



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2016  
  
20 & 21 February 2016  
Brunei Darussalam**

# Introduction

The British Council Education UK exhibition was the largest overseas university exhibition held in Brunei and is always eagerly awaited. The exhibition was participated by 39 UK universities and a college, three departments from the Ministry of Education namely the Scholarship Unit, Higher Education and National Accreditation Council as well as CfBT Education Services and Bank Islam Brunei Darussalam.

The footfall at the exhibition recorded a 47% increase from last year with 2,102 visitors.

It should be noted for the first time the exhibition was held on a weekend prior to the Malaysian tour to attract more UK institutions to participate in the Brunei events and to encourage parents to be more involved by accompanying their children to the weekend exhibition. Also, we had the Deputy High Commissioner at the market briefing to give a general overview of what is happening in the market which was appreciated by some exhibitors.

Seminars were held throughout the exhibition and were well attended. General topics such as 'how to write a great personal statement' and 'how to choose your course' received the most attendees with over a hundred people, the seminar on 'studying law in the UK' was also held.

A school fair at Maktab Sains Paduka Seri Begawan Sultan (MSPSBS) was held the day before the main exhibition and was attended by around 500 lower and upper sixth students from MSPSBS and other sixth form colleges. It should be noted that timing for this event was changed to shorter period of 12.30pm to 3pm following the new guidance from the Ministry of Education.

Positive feedback received from UK delegates was positive for both events.

Some exhibitors noticed more students were asking for scholarships and looking to access the education loan. The public mindset is slowly changing to be more price sensitive by enquiring on tuition fees and living cost which could be the result of proactive actions by the Ministry of Education recently. Scholarship information for 2016/17 was released early in November 2015 to guide the students and parents on the requirements and new list of subject areas under national priority before the UK main application deadline of 15 January. The Ministry of Education also released the results of 'A' Level examinations earlier than in recent years.

**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 channel.  
Page 4 - 5

**Visitors' Feedback**  
Page 6- 12

**Exhibitors' Feedback**  
Page 13 – 14

**Future Steps**  
Page 15

**Appendix: List of exhibitors**  
Page 16-17

This post-event report aims to provide an insight on the visitor.

