



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2014**

**8-9 November 2014  
Kuala Lumpur**

# Introduction

British Council Malaysia holds the largest education fair focused on British universities, schools and colleges. This November we received a record of 83 institutions, the same number of UK participants as the one in March. Our exhibition plays a key role in giving UK education prominence, and maintaining the UK's position as a constant threat to Australia in this competitive climate for the recruitment of Malaysian students.

More than 6,000 visitors attended the event at the Kuala Lumpur Convention Centre. Feedback from the UK exhibitors was mainly positive. Seminars on various related topics such as university application tips and subject options were held throughout the exhibition, and were also well attended.

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

## This report includes:

This **Introduction** which aims to provide an overview of the report.  
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as our **Marketing campaign**.  
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# Highlights

There were -

**85 BOOTHS, 83 INSTITUTIONS  
6,656 PARENTS & STUDENTS**

attended the exhibition

## 7 print media adverts in 3 languages



**Where great journeys begin**  
Education UK 2014 exhibition

8 & 9 November, 1pm - 6pm,  
Hall 4, KL Convention Centre

Most representation from 82 UK leading schools, colleges and universities. Find a suitable UK qualification which is affordable, workable and matches your career ambition. Discover how your UK or British journey begins here.

- Scholarships and bursaries are available
- Attend the seminars on **Businesses, Getting into Top UK Universities, How to succeed in IELTS, Law and many more**
- British Council staff will provide expert advice on studying in the UK, IELTS and our English courses
- Network with UK graduates as they share their UK experience
- Students are encouraged to bring their school report card if applying to leading schools or a new study route academic transcripts/certificate of standing for a higher qualification

Pre-register your attendance to enter the exhibition hall 15 minutes ahead of the official opening hours and stand a chance to participate in the lucky draw!

[www.educationuk.org/malaysia](http://www.educationuk.org/malaysia)



**Di sini bermulanya kejayaan hebat**  
Pameran Pendidikan UK 2014

8 & 9 November, 1 petang - 6 petang  
Dewan 4,  
Pusat Konvensyen Kuala Lumpur (KLCC)

Jangan lewatkan peluang untuk bertemu dengan 82 wakil dari sekolah berprestasi, kolej dan universiti terkemuka UK. Dapatkan maklumat UK yang berkaitan dengan pendidikan, carilah corak kerja berprestasi dengan maklumat yang tepat.

- Rebutlah dan dapatkan beasiswa
- Terdapat seminar peruncit mengenai **Business, Cara untuk memasuki Universiti Terkemuka UK, Bagaimana untuk berjaya dalam IELTS, Undang-undang dan banyak lagi**
- Perkhidmatan British Council akan menyediakan maklumat mengenai peluang belajar di UK, IELTS dan banyak perkara lagi
- Berhubung dengan graduan UK yang akan berbangga pengalamannya mereka belajar di UK
- Pada setiap agensi akan membawa alat laporan statistik (jika mematu untuk belajar di sekolah berprestasi atau di kolej) dan rekod transkrip/apr akademik (jika mematu untuk mendaftar yang lebih tinggi)

Lakukan pendaftaran dan daftar pameran kami untuk peluang memasuki ke dalam pameran 15 minit lebih awal daripada waktu pembukaan rasmi serta peluang memenangi hadiah hebat!

\*Terdapat peluang bertamagap

[www.educationuk.org/malaysia](http://www.educationuk.org/malaysia)



**踏上精彩之旅**  
2014 英国教育展

11月8&9日, 下午一点至六点  
吉隆坡会议中心(KLCC), 第四展厅

邀请您参加 82 所英国大学、学院与顶尖教育机构, 为您量身定做一门世界顶尖大学的英国课程, 以帮助您取得学位与就业。在此展示您的留学英国规划之旅!

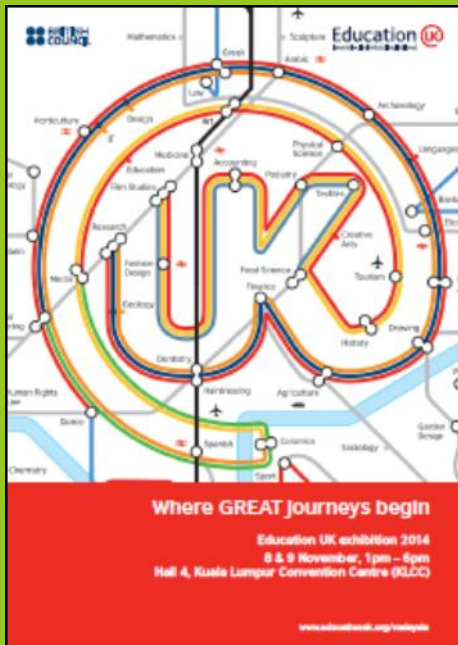
- 获取英国奖学金与助学金
- 参与免费职业讲座, 主题有“与物为师”, “如何进入顶尖英国大学”, “IELTS 技巧与考试的应试策略”, “法律留学”, 等等
- 英国文化协会的职员将提供教学英语、语言测试 IELTS 和英语课程的中英双语
- 与英国的毕业生交流, 聆听他们的留学经验
- 英国各大学与学院提供成绩单 (如申请英国大学或学院 A-Level 课)
- 英国大学成绩单/文凭 (如申请大学或学院以上课程)

请在 11 月 7 日以前完成网上预登记, 您将可以提前 15 分钟进入展厅, 还有机会参与幸运抽奖。

\*详情请洽本局

[www.educationuk.org/malaysia](http://www.educationuk.org/malaysia)

Flyering and dissemination of newsletters for a period of two weeks across 32 venues.



Online display banners across 6 online properties and 8 forum seedings.



