

Where great journeys begin

Education UK 2013 Exhibition. 30 Mar – 6 April,
Malaysia

Contents

1. Event fact file.....	2
2. Key statistics	4
3. Impact of marketing plan	5
4. Conclusions and follow up	6
Appendix 1: List of participating institutions	9
Appendix 2: Visitors' survey results	12
Appendix 3: Exhibitors' survey results	14
Appendix 4: Advertising and promotion plan (media plan)	16

1. Event fact file

Kuala Lumpur

Venue	Kuala Lumpur Convention Centre, Kuala Lumpur, 30 & 31 March 2013		
Opening hours	1pm to 6pm		
Stand costs	£3794.40		
Unique feature to give added value	In order to increase seminar attendance, a Starbucks card was the prize draw during each seminar.		
Seminars	Seminars on 30 th March	Title	Attendance figures
		Succeed in IELTS with the British Council	125
		Engineering Degrees at UK Universities	95
		The added value of Professional Qualifications in accounting, business, finance and law	71
		Applying to study law at a university in the UK	76
		Studying an Economics degree at a UK University	59
		How to choose the right A-level / IB subject combination	132
		Introduction to the Actuarial Profession	60
		Preparing to Study Art & Design in the UK	48
	Seminars on 31 st March	Title	Attendance figures
		Studying Law in the UK	85
		PhD study in the UK	64
		Studying Psychology in the UK	61
		Making it into TOP 10 UK Universities	130
		Employability and the Placement Year	32
		How to Complete the UCAS Application Form	103
		Study a UK Qualification in Malaysia	27
The Future of Architectural Presentation?	21		

Penang

Venue	G Hotel, Penang, 2 April 2013
Opening hours	1pm to 6pm
Stand costs	£1728
Unique feature to give added value	Maidrop leaflets were printed and mass-distributed. Leaflet contained a cut-out coupon inviting customers to attend our exhibition in order to redeem a mystery gift. In order to increase seminar attendance, Starbucks cards were



	the prize draw during each seminar.	
Seminars	Title	Attendance figures
	The Future of Architectural Presentation?	9
	UCAS Applications: how to get into the UK's top universities and medical schools	93
	Applying for Postgraduate Studies in the UK	12
	Introduction to the Actuarial Profession	18

Kuching

Venue	Hilton Kuching, Kuching, 4 April 2013	
Opening hours	1pm to 6pm	
Stand costs	£1516.80	
Unique feature to give added value	In order to increase seminar attendance, an iPod shuffle was the prize draw during each seminar.	
Seminars	Title	Attendance figures
	How to get into Top 10 UK Universities	39
	The language of the paradigm shift in education is Arabic	58
	UCAS Applications: How to get into the UK's top universities and medical schools	39

Kota Kinabalu

Venue	Hyatt Regency Kinabalu, Kota Kinabalu, 6 April 2013	
Opening hours	1pm to 6pm	
Stand costs	£2096.40	
Unique feature to give added value	In order to increase seminar attendance, an iPod shuffle was the prize draw during each seminar.	
Seminars	Title	Attendance figures
	Living and studying in the UK	17
	The added value of Professional Qualifications in accounting, business, finance and law	20
	A-level study in the UK: how it can transform your prospects of entry into a top ten university	28
	Studying Engineering in the UK and choosing the right engineering course	9

2. Key statistics

Attendance	Kuala Lumpur		Penang		Kuching		Kota Kinabalu	
	2013	2012	2013	2012	2013	2012	2013	2012
Visitors								
Day 1	4525	4069	757	1367	544	557	651	961
Day 2	3285	3086	-	-	-	-	-	-
Total number of visitors	7810	7155	757	1367	544	557	651	961
Exhibitors*								
Sixth-form & Further Education	8	11	5	8	7	6	7	7
Higher Education	71	67	27	23	14	14	21	17
Local Travel Agency	1	1	1	1				
Local Insurance Agency	1	-	-	-		-		-
Total number of exhibitors	81	80	33	32	21	20	26	24

*A full list of exhibitors can be found in Appendix

Visitors' primary market objectives (taken from VRS)	Kuala Lumpur		Penang		Kuching		Kota Kinabalu	
	2013	2012	2013	2012	2013	2012	2013	2012
Level of study attained								
High School	352	295	67	119	97	65	32	72
Undergraduate	399	320	26	54	31	21	21	22
Masters	268	220	20	25	6	7	11	11
PhD	8	1	1	0	0	0	0	1
Main subjects of interest								
Business/Econs/Management	522	351	63	87	54	45	41	31
Engineering	422	272	60	93	54	42	28	34
Medicine/Health	246	196	62	85	65	38	29	45
Sciences	216	140	49	58	43	27	19	25
Computer Sci/IT/Telecommunications	188	90	22	42	9	17	6	13
Sector breakdown								
Undergraduate	581	519	114	148	78	65	52	63
Masters	505	414	42	79	37	42	19	36