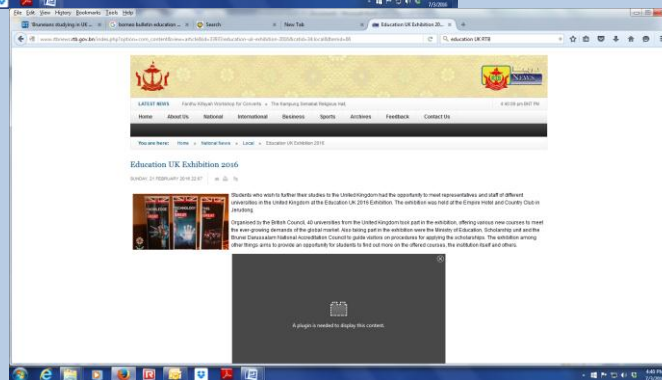
# Highlights

There were -

**45 INSTITUTIONS (40 UK and 5 local)**  
**2,102 VISITORS**

attending the exhibition

## 3 media reporting the event



# Marketing

**We spent about GBP 12,000 on the following:**

**9 print media adverts in English newspaper**

**1 page advertisement on Education UK newsletter, 7000 copies**

**Radio advertisement at Kristal FM for two weeks**

**Online banner for one month at The Brunei Times online newspaper and 2 weeks online banner at Rano360.com blogsite.**

**Short video clip posted on social media and group chats**

**Two live radio interviews with the British High Commissioner**

**Flyering and dissemination of leaflets and posters in schools, malls, various offices and consumer fair**

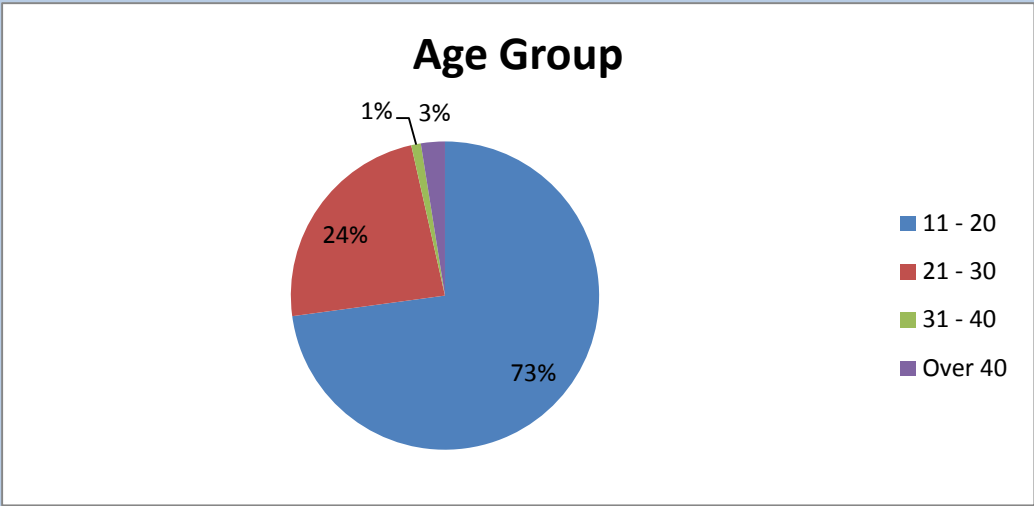
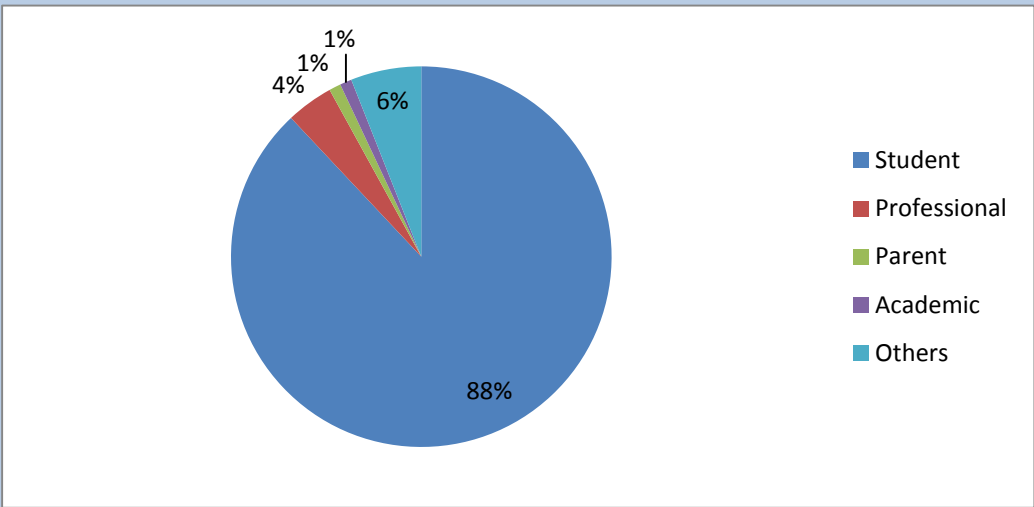
**Facebook paid advertisement at UKinBrunei FB page**

