



Ignite your future

Education UK 2013 exhibition, Brunei

13 & 14 February

Contents

Contents.....	1
1. Event fact file	2
2. Key statistics	3
3. Impact of marketing plan	4
4. Conclusions and follow up.....	4
Appendix 1: List of participating institutions	5
Appendix 2: Visitor's registration results	7
Appendix 3: Visitor's survey results	9
Appendix 4: Exhibitors' survey results	11
Appendix 5: Advertising and promotion plan (media plan)	14

1. Event fact file

Brunei

Venue	Indera Samudra Grand Hall, The Empire Hotel & Country Club, 13 February 2013 Maktab Duli Pengiran Muda Al-Muhtadee Billah, 14 February 2013																																											
Opening hours	13 February, 1300 to 1900 14 February, 0930 to 1300																																											
Stand costs	£ 1,243.00 ex VAT																																											
Unique feature to give added value	<ul style="list-style-type: none"> a) A school fair was held at Maktab Duli Sixth Form College on 14 February. b) Two subject specific presentations offered to school career advisers by specialist speakers. c) Great Campaign branding inside the exhibition hall. 																																											
Seminars	<p>Wednesday, 13 February</p> <table border="1"> <thead> <tr> <th>Schedule</th> <th>Topic</th> <th>Attendance</th> </tr> </thead> <tbody> <tr> <td>1430 -1515</td> <td>Engineering and Geology Programmes for the Oil and Gas Industry</td> <td>73</td> </tr> <tr> <td>1530 -1615</td> <td>Tips on structuring your personal statement</td> <td>113</td> </tr> <tr> <td>1630 -1715</td> <td>Studying Chemistry in the UK</td> <td>18</td> </tr> <tr> <td>1730 -1815</td> <td>Applying for postgraduate study in the UK</td> <td>30</td> </tr> </tbody> </table> <p>Thursday, 14 February</p> <table border="1"> <thead> <tr> <th>Schedule</th> <th>Topic</th> <th>Attendance numbers</th> </tr> </thead> <tbody> <tr> <td>1000 -1045</td> <td>Choosing What and Where to Study</td> <td>48</td> </tr> <tr> <td>1000 -1045</td> <td>Studying in the UK</td> <td>40</td> </tr> <tr> <td>1100 -1145</td> <td>Writing personal statements for applying to UK Universities</td> <td>45</td> </tr> <tr> <td>1100 -1145</td> <td>Studying at UK College</td> <td>8</td> </tr> <tr> <td>1200 -1245</td> <td>Hospitality and Tourism</td> <td>20</td> </tr> <tr> <td colspan="3">Seminars for Careers Advisers</td> </tr> <tr> <td>1400 - 1530</td> <td>Hospitality and Tourism</td> <td>21</td> </tr> <tr> <td>1400 - 1530</td> <td>Engineering and Geology courses related to Oil & Gas Industry</td> <td>22</td> </tr> </tbody> </table>		Schedule	Topic	Attendance	1430 -1515	Engineering and Geology Programmes for the Oil and Gas Industry	73	1530 -1615	Tips on structuring your personal statement	113	1630 -1715	Studying Chemistry in the UK	18	1730 -1815	Applying for postgraduate study in the UK	30	Schedule	Topic	Attendance numbers	1000 -1045	Choosing What and Where to Study	48	1000 -1045	Studying in the UK	40	1100 -1145	Writing personal statements for applying to UK Universities	45	1100 -1145	Studying at UK College	8	1200 -1245	Hospitality and Tourism	20	Seminars for Careers Advisers			1400 - 1530	Hospitality and Tourism	21	1400 - 1530	Engineering and Geology courses related to Oil & Gas Industry	22
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2. Key statistics

Attendance

Visitors	2013	2012
Total	2133	2280
Exhibitors	2013	2012
Further Education	5	4
Higher Education	36	29
Others: <ul style="list-style-type: none"> • CfBT Education • Ministry of Education Scholarship Unit • Brunei Darussalam National Accreditation Council 	3	3
Total	44	36

