



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2017**

**25 January 2017  
Brunei Darussalam**

# Introduction

The economic decline that has resulted from the drop in oil and gas prices has greatly affected the Brunei market. In previous years the majority of students bound for the UK were sponsored by the government and a decrease in the number of government scholarships offered has resulted in fewer individuals studying in the UK. However the UK remains the number one desired destination to study abroad. The Brunei market is now slowly shifting to that of a self funded one, with that in mind the British Council will need to work towards maintaining student's interest in studying in the UK in order to compete with more economical destinations such as Malaysia and Australia.

The British Council Education UK exhibition was the largest fair for higher education in the UK out of the three held on consecutive days in Brunei. The January exhibition was attended by 1,271 visitors in a span of five hours, who visited the booths of 34 universities, two departments from the Ministry of Education namely the Scholarship Section and Higher Education Division as well as C/BT Education Services and a financial institution. Feedback from the local and UK institutions attending was positive. Three seminars were held throughout the exhibition, the personal statement writing and the how to choose the right course seminars received many attendees whilst the 'financing your future' seminar was not popular. Generally visitor numbers were lower compared to previous year, this is likely due to the event being held on a weekday and 'A' Level exams result were just released at the same time. It should be noted as well that British Council organised a school fair at Brunei's largest sixth form centre the day before, where an estimated 500 Upper 6<sup>th</sup> students attended.

This post-event report was prepared by British Council Brunei which reviewed feedback from exhibitors, visitors and British Council colleagues in order to identify the strengths of the event, areas that require improvement and 'lessons learnt' which will collectively inform future activities.

## CONTENTS

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 3 - 9

**Visitors' Feedback**

Page 10- 12

**Exhibitors' Feedback**

Page 13 – 14

**Future Steps**

Page 15

**Appendix: List of exhibitors**

Page 16

# Highlights

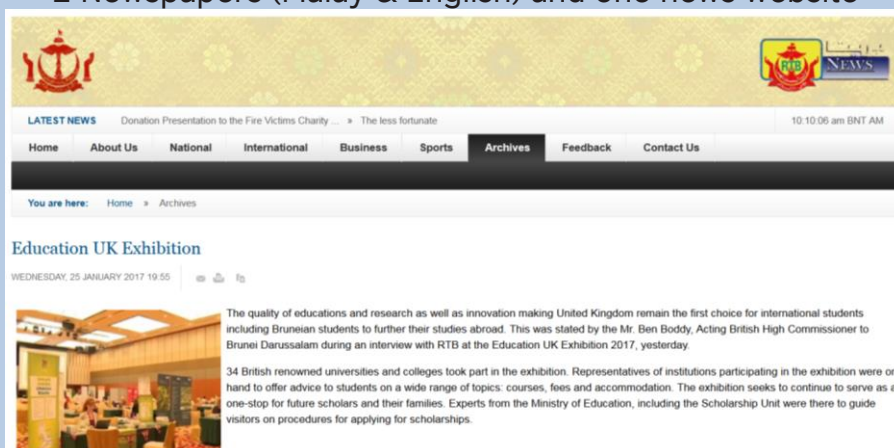
There were:

**38 INSTITUTIONS (4 LOCAL)**  
**1,271 VISITORS**

## 4 media reporting the event



## 2 Newspapers (Malay & English) and one news website



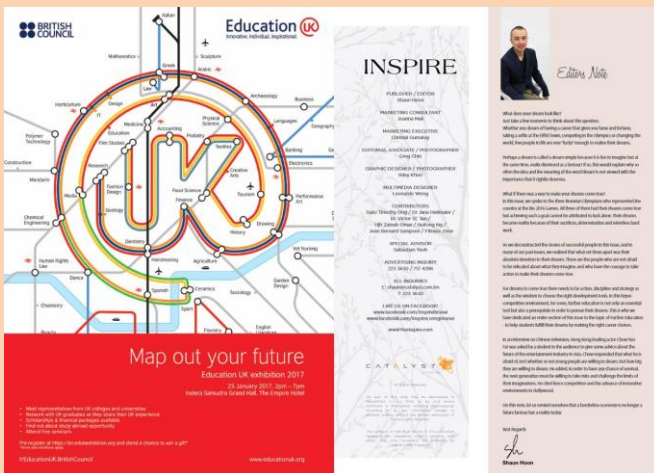
National evening news coverage  
Video available at: <http://tinyurl.com/EdUKRTB>

