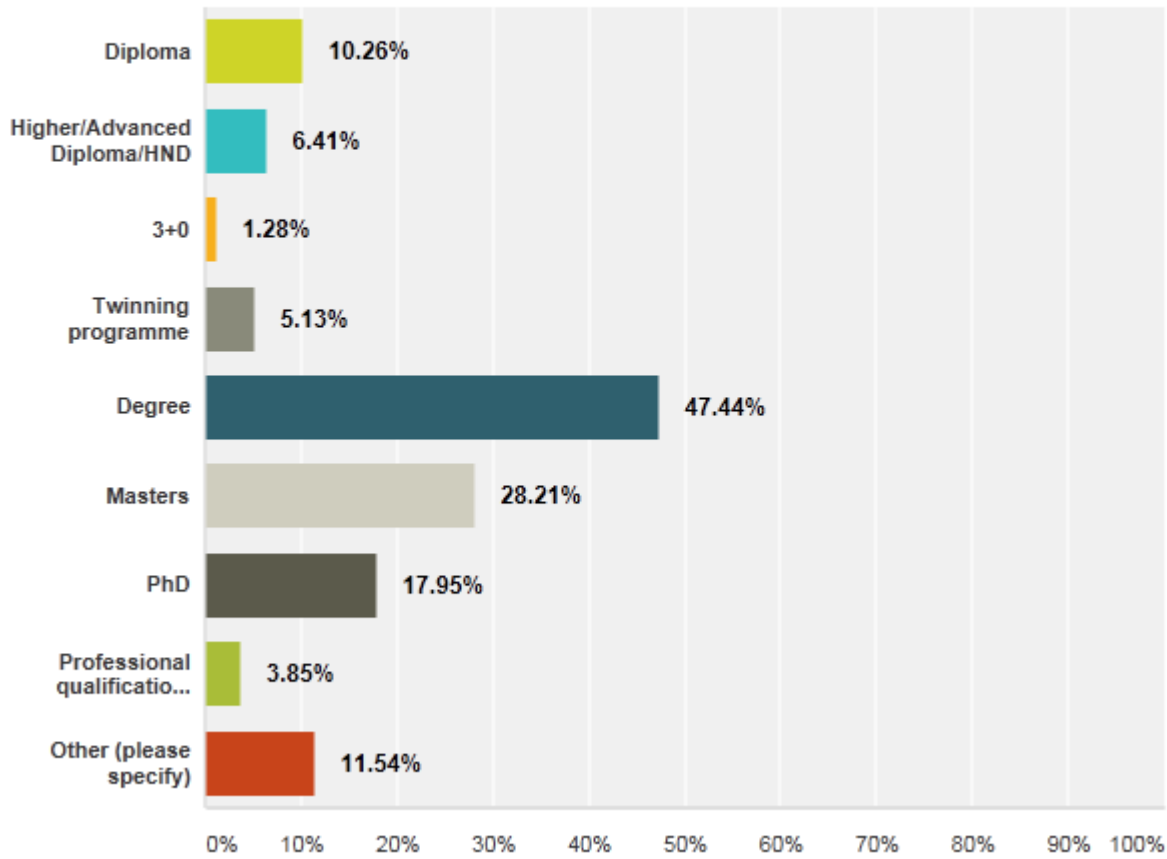
## What type of programme are you pursuing currently?