*A full list of exhibitors can be found in Appendix 1

Programme you are planning to pursue (from the visitor registration system)	2013 Base: 746	2012 Base: 789
High School	54	54
Bachelor's Degree	497	508
Master's Degree	183	172
PhD	49	50
Summer Courses	4	1
Certificate courses / non degree courses / NVQ	10	15
Language courses	7	1
Specialized studies	13	12
Pre-Master's Course	9	5
Foundation Course or Pre-University Course	61	55
Demographics of visitors (from the visitor registration system)	2013	2012
Male	278	277
Female	468	512



3. Impact of marketing plan

Our advertising plan was focussed mainly on newspapers and the internet. About eighteen per cent (18%) of our visitors found out about the exhibition through newspaper advertisements, friends and relatives based on the registration responses.

We achieved high impact by placing online banners on two sites that are highly visited by Bruneians and at the same time provided value for money. The Brunei Times offers free online newspaper and its website receives about 395,808 page views each month while Direct Messages via Twitter were sent out by BruneiTweet (ProjekBrunei.com) which has more than 14,000 followers. We also promoted the event on the British High Commission (BHC) website and Facebook sites for EducationUK Malaysia & Brunei and BHC.

We also tried cinema advertisement which was shown at approximately 750 spots and viewed by an estimated 15,000 people.

The British High Commissioner had interviews at two leading radio stations in the capital targeting the youths and parents during the morning and lunch hour drive time.

Our press release created media interest and the event received coverage from two local English newspapers and one online video after the first day of the exhibition. There was a local television broadcast of the school fair in the evening newscast on the second day.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- UK institutions, especially the newcomers to the Brunei market are recommended to organise other promotional activities leading up to the exhibition to generate more traffic and enquiries during the exhibition.
- Networking event in Brunei is normally funded and hosted by the British High Commission in order to facilitate introductions to local contacts from the Ministry of Education, Sixth-form schools, local universities and sponsors. Exhibitors are recommended to attend the event as it is a good way to meet local contacts and/or develop potential links.
- UK institutions are encouraged to offer subject specific seminars for school career counsellors. These proved to be welcomed by the school counsellors and Career and Counselling Department at the Ministry of Education. The counsellors would be able to increase their knowledge of UK education and subsequently be able to guide students better with regards to their choice of courses and application procedure.

4.2 Key recommendations for British Council

Below is a summary of areas commented on by institutions, and our response in terms of follow-up action. Suggestions and comments received from institutions are listed in full in Appendix 3:

Venue

- Several institutions commented that The Empire Hotel & Country Club was too far and not convenient and suggested that the central location would have been better. Many found difficulty accessing the amenities and services as guests stayed in different buildings away from the main block and the exhibition venue. Moreover private meetings were also held at different buildings prior to the exhibition opening making it inconvenient and time consuming for exhibitors to move from one



venue to another. Furthermore, there was an agent exhibition held in the same hotel the day before creating some confusion over our event.

As the number of participants continues to grow - a total of 44 UK institutions and local exhibitors participated this year. The Rizqun Hotel in downtown Gadong will no longer be able to accommodate an exhibition of this size and capacity. It is advantageous to have bigger exhibitions at The Empire Hotel due to its spacious exhibition venue and ample parking space for visitors. Due to very limited venue options, we will review the venue choice depending on the number of institutions participating at the next exhibition.

Timing of the event

- The event was held as usual from 1pm to 7pm on a weekday (Wednesday), however a few exhibitors commented that it should start at 2pm instead as it was rather quiet between 1-2pm. We will review the timing for the next exhibition.

Market Briefing

- We are pleased to have received positive feedback from exhibitors who attended the Market Briefing. We will continue to improve the content and report on market developments. A few have requested for more information on scholarships however it was not available yet at the time of the exhibition but the information will be distributed as soon as it is available.