# Marketing

## Print Media

POSTS	DURATION	CIRCULATION	READERSHIP
<p><u>Adverts in:</u></p> <p>Borneo Bulletin (English, 9 inserts)</p> <p>United Daily News (Chinese, 2 inserts)</p>	<p>4-25 January</p> <p>16 &amp; 23 January</p>	<p>30,000</p> <p>58,661</p>	<p>100,000</p> <p>234,644</p>
<p>Full page advert in Inspire magazine</p>	<p>October-December Issue</p>	<p>5,000</p>	<p>10,000</p>
<p><u>Pre-event press releases in:</u></p> <p>Borneo Bulletin (English)</p> <p>Media Permata (Malay)</p> <p>United Daily News (Chinese)</p>	<p>20 January</p>	<p>30,000</p> <p>15,000</p> <p>58,661</p>	<p>100,000</p> <p>100,000</p> <p>234,644</p>

- 300 posters & 5,000 flyers distributed to schools, offices and at consumer fair
- Spend: B\$ 10,000+



Full page colour advert in Inspire

Press Release in Borneo Bulletin

- 3 X B\$150 purchased as lucky draw prizes to attract more attendees to preregister and attend the event.  
**Total spend: B\$450**

## Radio

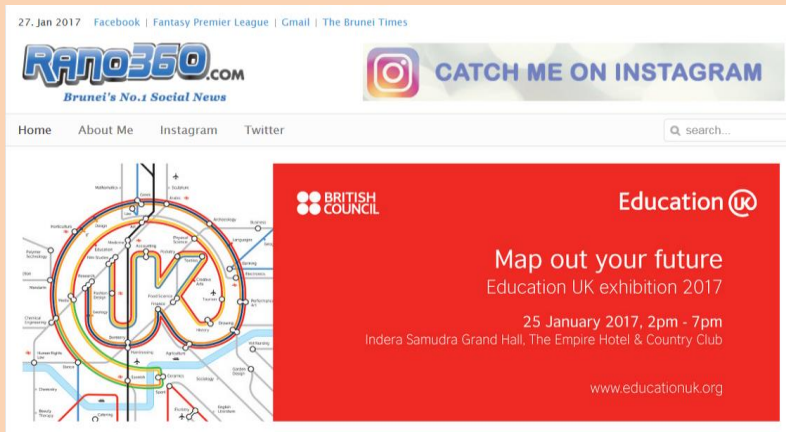
- Two live 30-minute radio interviews, English and Malay stations, with the Deputy British High Commissioner.
- 125 announcements across 3 radio stations.
- Spend : B\$ 2,725

STATION	DURATION	REACH
KristalFM (English)	11 <sup>th</sup> -25 <sup>th</sup> Jan	80,000
PelangiFM & HarmoniFM	9 <sup>th</sup> -25 <sup>th</sup> Jan	259,640

## Online and Digital

- One month online banner at Rano360.com and BruDirect.com
- 2 sponsored editorials on BruDirect.
- E-Newsletter sent to British Council Brunei subscribers.
- Spend : B\$ 2,700+

WEBSITE	REACH	VIEWS/CLICKS
<u>BruDirect.com (online news)</u> Online banner (1 month) 2 Sponsored editorials	150,000 – 200,000	424 Total: 3434
<u>Rano360.com (local blogger)</u> Online Banner (1 month)	15,000	500
<u>British CouncilE-newsletter</u>	1,549	701



Web banner at Rano360.com



Editorial article at BruDirect.com

Links to editorials:

<http://brudirect.com/news.php?id=21845> ; <http://brudirect.com/news.php?id=21553#>



• **Social Media (Boosted Facebook Events and Posts)**

The British High Commission in Bandar Seri Begawan Account (14,600+ followers) was used to create events and share posts

SEMINAR	TOTAL REACH	ENGAGEMENT	RESPONSES (Going and Interested)	ACTUAL TURNOUT
Personal statements: what are UK Universities looking for?	33,359	307	28	119
How to choose the right course	39,656	207	38	75
Financing your future	42,016	209	45	26

POSTS	TOTAL REACH	ENGAGEMENT
Map out your future 1	19,628	796
Map out your future 2	25,640	1,208
Education UK Exhibition is back!	42,632	1,428

