



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2015**

**17 February 2015  
Brunei Darussalam**

# Introduction

The British Council Education UK exhibition was the biggest however the last event among the UK Study fairs organised in Brunei in one week. The Education UK Exhibition in February 2015 was attended by 1,425 visitors within a span of five hours. Visitors were able to visit the booths of 3 UK colleges and 35 universities, and then to visit two financial institutions, two departments from the Ministry of Education namely the Scholarship Unit and National Accreditation Council as well as CfBT Education Services.

Feedback from the local and UK institutions attending was positive. Various subject specific seminars were held throughout the exhibition however they were not well attended except for Law.

British Council Brunei undertook a review of the fair to identify what went well, and what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

## This report includes:

### Introduction

Aims to provide an overview of the report.  
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### Key **Highlights** of the event

Including visitors numbers and profile as well as our Marketing channel.  
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### Appendix 1

List of exhibitors  
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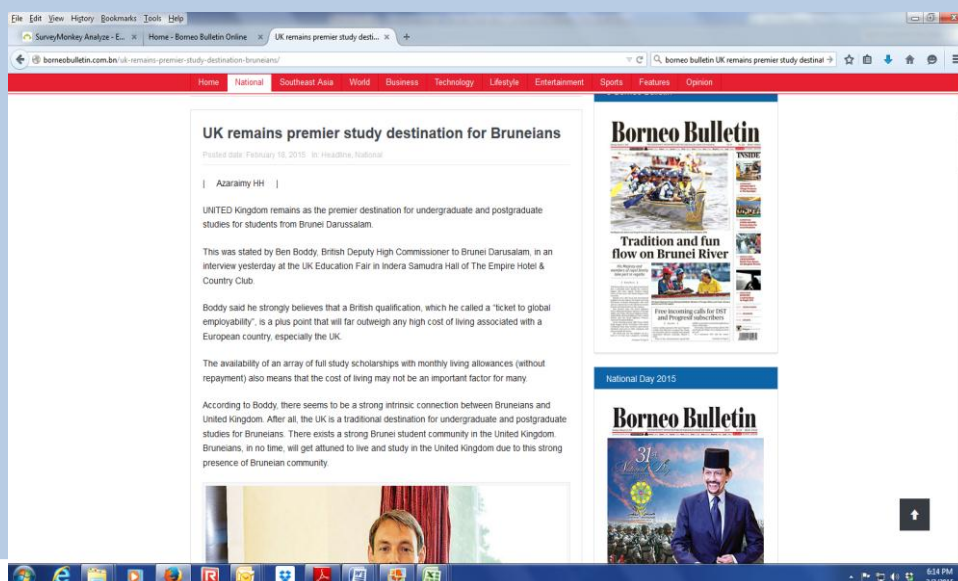
# Highlights