**Email blast to contact database of 4,000**

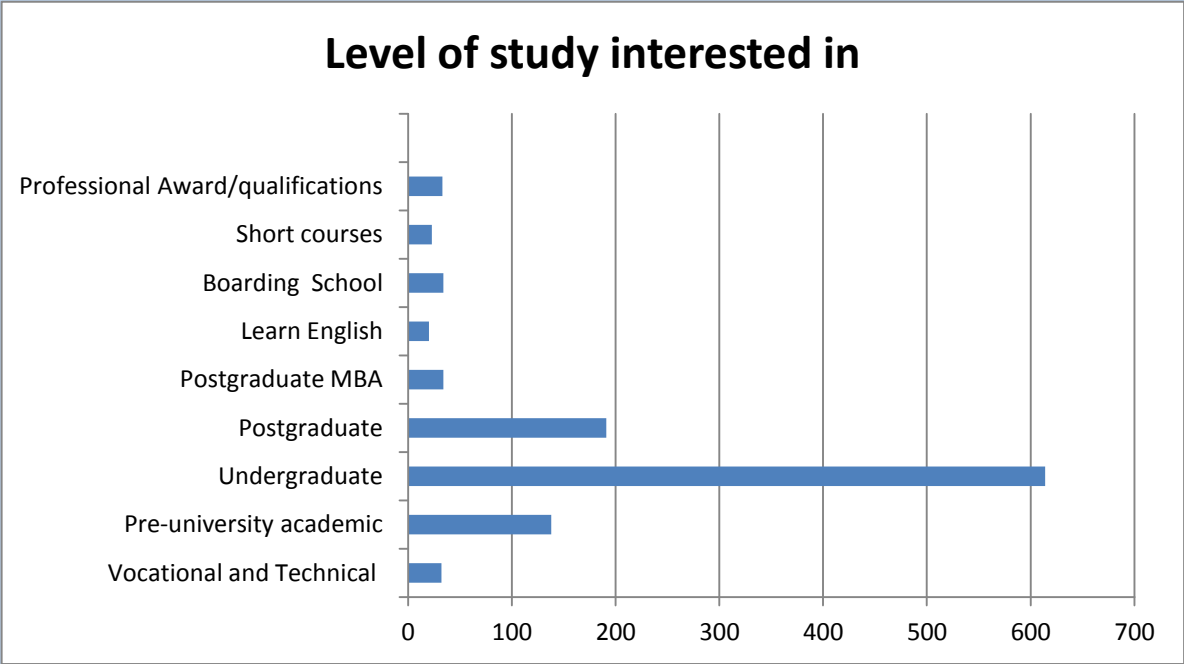
### Visitors' profile

From the Visitors' Registration. Base: 905

Visitors were mainly high school students who have received their 'A' level results

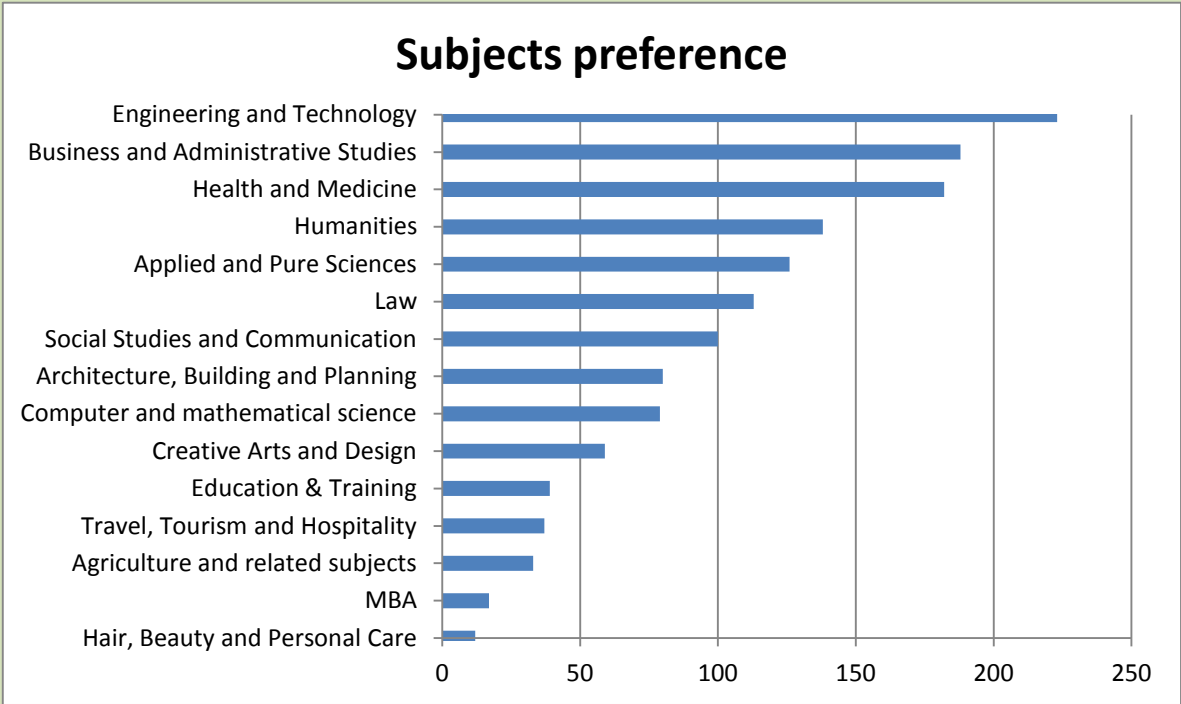


Mostly were looking for Undergraduate courses followed by Postgraduate programmes.