PhD	166	152	24	35	16	12	10	2
Foundation & High School	262	242	72	112	64	65	31	61
Certificate/NVQ/non degree	31	119	4	30	3	42	3	23

Demographics of visitors	Kuala Lumpur		Penang		Kuching		Kota Kinabalu	
	2013	2012	2013	2012	2013	2012	2013	2012
Gender								
Male	672	505	126	130	83	75	44	61
Female	794	635	154	170	127	90	75	86
Age (taken from Visitors' Survey Data)								
16 – 19 years	202	168	73	135	82	44	69	84
20 – 23 years	179	154	27	88	19	12	11	20
24 – 35 years	206	157	36	39	17	3	12	17
Over 35 years	146	104	30	18	22	11	33	45

3. Impact of marketing plan

The main focus of our media campaign was around newspaper advertisements, radio and online which encompass banner advertisements, Google search engine marketing, blog posting and forum seeding. A full media plan can be found in **Appendix 4**.

Visitor survey results demonstrate that 49 per cent found out about the exhibition via the internet, 43 through the newspapers whilst 36 per cent found out via word-of-mouth (family/friends/school/college/university).


As expected, those who mentioned 'newspapers' found out from The Star paper followed by the New Strait Times.

In almost all of our communication we mentioned key seminar titles such as 'Making it into Top 10 UK Universities, How to choose the right A level/IB subject combination, UCAS application, IELTS' as these would appeal to students between the ages of 17 – 20 years as well as their parents. The attendance figures of the mentioned seminars proved to be the most popular.

In terms of our online campaign, the Google campaign delivered 265,451 impressions and 4132 clicks. Our click-through rate is above the industry standard of 1 per cent - 2 per cent where the most popular key word search centred on 'international scholarships' and 'UK education'. We had 20 websites seeding a forum / conversation on the merits of studying in the UK. These forums yielded a sum total of 2114 views and 47 organic replies.

Our online banner adverts across the Innity network served a total of 387,553 unique impressions and a click-through rate of 0.23 per cent. Over the 14-day period, our banner adverts garnered a total of 98,215 interactions.

Our online banners across the NuffNang network served a total of 184,328 unique impressions and a click-through rate of 0.16 per cent. We paid five bloggers to create/promote our exhibition and this garnered a sum total of 46,984 unique views.



Over a 14-day period our online banner in The Star Online served a total of 1,602,259 impressions but a poor average click-through rate of 0.09 per cent. Our banners in Afterschool.my served a total of 54,509 unique impressions with an average click-through rate of 0.20 per cent.

Afterschool.my is a niche site serving an average market of 500,000 school leavers.

In February, the Kuala Lumpur team organised outreach visits to Kuala Terengganu and Kuantan which resulted in the Deputy Director of Yayasan Terengganu, an influential figure who is pro-UK education, visiting our exhibition.

In Penang, visitor survey results demonstrate that 42 per cent found out about the exhibition via word-of-mouth (family/friends/school/college/university), 35 per cent through the newspapers and 26 per cent found out via the internet.

In Kuching, visitor survey results demonstrate that 34 per cent found out about the exhibition from the newspapers, 31 per cent via word-of-mouth, 26 per cent from street banners/buntings and 25 per cent from the posters and bookmarks we produced and delivered to schools/colleges.

In Kota Kinabalu, visitor survey results demonstrate that 43 per cent from the newspapers, 35 per cent via word-of-mouth and 20 per cent from the posters we produced and delivered to schools/colleges.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Pre-exhibition

- 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 use your regular UK-based freight company which partners with Curio Pack locally to handle your freight. The last resort is to courier your materials directly to Curio Pack but please expect to pay their delivery fee. Alternatively, check with your local education agents if they are willing to store your materials and deliver them to the venue on set-up day.
- The most popular seminars for our visitors tend to be the same each year and therefore we would 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; Psychology.
- We require finalised names of staff/exhibitors/agents working at the exhibition in order for us to pre-order sufficient food from the venue and to pre-print name badges. On Saturday, 30 March morning, we printed an additional fifty name badges alone i.e. people who showed up at the last-minute. Worryingly, this problem doesn't seem to go away despite our reminders.
- We wish to clarify that pre-exhibition cocktail receptions held in the past were covered by the British Council's operational budget. The exhibition cost you pay does not cover or contribute towards the cost of a cocktail reception.

