

Wish you were here?

Education UK exhibition 2012, Kuala Lumpur

3 & 4 November

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1. Event fact file

Kuala Lumpur

Venue	Grand Ballroom, Level 3, KL Convention Centre, Kuala Lumpur																															
Opening hours	1.00pm to 6.00pm																															
Stand costs	£2,991 excluding VAT																															
Unique feature to give added value	<p>a) Four UK universities staff were featured in the visitor's Exhibition Guide.</p> <p>b) Looped play of UK universities and sixth form colleges' promotional DVD at the ballroom's entrance</p>																															
Seminars	<p><u>Saturday, 3 November</u></p> <table border="1"> <thead> <tr> <th>Seminar room 1</th> <th>Topic</th> <th>Attendance numbers</th> </tr> </thead> <tbody> <tr> <td>1.30pm - 2.30pm</td> <td>Succeed in IELTS with the British Council by British Council</td> <td>88 Audience Rating Hot: 48 Audience Rating Not Hot: 3</td> </tr> <tr> <td>2.30pm – 3.30pm</td> <td>Breaking into Top UK Universities by Cardiff 6th Form College</td> <td>84 Audience Rating Hot: 49</td> </tr> <tr> <td>3.30pm – 4.30pm</td> <td>Applying to study Law at a university in the UK by Cardiff University</td> <td>25 Audience Rating Hot: 18</td> </tr> <tr> <td>4.30pm – 5.30pm</td> <td>Studying Actuarial Science in the UK by University of East Anglia</td> <td>25 Audience Rating Hot:11</td> </tr> <tr> <th>Seminar room 2</th> <th>Topic</th> <th>Attendance numbers</th> </tr> <tr> <td>1.30pm - 2.30pm</td> <td>Learning our first words: Fundamental science, applied science, clinical science by University of Reading</td> <td>16 Audience Rating Hot: 13</td> </tr> <tr> <td>2.30pm – 3.30pm</td> <td>Engineering – Is it for Me? By University of Southampton</td> <td>47 Audience Rating Hot: 40</td> </tr> <tr> <td>3.30pm – 4.30pm</td> <td>Colour Therapy in Art & Design by Eric Leong, on behalf of Teesside University</td> <td>39 Audience Rating Hot: 35</td> </tr> <tr> <td>4.30pm – 5.30pm</td> <td>Biosciences Degree in the UK by Royal Veterinary College</td> <td>21 Audience Rating Hot: 18</td> </tr> </tbody> </table>		Seminar room 1	Topic	Attendance numbers	1.30pm - 2.30pm	Succeed in IELTS with the British Council by British Council	88 Audience Rating Hot: 48 Audience Rating Not Hot: 3	2.30pm – 3.30pm	Breaking into Top UK Universities by Cardiff 6 th Form College	84 Audience Rating Hot: 49	3.30pm – 4.30pm	Applying to study Law at a university in the UK by Cardiff University	25 Audience Rating Hot: 18	4.30pm – 5.30pm	Studying Actuarial Science in the UK by University of East Anglia	25 Audience Rating Hot:11	Seminar room 2	Topic	Attendance numbers	1.30pm - 2.30pm	Learning our first words: Fundamental science, applied science, clinical science by University of Reading	16 Audience Rating Hot: 13	2.30pm – 3.30pm	Engineering – Is it for Me? By University of Southampton	47 Audience Rating Hot: 40	3.30pm – 4.30pm	Colour Therapy in Art & Design by Eric Leong, on behalf of Teesside University	39 Audience Rating Hot: 35	4.30pm – 5.30pm	Biosciences Degree in the UK by Royal Veterinary College	21 Audience Rating Hot: 18
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Sunday, 4 November

Seminar room 1	Topic	Attendance numbers
1.30pm - 2.30pm	How to choose the right A level / IB subject combination by Mander Portman Woodward Colleges	77 Audience Rating Hot: 56
2.30pm – 3.30pm	Tips on perfecting your Personal Statement by Queen Mary, University of London	144 Audience Rating Hot: 144
3.30pm – 4.30pm	How to successfully apply to Medical Schools? By Bellerbys College	79 Audience Rating Hot: 58
4.30pm – 5.30pm	Law (LLB) and Business Law by Aberystwyth University	34 Audience Rating Hot: 20
Seminar room 2	Topic	Attendance numbers
1.30pm - 2.30pm	Studying Art & Design in the UK by Nottingham Trent University	3 Audience Rating Hot: 3
2.30pm – 3.30pm	Studying Architecture in the UK by University for the Creative Arts	43 Audience Rating Hot: 40
3.30pm – 4.30pm	Engineering Degrees in the UK by Cardiff University	50 Audience Rating Hot: 47
4.30pm – 5.30pm	Study a UK qualification in Malaysia by British Council	22 Audience Rating Hot: 16 Audience Rating Not Hot: 3

2. Key statistics


Attendance	Kuala Lumpur	
	2012	2011
Sat 1	2653	2473
Sun 2	1970	1856
Total number of visitors	4623	4329
Boarding School	2	1
Further Education	7	2
Higher Education	55	55
Total number of exhibitors	64	58

Programme planning to pursue (from the Visitors' Survey)	Kuala Lumpur	
	2012 Base: 687	2011 Base: 707
Pre-university	12	8
Diploma	16	26
HND	5	25
3+0	5	7
Twinning programme	17	35
Degree	266	293
Masters	275	284
PhD	99	89
Professional qualification	27	45
Demographics of visitors (From the Visitors' Survey)	Kuala Lumpur	
	2012	2011
Male	310	373
Female	378	348

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

3. Impact of marketing plan

Our advertising plan was mainly focused on newspapers and internet. Our newspaper campaign took place from 4th October – 1st November and costed a grand total of £42,977.42. This time, we also placed advertisements in Harian Metro, a tabloid newspaper in Bahasa which boasts the highest readership figures amongst all Malay language papers.



From the visitors' survey and Visitors Registration System (VRS), more than half who registered and those who completed the visitors' survey found out about our exhibition through the internet.

Our internet media campaign started from 22nd October – 4th November and costed a grand total of £26,745.63. Our media agency selected web sites which are visited by audiences aged between 18 – 55 years old whose interests are in boarding schools, pre-university and overseas education.