There were -

**43 INSTITUTIONS**  
**1,425 VISITORS**

Who attended the exhibition

**2 media reporting the event**



[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

# Marketing

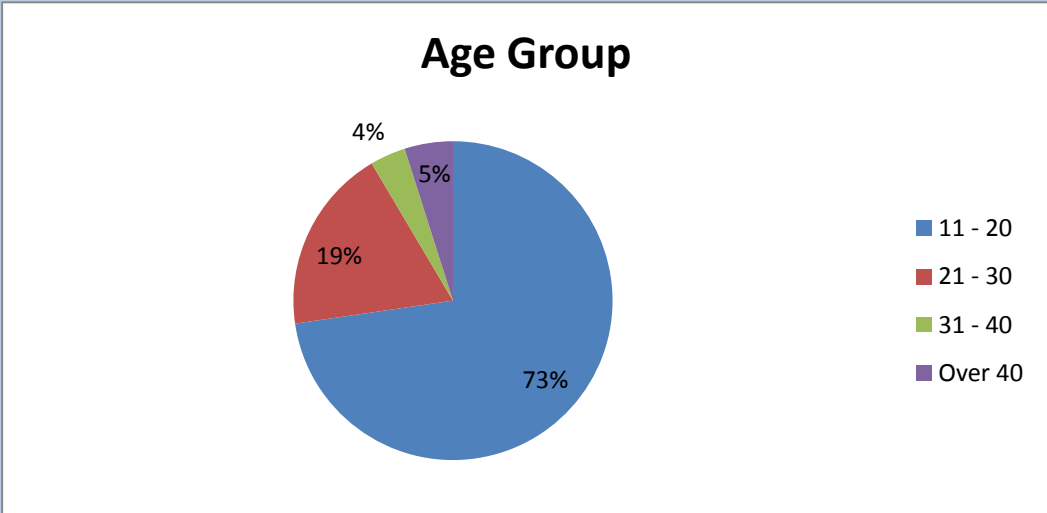
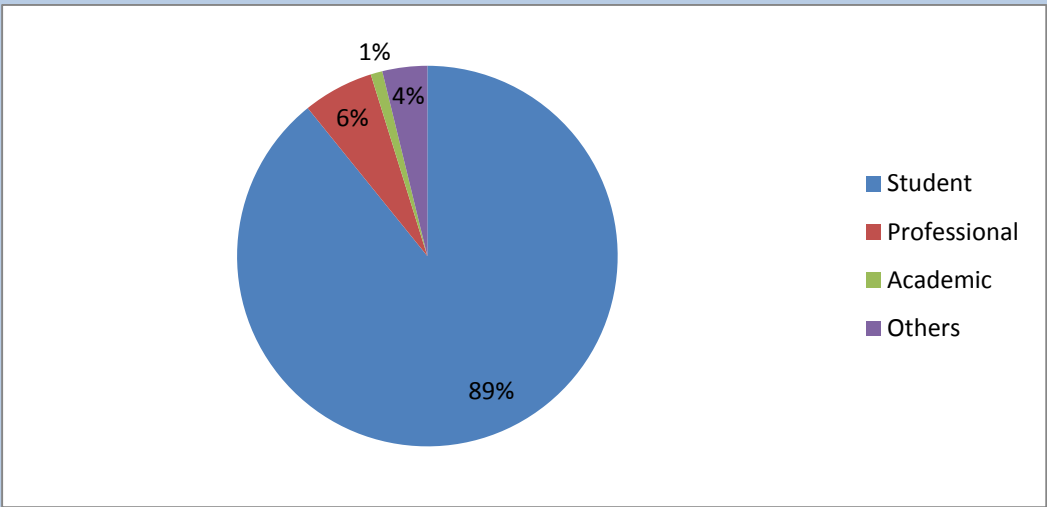
We spent more than **B\$ 24,000**

- Advertising & Promotional costs
- 11 print media adverts in English, Malay and Chinese newspapers
- Distribution of flyers and newsletters in schools, malls and various offices.
- Online banner for one month at The Brunei Times (online newspaper).
- Cinema advertisement for a month
- Two live radio interviews, on English and Malay stations, with the British High Commissioner.
- Roadside banner on major highways.

