



# INTERNATIONAL EDUCATION SERVICES

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## Sponsorship opportunity for FameLab Malaysia

Interact and recruit Postgraduate Science students through FameLab Malaysia

<https://education-services.britishcouncil.org>

# Summary

This proposal outlines a **sponsorship opportunity** available to UK higher education institutions to be part of the FameLab Competition in Malaysia



**Build and develop relationships with over 300 participants and attendees through FameLab's Regional Competitions and Final Competition.** Regional Competitions will take place at KL, Penang, Johor, East Coast and East Malaysia.



**Forge partnerships with industry and Government bodies.** Malaysian Industry-Government Group for High Technology (MIGHT) and Ministry of Education are key partners for FameLab Malaysia for many years.



**Build awareness and maximize exposure of your organization,** expertise and sector credentials to all participants in the area of STEM.



**Gain media momentum in Malaysia** through FameLab's media coverage.

# What is FameLab

- FameLab aims to discover up-and-coming scientists who inspire people to see the world from a new perspective.
- Targeted at *21 years old and above Malaysians*, studying or working in science, engineering, technology, medicine or mathematics.
- FameLab is a communication competition designed to engage and entertain by breaking down science, technology and engineering concepts into three-minute presentations.

## Since 2015 the competition in Malaysia sees:

- Around 200 young scientists and engineers participating; 86% of them are Undergraduate and Postgraduate students.
- 37 Finalists trained on Science communication
- 2 international winners from Malaysia – in 2016 and 2018

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# Timeline



**January – March 2020**

## **Regional Competitions**

Happening at 4 major cities in Malaysia

1. Kuala Lumpur
2. Penang
3. Johor
4. East Malaysia

**April 2020**

## **Final Competition**

Happening at Kuala Lumpur

# Investment and benefits

INVESTMENT : 1,500GBP

- 1. Have your presence at all 4 Regional Competitions to interact with participants** from KL, Penang, Johor, and East Malaysia. Promote and showcase your institution's STEM courses and expertise through collaterals display and face-to-face enquiries.
  - Sponsors will be invited to all the regional competitions.
  - Sponsors to be provided a space (table and chairs setup) for showcase and consultation.
  - Regional competitions happen over the period of January – March 2020.
- 2. Enjoy prominent presence at National Final Competition at KL.** Promote and showcase your institution's STEM courses and expertise through collaterals display and face-to-face enquiries.
  - Sponsors will be invited to the final competition.
  - Sponsors to be provided a space (table and chairs setup) for showcase and consultation.
  - Final competition to happen in April 2020.
- 3. Inclusion of your institution's logo and full page advertisement (A5 size) on audience booklets** during Regional Competitions and Final Competition.
- 4. Your institution's name to be mentioned in media releases and articles.**
- 5. Logo and acknowledgement on selected marketing collaterals** throughout the overall campaign:
  - Event posters & flyers
  - e-Backdrop at Regional and Final Competitions
  - Social media marketing
  - Famelab website

# Market Context

## MARKET OPPORTUNITIES

- Science and Engineering courses are one of the most popular courses Malaysian students consider taking for their higher education studies
- The Malaysian government is keen to promote STEM education and is aggressively pushing initiatives which will build interest in the subject at all levels in schools
- Malaysia needs 500,000 scientists and engineers by 2020, while the nation's capacity is currently only at 70,000
- Young students at the school level are being exposed to science and digital technology related courses such as coding and digital skills to prepare them for higher education

# Next steps

Any questions please contact:

## **Tiu Kian Wee**

International Education Services Manager (Malaysia, Singapore and Indonesia)

British Council Malaysia

T: +60107720410

E: [kianwee.tiu@britishcouncil.org.my](mailto:kianwee.tiu@britishcouncil.org.my)