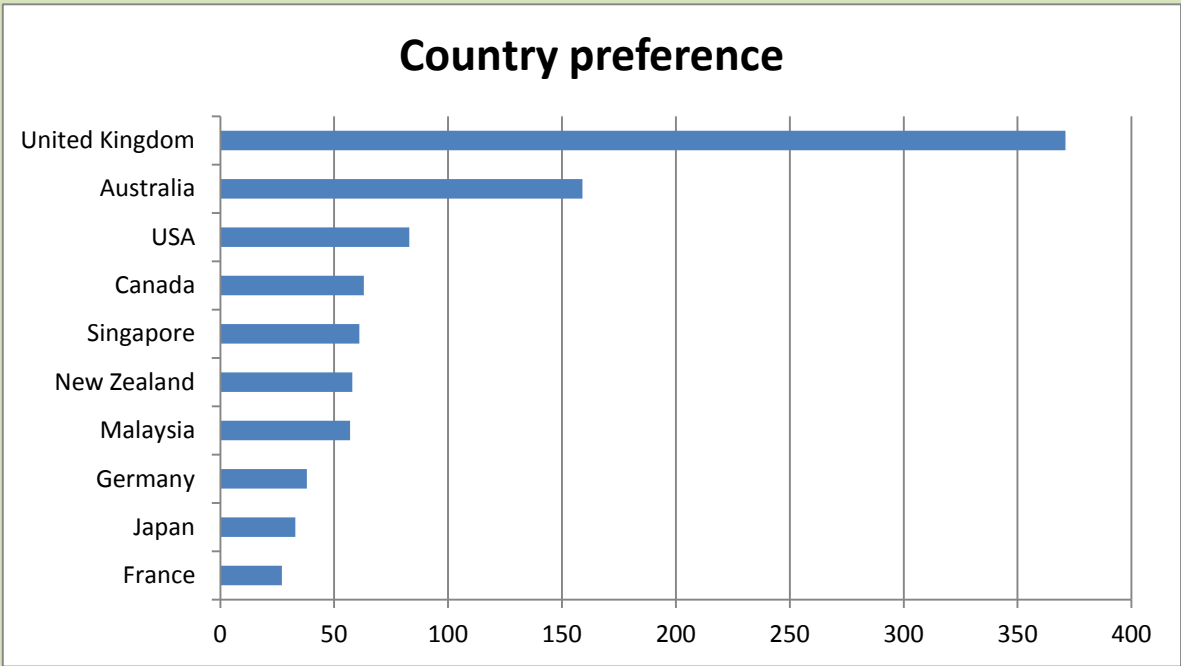


**Visitors' preferences**

Engineering and technology programmes are the most popular subjects followed by Business and Administrative courses.



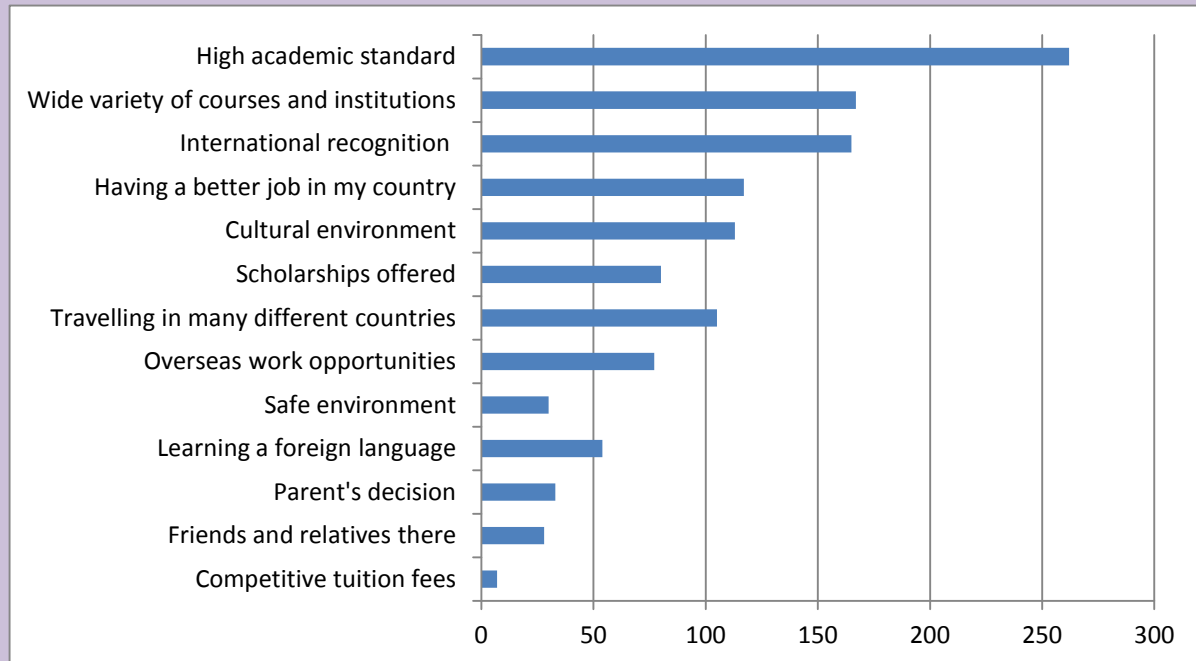
UK remains the first choice for overseas study.