Out-of-home

- Period from 27 Oct – 9 Nov
- Flyering & dissemination of Education UK newsletters across 32 venues
- Audience reach: >6000
- Spent RM28k



Radio

- Period from 20 Oct – 7 Nov
- Across 3 English radio stations
- Audience reach: ±18,000
- Spent RM40k+

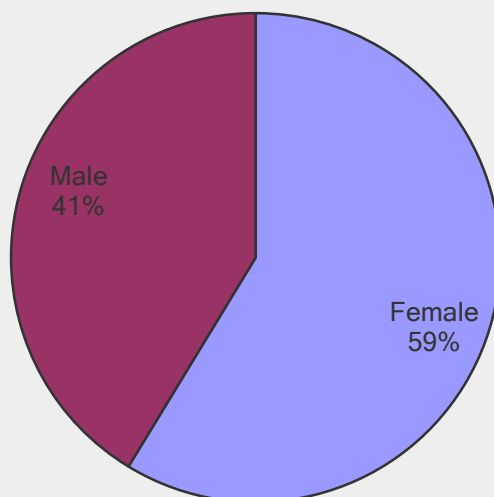
Press

- Period from 9 Oct – 6 Nov
- In 3 English papers, 1 Chinese, 3 BM papers
- Reach: 54k – Students; 201k - Parents
- Spent RM200k+

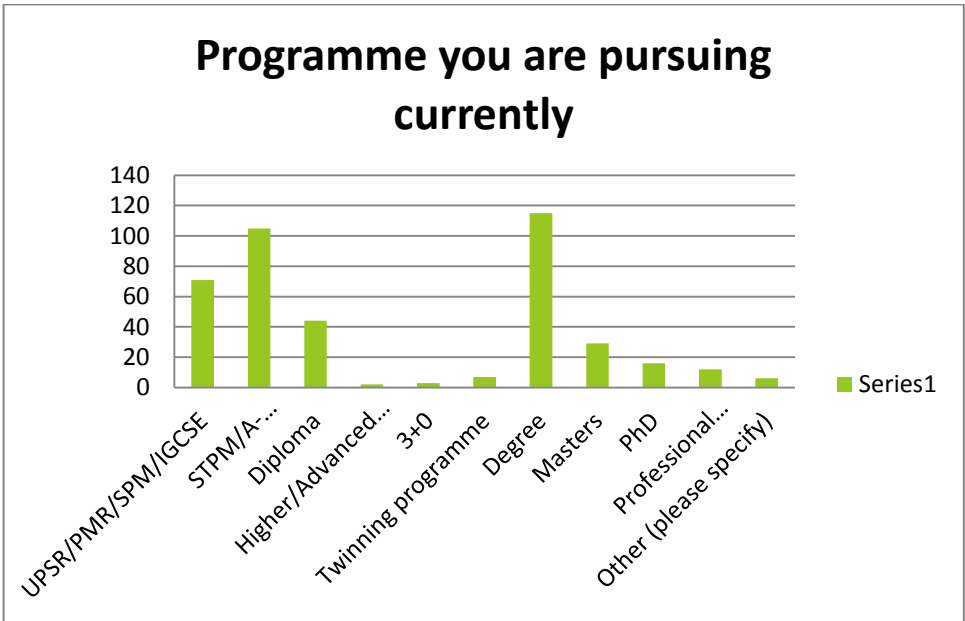
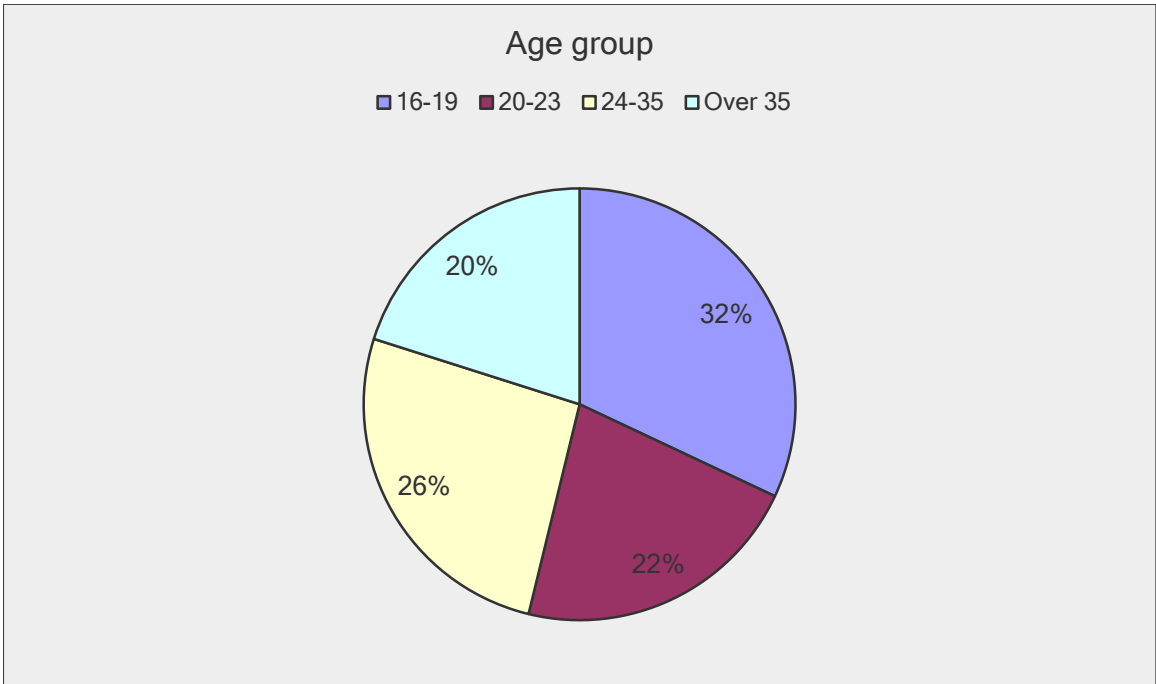
Online

