



# Where great journeys begin

Education UK exhibition 2014

12 & 13 February

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## 1. Event fact file

### Brunei

<b>Venue</b>	Indera Samudra Grand Hall, The Empire Hotel & Country Club, 12 February 2014 Maktab Sains Paduka Seri Begawan Sultan, 13 February 2014																										
<b>Opening hours</b>	12 February, 1400 to 1900 13 February, 0930 to 1300																										
<b>Stand costs</b>	£ 1,310 plus VAT																										
<b>Unique feature to give added value</b>	<p>a) A school fair was held on 14 February at Maktab Sains Paduka Seri Begawan Sultan, the only selective secondary school in Brunei that caters up to pre-university education leading to AS and A Level examinations. An estimate of about 600 Lower and Upper Sixth students visited the fair.</p> <p>b) A souvenir photo was offered to visitors through an instant photo booth inside the exhibition hall, 594 photos were printed in 4 hours. An online image gallery was available where guests were able to log in, view and download a soft copy, resulting in 332 page views in 4 days.</p> <p>c) Great Campaign branding inside the exhibition hall.</p>																										
<b>Seminars</b>	<p><b>Wednesday, 12 February</b></p> <table border="1"> <thead> <tr> <th>Schedule</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>1500 -1545</td> <td>How to write a winning personal statement by University of Warwick</td> </tr> <tr> <td>1600 -1645</td> <td>Employability – Making the most of your study in the UK by Cardiff University</td> </tr> <tr> <td>1700 -1745</td> <td>Studying Environmental Science by University of East Anglia</td> </tr> </tbody> </table> <p><b>Thursday, 13 February</b></p> <table border="1"> <thead> <tr> <th>Schedule</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>1000 -1045</td> <td>Applying to a Top 10 UK University by University of Exeter</td> </tr> <tr> <td>1000 -1045</td> <td>Getting ahead with a degree in Business by University of Reading</td> </tr> <tr> <td>1100 -1145</td> <td>Studying Electronic and Electrical Engineering by Loughborough University</td> </tr> <tr> <td>1100 -1145</td> <td>Studying Environmental Science by University of East Anglia</td> </tr> <tr> <td>1200 -1245</td> <td>Study Chemistry in the UK by University College London</td> </tr> <tr> <td>1200 - 1245</td> <td>Study Law in the UK by University of Kent</td> </tr> <tr> <td>1400 - 1530</td> <td>Study Chemistry in the UK by University College London</td> </tr> <tr> <td>1400 - 1530</td> <td>Study Environmental Science by University of East Anglia</td> </tr> </tbody> </table>	Schedule	Topic	1500 -1545	How to write a winning personal statement by University of Warwick	1600 -1645	Employability – Making the most of your study in the UK by Cardiff University	1700 -1745	Studying Environmental Science by University of East Anglia	Schedule	Topic	1000 -1045	Applying to a Top 10 UK University by University of Exeter	1000 -1045	Getting ahead with a degree in Business by University of Reading	1100 -1145	Studying Electronic and Electrical Engineering by Loughborough University	1100 -1145	Studying Environmental Science by University of East Anglia	1200 -1245	Study Chemistry in the UK by University College London	1200 - 1245	Study Law in the UK by University of Kent	1400 - 1530	Study Chemistry in the UK by University College London	1400 - 1530	Study Environmental Science by University of East Anglia
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## 2. Key statistics

### Attendance

<b>Visitors</b>	<b>2014</b>	<b>2013</b>
Total	2590	2133
<b>Exhibitors</b>	<b>2014</b>	<b>2013</b>
Further Education	5	5
Higher Education	38	36
Others: <ul style="list-style-type: none"> <li>• CfBT Education</li> <li>• Ministry of Education Scholarship Unit</li> <li>• Brunei Darussalam National Accreditation Council</li> </ul>	3	3
<b>Total</b>	<b>46</b>	<b>44</b>

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

<b>Programme you are planning to pursue (from the visitor registration system)</b>	<b>2014 Base: 606</b>	<b>2013 Base: 746</b>
High School	29	54
Bachelor's Degree	365	497
Master's Degree	99	183
PhD	34	49
Summer Courses	11	4
Certificate courses / non degree courses / NVQ	3	10
Language courses	2	7
Specialized studies	12	13
Pre-Master's Course	9	9
Foundation Course or Pre-University Course	42	61
<b>Demographics of visitors (from the visitor registration system)</b>	<b>2014</b>	<b>2013</b>
Male	231	278
Female	448	468