A



### Motivation for considering UK education



**Academic quality is the most important factor in deciding for overseas study.**

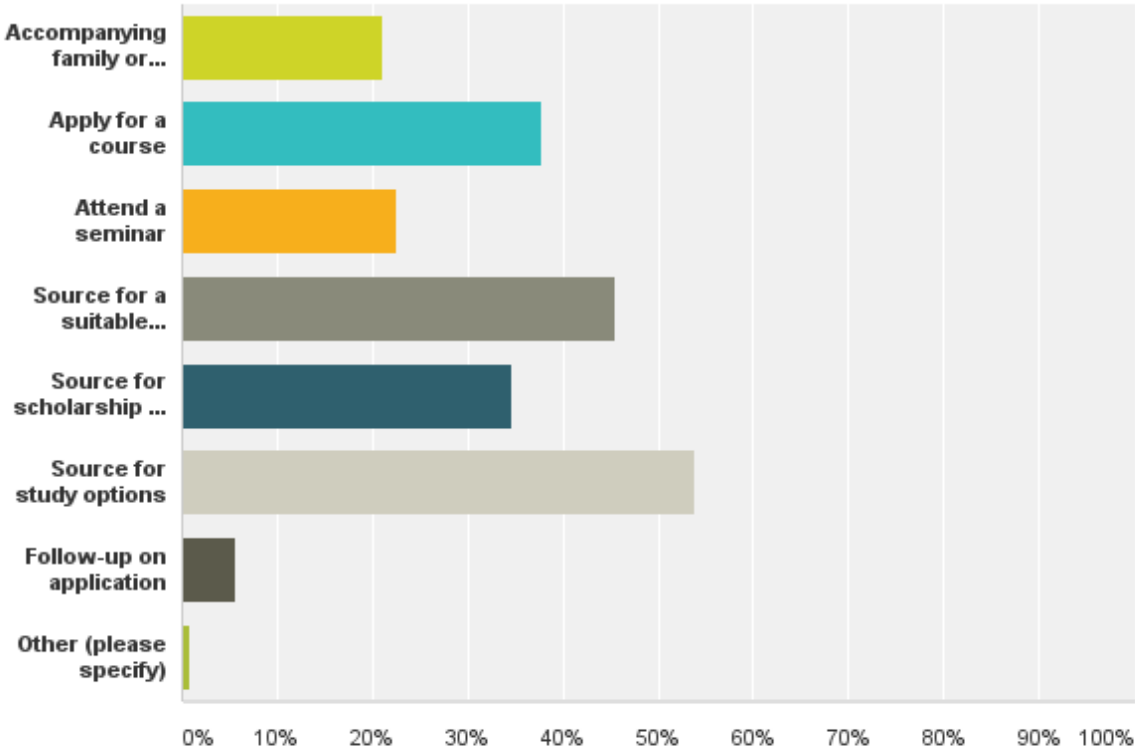
## Visitors' feedback

### Methodology

Visitors' survey was collected online during the exhibition and the visitors received a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

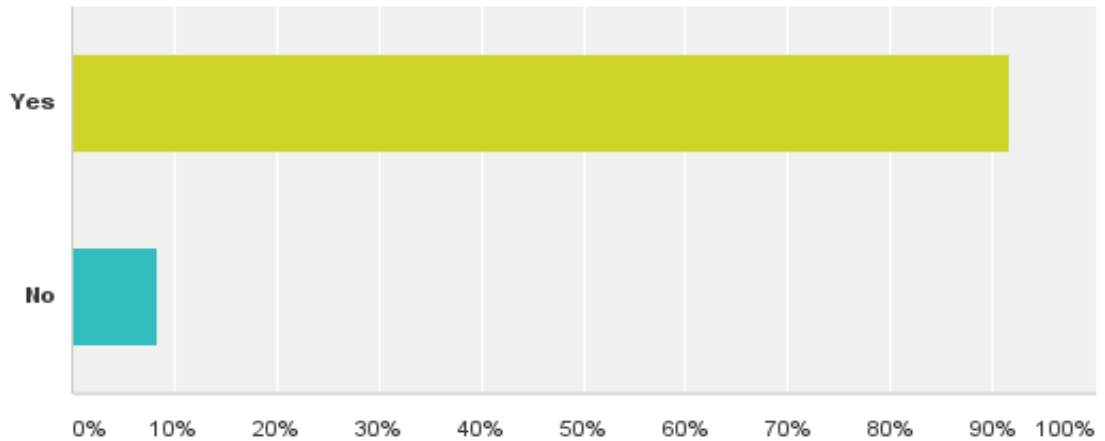
### Q11 What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 262 Skipped: 14