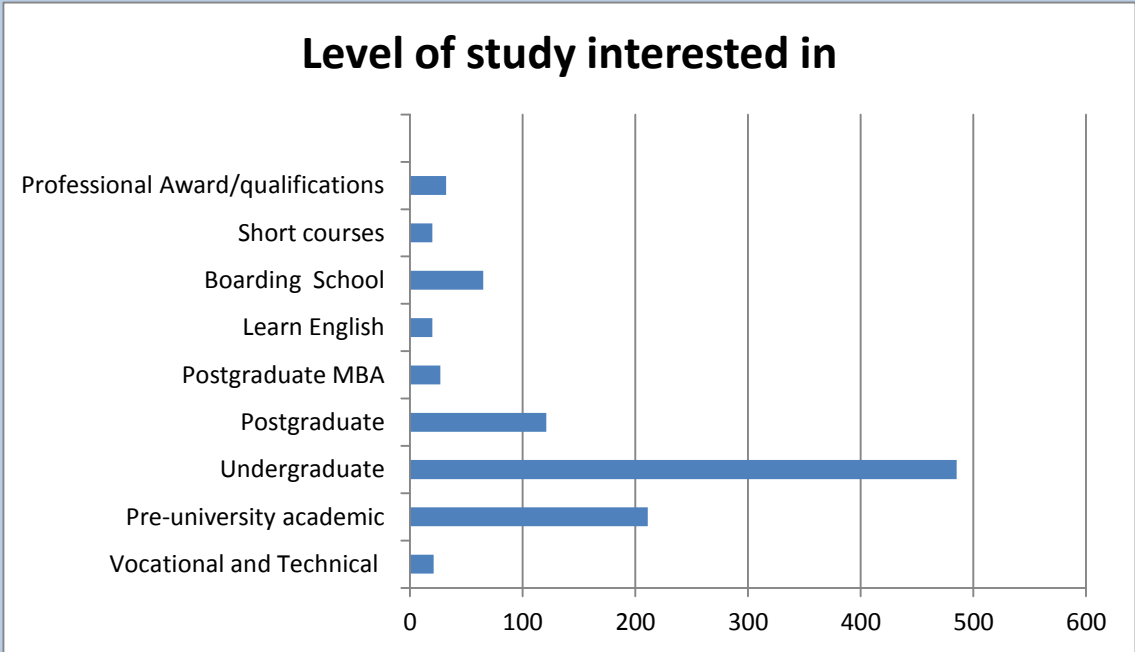
**Visitors' profile**

From the Visitors' Registration. Base: 831

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

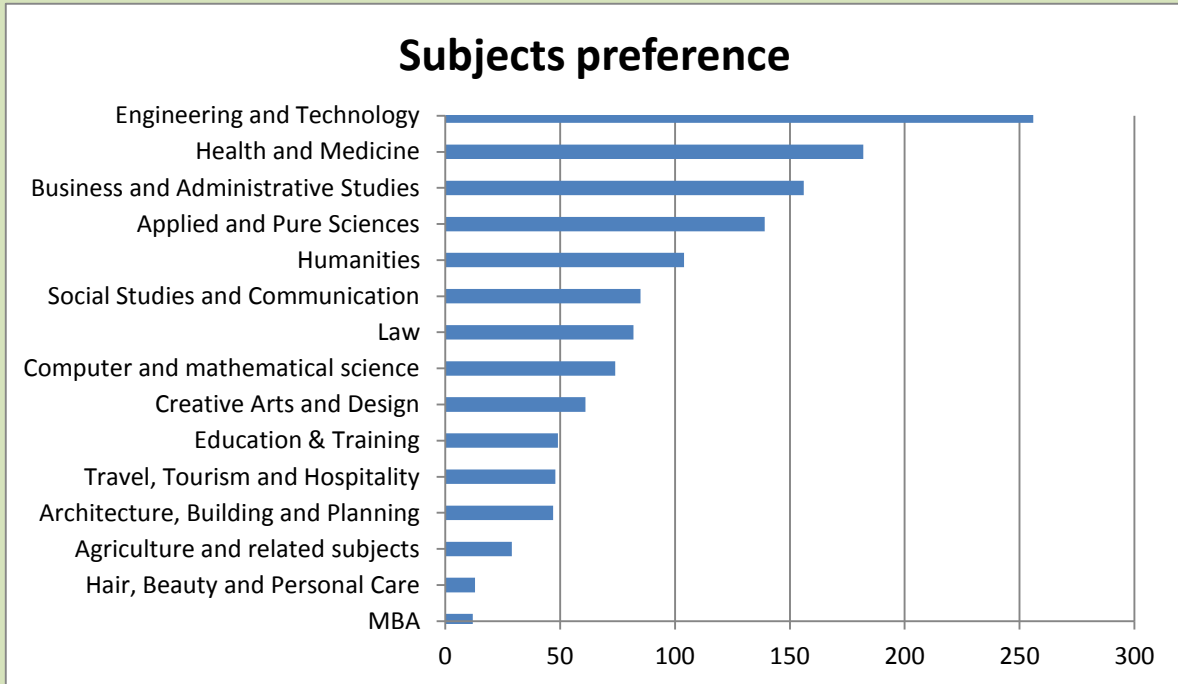


Mostly were looking for Undergraduate courses followed by Pre-university academic (eg A-levels, IB) programmes.