Logistics

- For future exhibitions, we will look for cost effective ways to provide power sockets to all participating institutions and coordinate transportation of promotional materials to the school fair.

Appendix 1: List of participating institutions

1	University of Aberdeen
2	Aberystwyth University
3	Bangor University
4	University of Bedfordshire
5	University of Birmingham
6	Birmingham City University
7	University of Bradford
8	Bradford College
9	Cardiff Metropolitan University (UWIC)
10	Cardiff University
11	University College Birmingham
12	University College London
13	University of East Anglia
14	University of Essex
15	University of Exeter
16	University of Glamorgan
17	Highbury College Portsmouth
18	University of Hull
19	Keele University
20	Kensington College of Business
21	University of Kent
22	Kings College London
23	Leeds Metropolitan University

24	University of Leicester
25	Loughborough College
26	Loughborough University
27	University of Manchester
28	Newcastle University
29	University of Northampton
30	Plymouth University
31	University of Portsmouth
32	Queen Mary, University of London
33	Queen's University Belfast
34	University of Reading
35	University of Sheffield
36	University of Southampton
37	University of Stirling
38	University of Surrey
39	Swansea University
40	University of Warwick
41	Writtle College
42	Brunei Darussalam National Accreditation Council, MoE
43	CfBT Education Services (B) Sdn Bhd
44	Scholarship Section, Ministry of Education

Appendix 2: Visitor's registration results

Subject of Study		
Agriculture / Agronomy	49	6%
Architecture / Urban Planning	46	6%
Art / Culture	34	4%
Business / Economics / Management	163	20%
Computer Science / IT / Telecommunication	41	5%
Cuisine / Culinary	9	1%
Education	52	6%
Engineering	204	25%
Environment and Natural Resources	82	10%
Fashion / Design	24	3%
Humanities / Social Sciences	94	12%
Language / Literature / Translation	31	4%
Law	64	8%
Media / Communication	38	5%
Medicine / Health	100	12%
Physical Education, Recreation & Leisure	14	2%
Political Science	27	3%
Psychology	57	7%
Religion & Theology	9	1%
Science	135	17%
Tourism & Hotel Management / Gastronomy	35	4%
Base Total	809	100%

Motivations to Study		
High academic standard	450	56%
Having a better job in my country	348	43%
Scholarships offered	314	39%
Wide Variety of courses and institutions	294	36%
International recognition of qualifications	282	35%
Travelling in many different countries	211	26%
Cultural environment	170	21%
Overseas work opportunities	138	17%
Learning a foreign language	123	15%
Safe environment	91	11%
Parent's decision	88	11%
Friends and relatives there	68	8%
Competitive tuition fees	26	3%
Base Total	809	100%



Source of Information		
Newspapers	336	18%
Internet	308	16%
British Council	82	4%
Radio,TV	110	6%
Email	85	5%
Poster	207	11%
Friend or relative	329	18%
Fliers	93	5%
Student's association	60	3%
Newsletter	44	2%
University, teacher	222	12%
Total	1876	100%

Timetable – Expect to leave		
In less than 6 months	223	36%
In 1 year	257	42%
In 2 years	93	15%
After 2 years	42	7%
Total	615	100%

Timetable – Period of Stay		
6 months	9	1%
1 year	81	13%
2 years	71	12%
3 years	231	39%
More than 3 years	210	35%
Total	602	100%

Appendix 3: Visitor's survey results

Gender		
Female	226	58%
Male	164	42%
Total	390	100%

Age group		
16 – 19	223	58%
20 – 23	86	22%
24 – 35	42	11%
Over 35	37	9%
Total	388	100%

Are you currently Studying or Working?		
Studying	301	78%
Working	64	16%
Both	22	6%
Total	387	100%

Reason(s) for visiting the exhibition		
Apply for a course	162	18%
Source for a suitable university/college	243	26%
Source for scholarship or financial support	126	14%
Attend a seminar	57	6%
Source for study options	210	23%
Follow-up on my application	46	5%
Accompanying Family or friends	75	8%
Other	6	1%
Base Total	385	100%