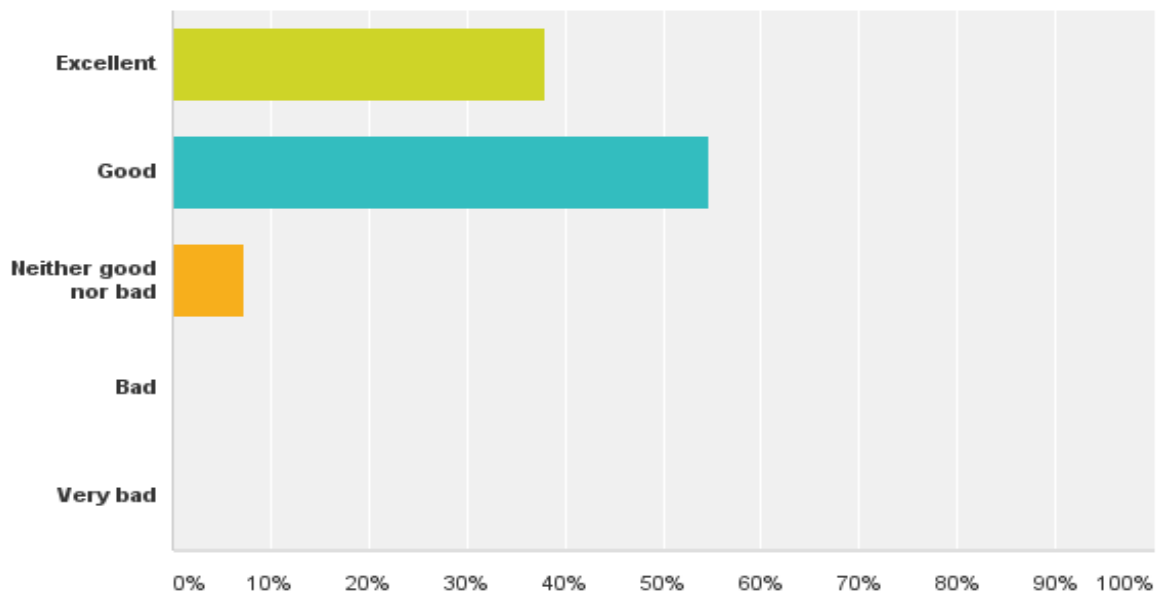
### Q12 Did you find the information you were looking for?

Answered: 261 Skipped: 15



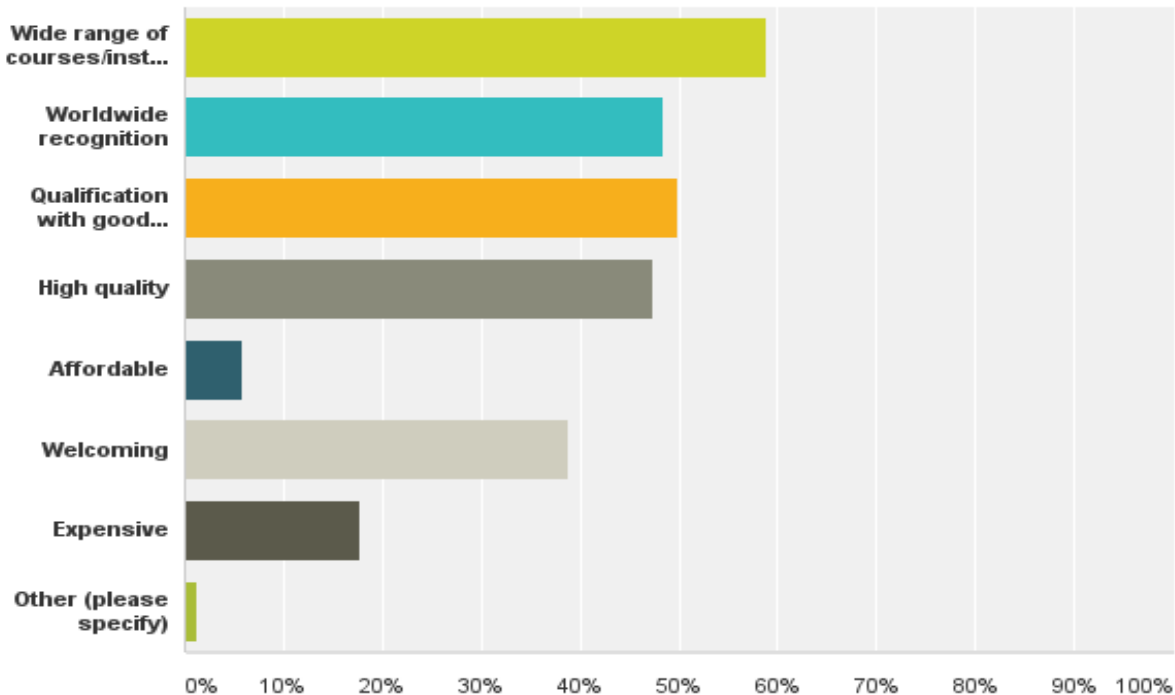
### Q14 How would you rate the quality of service you have received? (Out of all the booths you visited, who stood out the most - please name that institution)

