

# Post-event report for

**Study UK Malaysia November 2017 exhibition**

**Kuala Lumpur, 18 and 19 November**

# Introduction

The Malaysian market has gotten mature and competitive over the years and many UK institutions are finding it tougher to recruit. Coupled with the economic downturn and reduction of government scholarships for Malaysians to study overseas; the UK international education sector need a compelling selling point to convince students (and their parents) on the value of studying in the UK.

The UK is still one of the most preferred destinations for Malaysian students wanting to study overseas. UK qualifications delivered in Malaysia are also very popular with Malaysian and non-Malaysian students alike. However, there has been a noted increase in interest in our key competitors such as the US, Australia and Canada and thus, we need to work collaboratively to strengthen the UK brand and maintain our market share in Malaysia.

British Council Malaysia holds the largest education fair focused on UK universities, schools and colleges. This November, we saw 3,945 visitors, a drop of 4 per cent compared to the corresponding event last year. Our exhibition plays a key role in giving UK education prominence, and maintaining the UK's position in this competitive climate for the recruitment of Malaysian students.

## **This report includes:**

**Key Highlights** of the event including visitors numbers and profile  
Page 3 – 4

**Our Marketing campaign** and their impact  
Page 5 – 7

**Visitors' Feedback**  
Page 8

**Exhibitors' Feedback**  
Page 9

Appendix: **List of exhibitors**  
Page 10 – 11

# Highlights

**Kuala Lumpur – 71 institutions, 3945 visitors**

## Snapshot of our visitors

**Total registrants: 1,093**  
**Demographics: 55% Female | 45% Male**

**41%** are aged between 11-20  
**37%** are aged between 21-30  
**8%** are aged between 31 – 40  
**9%** are aged 41 - 50  
**5%** are aged 51 and above

Level of Study	Oct 2015	Nov 2016	Nov 2017
Vocational and technical (eg NVQ, BTEC, VQ)	2%	2%	2%
Pre-university academic (eg A-Levels, IB)	11%	11%	12%
Undergraduate	34%	29%	33%
Postgraduate	30%	31%	31%
Postgraduate MBA	9%	9%	7%
Learn English	3%	3%	3%
Boarding School	2%	2%	2%
Short Course(s) (eg Summer course)	5%	6%	5%
Professional Award/Employment related qualifications (eg. ACCA etc.)	4%	7%	5%

## Snapshot of our visitors

Popular subjects			
	Oct 2015	Nov 2016	Nov 2017
Agriculture and related subjects	1%	2%	1%
Applied and Pure Sciences	8%	6%	8%
Architecture, Building and Planning	3%	4%	5%
Business and Administrative Studies	17%	17%	13%
Computer and Mathematical Science	7%	6%	9%
Creative Arts and Design	5%	6%	5%
Education and Training	5%	6%	5%
Engineering and Technology	14%	13%	11%
Health and Medicine	9%	8%	9%
Humanities	7%	7%	8%
Law	6%	6%	8%
MBA	6%	6%	5%
Hair, Beauty and Personal Care	1%	1%	1%
Social Studies and Communications	8%	9%	11%
Travel, Tourism and Hospitality	3%	3%	2%

## Seminars

16 sessions over 2 days | 900+ attendees

Topics covered			
SATURDAY		SUNDAY	
IELTS	32	PSYCHOLOGY	67
SCIENCE EDUCATION	51	A-LEVELS VS IB	89
ADVERTISING	19	BIOSCIENCE	35
ENGINEERING	77	ACTUARIAL SCIENCE	52
PSYCHOLOGY	57	SCHOLARSHIPS	150
ARCHITECTURE	32	EMPLOYABILITY	47
PERSONAL STATEMENT	70	TOP UNIVERSITIES	80
LAW	33	LAW	26

# Marketing campaign

Total spend of more than **MYR400,000**

## Online and digital

- Strategy:
  - Social media paid postings and events boosting
  - Sponsored editorials
  - Web banners, leaderboards
- Platforms: *Facebook, Instagram and Twitter*
- Sponsored editorials on Poskod, Asklegal, Soscili, Hitz and sCoolers
- Spend: MYR150k

## Out-of-home

- 2 weeks of digital OOH in KL and Penang
- 128 units of e-buntings and digital screens in prominent roads around the exhibition area
- Duration per ad: 20secs and 150 spots per day
- Spend: MYR50k

## Print media

- Across 3 newspapers (English and Chinese)
- The Star, The Sun and Sin Chew
- Spend: 15 insertions @ MYR160k++

## Radio media

- 12 active days on online radio
- Spend: MYR45k

## Online and digital

The Study UK Malaysia exhibition is back from 18-19 November 2017, with over 70 colleges, universities, and boarding schools from the UK participating. Join in on free seminars on scholarships, psychology, a "trial" lecture on undergraduate law, and more. Admission to the entire exhibition is free, but online pre-registration is highly encouraged. See you there!