4.2 Key recommendations for the British Council


Exhibitor's feedback	British Council's response
A comprehensive course listing so students don't waste time looking for uni's with 'Engineering' when they want chemical /electrical/ software, etc. BC listing much too generic. (University of Abertay Dundee)	Our subject matrix in the Exhibition Guide (for visitors) listed various Engineering specialities such as civil, chemical, electrical and electronics and mechanically-based. Our exhibition guide cannot hold a comprehensive course listing for it would take up too many pages when we are trying to reduce our carbon footprint and printing cost.
Reception on Friday night please. Food on Saturday late afternoon very sparing. Some of us don't eat early - can you put a full menu on all day? (Aberystwyth University) It would be nice to have a reception as per previous years especially given the cost of the event. Perhaps have BHC update us on their initiatives such as their alumni network. (Queen Mary University)	Cocktail receptions held in the past were covered by the British Council's operational budget. The exhibition cost you pay does not cover or contribute towards the cost of a cocktail reception. Re-introducing a reception would result in an increase in the participation fee.
'Hot' or 'Not' cards were inappropriate (BPP University College) The idea to give 'Hot' or 'Not' cards to presenters is unprofessional and disrespectful to the presenter. (University of Northampton)	We will not repeat this method however we will introduce a different system where the attendees could still provide feedback. Feedback from visitors will be taken into account whether the seminar topic will be accepted for the next exhibition.
All was fine. Shoulder massage was a welcome. Food excellent. Perfect location/ continue to provide photocopy service. Less massage & more food! (Bristol University) Please can we have food available throughout the day. (Cardiff University) Please provide more than one meal coupon per person per day (Middlesex University) Limited access to exhibitors lounge was an issue. (University of Birmingham)	This exhibition, the KL Convention Centre insisted we brought back the meal coupon system as a measure to control food portion for our budget could only support the catering cost for 350 persons. We understand the meal coupon system caused much grief however the merit of this system ensures food does not run out. For this October, in order to reduce cost spent on catering, two options will be provided: a) coffee/tea with finger sandwiches and muffins/cakes at no charge to you and b) a cook-to-order meal which is paid out of your own pocket
The length of the expo was good - please don't make it any longer! In some markets I meet many teachers looking for information for their students - could the BC run a session specifically for teachers from 12-1pm before expo opens? (University of the Creative Arts)	Although this idea is a good one, it would seem to benefit selected universities only and therefore would not be appropriate for British Council to hold it on an exhibition day. We have no objection if the University for the Creative Arts organised their own session parallel to the exhibition at their own cost.
Please avoid Easter break as difficult to plan school visits around it. Didn't like Traders hotel (Kent University) Consider linking events in East Malaysia to Brunei event timing, rather than KL/Penang. (Leicester University) Dates - Sunday was quieter - Easter not a good time (St Andrews University)	Kuala Lumpur Convention Centre provided us with only two weekend options – early March or end of March. We selected end of March as the majority of our target market does not celebrate Easter and SPM results are released by then. History shows that Sundays are always quieter compared to Saturdays and therefore not due to it coinciding with Easter.
Better data capture would be helpful. Attendees are not wearing their number. (University of Manchester) Give students a number - which can be used by universities instead of taking enquiries. At end of day, we can get student information from BC - better for everyone.	Our visitors are encouraged to register online before they enter where we outline the benefit of registering and obtaining a unique visitor number. We also encourage registrants to stick their visitor number at a prominent place such as on their bag, exhibition guide or clothing.




(Queen's University Belfast)	
November - could be a one-day exhibition and cost less (Strathclyde University)	We will consider this idea after consulting our regular participants.
Raise profile by having a high profile guest open the event (University of Sussex)	This is worth pursuing if we have sufficient budget to pay the celebrity their appearance fee. In order to increase excitement / awareness, it would only work if the high profile guest is a celebrity, preferably a UK celebrity as opposed to a Malaysian celebrity.
Should inform the students to bring along their academic documents (University of East London)	Our newspaper advertisements and posters mentioned students should bring their academic transcript/certificates.
Is this the right time? If in the week day, should it be later? (University of Reading) I saw lots of parents who said their child was still at school until after 5 o'clock. (Loughborough College) Perhaps have fair from 3-8pm. (Anglia Ruskin University)	In the past, the exhibition hours in Penang and Kuching were from 2pm till 7pm however there was no evidence of an increase in visitor numbers.
Better booth arrangement, quite messy booth arrangement this year	We are seriously considering moving the Kota Kinabalu exhibition in 2014 to Le Meridien Hotel which has a much larger ballroom. The reason why we moved from Le Meridien to the Hyatt was because our customers prefer the Hyatt.