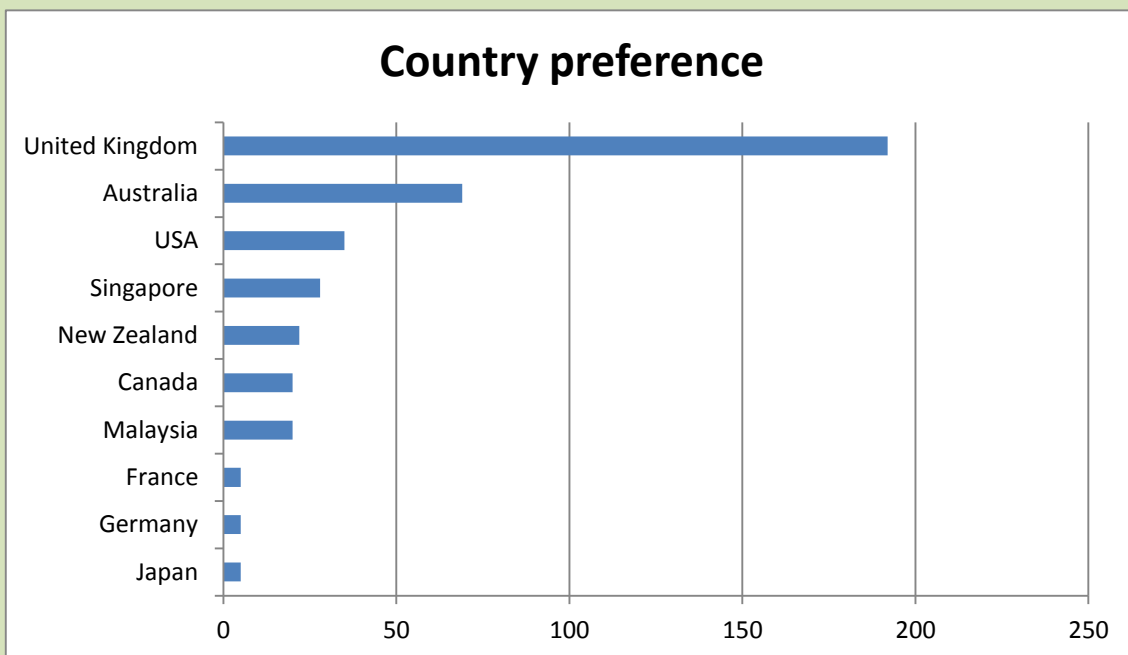


**Visitors' preferences**

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

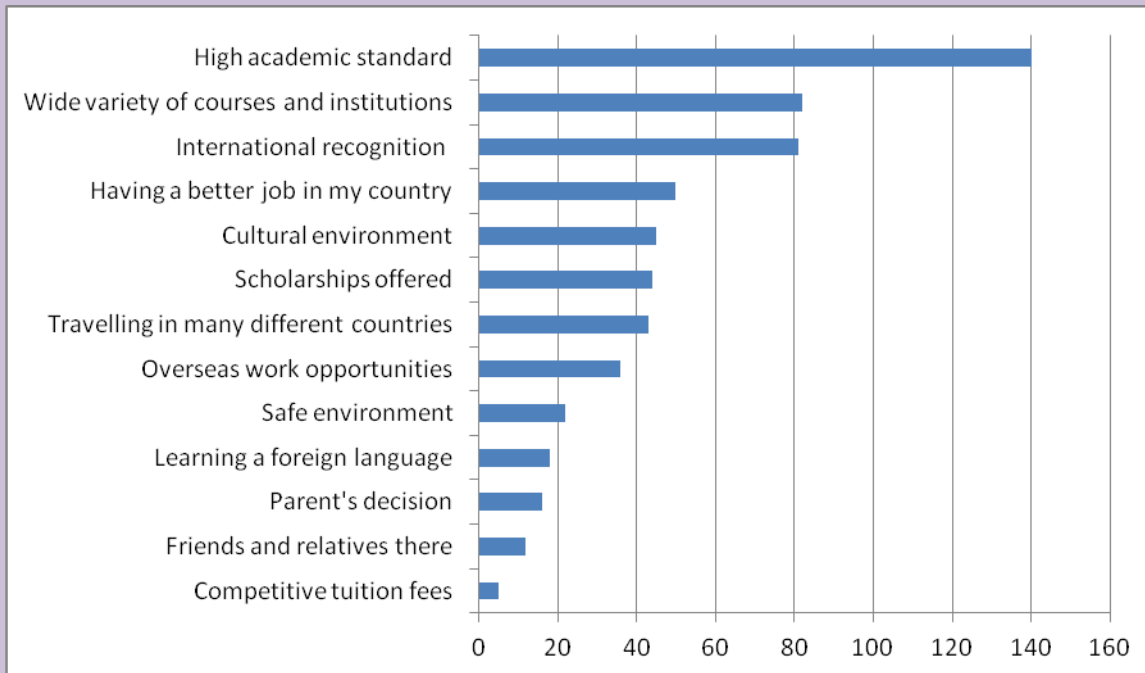


UK remains the first choice for overseas study.