Answered: 260 Skipped: 16



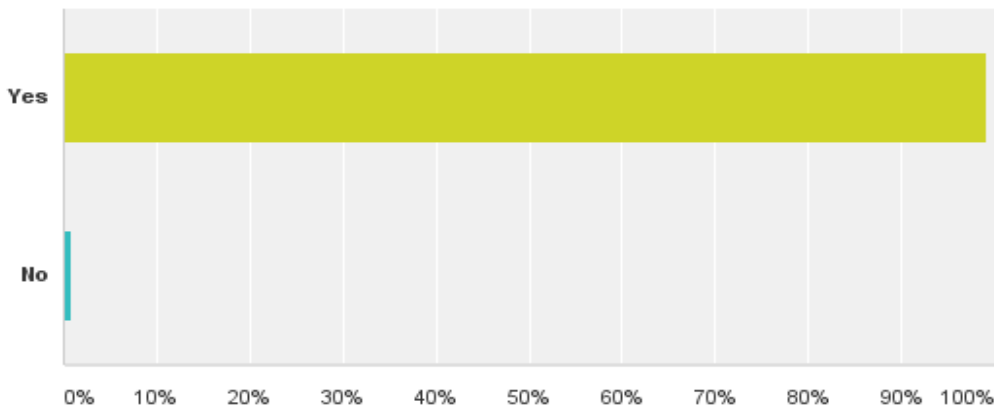
### Q15 What do you think of Education in the UK? (Please select all that apply)

Answered: 260 Skipped: 16



### Q16 Will you recommend future British Council exhibitions to friends/family who are interested to study in the UK?

Answered: 260 Skipped: 16



# Exhibitors' feedback

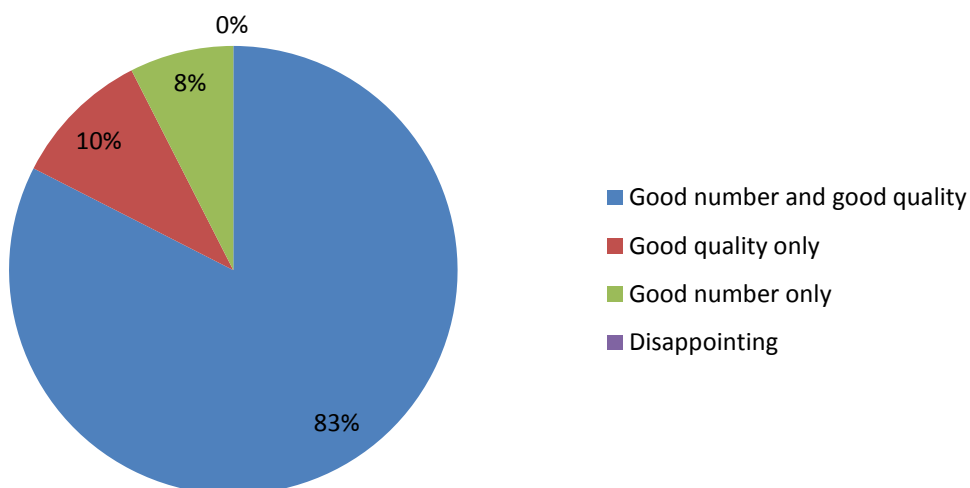
## Main compliments

- Good market briefing with inclusion of economic overview by Deputy High Commissioner
- Good fair in an appropriate venue, also good for university profile
- Good promotion on TV, Borneo Bulletin, etc.
- Good exhibition space