As a result the pre-registration link was shared 1787 times on Facebook

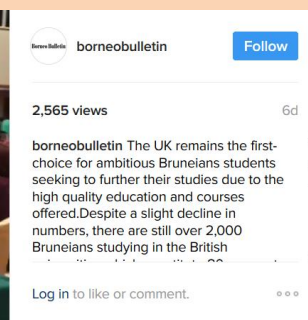
## Social Media (Instagram posts)

- The exhibition was promoted via a local blogger's Instagram account
- The local newspapers also covered the event via Instagram

IG ACCOUNT	FOLLOWERS	POST	VIEWS	LIKES
Ranoadidas (local blogger)	56,700+	Pre-event poster	9,000+	76
		Video coverage (during event)	11,000+	147
Borneo Bulletin (English Paper)	55,200+	Post-event video coverage	2,565	171
Media Permata (Malay paper)	40,700+	Post-event photo	N/A	139



Instagram posts by Ranoadidas



Instagram video posted by Borneo Bulletin

<https://www.instagram.com/p/BPr3PIvhoGm/?taken-by=borneobulletin&hl=en>



# Visitors' feedback

## Methodology

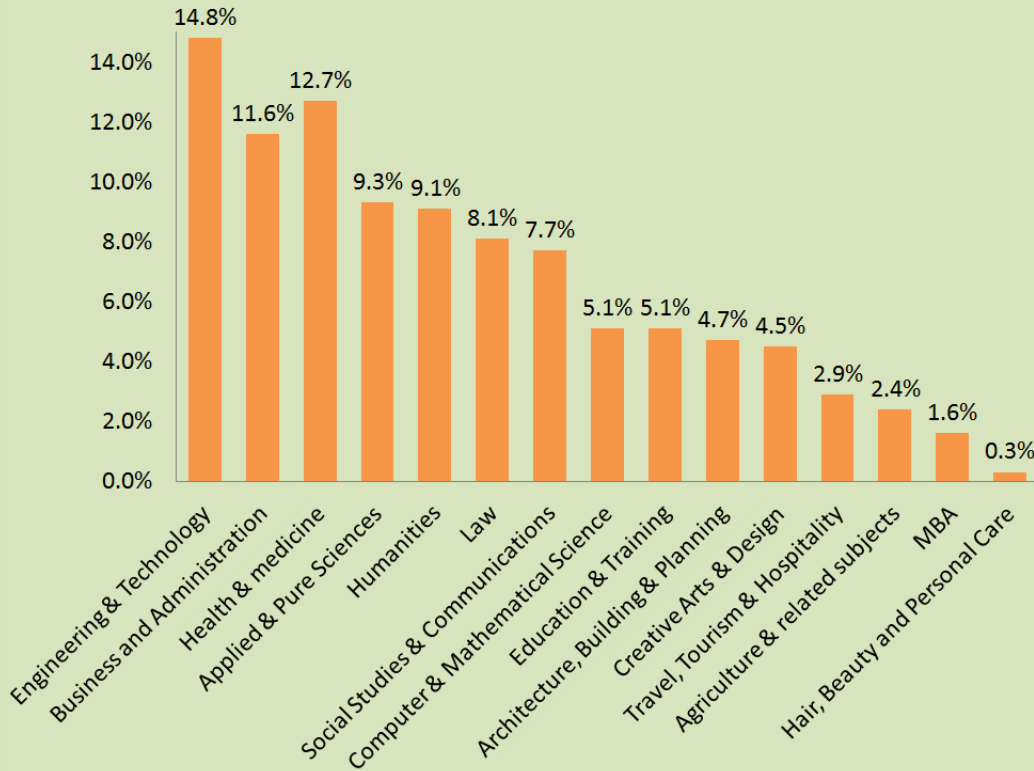
We collected visitors' information and comments online during the exhibition and those who completed it received a souvenir. We received 563 student registrations and a total of 215 survey responses from both students and parents. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process including parents thoughts and perceptions on UK education for their child(ren).