- Period from 11 Oct – 7 Nov
- Across 7 Online properties
- Reach: ±22m
- Spent RM118k+

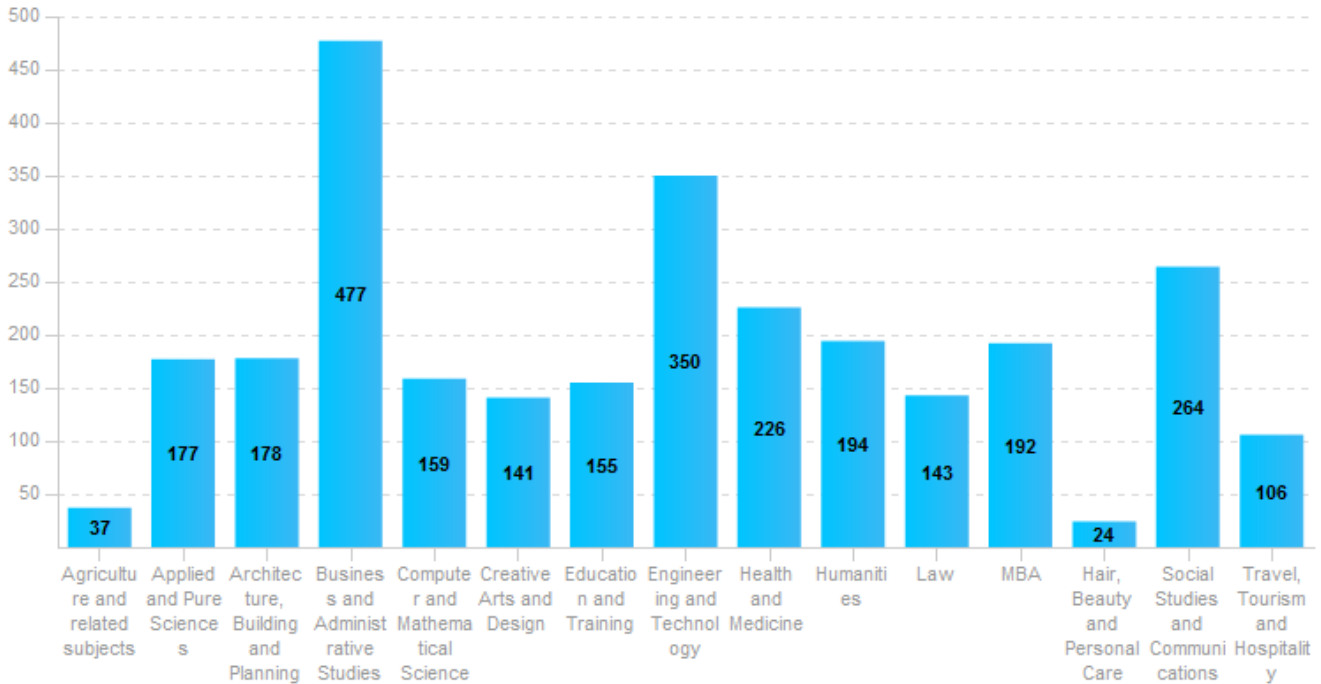
Visitors' profile



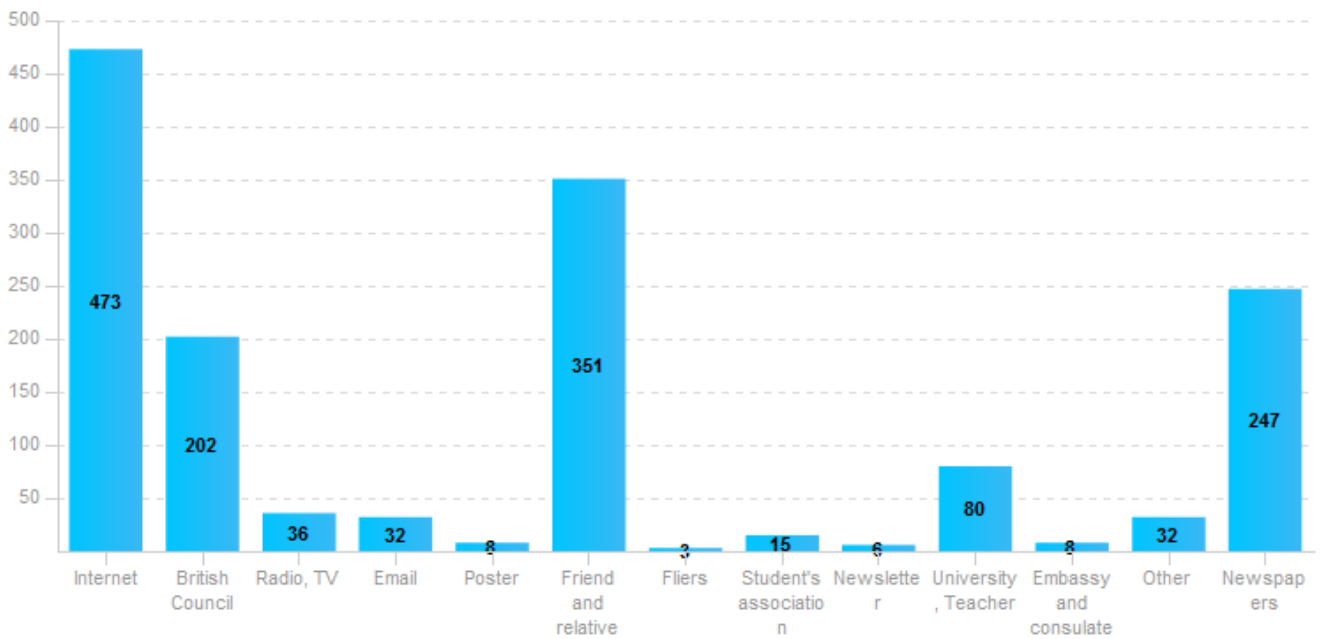
From the Visitor's Survey. Base: 704



What subjects are you interested in studying?