Answered: 48 Skipped: 33



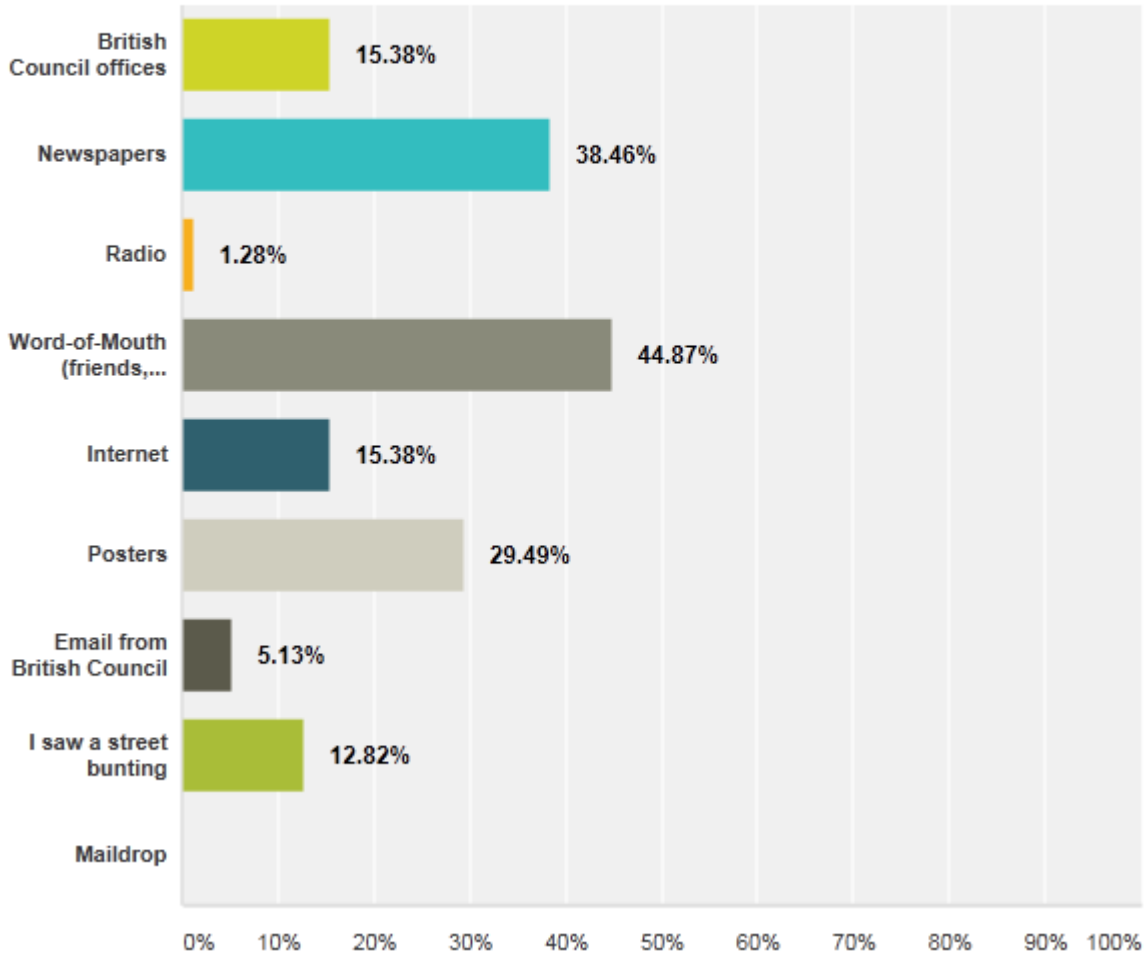
## What type of programme are you planning to pursue?

Answered: 78 Skipped: 3



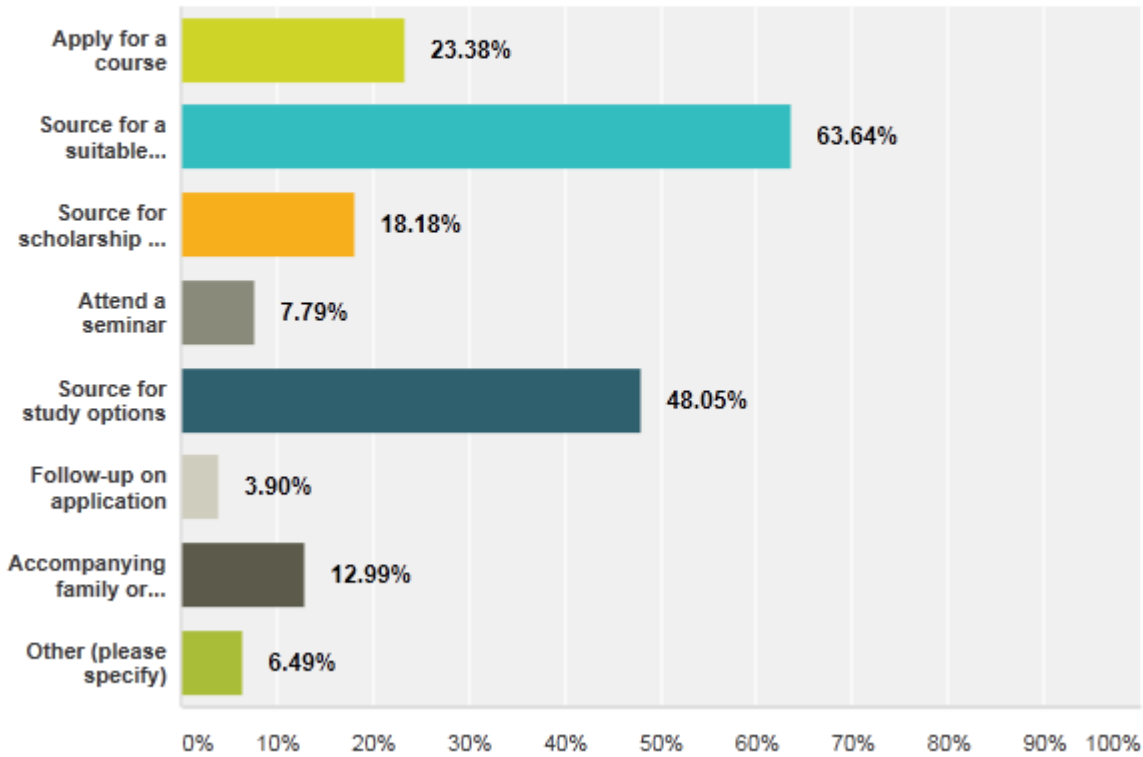
## How did you find out about this Education UK exhibition? (select all that apply)