A

### Motivation for considering UK education



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

# Visitors' feedback

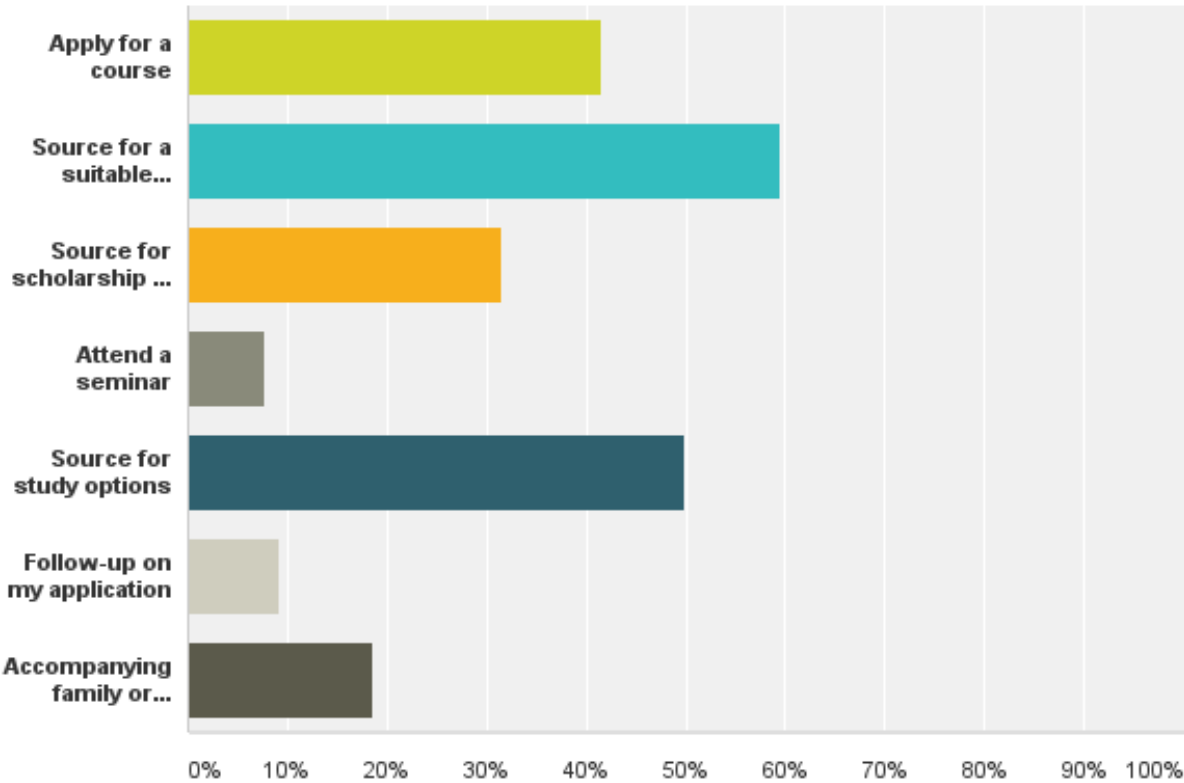
## Methodology

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.



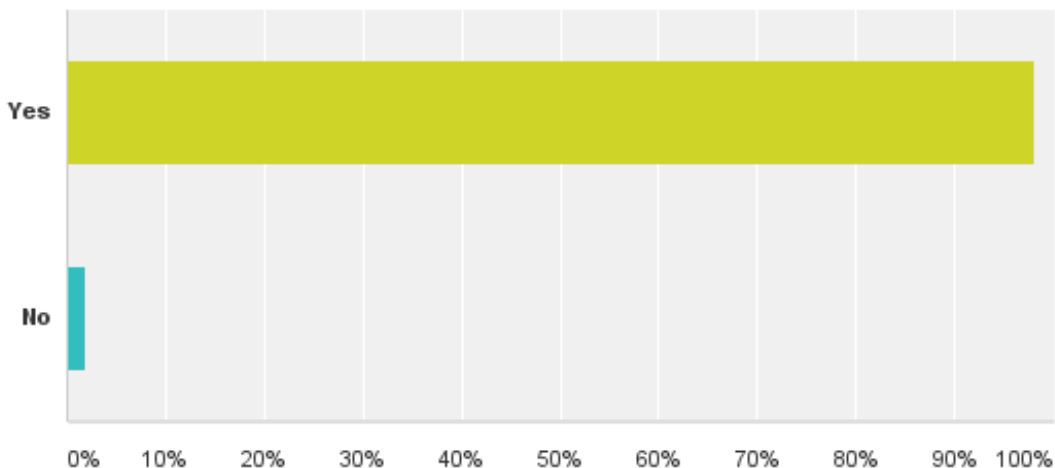
### Q10 What is your reason(s) for visiting this exhibition? (You may select more than one option)