How did you learn about this event?





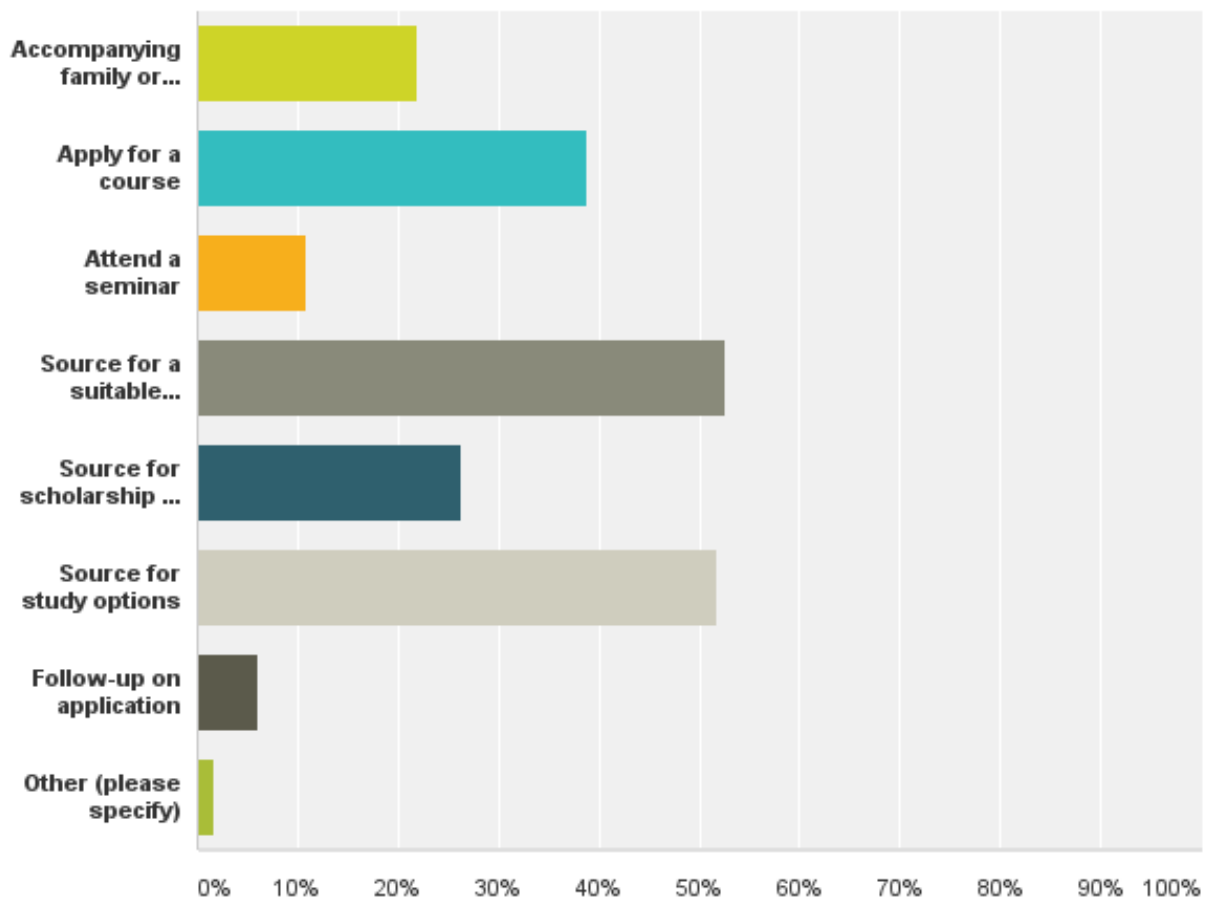
# Visitors' feedback

## Methodology

Visitors' survey was collected online during the exhibition and the visitors received a souvenir upon completion of the survey. We added an interesting question where visitors had to vote the booth which provided the best customer service.

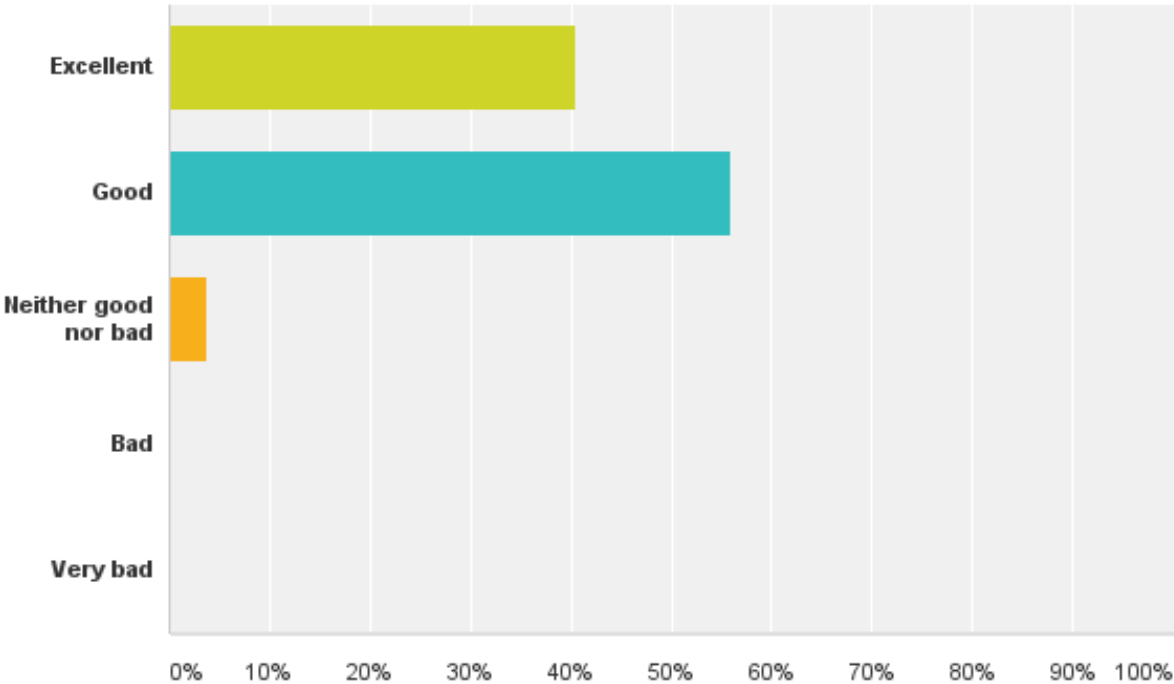
## Q11 What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 623 Skipped: 7