**STUDY UK EXHIBITION 2017**  
IELTS SEMINAR

NOV 18  
Mind Your English: The Passport into a Global Education  
Public - Hosted by Study UK - British Council and IELTS Malaysia British Council

18 November at 13:30-14:15  
3 days ago  
KLCC Convention Centre  
Kuala Lumpur City Centre, 50088 Kuala Lumpur, Malaysia

1 event boost per event; total 16

Plant the financial seed today! In this seminar, learn abt opportunities for local & international scholarships.

Is personality a product of nature or nurture? Find out in this free psychology seminar by King's College London!

Learn about DNA damage and mutations - no, not the X-men kind! Join this free seminar with the Uni of Birmingham.

The Msian creative industry generates an annual revenue of more than RM7.6 billion. Be a part of this equation!

**Post Details**

Poskod.my  
Published by Ching Yee Ho (7) · 3 November at 14:11 · @

Not just building castles in the air

**5 Malaysian Builders & Makers You Should Know - Poskod Malaysia**  
We look at 5 extraordinary Malaysian builders and makers whose works were built upon the basics of architecture with the aim to make a world a better place.  
POSKOD.MY

Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

108,770 people reached

108,770 People Reached  
747 Reactions, comments & shares

677 Like	438 On post	139 On shares
22 Love	10 On post	0 On shares
2 Hate	1 On post	1 On shares
6 Wow	6 On post	0 On shares
18 Comments	10 On Post	2 On Shares
123 Shares	121 On Post	2 On Shares

3,965 Post Clicks  
0 Photo views  
6,555 Link clicks  
430 Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post  
1 Hide All Posts  
0 Report as Spam  
0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

## Out-of-home



Jalan Semangat (Jaya 33, Digital Mall)



Jalan PJU 7/1 & Jalan PJU 7/2 (in front of The Curve, IKEA, Ikano Power Centre, e@ Curve)



Jalan P. Ramlee- Pinang (Mandarin Oriental, Grand Hyatt, KL Convention Center)



Jalan P. Ramlee- Pinang (Mandarin Oriental, Grand Hyatt, KL Convention Center)



Jalan Raja Chulan (Pavilion KL) – Jalan Kia Peng (in front of Hakka Restaurant)



Jalan Raja Chulan (Pavilion KL) – Jalan Kia Peng (in front of Hakka Restaurant)

## Print media

**BRITISH COUNCIL**

STUDY UK  
DISCOVER YOU

**GREAT**  
Global Ready to Advance Talent

**STUDY UK EXHIBITION**

18-19 NOVEMBER 2017 • 1-4 P.M.  
HALL 1, KUALA LUMPUR CONVENTION CENTRE

Pre-register now at: <http://my.eduexhibition.org/en>

- Meet representatives from 70 UK institutions at the largest UK-focused education exhibition in Malaysia.
- Speak to British Council staff about studying in the UK, taking an IELTS exam or signing up for English language courses.
- Attend seminars to help you make the right choices for you.
- Find out which scholarships are available.

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**BRITISH COUNCIL**

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**英国教育展**

2017年11月18及19日(星期六、日) • 下午1时至6时  
吉隆坡会展中心 (KL Convention Centre) 第1展厅

预先注册于 <http://my.eduexhibition.org/en>

- 在马来西亚规模最大的英国教育展上与70所英国大学、大专院校和暑期学校面对面交流。
- 向英国文化协会的职员咨询有关留学英国、持有IELTS的成绩、或选择适合自己的英语课程。
- 参加有关撰写个人履历、入读英国大学、修读国际英语课程的讲座。
- 了解大英政府、Chancellor以及英联邦奖学金委员会所提供的奖学金机会。

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

# Visitors' feedback

## Methodology

Visitors' survey was collected online during the exhibition and they received a souvenir upon completion of the survey. We received a total of **474** responses in KL (*381 students and 93 parents*)