## Key findings

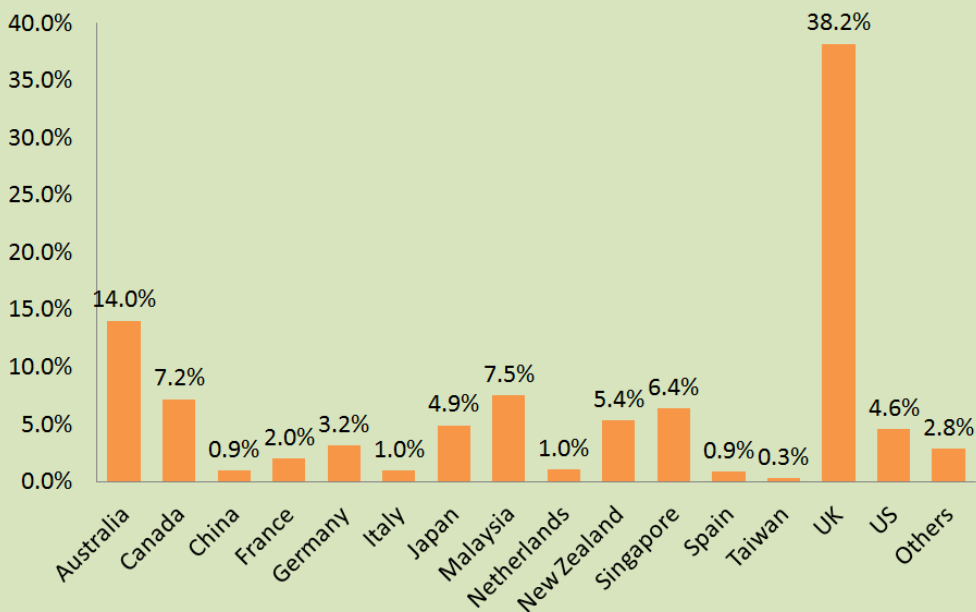
- Most of our visitors (69 per cent, age 11-20) have finished their pre-university study and are seeking places for **undergraduate studies** (58 per cent).
- More than half of our visitors (62 per cent) came to **source for study options** and a suitable university (58 per cent). A number of visitors came to apply for a course (36 per cent) and some to follow up on their application (6 per cent).
- **Quality** and recognition (86 per cent), career prospects (64 per cent) and experience and exposure (50 per cent) are the main motivating factors for parents to send their child(ren) overseas.
- The UK is still the **preferred destination** for parents (93 per cent) followed by Australia and Malaysia (21 per cent).
- The majority of visitors (76 per cent) are interested to study a UK qualification in the UK and some (14 per cent) in another country (not UK or home).
- The most important factors to parents in deciding the overseas destination to send their child(ren) are academic quality (92 per cent), post-study work opportunities (77 per cent) and overall cost of studies (75 per cent).
- Visitors have indicated that they intend to fund their living and tuition costs while studying abroad through scholarships (45 per cent) and self-funding (40 per cent).

Highlights from Visitors' registration

Engineering and technology programmes are the most popular subjects followed by Medicine and health related courses.



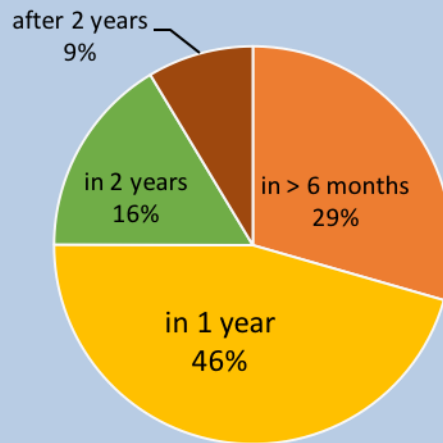
The UK remains the first choice for overseas study.