### Q14 How would you rate the quality of service you have received? (Out of all the booths you visited, who stood out the most - please name that institution)

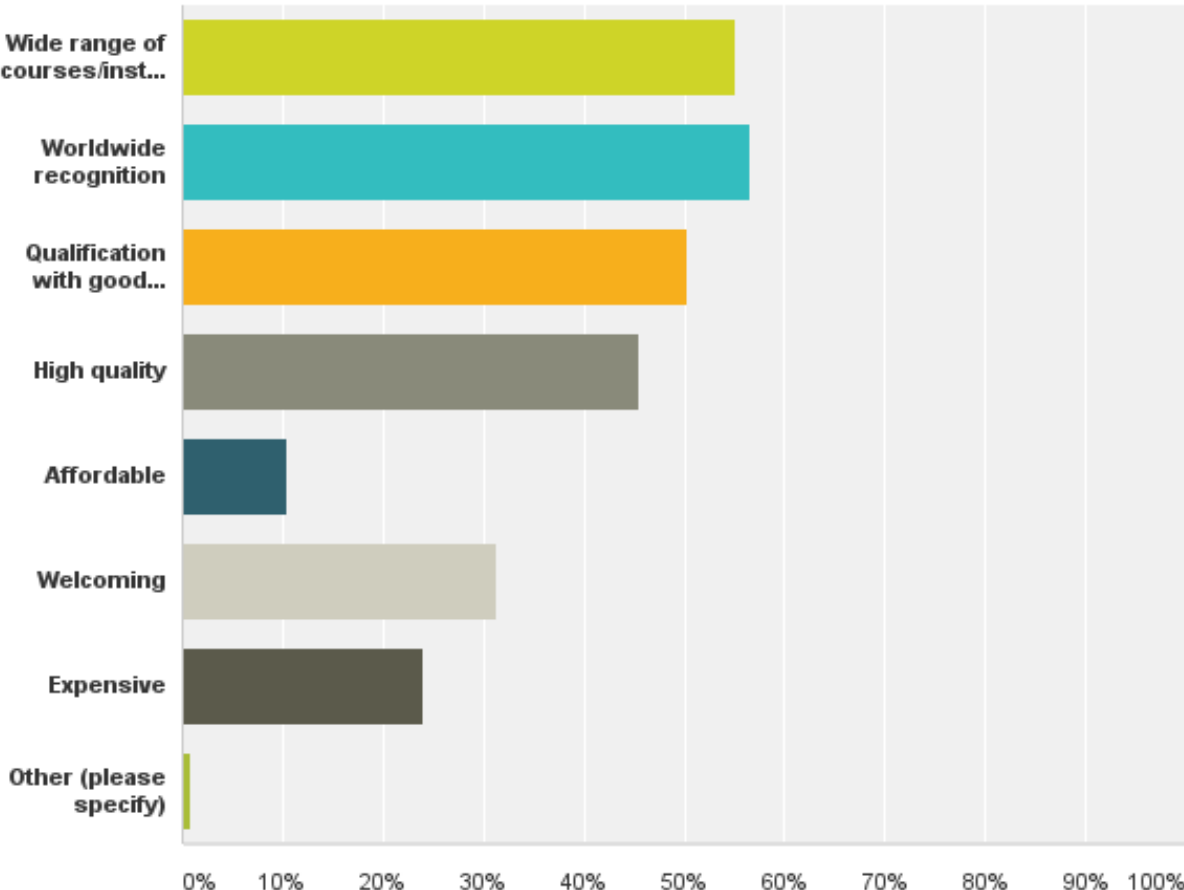
Answered: 623 Skipped: 7



**CONGRATULATIONS TO LANCASTER UNIVERSITY!**

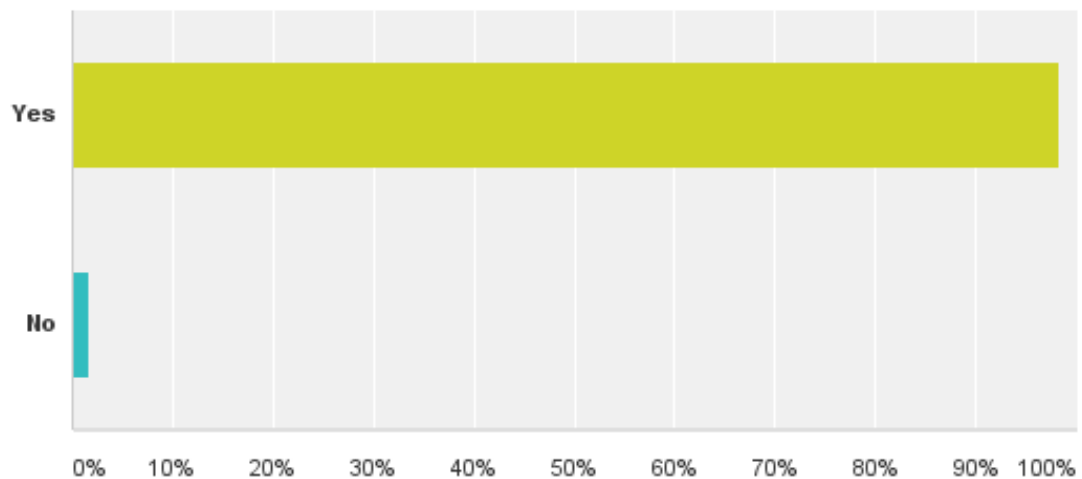
### Q15 What do you think of Education in the UK? (Please select all that apply)