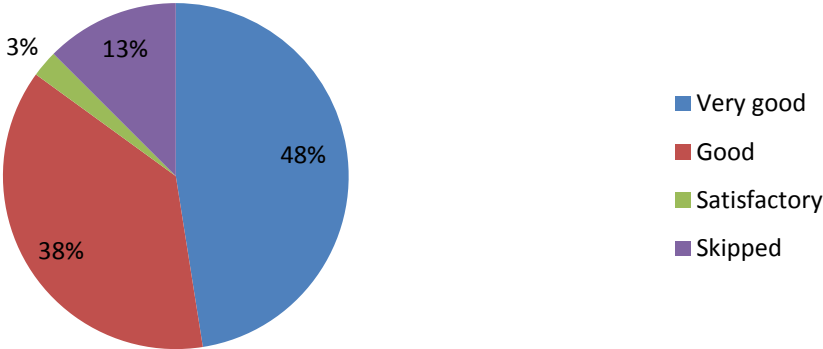
## Main complaints *(responses following page)*

- Better catering – more choice
- Need better wifi connection
- Good venue on Sunday, although Saturday was hot in the building

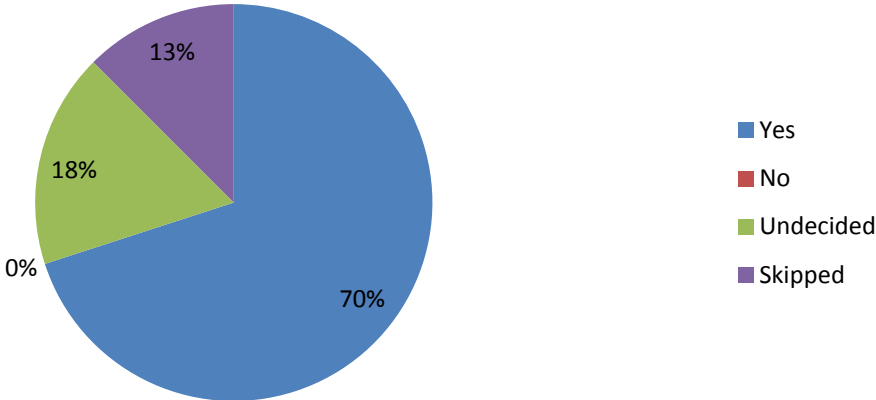
## Q4 What is your assessment of the visitors?



### Q9 How do you rate the support to your business needs from British Council before and during the event?



### Q12 will you be attending this event this time next year?



# 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

- Weekend exhibition seems more convenient for parents to be more involved in sourcing for study options which will lead to decision making in the near future. We will try to do it again on a weekend next year (2017) with careful consideration to major exhibitions happening in the region and the timing of the Ministry of Education scholarship deadline in Brunei.
- We will source out a speaker in the private sector to give a general overview of the market within the market briefing presentation.

## UK institutions

- Institutions are suggested to bring subject specific brochures based on the list of priority areas under scholarship and education loan as this would be dictate the subject interest enquired during the school fair and main exhibition.

**Appendix: List of exhibitors**

Booth No.	Fascia Name
1	University of Aberdeen
2	University of Bath
3	University Of Birmingham
4	Birmingham City University
5	University College Birmingham
6	BPP University
7	Brooke House College
8	Brunel University London
9	Cardiff University
10	Cardiff Metropolitan University
11	University College London
12	Coventry University
13	University of Derby
14	University Of East Anglia
15	University Of Essex
16	University Of Exeter
17	University Of Glasgow
18	Keele University
19	University Of Kent
20	King's College London
21	Lancaster University
22	University Of Leicester
23	University Of Lincoln
24	London South Bank University
25	Loughborough University
26	The University Of Manchester
27	Northumbria University Newcastle



28	The University of Nottingham
29	University Of Portsmouth
30	Queen's University Belfast
31	University Of Reading
32	The Royal Agricultural University
33	The University Of Sheffield
34	University Of South Wales
35	University Of Southampton
36	Staffordshire University
37	University Of Surrey
38	University of Sussex
39	Teesside University
40	University Of Warwick

### Local participants

A	BIBD
B	Brunei Darussalam National Accreditation Council, Ministry of Education
C	CfBT Education Services (B) Sdn Bhd
D	Scholarship Section, Ministry of Education
E	Higher Education Division, Ministry of Education