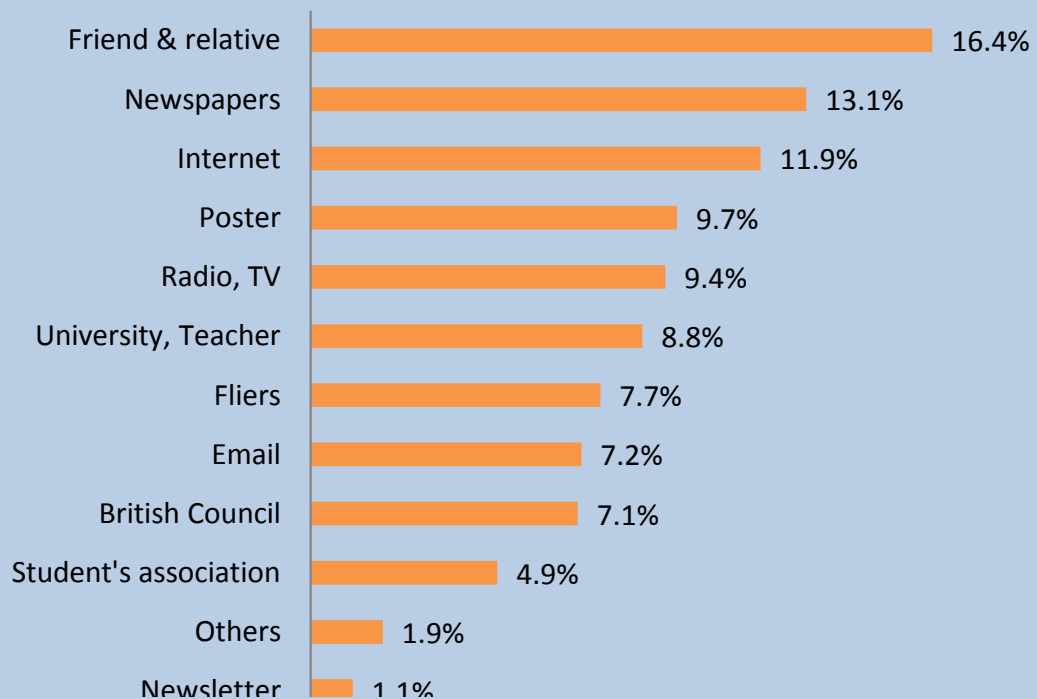
Highlights from Visitors' registration

Nearly half of the visitors expect to leave for overseas study in 1 year

Expected time of departure for studies



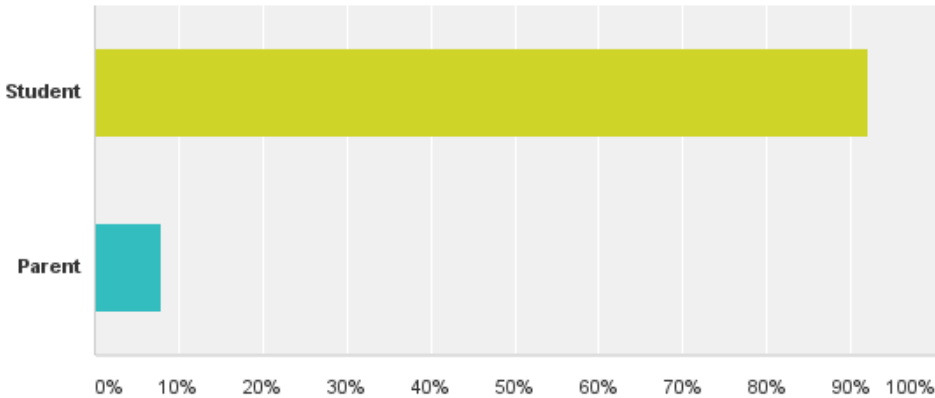
Friends and relatives, Newspapers and the Internet are the top three sources of information regarding Education UK exhibition 2017



Highlights from Visitors' survey

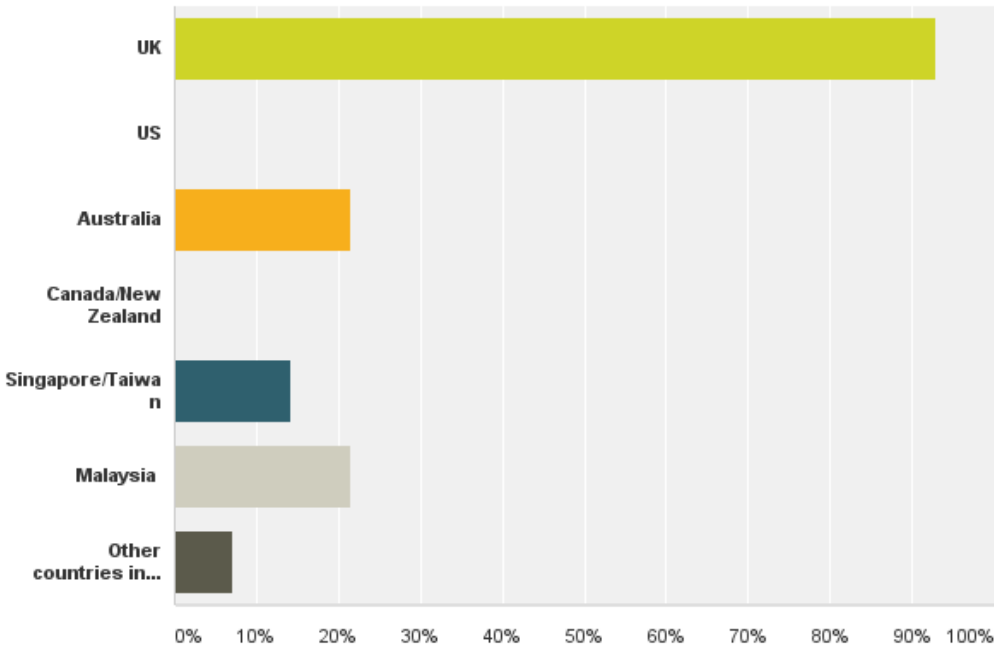
**Q1 Are you a student or parent of a student?**