<b>Visitor Subject Area of Interest</b>		
Agriculture / Agronomy	9	1%
Architecture / Urban Planning	30	4%
Art / Culture	25	3%
<b>Business / Economics / Management</b>	<b>82</b>	<b>11%</b>
Computer Science / IT / Telecommunication	37	5%
Cuisine / Culinary	10	1%
Education	23	3%
<b>Engineering</b>	<b>121</b>	<b>16%</b>
Environment and Natural Resources	36	5%
Fashion / Design	12	2%
Humanities / Social Sciences	46	6%
Language / Literature / Translation	12	2%
Law	39	5%
Media / Communication	20	3%
Medicine / Health	72	9%
Physical Education, Recreation & Leisure	9	1%
Political Science	25	3%
Psychology	53	7%
Religion & Theology	3	0%
<b>Science</b>	<b>88</b>	<b>11%</b>
Tourism & Hotel Management / Gastronomy	20	3%
<b>Base Total</b>	<b>772</b>	<b>100%</b>



### 3. Impact of marketing plan

Our advertising plan was focussed mainly on newspapers and the internet. About seventeen per cent (17%) of our visitors found out about the exhibition through newspaper advertisements and fifteen per cent (15%) through friends and relatives based on the registration responses. Aside from the English publication, we advertise as well in Malay and Chinese newspapers to widen our reach and target parents.

We achieved high impact by placing online banners on two sites that are frequently 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) Facebook and Events page of Education UK website.

We continue to use cinema advertisement which was shown at approximately 400 spots and viewed by an estimated 8,000 people.

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

Our press release created media interest and the event received coverage from two local English newspapers. 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 are encouraged to have more than one person at the stand, either an alumni or agent to assist in answering questions from students and parents as it could be too busy at times for one person to handle.

#### 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

- A couple of institutions suggested holding the exhibition in a more central location. However, due to limited suitable venue options, we will review which venue to use depending on the number of institutions participating.

##### Timing of the event

- The event was held from 2pm to 7pm as suggested by exhibitors from last year, however a few exhibitors commented that it is better to stagger entry or consider early event at 12-6pm or hold the event on a weekend. We will review again the timing for the next exhibition including the timing of the market briefing, possibly moving it closer to the event opening time.

##### Logistics

- For future exhibitions, we will look into providing additional equipment for exhibitors.



## Appendix 1: List of participating institutions

1	University of Aberdeen	24	The University of Manchester
2	Aberystwyth University	25	Newcastle University
3	Bangor University	26	University of Northampton
4	The University of Birmingham	27	Northumbria University
5	Birmingham City University	28	The University of Nottingham
6	University of Bradford	29	University of Portsmouth
7	Bradford College	30	Queen Mary, University of London
8	University of Bristol	31	Queen's University Belfast
9	Cardiff Metropolitan University	32	The University of Reading
10	Cardiff University	33	University of Salford
11	Coventry University	34	University of South Wales
12	University of East Anglia	35	University of Southampton
13	University of Essex	36	St Mary's University
14	University of Exeter	37	University of Stirling
15	University of Glasgow	38	University of Surrey
16	University of Hull	39	Swansea University
17	Hull College	40	University College Birmingham
18	Keele University	41	UCL – University College London
19	Kensington College of Business	42	University of Warwick
20	University of Kent	43	Writtle College
21	University of Leicester	44	Brunei Darussalam National Accreditation Council
22	Loughborough University	45	CfBT Education Services (B) Sdn Bhd
23	Loughborough College	46	Scholarship Section, MoE



## Appendix 2: Visitor's registration results

<b>Motivations to Study</b>		
High academic standard	306	17%
Having a better job in my country	224	13%
Scholarships offered	183	10%
Wide Variety of courses and institutions	186	11%
International recognition of qualifications	213	12%
Travelling in many different countries	158	9%
Cultural environment	133	8%
Overseas work opportunities	83	5%
Learning a foreign language	94	5%
Safe environment	72	4%
Parent's decision	51	3%
Friends and relatives there	45	3%
Competitive tuition fees	8	0%
<b>Base Total</b>	<b>1756</b>	<b>100%</b>

<b>Source of Information</b>		
Newspapers	194	17%
Internet	166	14%
British Council	68	6%
Radio,TV	52	4%
Email	122	10%
Poster	134	11%
Friend or relative	176	15%
Fliers	43	4%
Student's association	37	3%
Newsletter	33	3%
University, teacher	142	12%
<b>Total</b>	<b>1167</b>	<b>100%</b>



<b>Timetable – Expect to leave</b>		
In less than 6 months	222	45%
In 1 year	174	35%
In 2 years	69	14%
After 2 years	27	6%
<b>Total</b>	<b>492</b>	<b>100%</b>