Answered: 78 Skipped: 3



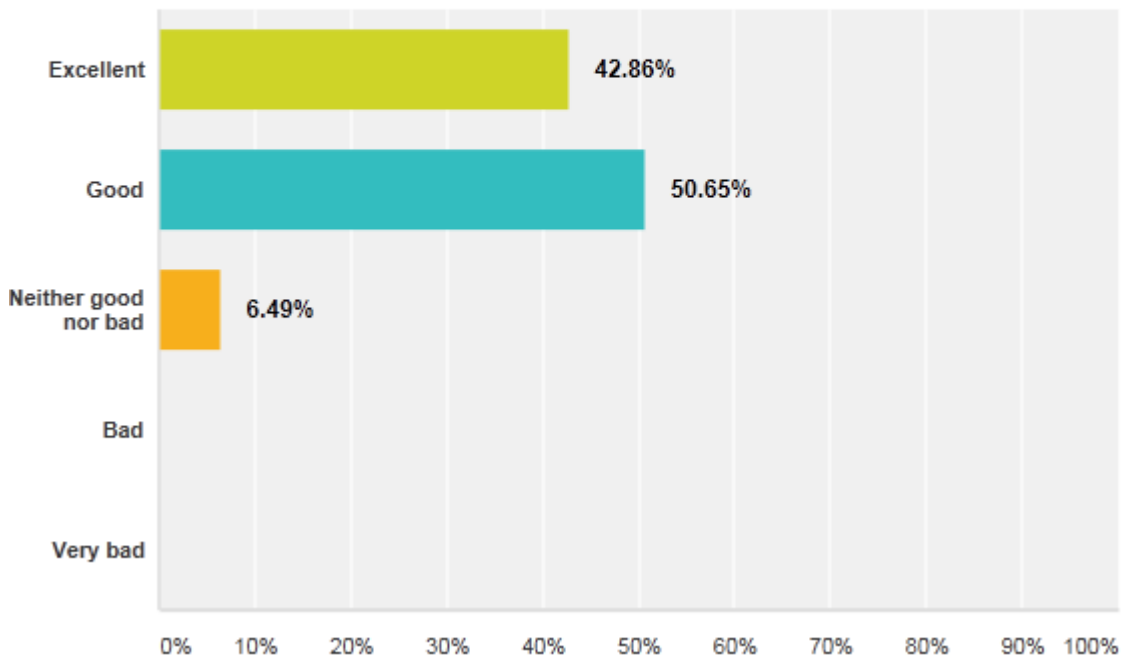
## What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 77 Skipped: 4



### How would you rate the quality of service you have received? (Out of all the booths you visited, who stood out the most - please name that institution)

Answered: 77 Skipped: 4





# Exhibitors' feedback

## Main compliments

- Great work providing another successful event
- Just continue to provide the really high standard of support
- Massage service was great
- Good venue

## Main complaints *(responses following page)*

- Increase advertising and promotion to increase the quality and quantity of visitors
- Reduce the exhibition fees
- Timing of event around the school holidays less than ideal
- Have more variety of food
- Booths at the back of the hall saw less visitors.