Type of programme currently pursued		
O-level or equivalent	14	4%
A- levels/ IB	154	45%
Foundation/Diploma	24	7%
HND/Advanced Diploma	12	3%
Degree	126	36%
Masters	11	3%
PhD	4	1%
Professional qualification	0	0%
Other	2	1%
Total	323	100%



What do you think of education in the UK?		
Wide range of courses/institutions	280	73%
Worldwide recognition	223	58%
Qualification with good career prospects	223	58%
High quality	208	54%
Affordable	43	11%
Welcoming	170	44%
Expensive	58	15%
Others	3	1%
Total	1205	100%

Did you find the information you were looking for?		
Yes	372	97%
No	13	3%
Total	385	100%

How would you rate the quality of service you have received?		
Excellent	153	40%
Good	219	56%
Neither good nor bad	11	3%
Bad	0	0%
Very bad	2	1%
Total	385	100%

Will you recommend future British Council exhibitions to friends/family who are interested to study in the UK?		
Yes	381	99%
No	3	1%
Total	384	100%

Appendix 4: Exhibitors' survey results

Has your institution attended this exhibition before?		
Yes	34	87%
No	5	13%
Total	39	100%

What was your main aim for coming?		
Recruitment	15	37%
Profile Raising	2	5%
Both	24	58%
Total	41	100%

What is your primary market interest in this event?		
Undergraduate	40	39%
Postgraduate taught	31	31%
Postgraduate research	16	16%
Higher National Diploma or Equivalent	7	7%
Pre-university foundation courses	5	5%
Post-16 A-Level	2	2%
Total	101	100%

What is your assessment of the visitors?		
Good number and good quality	36	90%
Good quality only	1	2.5%
Good number only	2	5%
Dissappointing	1	2.5%
Total	40	100%

Have you developed new links or built on existing feeder or agent relationships by coming?		
Yes	27	69%
No	12	31%
Total	39	100%

How do you rate the support to your business needs from British Council before and during the event?		
Very Good	20	53%
Good	14	37%
Satisfactory	4	10%
Unsatisfactory	0	0%
Total	38	100%



Please give your overall assessment of the exhibition		
Very Good	21	54%
Good	17	44%
Satisfactory	1	2%
Unsatisfactory	0	0%
Total	39	100%

What recommendations have you got for the future of this particular event for British Council?

Event Timing/duration

- The first hour was quiet; consider 2pm-7pm instead
- 2-7pm will be sufficient
- I was expecting more visitors so perhaps the timing of the event with Chinese New Year was the issue. But this could not be avoided!

Venue

- Please have the fair in the city centre of Bandar Seri Begawan
- Not sure this venue is the best, but otherwise good
- Have meetings all in one building, i.e BUBA
- A venue that is not far away and has better quality service and facilities

Others

- More info for exhibitors on scholarships and better counselling for students at pre-registration
- During networking event, give pre-warming of who will be there and also be more active in making introductions at networking event
- More info about scholarships to exhibitors, better counselling of students, match ambition and interest to needs of country and scholarships
- Writtle College is 120 years old. Degrees are awarded by the University of Essex. The Brunei scholarship scheme seems in favour of supporting our HND and F. Degree options. Please can the B.C help us to influence support for our programmes, in animal science, agriculture and conservation at degree level. We have many students interested in the programmes from Brunei and they would graduate with University of Essex degree.
- Excellent!

What market developments have you noticed by coming?