We also paid four bloggers and seeding forums to start blogs and conversations about studying in the UK to generate word-of-mouth about our exhibition. The sponsored blogs yielded a total of 36,198 unique visits, 10 blog responses, 7 reactions on Facebook and 4 mentions on Twitter.

The forums yielded a total of 6,644 views and 173 responses.

Our Google SEM and Text Display ads (Search engine marketing) yielded 2.25 million views, 4088 clicks with an average CTR of 0.18%.

In the end, the internet campaign achieved a fairly average click-through rating (CTR) compared to industry's average standard of 0.3% CTR. We achieved highest reach through Facebook, Google search and run-of-network adverts on Nuffnang.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Pre-exhibition

- UK exhibitors who are looking to print A4/A5 leaflets of less than 1000 pieces or posters or banners to decorate their stand may contact the Malaysia team for printing solutions. Our vendor will require final artwork of at least five working days before the exhibition to complete the print job. Delivery of items will be made directly to your stand.
- If you choose to courier exhibition materials via courier service please do not place British Council or the KL Convention Centre as the recipient for we are unable to accept / store your materials on your behalf. We recommend you contact your local education agents if they are willing to store your materials and deliver them to the venue on set-up day.
- The popular seminars do not vary much with our visitors each year and therefore we will welcome seminars which offer useful tips on UCAS application, personal statement, applying to medical schools, and popular subjects amongst Malaysians such as Business/Economics/Management; Engineering; Sciences; Medicine/Health; Architecture/Urban Planning/Quantity Surveying; Law; Computer Science/IT.

During exhibition


- We observed a number of exhibitors standing in the middle of the aisle to engage customers. We would like exhibitors to refrain from practising this. Please note there is the option of a double stand so you can comfortably engage customers.
- We recommend all exhibitors to turn in their name badges so we may recycle them for future exhibitions.

4.2 Key recommendations for the British Council

Exhibitor's feedback	British Council's Response
<p>Hold the exhibition earlier in October</p> <p>Timing could be better - October, as the event coincided with SPM exams</p> <p>Earlier in the year - bad timing with exams!</p>	<p>The KL Convention Centre is usually fully booked and provided us several dates to select from which meant our preferred dates request was turned down.</p>
<p>Evening event for networking with other institutions and agents.</p> <p>Social gathering for exhibition on Friday evening.</p> <p>Politician from UK/ ambassador should attend</p>	<p>The British Council held one networking event at our own operational expense in March this year. The exhibition budget / fee do not cover the expense of a networking event.</p>
<p>Keep this layout (group of four stands). The corner stands were excellent. Please continue to have these, students stay at your stall longer as we can sit and talk to them.</p>	<p>We only offer this layout during the October/November exhibitions because there is less number of booths (compared to the exhibitions in March/Spring) which affords us more floor space.</p>
<p>Better positioning for our institution at the venue.</p>	<p>We assign booths in alphabetical order and we are careful to switch up the flow of where booth number 1 is positioned and where the last booth ends. Institutions beginning with the letters M – O would also notice their booth position is different from the previous exhibition.</p>
<p>To have more comprehensive market briefing that actually give us some new & relevant information that could feed into our own</p> <p>Split the briefing into senior & new staff & more informative</p> <p>Shorter market briefing with more market intelligence</p>	<p>We are currently following the global format for briefings and have taken note of exhibitors' comments. Your feedback has been shared them with the Regional BC-SIEM Director with a recommendation to review current guidelines surrounding market briefings at an exhibition.</p>
<p>May need to look at advertising in new media, eg Twitter, FB and etc</p>	<p>Our online advertising plan included Facebook, bloggers' posting and seeding forums to start conversations about merits of studying in the UK and to highlight our exhibition dates.</p>
<p>The venue needs to be strategically located on the ground level of the exhibition venue</p>	<p>KL Convention Centre requested us to move to the third floor citing a Governmental event was taking place during the same weekend as ours. It was out of our hands.</p>
<p>Please provide a stepladder for use when putting up banners.</p>	<p>We recommend exhibitors request assistance from the team at the venue as we're able to call upon the booth contractor's assistance.</p>
<p>It will be useful if the BC can introduce some electronic scanning registration system for the booths so information can be collected more efficiently</p>	<p>Our exhibition budget is unable to cover the cost of investing in an electronic scanning registration system. However we are working globally on cost effective solutions on visitor databases.</p>