Answered: 215 Skipped: 0



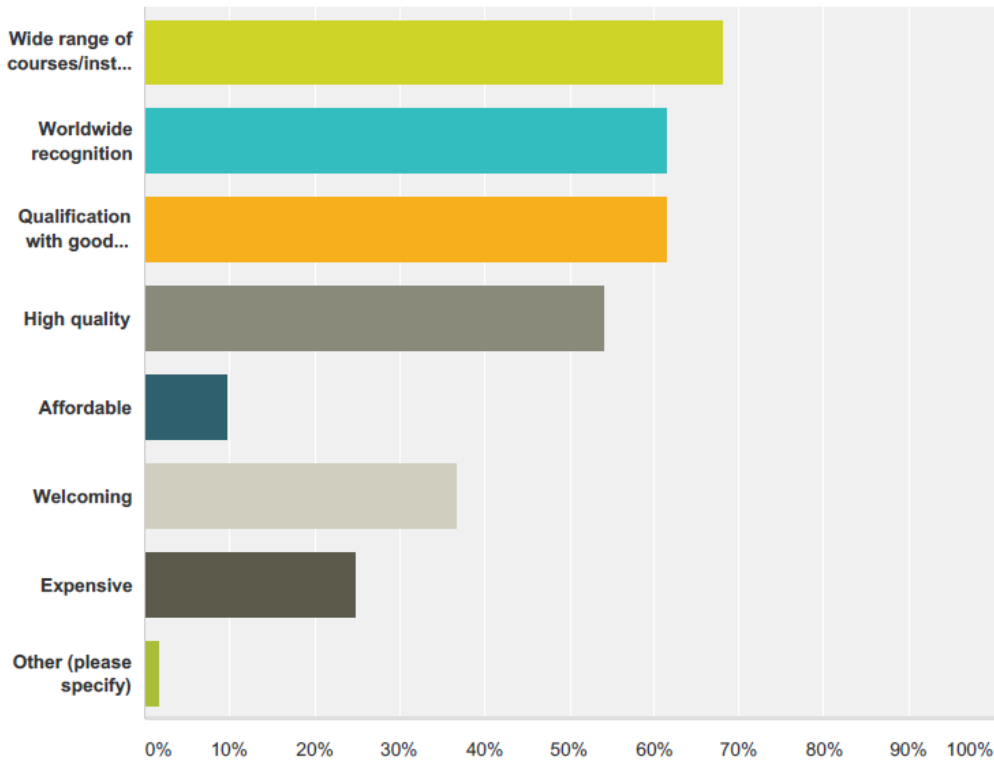
**Q11 Which countries are you thinking to send your child to? (You may choose more than one)**