<b>Timetable – Period of Stay</b>		
6 months	8	2%
1 year	63	13%
2 years	45	9%
3 years	204	42%
More than 3 years	162	34%
<b>Total</b>	<b>482</b>	<b>100%</b>





## Appendix 3: Visitor's survey results

Gender		
Female	199	61%
Male	128	39%
<b>Total</b>	<b>327</b>	<b>100%</b>

Age group		
16 – 19	219	70%
20 – 23	48	15%
24 – 35	27	9%
Over 35	19	6%
<b>Total</b>	<b>313</b>	<b>100%</b>

Are you currently Studying or Working?		
Studying	251	80%
Working	39	13%
Both	22	7%
<b>Total</b>	<b>312</b>	<b>100%</b>

Reason(s) for visiting the exhibition		
Apply for a course	134	43%
Source for a suitable university/college	174	56%
Source for scholarship or financial support	102	33%
Attend a seminar	41	13%
Source for study options	152	49%
Follow-up on my application	40	13%
Accompanying Family or friends	62	20%
Other	3	0%
<b>Base Total</b>	<b>310</b>	<b>100%</b>

Type of programme currently pursued		
O-level or equivalent	48	16%
A- levels/ IB	129	44%
Foundation/Diploma	7	2%
HND/Advanced Diploma	11	4%
Degree	13	4%
Masters	71	24%
PhD	7	2%
Professional qualification	4	1%
Other	2	0%
<b>Total</b>	<b>292</b>	<b>100%</b>



<b>What do you think of education in the UK?</b>		
Wide range of courses/institutions	200	23%
Worldwide recognition	153	18%
Qualification with good career prospects	152	18%
High quality	161	19%
Affordable	30	3%
Welcoming	109	13%
Expensive	58	7%
Others	0	0%
<b>Total</b>	<b>863</b>	<b>100%</b>

<b>Did you find the information you were looking for?</b>		
Yes	300	97%
No	10	3%
<b>Total</b>	<b>310</b>	<b>100%</b>

<b>How would you rate the quality of service you have received?</b>		
Excellent	136	44%
Good	156	50%
Neither good nor bad	15	5%
Bad	1	0%
Very bad	1	0%
<b>Total</b>	<b>309</b>	<b>100%</b>

<b>Will you recommend future British Council exhibitions to friends/family who are interested to study in the UK?</b>		
Yes	306	99%
No	3	1%
<b>Total</b>	<b>309</b>	<b>100%</b>

<b>Indicate the extent to which you agree or disagree with each of the following statements:</b>						
	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Rating Count
<b>The exhibition met my expectation</b>	34.9%	55.4%	9.1%	0.3%	0.3%	100%
<b>Overall, this was a high quality exhibition</b>	32.4%	60.1%	6.5%	0.7%	0.3%	100%
<b>The British Council is a leader in education exhibitions</b>	33.8%	49.3%	16.2%	0.3%	0.3%	100%



## Appendix 4: Exhibitors' survey results

Has your institution attended this exhibition before?		
Yes	38	90%
No	4	10%
<b>Total</b>	<b>42</b>	<b>100%</b>

What was your main aim for coming?		
Recruitment	43	62%
Profile Raising	26	38%
<b>Total</b>	<b>69</b>	<b>100%</b>

What is your primary market interest in this event?		
Undergraduate	42	49%
Postgraduate taught	24	28%
Postgraduate research	7	8%
Higher National Diploma or Equivalent	8	9%
Pre-university foundation courses	4	5%
Post-16 A-Level	1	1%
<b>Total</b>	<b>86</b>	<b>100%</b>

What is your assessment of the visitors?		
Good number and good quality	31	74%
Good quality only	5	12%
Good number only	5	12%
Dissapointing	1	2%
<b>Total</b>	<b>42</b>	<b>100%</b>

Have you developed new links or built on existing feeder or agent relationships by coming?		
Yes	18	46%
No	21	53%
<b>Total</b>	<b>39</b>	<b>100%</b>

How do you rate the support to your business needs from British Council before and during the event?		
Very Good	11	26%
Good	28	66%
Satisfactory	3	7%
Unsatisfactory	0	0%
<b>Total</b>	<b>42</b>	<b>100%</b>



Please give your overall assessment of the exhibition		
Very Good	17	40%
Good	22	52%
Satisfactory	3	8%
Unsatisfactory	0	0%
<b>Total</b>	<b>42</b>	<b>100%</b>

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

### Event Timing/duration

- Consider extending either the time period or over 2 days
- Consider earlier event time: 12-6pm
- Extend to a 2-day event; one for exhibition and another for visiting key schools
- Put market briefing closer to the exhibition start time
- Hold exhibition closer to results day
- Better to stagger entry to the event (arrange different times for visitors to enter)
- Consider holding exhibition on weekend