Appendix 1: List of participating institutions

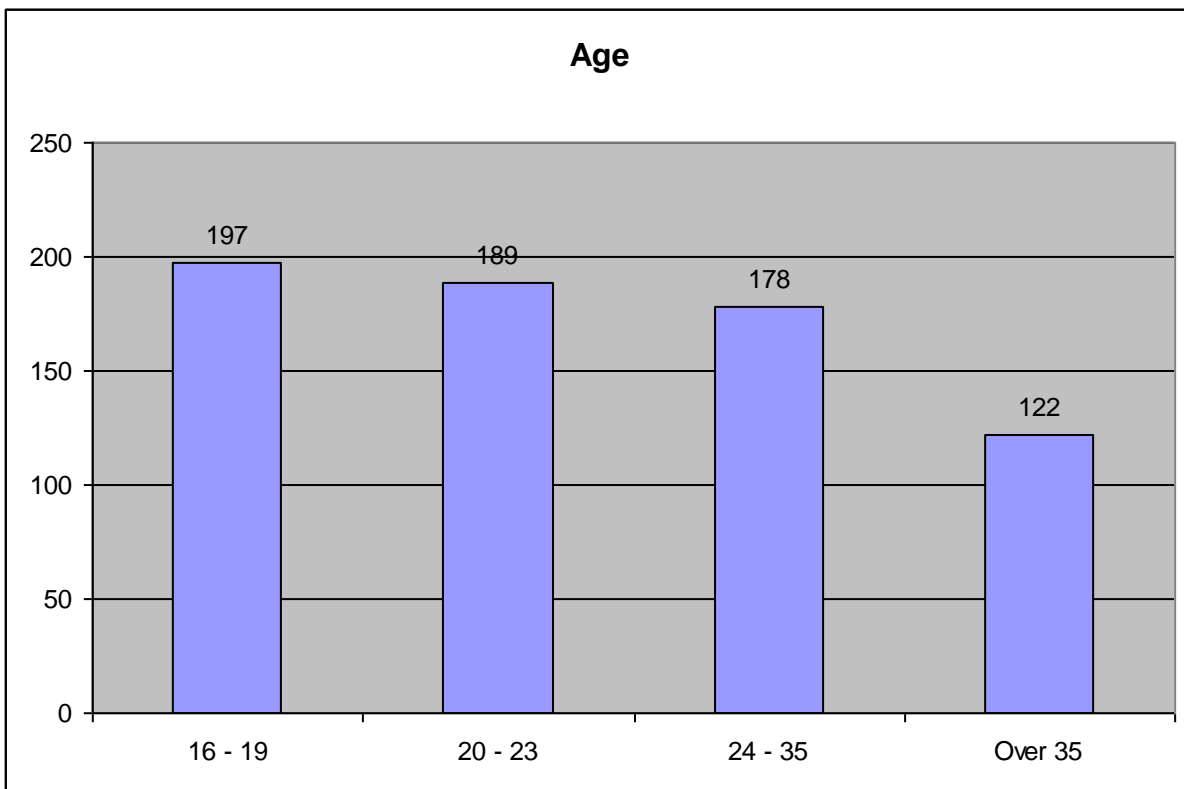
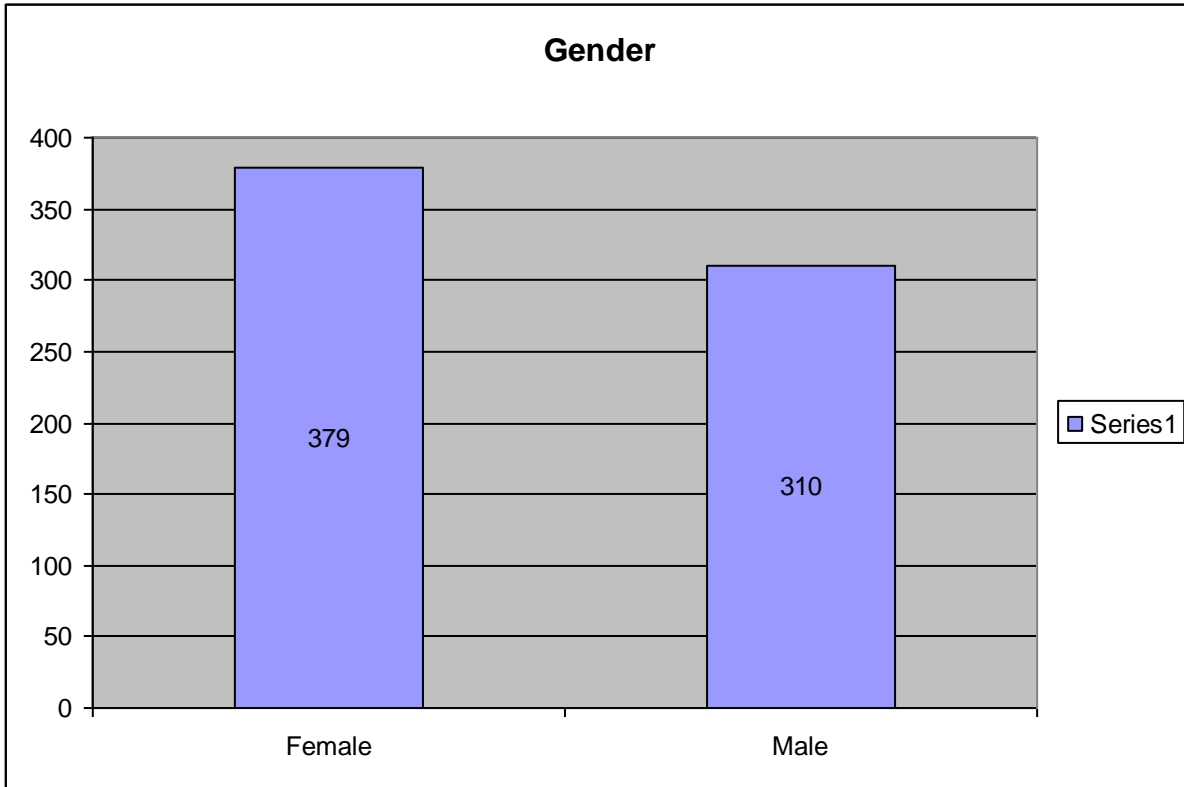
Institution	Type of Institution	Booth Number
University of Aberdeen, Scotland	University	1
Aberystwyth University	University	2
Anglia Ruskin University, Cambridge & Chelmsford	University	3
University of the Arts London	University	4
University of Bath	University	5
Bellerbys College	Pre-university college	6
Birmingham City University	University	7
University College Birmingham	University	8
University of Bradford	University	9
University of Brighton	University	10
Brunel University London	University	11
Cambridge Education Group	Pre-university college	12
Cambridge Tutors College London	Pre-university college	13
Cardiff Sixth Form College	Pre-university college	14
Cardiff University	University	15
University of Central Lancashire	University	16
City University London	University	17
University College London	University	18
University for the Creative Arts	University	19
De Montfort University, Leicester	University	20
University of Derby	University	21
University of East Anglia	University	22
University of East London	University	23
EF International Academy	Pre-university college	24
University of Essex	University	25
University of Exeter	University	26
University of Glamorgan	University	27
University of Glasgow	University	28
University of Gloucestershire	University	29
Heriot-Watt University – Scotland & Dubai	University	30
University of Hertfordshire	University	31
University of Hull	University	32