Appendix 1: List of participating institutions

Institution	Kuala Lumpur 30 & 31 March Booth No.	Penang 2 April Table No.	Kuching 4 April Table No.	Kota Kinabalu 6 April Table No.
University of Abertay Dundee	1			
Abbey DLD Group of Colleges	2	1	1	1
Aberystwyth University	3	2		
Anglia Ruskin University, Cambridge & Chelmsford	4	3	2	
University of the Arts London	5			
Aston University, Birmingham	6			
Bangor University	7			
Bellerbys College	8		3	2
The University of Birmingham	9			
Birmingham City University	10			
University College Birmingham	11	4		3
BPP University College	12	5		4
Bradford College	-	6	4	5
University of Bradford	13			
Bridgwater College	14			
University of Brighton	15			
University of Bristol	16			
Brunel University, London	17	7		
Cambridge Education Group	18			
Cambridge Tutors College (CTC)	19	8	5	6
Cardiff Sixth Form College	20	9	6	7
Cardiff University	21			
University of Central Lancashire (UCLan)	22			
City University London	23			



University for the Creative Arts	24			
University of Cumbria	25			8
De Montfort University	26			
The University of Derby	27	10	7	9
University of East Anglia	28	11	8	
University of East London	29	12		
University of Essex	30			
University of Glamorgan	31		9	10
University of Glasgow	32			
Glasgow Caledonian University, Scotland	33			
University of Gloucestershire	34			
Heriot-Watt University UK, Dubai & Malaysia	35	13	10	11
University of Hertfordshire	36	14		12
University of Hull	37	15		
Institute of Education, University of London	38			
INTO University Partnerships	-	-	-	13
University of Kent	39	16		
The University of Law (incorporating The College of Law)	40			
Le Cordon Bleu London	41			
University of Leicester	42			
University of Lincoln	43			
University of Liverpool	44			
Loughborough College			11	14
Loughborough University	45	17		
The University of Manchester	46			
Manchester Metropolitan University	47	18		
The MPW Schools (A levels)	48	19	12	



Middlesex University, London	49			15
Newcastle University	50			
University of Northampton	51			
Northumbria University (Newcastle)	52			
Nottingham Trent University	53	20		
Oxford Brookes University	54			
Plymouth University	55	21		
University of Portsmouth	56	22		16
Queen Mary, University of London	57			
Queen's University Belfast	58	23		
University of Reading – UK and Malaysia	59	33	13	17
Royal Agricultural College	60	24	14	18
Royal Holloway, University of London	61			
The University of Sheffield	62			
Sheffield Hallam University	63	25	15	19
University of Southampton in the UK and Malaysia	64	26	16	20
Staffordshire University	65	27	17	21
The University of St Andrews	66	28		
University of Stirling	67			
St Mary's University College	68	29		
University of Strathclyde	69			
University of Sunderland	70		18	22
University of Surrey	71			
University of Sussex	72	30		
Swansea University	73	31	19	23
Teesside University	74			
Universities & Colleges Admission Service (UCAS)	(part of British Council's booth)			

The University of Ulster London and Birmingham Campuses	75			
University of Warwick	-	32	20	24
University of the West of England, Bristol	76			25
University of West London	77		21	26
The University of York	78			
York St. John University	79			
Marsh Insurance	80			
MSL Travel Sdn Bhd – Student Travel Centre	81	33		
Total number of participants	81	33	21	26

Appendix 2: Visitors' survey results

Question: Are you studying or working?				
	KL	Penang	Kuching	KK
Studying	395	93	89	74
Working	279	55	38	35
Both	55	8	18	7

Q: What type of programme are you pursuing currently?				
	KL	Penang	Kuching	KK
SPM/IGCSE	90	45	44	37
Sixth-form/Foundation/Matriculation	106	22	38	3
Diploma	58	24	5	8
Higher National/Advanced Diploma	1	1	1	1
Twinning Programme	12	1	0	1
3+0	1	0	0	0
Degree	146	11	12	6
Masters	40	3	2	5
PhD	12	2	2	3
Professional (ACCA, CIMA, etc)	10	1	1	1