Answered: 378 Skipped: 8



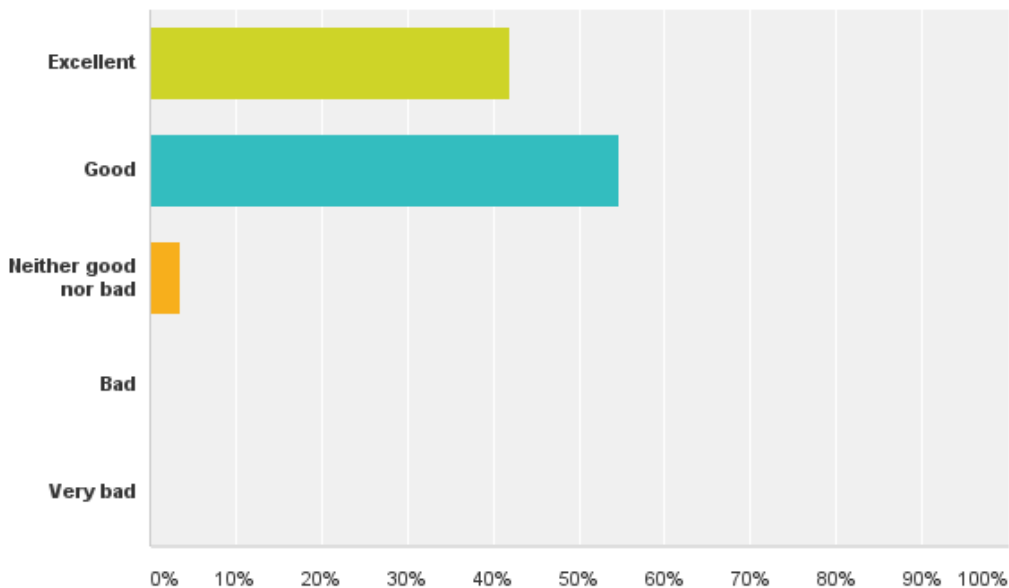
### Q11 Did you find the information you were looking for?

Answered: 378 Skipped: 8



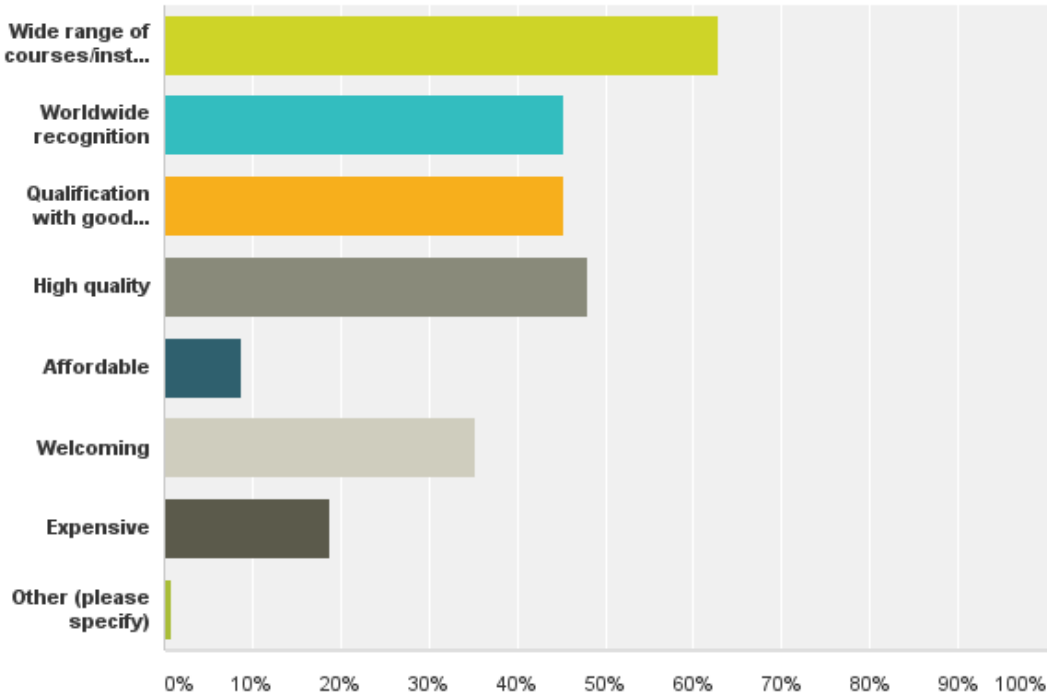
### Q13 How would you rate the quality of service you have received? (Out of all the stands you visited, who stood out the most - please name that institution)