Subject/Course Interest

- More interest in sports science and environmental science
- Cancer centre – potential scholarships for our cancer institute. More about UBD discovery centre
- Big development in demand for environmental studies
- Change in subject areas and increase in postgraduate enquiries
- More PG interest
- Increase in tourism and environmental science (pollution) enquiries
- Growing PGT interest in S&E
- Environmental sciences, geography, international relations

- 
- PGT scholarships provision increase. Increase in subject interest within Humanities and Social Sciences
 - Course and promotions
 - Demand for foundation courses
 - More demand for foundation

Others

- Bruneian government scholarship awarding trends
- B.C is very active and doing a good job facilitating UK Education
- Private Funding Students
- Similar to last visit in Brunei 2010. Interested in government focus in sustainability.
- IELTS is becoming a much needed educational support

What learning points have you picked up for your institution?

General

- I have learnt a lot about the market in general and the interest areas of students
- There is still a reasonable demand for HND
- An increase in students looking to top up from HND/1st year Degree from institutions in Brunei
- Learnt more about the current trends and interests programme
- Sports and tourism focus both areas we rank highly on
- Changes in Govt scholarship and focus on PGT now
- Restricted for non top 50 but we can still try
- Sustainable energy engineering, is big in Brunei at both UG & PG
- Interest in Nursing, students ready to do any subjects to get scholarships even if not in line with career goals
- More PGT interest, plenty of agriculture, env science and food science interest.
- More details on non-popular subject
- More and more courses offered by local universities
- Demand for sport studies and environmental subjects
- Need to liaise with Ministry via B.C asap to ensure our degree level programmes are recognised, after all students graduate with a University of Essex degree

Promotion-related

- Bring more prospectus!
- Speed consultation
- We would have to increase our staff numbers to entertain public enquiries

Appendix 5: Advertising and promotion plan (media plan)

	Media	Format (number of insertions)	Duration
Print	English newspaper – Borneo Bulletin	Print advertisement (7)	16 January – 14 February
	English newspaper – The Brunei Times	Notice appeared in the Events page of the paper	16 January – 14 February
	Chinese newspaper	Print advertisement (2)	02 – 09 February
	Malay newspaper	Print advertisement (2)	16 – 26 January
Outdoor	Road Banner	Road banner was placed on the Tungku Link Highway, a major road leading to other districts.	03 – 14 Feb
Promotion items	Leaflets	3,000 copies distributed to schools, higher education institutions and ministry offices	Late January
	Desk calendars	2000 copies distributed to schools and ministry contacts	Late January
Online	The Brunei Times	Online banner placed at Brunei Times Homepage	15 January – 14 February
	ProjekBrunei.com	Web banner placed at ProjekBrunei blogsite and tweet messages by @BruneiTweet	15 January – 14 February
	Facebook	Notice was placed in the British High Commission Facebook and EducationUK Malaysia & Brunei Facebook	05 – 14 February
	Websites	Notice was placed in the www://ukinbrunei.gov.uk site and British Council exhibition site.	17 January - 14 February
	E Direct Mailing	Direct mailing campaign to 3000 local contacts	1-9 February
Other	Radio interviews	British High Commissioner had radio interviews at Kristal Astro FM and Pilihan Radio Station	06 February
	Cinema Advertisement	10 seconds advertisement at The Mall Cineplex	21 January -14 February
	School visits	Promotional visits to Jerudong International School during the Higher Education Fair and Yayasan Sultan Hj Hassanah Bolkuah Secondary School	21 January & 09 February

<http://www.bt.com.bn/frontpage/2013/02/13/university-exhibition-held-empire-hotel>

http://www.rtbnews.rtb.gov.bn/index.php?option=com_content&view=article&id=8234%3Auk-education-exhibition-2013&Itemid=74

<http://www.bt.com.bn/news-national/2013/02/14/education-uk-exhibit-very-helpful-say-students>

<http://borneobulletin.com.bn/index.php/2013/02/14/education-uk-exhibition-draws-eager-crowd/>

<http://borneobulletin.com.bn/index.php/2013/02/09/ignite-your-future-at-education-uk-exhibition/>

<http://www.bt.com.bn/news-national/2013/02/12/industry-reps-see-growing-demand-postgraduate-studies-abroad>

<http://projekbrunei.com/>