Answered: 623 Skipped: 7



## Q16 Will you recommend future British Council exhibitions to friends/family who are interested to study in the UK?

Answered: 623 Skipped: 7



# Exhibitors' feedback

## Main compliments

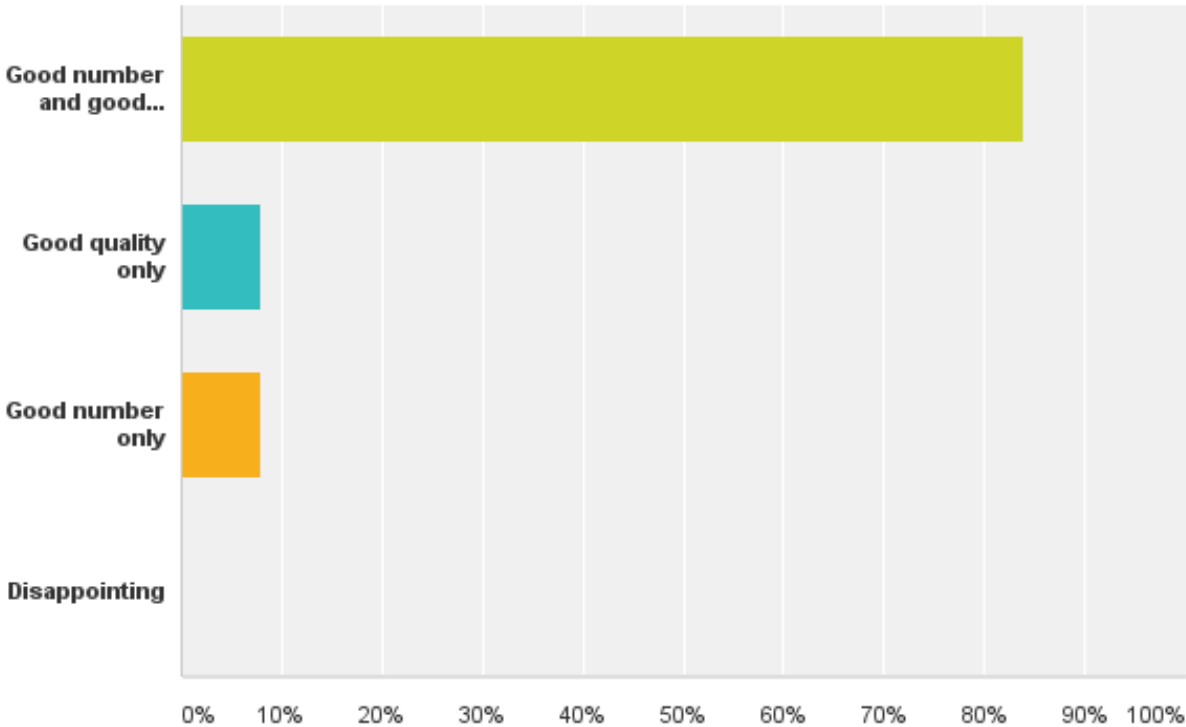
- Great work providing another successful event
- Just continue to provide the really high standard of support
- Massage service was great
- Food was better on Sunday
- Good venue

## Main complaints *(responses following page)*

- Why is the food only vegetarian; add more delicacies; taste was bland
- The timing of the November exhibition seemed to have affected attendance
- October is much better time as it is earlier in the application cycle and easier to get in to schools outside the main exam period

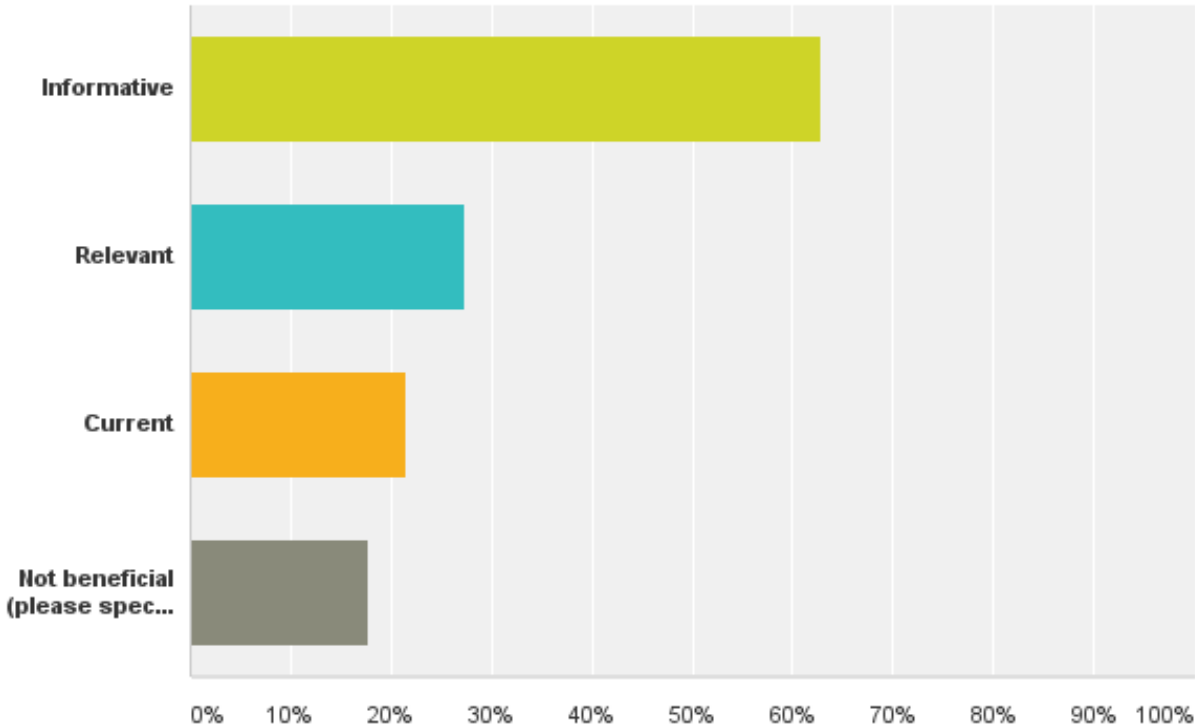
### Q4 What is your assessment of the visitors?