Answered: 377 Skipped: 9



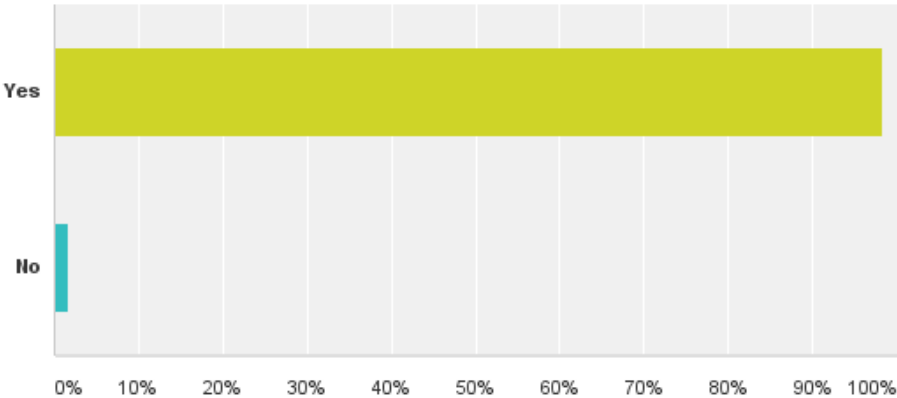
**Q14 What do you think of Education in the UK? (Please select all that apply)**

Answered: 377 Skipped: 9



**Q15 Will you recommend future British Council exhibitions to friends/family who are interested to study in the UK?**

Answered: 376 Skipped: 10



# Exhibitors' feedback

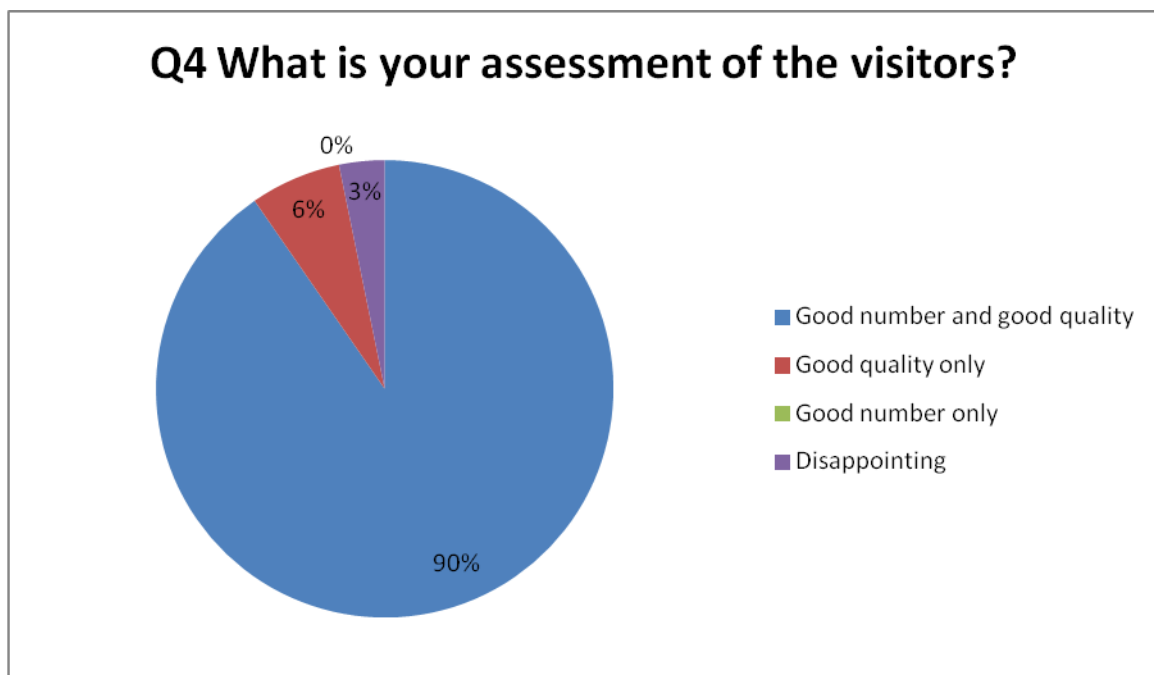
## Main compliments

- BC Brunei/Malaysia good correspondence
- Good to have plenty space
- Promotion and advertising has been impressive. Branding and EdUK presentation is professional and represents the UK well
- Very good event