Answered: 14 Skipped: 201



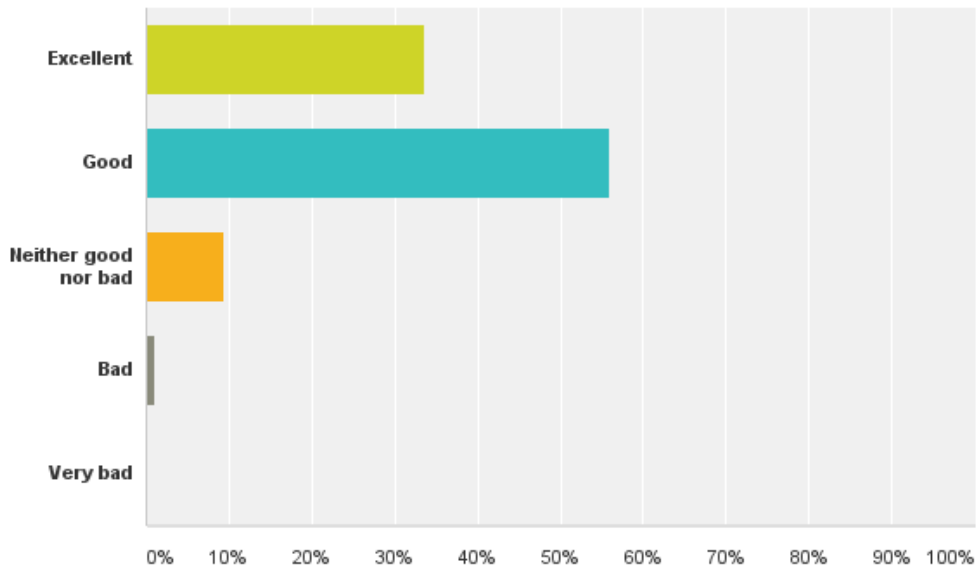
### Q9 What do you think of Education in the UK? (Please select all that apply)

Answered: 185 Skipped: 30



### Q20 How would you rate the quality of service you have received?

Answered: 193 Skipped: 22





# Exhibitors' feedback

## Main compliments

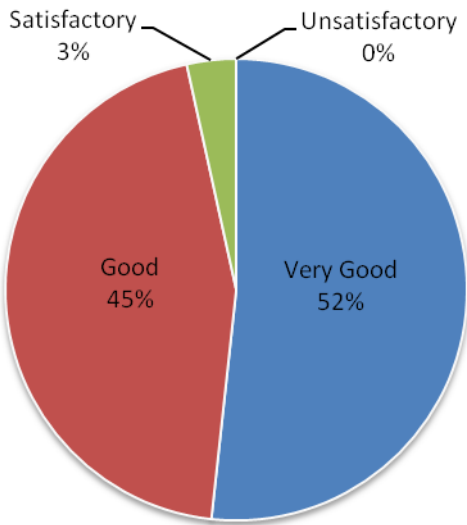
- The market briefing was hugely informative
- The facilities were excellent and the support from the BC staff likewise
- Presentation & overall impact appropriate ... Students seemed to have found out from variety of sources

## Main complaints

- To have the event on weekend for better crowd patronage
- Long wait between market briefing and start of event; could be reduced
- Perhaps a cheaper venue and more affordable
- Start the exhibition earlier



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



**Q11. Overall assesment of exhibition**



# 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

- Feedback from exhibitors regarding the timing of the market briefing and lunch will be taken into consideration when planning future exhibitions.
- We will work closely with BC offices in the region to coordinate a more favorable (weekend) date for future exhibition.
- We will conduct a survey of suitable venues in order to comply with BC procurement policy.

## UK institutions

- Consider asking recent Bruneian graduates from their institution to help out at their stand or opt for British Council stand assistance service to avoid a long queue of enquirers and to have a decent break during the event. Bruneian graduates will also be able to assure parents and students of the quality of education provided.
- Consider setting up meetings with local contacts in the ministry and advertise what their institution has to offer prior to the exhibition in order to better establish themselves in the Brunei market.
- Institutions should try and make full use of the available technology offered by the Education UK registration system by obtaining QR codes issued to registrants.

## Appendix: List of exhibitors

Booth No.	Institution Name
1	University of Birmingham
2	University College Birmingham
3	BPP University
4	Cardiff University
5	Cardiff Metropolitan University
6	De Monfort University
7	University of East Anglia
8	University of Essex
9	University of Exeter
10	University of Glasgow
11	Keele University
12	University of Kent
13	King's College London
14	University of Leeds
15	University of Leicester
16	The London School of Economics and Political Science
17	UCL
18	Loughborough University
19	The University of Northampton
20	Northumbria University
21	The University of Nottingham
22	Plymouth University
23	University of Portsmouth
24	University of Reading
25	The Royal Agricultural University
26	The University of Sheffield
27	University of South Wales
28	University of Southampton
29	St George's, University of London
30	University of Surrey
31	Swansea University
32	Teesside University
33	University of Warwick
34	University of Wolverhampton
A	BIBD
B	CfBT Education Services (B) Sdn Bhd
C	Higher Education Division, Ministry of Education
D	Scholarship Section, Ministry of Education