Answered: 50 Skipped: 1



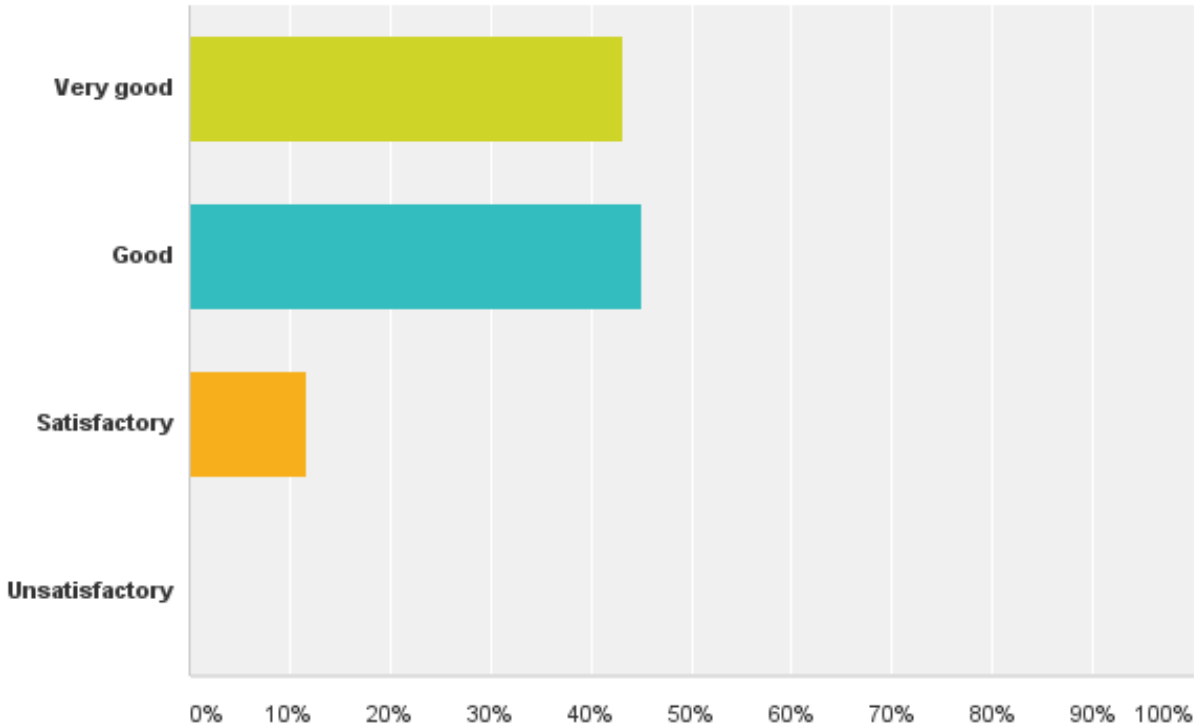
### Q5 The market briefing (on Saturday morning) was:

Answered: 51 Skipped: 0



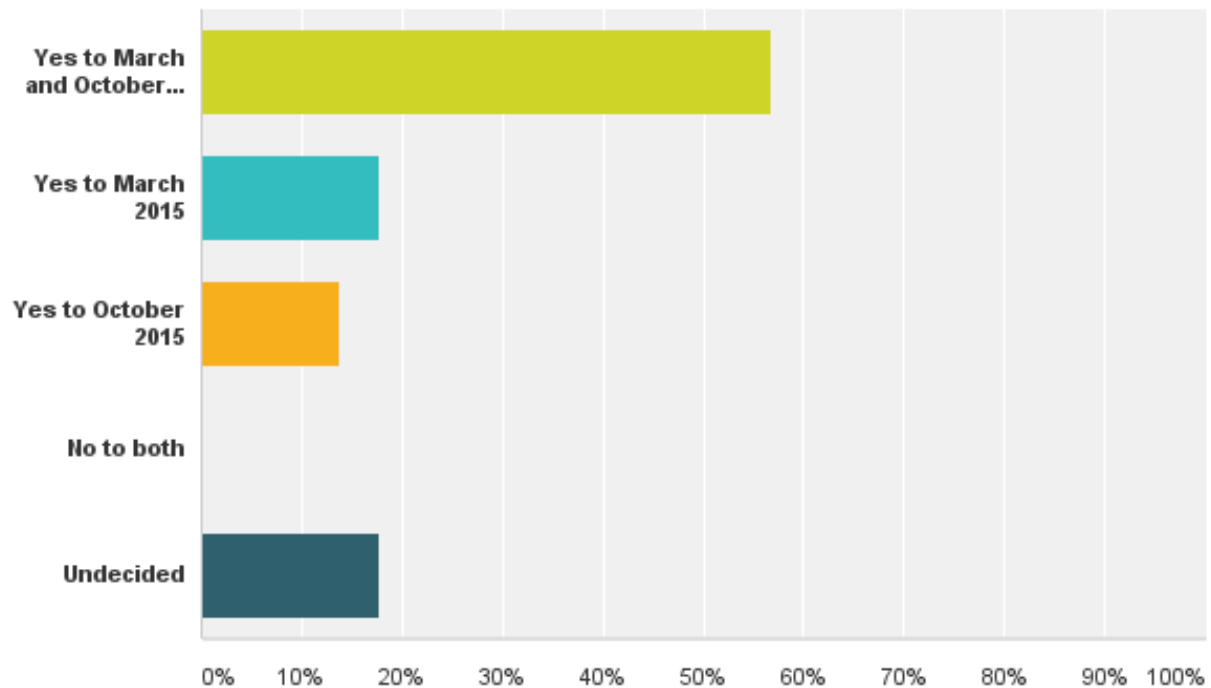
### Q8 How do you rate the support to your business needs from the British Council before and during the event?