The market briefing (on Saturday morning) was:				
Informative	Relevant	Current	Not beneficial	Total
29	32	9	6	76
38%	42%	12%	8%	

Your assessment of the visitors in Kuala Lumpur				
Good number and good quality	Good quality only	Good number only	Disappointing	Total
42	21	8	13	84
50%	25%	10%	15%	

Your overall assessment of the exhibition in Kuala Lumpur				
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
30	6	30	14	80
38%	8%	38%	18%	

Your assessment of the visitors in Penang				
Good number and good quality	Good quality only	Good number only	Disappointing	Total
11	8	7	10	36
31%	22%	19%	28%	

Your overall assessment of the exhibition in Penang				
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
15	1	9	12	37
41%	3%	24%	32%	

Your assessment of the visitors in Kuching				
Good number and good quality	Good quality only	Good number only	Disappointing	Total
2	7	2	7	18
11%	39%	11%	39%	

Your overall assessment of the exhibition in Kuching					
Good exhibition consistent with previous year's event	Better event than previous year	Not as good as previous year's event	Worse event than the previous year	Did not attend last year's event	Total
1	2	6	4	5	18
6%	11%	33%	22%	28%	

Your assessment of the visitors in Kota Kinabalu				
Good number and good quality	Good quality only	Good number only	Disappointing	Total
3	7	0	5	15
20%	47%	0%	33%	

Your overall assessment of the exhibition in Kota Kinabalu				
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
1	1	7	3	12
8%	8%	58%	25%	

# 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 main findings and recommended next steps are outlined below:

## British Council

- The feedback and complaints on the type and quality of food by the Kuala Lumpur Convention Centre has been noted. However, we do not wish to allocate too much of the exhibition budget to food and beverage thus this will limit the variety of the menu. For the coming October fair, we will not include catering cost to the budget. There will be a supplementary charge for exhibitors who wish to have food catering at the exhibitors' lounge. The October exhibition handbook will carry further clarification.
- We acknowledge everyone's preference for their booth to have two-side openings however, this is not possible due to the increased number of booths within the existing floor space of Hall 5.
- The Kuala Lumpur Convention Centre (KLCC) does not provide much flexibility in the matter of dates. Options given to us was either late March or early April. The exhibitions in Penang, Kuching and Kota Kinabalu were impacted because its dates followed after Kuala Lumpur's.

## UK Institutions

- UK Institutions should really consider advertising a couple of weeks before the exhibition in order to drive up brand recall and eventually increase visitors to their booth. A couple of UK institutions utilised our direct email services prior to the exhibition and saw higher returns.
- More UK institutions should consider flying out their current students or recent graduates to help out at their booth. Your student ambassadors and alum will provide more credibility over the content found in your institution's web site. Alternatively, screening a video about the university will also lend credibility as people will be more persuaded as the saying goes 'seeing is believing'.

## Appendix

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

© 2013 British Council. All rights reserved.  
This document may not be amended, copied or distributed without express written permission.

<b>Institution</b>	<b>Kuala Lumpur 21 &amp; 22 March Booth No.</b>	<b>Penang 24 March Table No.</b>	<b>Kuching 26 March Table No.</b>	<b>Kota Kinabalu 28 March Table No.</b>
<b>Abbey DLD Group of Colleges</b>	1	1	1	1
<b>University of Aberdeen, Scotland</b>	2	-	-	-
<b>Aberystwyth University</b>	3	2	-	-
<b>Anglia Ruskin University, Cambridge &amp; Chelmsford</b>	4	3	-	-
<b>University of the Arts London</b>	5	-	-	-
<b>Astrum Colleges</b>	6	-	-	-
<b>Bath Spa University</b>	7	-	-	2
<b>Bellerbys College</b>	8	4	2	3
<b>The University of Birmingham</b>	9	-	-	-
<b>Birmingham City University</b>	10	5	-	-
<b>University College Birmingham (UCB)</b>	11	6	-	4
<b>BPP University</b>	12	7	3	5
<b>University of Bradford</b>	13	-	-	-
<b>University of Brighton</b>	14	8	4	6
<b>University of Bristol</b>	15	-	-	-
<b>Bristol UWE</b>	16			7
<b>Brooke House College</b>	17	-	-	-
<b>Brunel University London</b>	18	9	-	-
<b>Cambridge Education Group</b>	19	10	5	8
<b>Cambridge Tutors College (CTC)</b>	20	-	-	-
<b>Cardiff Sixth Form College</b>	21	11	6	9
<b>Cardiff University</b>	22	-	-	-
<b>City University London</b>	23	12	-	-
<b>UCL Institute of Education</b>	24			