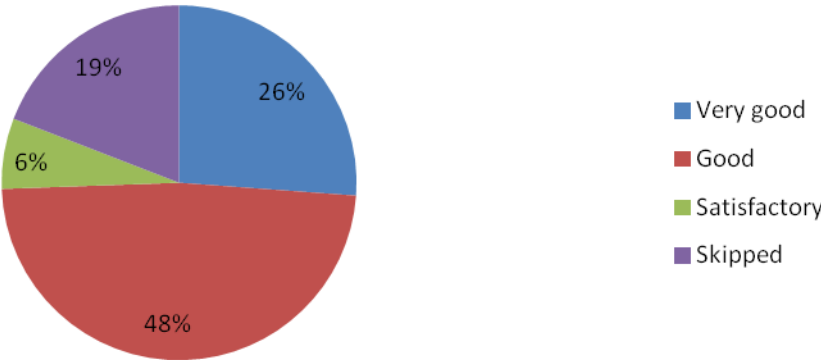
## What is your assessment of the visitors?

### Main complaints *(responses following page)*

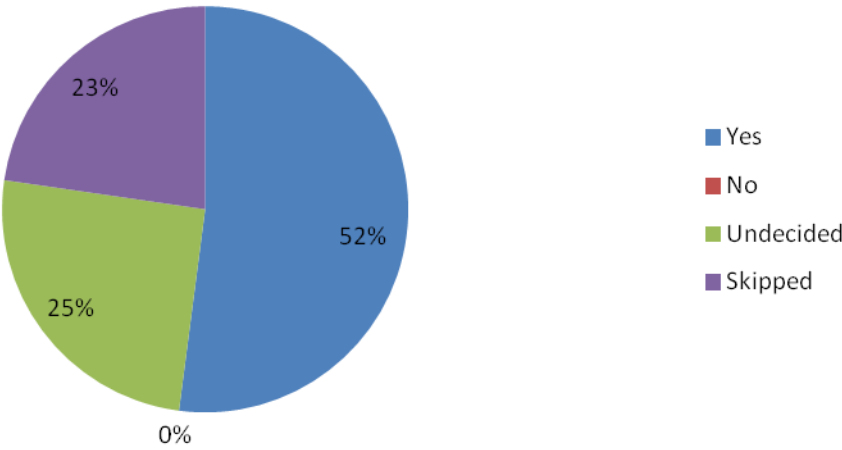
- The Pharmacy seminar had disappointing attendance
- The last presentation (seminar) is too late
- More food at start – too busy to eat throughout. Very busy perhaps start earlier?
- More market briefing information would be welcomed (scholarships etc)



**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

- Feedback regarding poor attendance for seminars in certain subjects has been noted. We will carefully consider the seminar title and timings for the next fair focusing on general topics rather than subject specific.
- Two universities fed back that food should not be served at the stands as they were too busy to eat. The decision in which to serve food at stands was based on previous feedback. It was fed back that most delegates who are alone did not have the opportunity to have a break. However, we recognise that this might not be the case for everybody, therefore, with the next exhibition we will serve it only upon prior request.
- Request for more detailed scholarship information at the market briefing was noted. However, we do not have new information on the changes to new government scholarship policy. We will advise all participating institutions on the new policy once it is released by the government.

## UK institutions

- UK institutions should really consider asking their recent Bruneian graduates to assist at their stand or opt for British Council stand assistance to avoid long queues at their stand, and also to help with managing an allocated break during the event.
- Institutions who are new to the Brunei market should consider arriving a few days earlier to meet up with local contacts and place advertisements prior to the exhibition in order to drum-up interest and eventually increase visitors to their stand.

## Appendix: List of exhibitors

Booth No.	Fascia Name
1	University College Birmingham
2	University Of Birmingham
3	BPP University
4	Brooke House College
5	Brunel University London
6	Cardiff Metropolitan University
7	Cardiff University
8	David Game College London
9	University Of East Anglia
10	University Of Essex
11	University Of Exeter
12	University Of Glasgow
13	University Of Hull
14	Keele University
15	University Of Kent
16	University Of Leeds
17	University Of Leicester
18	University Of Lincoln
19	London South Bank University
20	Loughborough University
21	The University Of Manchester
22	University Of Northampton
23	Northumbria University Newcastle
24	University Of Portsmouth
25	Queen Mary University Of London
26	Queen's University Belfast
27	University Of Reading - UK and Malaysia

28	University Of Salford
29	University Of South Wales
30	University Of Southampton
31	St. Mary's University
32	Staffordshire University
33	University Of Surrey
34	Swansea University
35	University College London
36	University Of Warwick
37	University Of Wolverhampton
38	Writtle College

### 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	Standard Chartered Bank