Answered: 51 Skipped: 0



## Q12 Will you be attending Malaysia's exhibition next year?

Answered: 51 Skipped: 0



# 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

- The feedback and complaints on the type and quality of food by the Kuala Lumpur Convention Centre has been noted. However, we do not wish to allocate too much of the exhibition budget to food and beverage thus this will limit the variety of the menu. To maintain British Council's policy of Equal Opportunities & Diversity, and due to the limitation of budget and choices, we went for the simplest solution by selecting a menu which can be consumed by vegetarians as well as non-vegetarians.

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

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- Two universities are against the massage service; however the intention of providing this service is to look after exhibitors' wellbeing. The cost to bring in the masseurs is negligible compared to other expenses.
- We acknowledge everyone's preference for their booth to have two-side openings however, this was only possible due to additional floor space we acquired from the adjacent hall. For the March exhibition, we will revert to the usual style where the majority of booths will have one-side opening.
- The Exhibitors badges were kept generic as it was time and cost efficient. We took this option due to a serious shortage of manpower this round.  
The Kuala Lumpur Convention Centre (KLCC) does not provide much flexibility in the matter of dates. We selected the earliest weekend available in November for the choice provided to us in October would have been a poorer choice for it was too close to a couple of public holidays.

### UK Institutions

- Further education colleges should clearly articulate to the audience the subject strengths and sell the benefits of particular courses such as A-levels / IB. Malaysians would not consider studying a Diploma, HND or foundation degree in the UK as there is plenty of choices in-country.
- UK Institutions should really consider advertising a couple of weeks before the exhibition in order to drive up brand recall and eventually increase visitors to their booth.
- More UK institutions should consider flying out their current students or recent graduates to help out at their booth. Your student ambassadors and alum will provide more credibility over the content found in your institution's web site. Alternatively, screening a video about the university will also lend credibility as people will be more persuaded as the saying goes 'seeing is believing'.

## Appendix

Booth	Name	Booth	Name
1	Abbey DLD Group Of Colleges	43	University Of Kent
2	University of Aberdeen	44	King's College London
3	Aberystwyth University	45	Lancaster University
4	Anglia Ruskin University	46	The University of Law
5	University of The Arts London	47	Leeds Beckett University
6	Astrum Colleges	48	University of Lincoln
7	Bangor University	49	London South Bank University
8	University of Bath	50	Loughborough University
9	Bath Spa University	51	The University of Manchester
10	Bellerbys College	52	Manchester Metropolitan University
11	University of Birmingham	53	MPW Schools
12	University College Birmingham	54	Middlesex University, London
13	Birmingham City University	55	Newcastle University
14	Bournemouth University	56	Norwich University of The Arts
15	BPP University	57	Nottingham Trent University
16	University of Bradford	58	Oxford Brookes University
17	University of Brighton	59	Plymouth University
18	Bristol UWE	60	University of Portsmouth
19	Brooke House College	61	Queen Margaret University,
20	Brunel University London	62	Queen Mary University Of London
21	Cambridge Education Group	63	The University of Reading – UK and
22	Cardiff Sixth Form College	64	The Royal Agricultural University
23	Cambridge Tutors College (CTC)	65	Royal Holloway, University of

<b>24</b>	Cardiff University	<b>66</b>	The Royal School, Wolverhampton
<b>25</b>	UCFB	<b>67</b>	The University of Sheffield
<b>26</b>	City University London	<b>68</b>	Sheffield Hallam University
<b>27</b>	University College London (UCL)	<b>69</b>	University of South Wales
<b>28</b>	Concord College	<b>70</b>	University of Southampton in the UK
<b>29</b>	Coventry University	<b>71</b>	University of St Andrews
<b>30</b>	University for The Creative Arts	<b>72</b>	St Mary's University
<b>31</b>	De Montfort University	<b>73</b>	University of Strathclyde
<b>32</b>	University of Derby	<b>74</b>	The University of Surrey
<b>33</b>	University of Dundee	<b>75</b>	University of Sussex
<b>34</b>	Durham University	<b>76</b>	Swansea University
<b>35</b>	University of East Anglia	<b>77</b>	University of Warwick
<b>36</b>	University of Essex	<b>78</b>	University of West London
<b>37</b>	University of Exeter	<b>79</b>	University of the West of Scotland
<b>38</b>	University of Glasgow	<b>80</b>	Writtle College
<b>39</b>	University of Gloucestershire	<b>81</b>	Ruthin School
<b>40</b>	Heriot-Watt University, UK, Dubai,	<b>82</b>	Archipelago Life Insurance Ltd.
<b>41</b>	University of Hertfordshire	<b>83</b>	University of East London
<b>42</b>	Highbury College Portsmouth	<b>84</b>	Chevening Scholarships
		<b>85</b>	University of Bedfordshire