<b>Concord College</b>	-	-	7	-
<b>University for the Creative Arts</b>	25	-	-	-
<b>De Montfort University &amp; Oxford International Education Group</b>	26	13	-	-
<b>The University of Derby</b>	27	14	-	-
<b>The University of Dundee</b>	28	15	-	-
<b>University of East Anglia</b>	29	16	-	-
<b>University of East London</b>	30			
<b>Edinburgh Napier University</b>	31			
<b>University of Essex</b>	32	-	-	-
<b>University of Exeter</b>	-	17	-	-
<b>University of Glasgow</b>	33	18	-	-
<b>Glasgow Caledonian University</b>	34	-	-	-
<b>University of Gloucestershire</b>	35	19	-	-
<b>Goldsmiths, University of London</b>	36			
<b>Heriot-Watt University, UK, Dubai &amp; Malaysia</b>	37	-	-	-
<b>University of Hertfordshire</b>	38	20	-	-
<b>University of Hull</b>	39	-	-	-
<b>University of Kent</b>	40	21	-	-
<b>Kings Education</b>				10
<b>Lancaster University</b>	41	-	-	-
<b>University of Leeds</b>	42	-	-	-
<b>Leeds Beckett University</b>	43	22	8	
<b>University of Leicester</b>	44	-	-	-
<b>University of Lincoln</b>	45	23	-	-
<b>University of Liverpool</b>	46	-	-	-
<b>Liverpool John Moores University</b>	47	-	-	-
<b>Loughborough University</b>	48	24	9	11

<b>The University of Manchester</b>	49	-	-	-
<b>Manchester Metropolitan University</b>	50	25	-	-
<b>MPW Schools</b>	51	26	10	-
<b>Middlesex University, London</b>	52	27	-	-
<b>Newcastle University</b>	53	-	-	-
<b>University of Northampton</b>	54	-	-	-
<b>Northumbria University, Newcastle</b>	55	-	-	-
<b>The University of Nottingham</b>	56	-	-	-
<b>Nottingham Trent University</b>	57	28	11	12
<b>Oxford Brookes University</b>	58	-	-	-
<b>Plymouth University</b>	59	29	12	13
<b>University of Portsmouth</b>	60	30	-	-
<b>Queen Mary, University of London</b>	61		-	-
<b>Queen's University Belfast</b>	62	-	-	14
<b>University of Reading – UK and Malaysia</b>	63	-	13	-
<b>Regent's University London</b>	64			
<b>Royal Agricultural University</b>	65	31	14	15
<b>Royal Holloway, University of London</b>	66	-	-	-
<b>Royal Veterinary College</b>	67			
<b>Rydal Penrhos School</b>	68	-	-	-
<b>The University of Sheffield</b>	69	-	-	-
<b>Sheffield Hallam University</b>	70	32	-	-
<b>University of Southampton in the UK and Malaysia</b>	71	33	-	-
<b>Southampton Solent University</b>	72			
<b>University of South Wales</b>	73	34	15	16
<b>The University of St Andrews</b>	74	35	16	17

University of Stirling	75	-	-	-
Staffordshire University	76	36	-	-
University of Strathclyde	77	-	-	-
University of Sunderland	78	-	17	18
University of Surrey	79	-	-	-
University of Sussex	80	37	-	-
Swansea University	81	38	18	-
Teesside University	82	-	-	-
University of Warwick	83	-	-	-
University of West London	84	-	-	-
Writtle College	85	39	19	19
University of York	86	-	-	-
York St John University	87	-	-	-
MSL Travel Sdn Bhd	88	40	-	-
CORNERSTONE – UK Student Accommodation	89	-	-	-
UCAS	90	41		
<b>Total number of participants</b>	<b>90</b>	<b>41</b>	<b>19</b>	<b>19</b>