### Venue

- Hold exhibition in Rizqun Hotel
- More and better access to electricity sockets
- Tiny speakers for video sound not sufficient for presentation in seminar room; make a stronger loudspeaker announcement so more people would be aware of the presentation
- Hold exhibition in a more central location

### Others

- Additional scanner and/or photocopier for when one breaks down.
- Bring tea+coffee to stand more frequently as it is difficult to take breaks
- Make market briefing more focused, informative
- Let students know who accept direct applications
- More chairs per booth eg. 6
- Provide students with subject matrix so they know where to go
- Fascia forms etc -use Google forms or Survey Monkey as is quicker, easier and used by many BC. Current forms are lengthy and could be avoided.

## What market developments have you noticed by coming?

### Subject/Course Interest

- Did not expect so much interest in Politics degree
- More self-funded students this year, more environmental-related, Islamic banking & finance, psychology



- Teacher education (early years)
- More interest in PG taught
- Increase in tourism+hospitality; many students interested to up from HND to degree
- Increased interest from HND programmes
- More interest in economics and psychology
- Strong interest in actuarial & law
- The push on Discovery Year

### **Others**

- Changes in government funding; more confusion around scholarship requirements & tougher controls, making it more difficult for lower ranked universities

## **What learning points have you picked up for your institution?**

### **General**

- Importance of university ranking
- More self-funded students this year so scholarships are becoming more important

### **Promotion-related**

- Bring more UG materials
- Protect the prospectus from free issue
- Plenty of interest in engineering, management +some health-related courses
- Already aware of growing interest in Environment issues, broader interest in other degrees (law, actuarial)
- Diversification in subject areas
- Many students not meeting offer conditions
- More PG request than before
- More students aware of uni
- Greater info on gov't scholarship

## **Assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact**

- Good & impressive
- Promotion visible
- V.well organised, a good showcase for brand UK
- Great location
- Fairly busy and worth attending
- Excellent, v worthwhile
- Good brand exposure
- Well organised but no paper at printer at the beginning of exhibition
- Well attended
- Satisfactory
- okay



## Appendix 5: Advertising and promotion plan (media plan)

	Media	Format (number of insertions)	Duration
<b>Print</b>	English newspaper – Borneo Bulletin	Print advertisement (7)	22 January – 12 February
	Chinese newspaper	Print advertisement (2)	27 January & 1 February
	Malay newspaper	Print advertisement (2)	25 January & 01 February
<b>Outdoor</b>	Road Banner	Road banner was placed on the Tungku Link Highway, a major road leading to other districts.	05 – 12 February
<b>Promotion items</b>	Leaflets	5,000 copies distributed to schools, higher education institutions and ministry offices	Mid January
<b>Online</b>	The Brunei Times	Online banner placed at Brunei Times Homepage	11 January – 12 February
	ProjekBrunei.com	Web banner placed at ProjekBrunei blogsite and tweet messages by @BruneiTweet	11 January – 12 February
	Facebook	Notice was placed in the British High Commission Facebook	05 – 14 February
	Websites	British Council website News & Events page	January - February
	E Direct Mailing	Direct mailing campaign to 4000 local contacts	3-7 February
<b>Other</b>	Radio interviews	British High Commissioner had radio interviews at Kristal Astro FM and Pilihan Radio Station	06 February
	Cinema Advertisement	30 seconds advertisement at The Mall Cineplex; approximately 850 spots	20 January -12 February
	School visit	Promotional visit to Jerudong International School during the Higher Education Fair	21 January

### Source URL:

[http://rtbnews.rtb.gov.bn/index.php?option=com\\_content&view=article&id=17386%3A2014-uk-education-exhibition&catid=34%3Alocal&Itemid=66](http://rtbnews.rtb.gov.bn/index.php?option=com_content&view=article&id=17386%3A2014-uk-education-exhibition&catid=34%3Alocal&Itemid=66)

<http://www.bt.com.bn/news-national/2014/02/13/%E2%80%98ask-more-questions-uni-fairs%E2%80%99>

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[http://mingguanbrunei.com/index.php?option=com\\_content&view=article&id=423:uk-exhibition-at-maktab-sains-psbs&catid=63&Itemid=174](http://mingguanbrunei.com/index.php?option=com_content&view=article&id=423:uk-exhibition-at-maktab-sains-psbs&catid=63&Itemid=174)

<http://projekbrunei.com/Home/education-uk-2014-exhibition-brunei-3.html>

<http://projekbrunei.com/Home/education-uk-2014-exhibition-brunei-5.html>

<http://projekbrunei.com/Home/education-uk-2014-exhibition-brunei-6.html>