University of Kent	University	33
The University of Liverpool	University	34
Loughborough University	University	35
The University of Manchester	University	36
Manchester Metropolitan University	University	37
Mander Portman Woodward Colleges	Pre-university college	38
Middlesex University, London	University	39
Newcastle University	University	40
The University of Northampton	University	41
Nottingham Trent University	University	42
Oxford Brookes University	University	43
Pembrokeshire College & Llandrillo-Menai International (<i>stand-share</i>)	Pre-university / Further Education College	44
Plymouth University	University	45
University of Portsmouth	University	46
Queen Mary, University of London	University	47
The University of Reading	University	48
University of Roehampton	University	49
Royal Veterinary College, University of London	University	50
The Royal Wolverhampton School	Boarding School	51
Rydal Penrhos School	Boarding School	52
The University of Sheffield	University	53
Sheffield Hallam University	University	54
University of Southampton	University	55
St Mary's University College	University	56
Staffordshire University	University	57
University of Strathclyde	University	58
University of Surrey	University	59
University of Sussex	University	60
Teesside University	University	61
York St John University	University	62
University of Warwick	University	63
University of West London	University	64
Total number of UK institutions		64

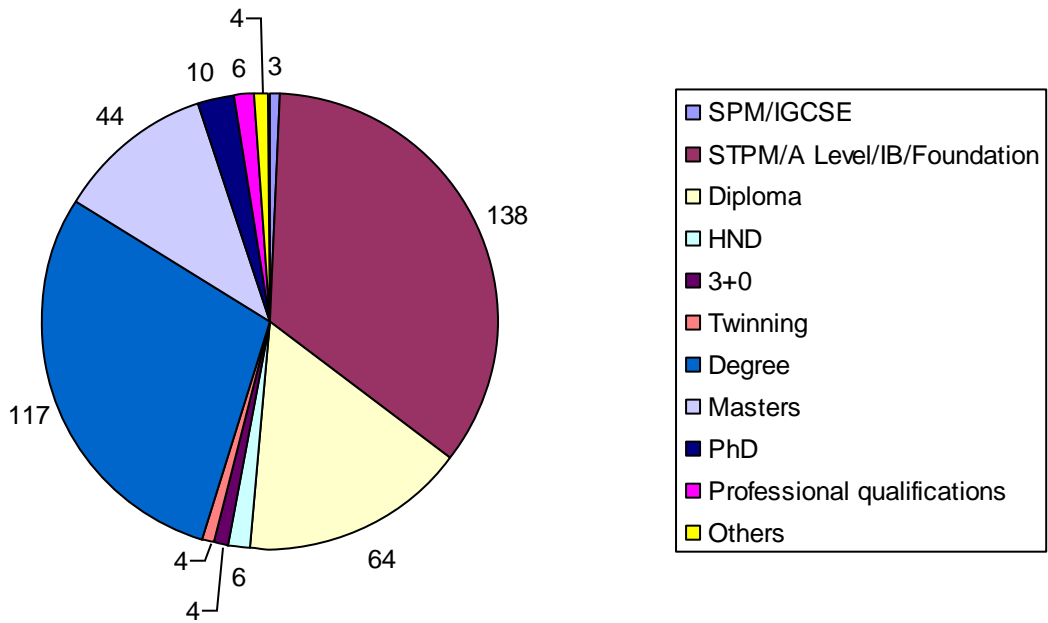


Appendix 2: Visitors' survey results

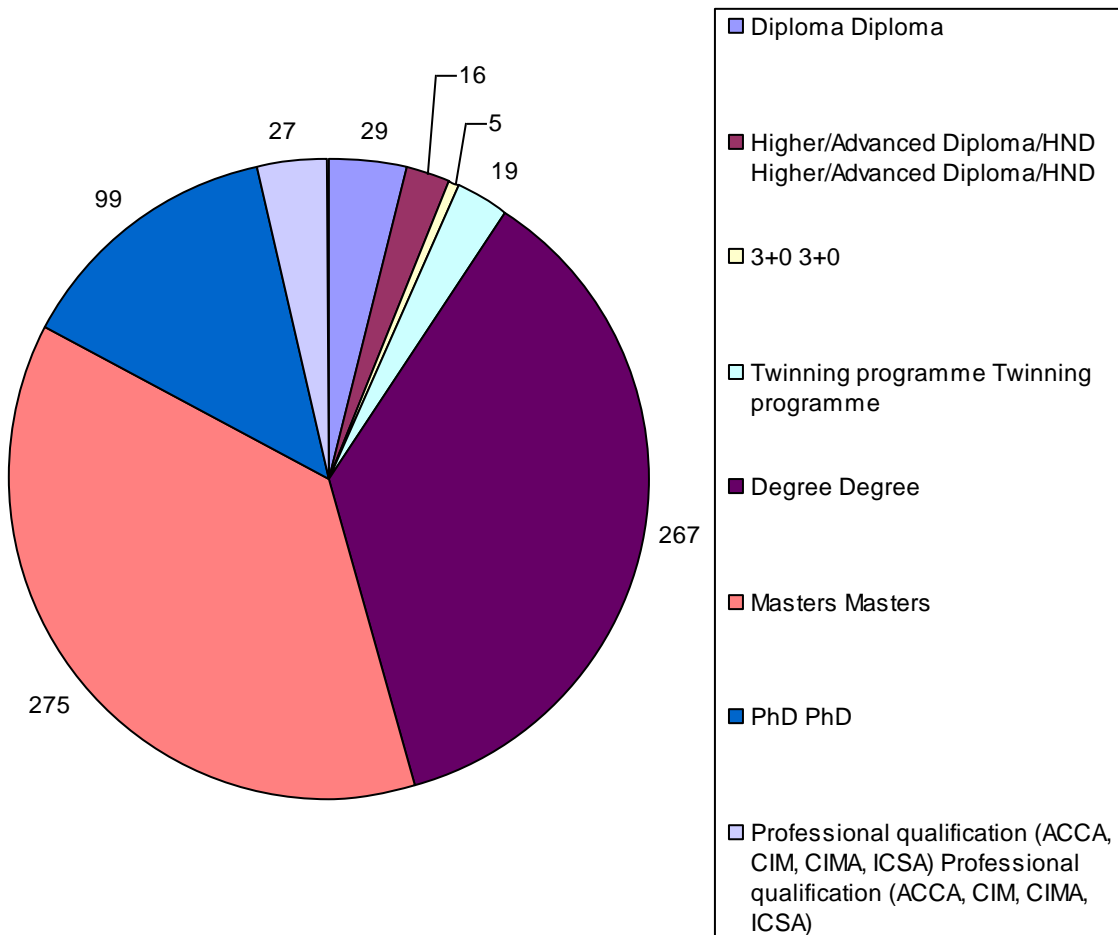




Programme you are currently pursuing

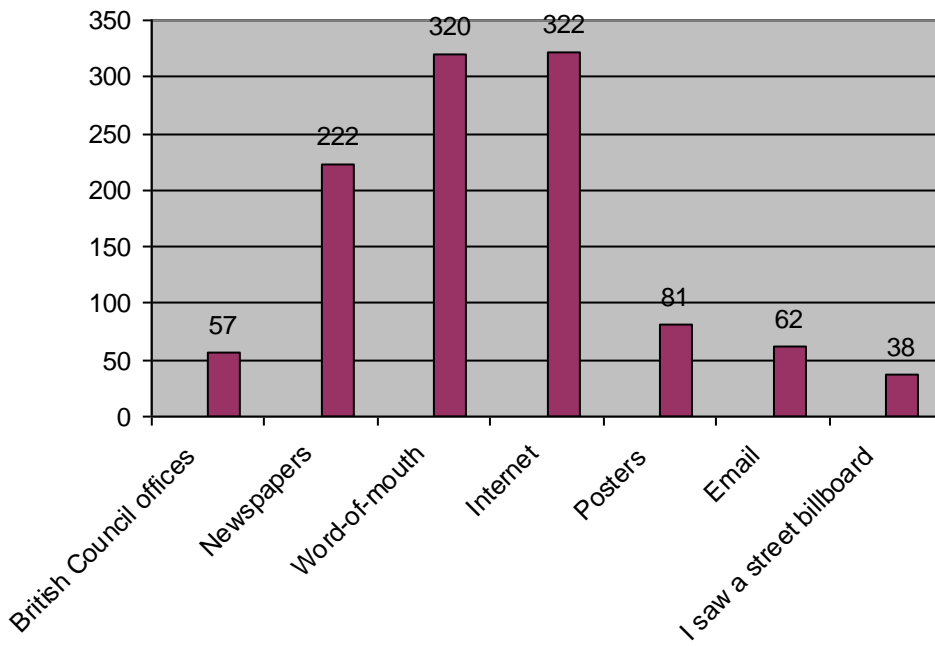


Type of programmes you intend to pursue

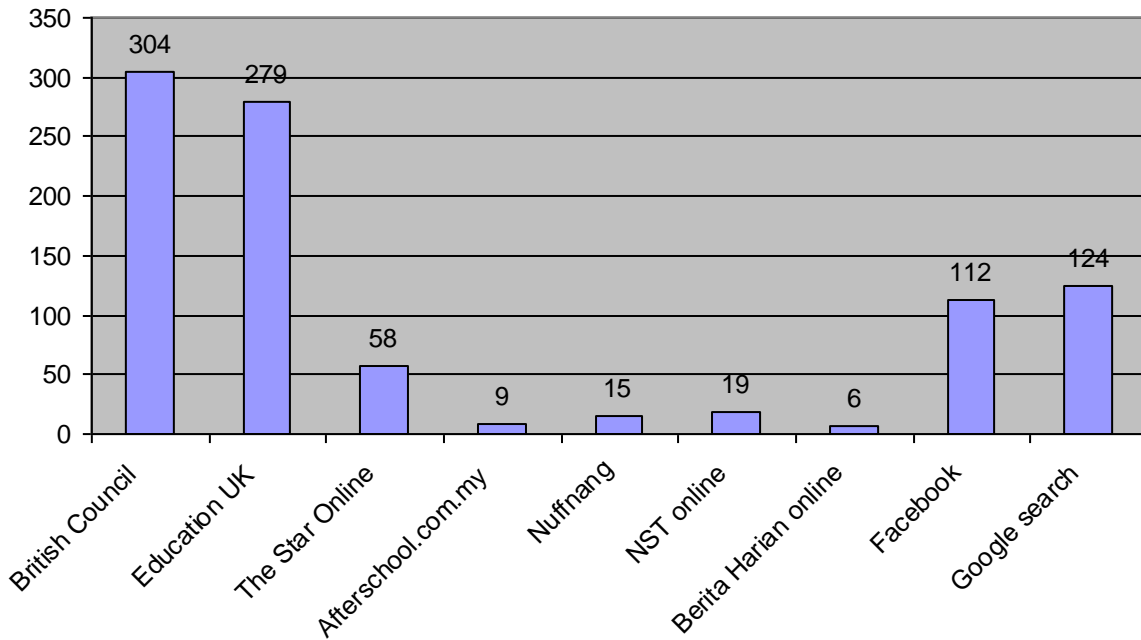


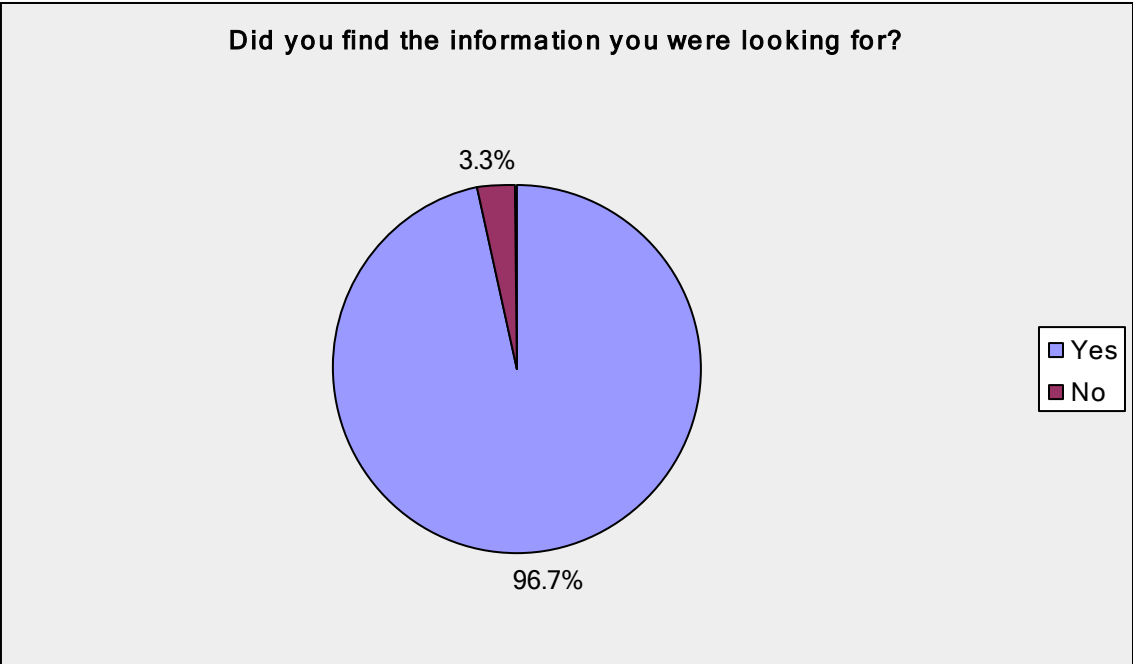
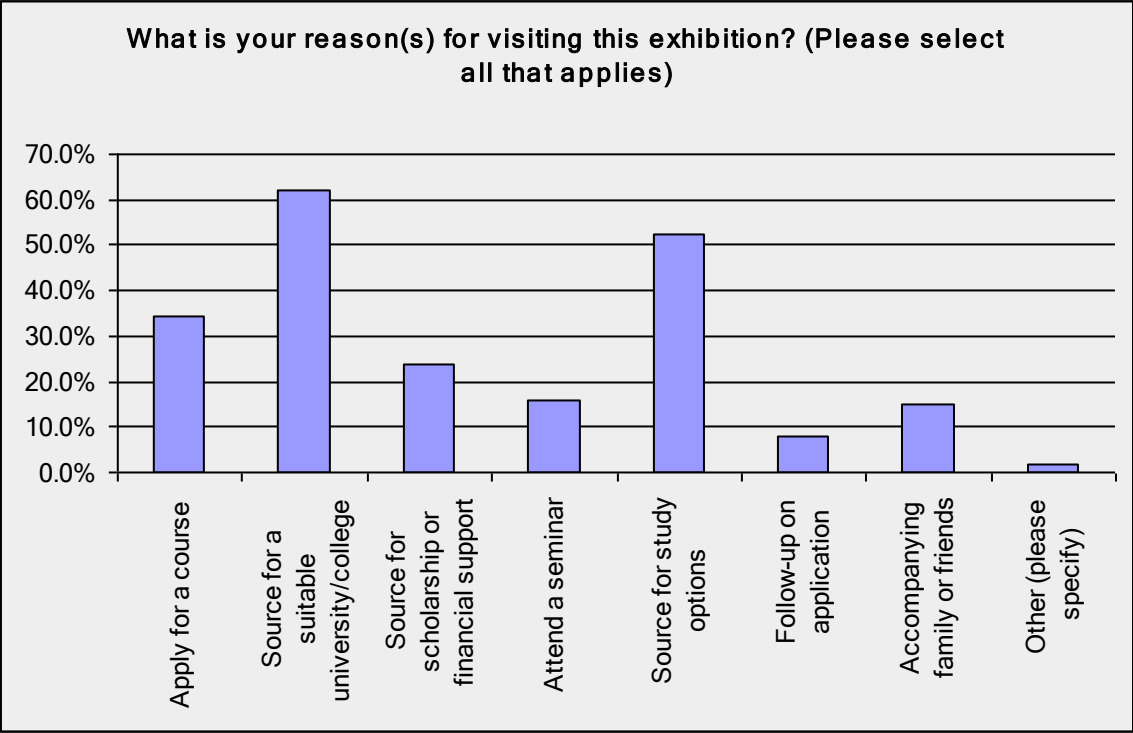


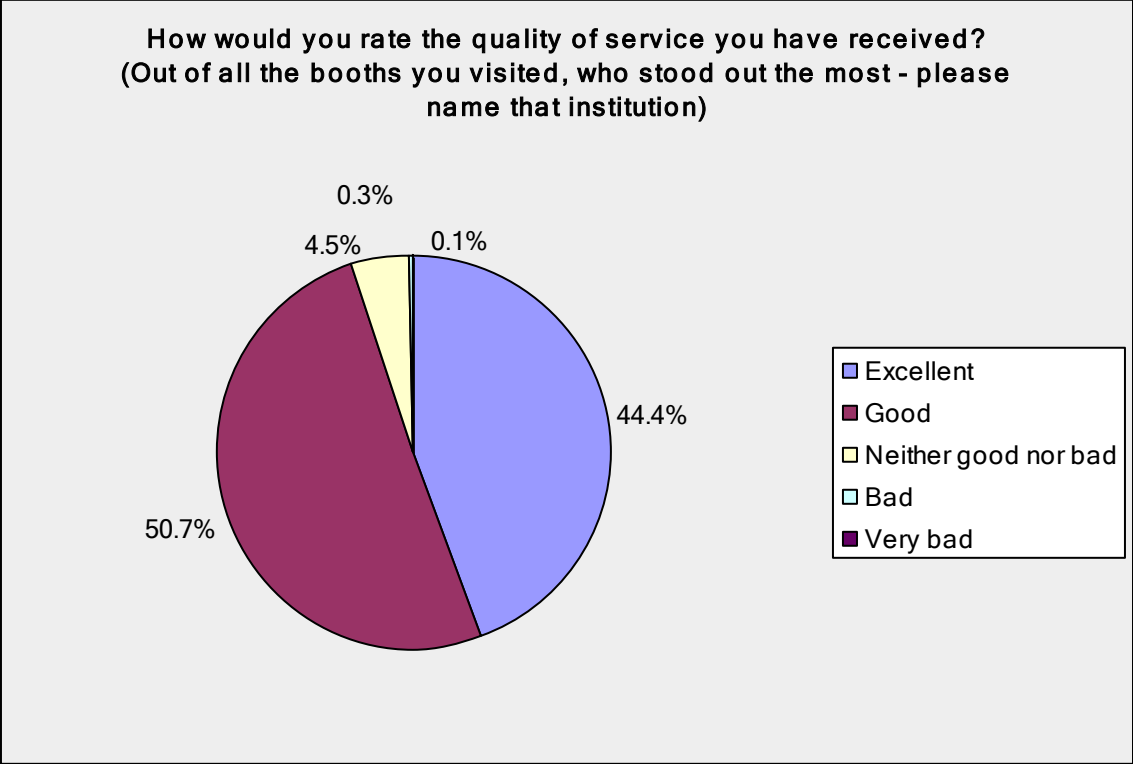
How did you find out about this exhibition?