Q: What type of programme are you planning to pursue?				
	KL	Penang	Kuching	KK
A level /Foundation/ IB	17	3	12	3
Diploma	51	30	20	18
Advanced/Higher, HND	23	7	5	4
Twinning	31	8	6	7
3+0	6	5	3	0
Degree	248	72	61	67
Masters	309	49	38	21
PhD	107	16	19	16
Professional	46	8	7	7

Q: Reason for visiting this exhibition				
	KL	Penang	Kuching	KK
Apply for a course	241	42	37	32
Source for a suitable university/college	416	77	79	71
Source for scholarship or financial support	196	38	39	27
Attend a seminar	104	25	17	8
Source for study options	376	76	64	52
Follow-up on application	88	9	6	7
Accompanying family or friends	132	26	27	22

Rate the quality of service received. Which booth impressed you the most?				
	KL	Penang	Kuching	KK
Excellent	310	75	51	45
Good	385	79	70	67
Neither good nor bad	42	10	24	15
Bad	2	0	0	0



Very bad	1	0	0	0
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Congratulations University of Bristol!

University of Bristol certainly impressed the visitors in Kuala Lumpur for they were mentioned the most times in the survey.

	KL	Penang	Kuching	KK
Yes	713	160	131	120
No	15	3	3	0
Skipped question	12	2	11	7

		Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Total count
This exhibition met my expectations	KL:	230	424	66	5	2	727
	PNG:	53	92	16	2	0	163
	KCH:	37	59	31	5	1	131
	KK	27	81	8	3	0	119
Overall, this was a high quality exhibition	KL:	241	406	66	3	0	716
	PNG:	53	96	10	1	0	160
	KCH:	38	75	15	1	1	128
	KK	31	75	10	0	0	116
The British Council is a leader in organising education fairs	KL:	265	372	70	3	0	711
	PNG:	57	88	15	0	0	160
	KCH:	37	71	21	0	1	128
	KK	28	81	9	0	0	118

Appendix 3: Exhibitors' survey results

Q: What is your assessment of the visitors?				
	KL	Penang	Kuching	KK
Good number and good quality	49	8	11	8



Good quality only	10	9	6	4
Good number only	2	3	2	1
Disappointing	2	7	2	9
Q: How do you rate the support to your business needs from British Council before and during the event?				
Very good	29	4	10	12
Good	29	15	10	10
Satisfactory	12	9	1	5
Unsatisfactory	0	2	0	0
Please give your overall assessment of the exhibition				
Good exhibition consistent with previous year's	24	9	4	5
Better event than previous year's	8	1	5	2
Not as good as previous year's	9	6	3	7
Did not attend last year's event	13	13	9	8
Q: Will you be attending this event this time next year?				
	KL	Penang	Kuching	KK
Yes	49	15	14	12
No	0	0	0	0
Undecided	10	16	7	10

Appendix 4: Advertising and promotion plan (media plan)

BRITISH COUNCIL **Education UK**
Innovative. Individual. Inspirational.

Where great journeys begin
Education UK 2013 exhibition

30 & 31 March, 1pm – 6pm,
Hall 2, KL Convention Centre

2 April, 1pm – 6pm,
G Hotel, Penang

4 April, 1pm – 6pm,
Hilton Hotel, Kuching

6 April, 1pm – 6pm,
Hyatt Regency Kinabalu Hotel,
Kota Kinabalu

Don't miss the largest UK education fair in town!

- Meet representatives from UK universities, colleges and boarding schools
- Various scholarships are available
- Attend free seminars on Making it into Top UK universities, How to choose the right A-level / IB subject combination, UCAS application, IELTS and many more
- Students are encouraged to bring their academic transcript and certificates

Pre-register* and attend our exhibitions to stand a chance to win exciting gifts!
*terms and conditions apply

www.educationuk.org/malaysia/events

Newspapers	Frequency
English papers	40 insertions
Chinese papers	20 insertions
Malay papers	6 insertions
Total investment: £70,909	



Radio	Frequency
Hitz FM	16 spots (live-read)
Fly FM	53 spots (live-read)
Red FM	53 spots (live-read)
Total investment: £18,859	

Online	Duration
Expandable banners	11 th – 31 st March
Google SEM	18 th – 31 st March
Blog postings	18 th – 31 st March
Forums – conversation seeding	18 th – 31 st March
Total investment: £23,247	