## Key findings - KL

- Most of our visitors are **currently either doing their SPM/IGCSE** (25 per cent), **pre-university** (19 per cent) or **undergraduate** (33 per cent) studies and are looking for opportunities to further their studies at the undergraduate (38 per cent) and postgraduate (44 per cent) levels
- Most students attend the exhibition to source for a **suitable university** (56 per cent) and **study options** (61 per cent) but few intends to apply for a course (30 per cent). 41 per cent of our visitors come to the exhibition to seek for a scholarship
- Besides the UK, other major country preferences include **Australia** (54 per cent) and **the US** (33 per cent)
- The main **motivation factors for parents** to send their child(ren) overseas are **quality, experience and career prospects**
- **Quality, experience and career prospects** are ranked the most important for parents in their choice of study destination for their child(ren)
- For students, **quality, safety and cost** are also their deciding factors in choosing a study destination



# Exhibitors' feedback

## Main recommendations

- More advertising and promotion required to draw in more students
- Avoid clash with SPM exams
- Lower cost, consider one day event

### The market briefing (on Saturday morning) was

Informative	Relevant	Current	Not beneficial	Total respondents
30	20	12	0	62
48%	32%	19%	0	100%

### What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
16	30	2	12	60
27%	50%	3%	20%	100%

### Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
4	23	31	4	0	62
6%	37%	50%	6%	0%	100%

# Appendix

<b>SPONSORS</b>	
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<b>SCHOOLS, COLLEGES AND PATHWAY PROVIDERS</b>	
ABBNEY DLD GROUP OF COLLEGES	OXFORD BUSINESS COLLEGE
ASHBOURNE COLLEGE	OXFORD INTERNATIONAL COLLEGE
BELLERBYS COLLEGE	RENDCOMB COLLEGE
BROOKE HOUSE COLLEGE	RUTHIN SCHOOL
CARDIFF SIXTH FORM COLLEGE	STONAR SCHOOL
CATS COLLEGE	TETTENHALL COLLEGE
<b>UNIVERSITIES</b>	
UNIVERSITY OF ABERDEEN	UNIVERSITY OF LINCOLN, UK
ABERYSTWYTH UNIVERSITY	UNIVERSITY COLLEGE LONDON
ANGLIA RUSKIN UNIVERSITY	LONDON SOUTH BANK UNIVERSITY
UNIVERSITY OF THE ARTS LONDON	LOUGHBOROUGH UNIVERSITY
ASTON UNIVERSITY	MANCHESTER METROPOLITAN UNIVERSITY
UNIVERSITY OF BATH	NEWCASTLE UNIVERSITY
BATH SPA UNIVERSITY	NOTTINGHAM TRENT UNIVERSITY
UNIVERSITY OF BIRMINGHAM	OXFORD BROOKES UNIVERSITY
BIRMINGHAM CITY UNIVERSITY	PLYMOUTH UNIVERSITY
UNIVERSITY COLLEGE BIRMINGHAM	UNIVERSITY OF PORTSMOUTH
BPP UNIVERSITY	QUEEN MARGARET UNIVERSITY
UNIVERSITY OF BRISTOL	QUEEN'S UNIVERSITY BELFAST
BRUNEL UNIVERSITY LONDON	UNIVERSITY OF READING, UK AND MALAYSIA
BUCKINGHAMSHIRE NEW UNIVERSITY	ROBERT GORDON UNIVERSITY, SCOTLAND
CARDIFF UNIVERSITY	THE UNIVERSITY OF SHEFFIELD
CITY, UNIVERSITY OF LONDON	SHEFFIELD HALLAM UNIVERSITY

CRANFIELD UNIVERSITY	UNIVERSITY OF SOUTHAMPTON
DE MONTFORT UNIVERSITY	UNIVERSITY OF SOUTH WALES
UNIVERSITY OF EAST ANGLIA	STAFFORDSHIRE UNIVERSITY
THE UNIVERSITY OF EDINBURGH	THE UNIVERSITY OF ST ANDREWS
UNIVERSITY OF ESSEX	UNIVERSITY OF STIRLING
UNIVERSITY OF EXETER	UNIVERSITY OF STRATHCLYDE
UNIVERSITY OF GLASGOW	UNIVERSITY OF SURREY
HERIOT-WATT UNIVERSITY	UNIVERSITY OF SUSSEX
UNIVERSITY OF HERTFORDSHIRE	SWANSEA UNIVERSITY
THE UNIVERSITY OF HULL	ULSTER UNIVERSITY
UNIVERSITY OF KENT	UNIVERSITY OF WARWICK
KING'S COLLEGE LONDON	UNIVERSITY OF WESTMINSTER
THE UNIVERSITY OF LAW	WINCHESTER UNIVERSITY
LEEDS ARTS UNIVERSITY, UK	