Which web sites did you visit?

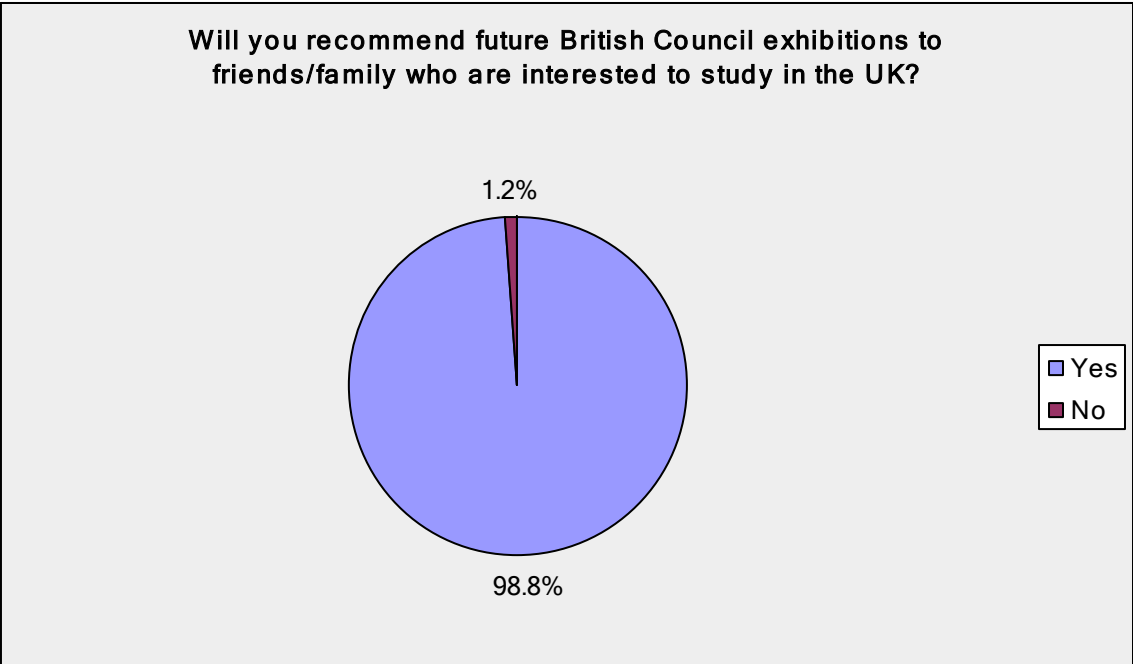
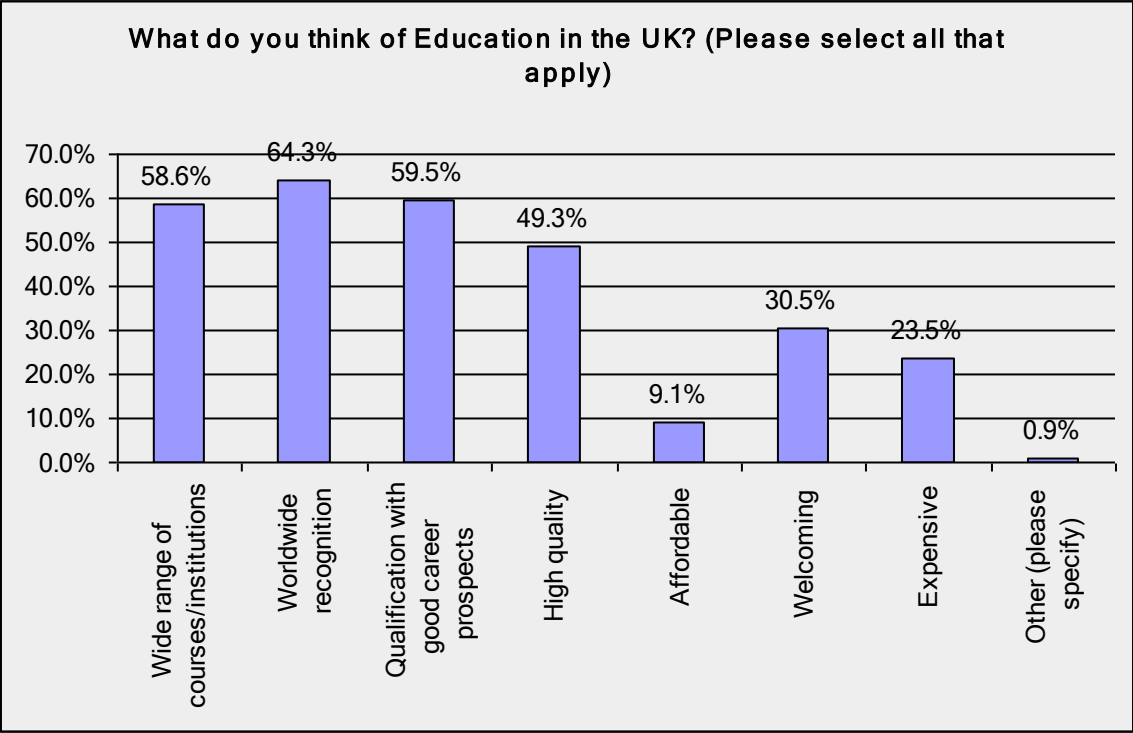


