

## Quick Figures

5 & 6 October, 2013  
KL Convention  
Centre

# All about the Visitors

Attendance	2013	2012	2011
Day 1	2963	2653	2473
Day 2	2400	1970	1856
Total number of visitors	4963	4623	4329

Exclusive - Not for Wider Distribution

## From the Visitors' Survey

Gender	
Female	620
Male	459
Age group	
16 - 19	376
20 - 23	281
24 - 35	251
Over 35	157
Studying	660
Working	337
Both	65

Base: 1079

Type of programme currently pursuing?	
UPSR / PMR / SPM	127
STPM/ A-levels/ SAM/ CPU/ Matriculation/ Foundation	161
Diploma	108
HND	16
3+0	3
Twinning programme	11
Degree	205
Masters	67
PhD	15
Professional qualification	9
Other	40

## From the Visitors' Survey

Programme you are planning to pursue?	
A level	122
Foundation	80
IB	40
Malaysian Matriculation	11
South Australian Matriculation	7
Diploma	29
HND	14
3+0	8
Twinning	39
Degree	357
Masters	432
PhD	138
Professional qualifications	52

Have you visited previous exhibitions organised by BC?	
Yes	395
No	665

How did you find out about this exhibition?	
British Council offices	77
Newspapers	383
Word-of-mouth	457
Internet	479
Posters	95
Email from British Council	121
I saw a street bunting/billboard	41
Other	14

## From the Visitors' Survey

Did you find the information you were looking for?	
Yes	1013
No	45
Skipped question	21

Base: 1079

How would you rate the quality of service you have received?	
Excellent	515
Good	491
Neither good nor bad	49
Bad	2
Very bad	1

## From the Visitors' Survey

What do you think of education in the UK?	2012	2013
Wide range of courses / institutions	404	613
Worldwide recognition	433	601
Qualification with good career prospects	403	573
High quality	339	488
Affordable	64	109
Welcoming	210	321
Expensive	158	209

Will you recommend future British Council exhibitions to friends/family who are interested to study in the UK?	
Yes	1040
No	16

## From Exhibitors' Feedback Form

### **Q1. Has your institution attended this exhibition before?**

Yes – 53

No – 6

### **Q.2 What was your main aim in participating?**

Recruitment – 13

Profile raising – 3

Both – 45

Base: 59

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## From Exhibitors' Feedback Form

### **Q3. What is your assessment of the visitors?**

Good number and good quality – 49

Good quality only – 4

Good number only – 3

Disappointing – 0

### **Q4. The market briefing on Saturday morning was:**

Informative – 28

Relevant – 13

Current – 10

Not beneficial – 4



## From the Exhibitors' Feedback Form

### **Q5. How do you rate the support to your business needs from British Council before and during the event?**

Very good – 26

Good – 21

Satisfactory - 6

### **Q6. Please give your overall assessment of the exhibition**

Good exhibition consistent with previous year's event – 17

Better event than previous year – 16

Not as good as previous year's event – 7

Did not attend last year's event - 15

# What's coming up?

<b>2013</b>	
18 & 19 Nov	GREAT Bus at the Curve. Activities include talks/presentation by UK institutions. Required: Sponsor of goodies bags in exchange for presentation slot(s). RSVP to <a href="mailto:patricia.hor@britishcouncil.org.my">patricia.hor@britishcouncil.org.my</a>
3 & 4 Dec	British Council SIEM Conference 2013, Sheffield
<b>2013</b>	
Jan - Mar	Outreach activities
12 Feb	Education UK Exhibition Brunei
8 & 9 Mar	Education UK Exhibition Kuala Lumpur
11 Mar	Education UK Exhibition Penang
13 Mar	Education UK Exhibition Kuching
15 Mar	Education UK Exhibition Kota Kinabalu
8 & 9 Nov	Education UK Exhibition Kuala Lumpur

## Example Visual of GREAT Bus