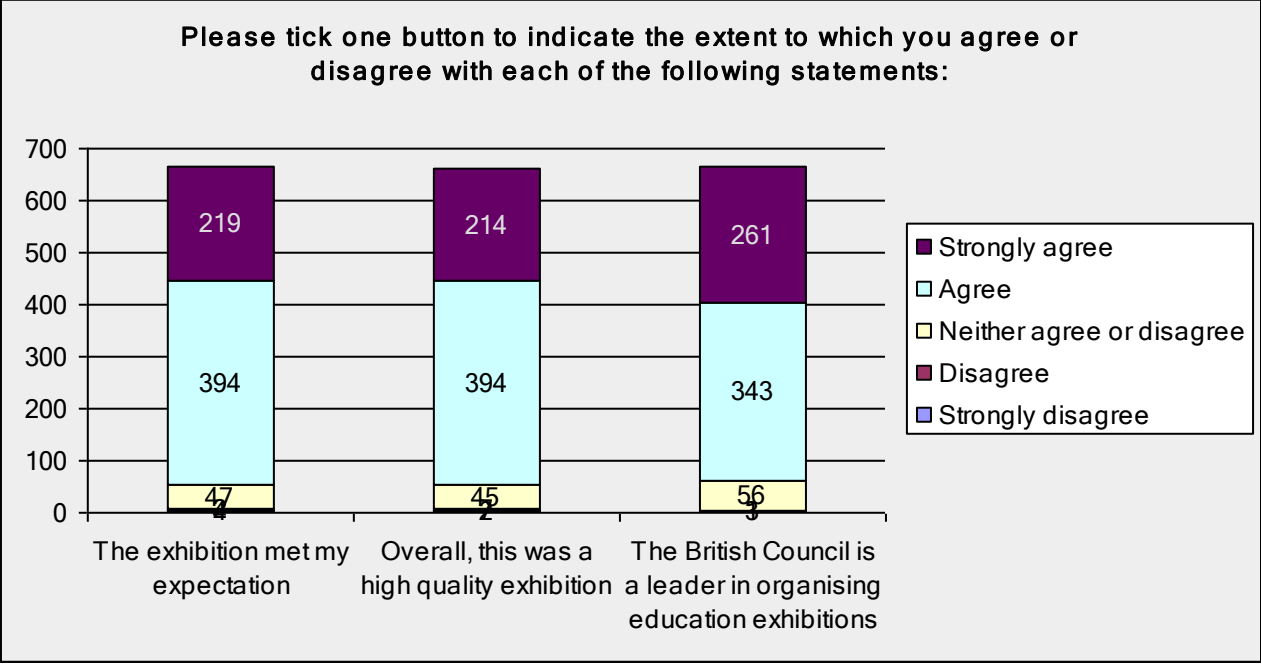




The University of Liverpool was mentioned the most number of times – Congratulations!







Appendix 3: Exhibitors' survey results

Q1. Has your institution attended this exhibition before?

Yes – 41
 No – 8

Q.2 What was your main aim in participating?

Recruitment – 13
 Profile raising – 1
 Both – 35

Q3. What is your assessment of the visitors?

Good number and good quality – 27
 Good quality only – 16
 Good number only – 1
 Disappointing – 5

Q4. The market briefing on Saturday morning was:

Informative – 22
 Relevant – 13
 Current – 9
 Not beneficial – 7



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

- Very good – 25
- Good – 17
- Satisfactory - 6

Q6. Please give your overall assessment of the exhibition

- Good exhibition consistent with previous year’s event – 18
- Better event than previous year – 11
- Not as good as previous year’s event – 3
- Did not attend last year’s event – 16

Q7. Will you be attending this exhibition in October next year?

- Yes – 25
- No – 0
- Undecided - 23

Additional Comments and Suggestions
Proper coffee (Aberystwyth University)
Information on courses in booklet not 100% correct (University of Bath)
Overall a good exhibition (University of Bradford)
Location - did not get fairly focused students as not a lot of passing trade come this way! I hope to be in a more prominent position next year where I will have more access to these students too. Thanks for the well planned exhibition again. Thank you for providing massage services, it was very good & much appreciated. Queue for coffee often (only the machine) Lunch choice limited (mainly sandwich) (University of Brighton)
Thank you to everyone in BC Malaysia team for all your efforts in coordinating this event and always being there with a smile on. It was successful overall. (University of Central Lancashire)
Have the schools and FE colleges in one row/ area. Talk by VFS on visa procedures (University College London)
Room better than last year (University for the Creative Arts)
Best BC fair I have ever attended in terms of visual number and quality (University of Derby)
Liked the idea of having the massage centre (University of East London)
Thank you once again! (University of Glamorgan)
The number of attendees I saw was disappointing but those I met were good (University of Gloucestershire)
Number of students wasn't excellent but consistent with November fair last year. Good quality enquiries from most students (University of Hertfordshire)
Well organised event with diverse areas of student interest. Presentations were very good (University of Hull)
Thanks, very good. (University of Kent)
Welcome BeeBee to British Council Malaysia. Selamat datang & we all appreciated the massage!



Innovative and exceptional (Manchester Metropolitan University)
Nice additional benefit of massage utilised by staff members (Newcastle University)
Thank you for your help and support (Nottingham Trent University)
Thanks to all (Plymouth University)
Make the event more visible to the public outside the venue (University of Roehampton)
Thank you, loved the marketing of 'GREAT' ... and lit up exhibition stands by the entrance (Royal Veterinary College)
Enjoyable, yet to be determined successful trip - thank you (Rydal Penrhos School)
Getting a cup of tea takes ages. Map in the brochure handed out not relevant neither does it list all the universities (University of Sheffield)
Thanks! (University of Southampton)
Our university's city name YORK is not printed on the UK map on the exhibition guide. And this makes us unknown to students (York St John University)

Appendix 4: Advertising and promotion plan (media plan)

Newspapers	Language	Frequency
The Star	English	6
New Straits Times	English	3
Sin Chew	Mandarin	3
The Edge	English	1
Utusan Malaysia	BM	2
Berita Harian	BM	2
Harian Metro	BM	2
Total investment	£43,000.00	

Property	Section & Targeting	Duration
Innity Ad Network	News, Career & Learning, Youth, Entertainment	22 Oct to 4 Nov
The Star online	Welcome Page Education	29 Oct to 4 Nov
Facebook	Various age groups; Precise interest; Targeting university, postgraduate, graduate school, higher education, Masters degree, PhD	22 Oct to 4 Nov
Google	Google Keywords	22 Oct to 4 Nov
Tribal Fusion	Custom channel targeting	22 Oct to 4 Nov



Nuffnang	Blogger postings	22 Oct to 4 Nov
Total investment including production cost & agency's commission		£27,000.00