

Post-event report for

**Counsellors and Agents Engagement Mission:
Understanding popular & emerging subjects**

**Penang, 10 October 2019
Kuala Lumpur, 11 October 2019**

Introduction

This was an event targeting influencers i.e. school counsellors and education agents, to share information about popular and emerging subject areas: Engineering, Business, Allied Health, Arts and Social Studies. Several UK institutions shared their institution's popular or emerging subject offerings through sessions moderated by the British Council.

The programme's agenda:

11:30AM: Registration and networking lunch

12:30PM: Opening remarks by the British Council: Study UK

13:00PM: Subject panel discussion: Engineering and Technology

13:30PM: Subject panel discussion: Health and Medicine

14:00PM: Networking and coffee break

14:30PM: Subject panel discussion: Social Studies and Communication

15:00PM: Subject panel discussion: Visual and Creative Arts

15:30PM: Subject panel discussion: Management, Business and Finance

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Highlights

Penang – 25 attendees

Kuala Lumpur – 35 attendees

Penang

School Counsellors

12 attendees

- DISTED College
- INTI International College Penang
- Dalat International School
- Chung Ling Private High School
- Jit Sin Independent High School
- Penang Chinese Girl's Private High School

Education Agents

13 attendees

- PDVL
- AUG Student Services
- JM Education Group Penang
- Education Network Consultants
- Study International Education Consultation

Kuala Lumpur

School Counsellors

15 attendees

- The International School @ ParkCity
- King Henry VIII College, Malaysia
- Methodist College Kuala Lumpur
- UCSI University
- Taylor's University Placement Services
- INTI International University & College
- Hin Hua High School
- St Joseph's Institution International School Malaysia
- Methodist College Kuala Lumpur
- Mont' Kiara International School
- The British School Kuala Lumpur
- Garden International School
- Sunway College KL

Education Agents

20 attendees

- MABECS
- Inquota Education Services
- IDP Education
- JM Education Group
- AUG Student Services
- AECC Global Malaysia

The participating institutions interacted with and showcased their expertise to **60 influencers through one programme.**

Attendees' feedback

Attendees' survey

- 80% of the attendees rated the event as "Very Good"; the remaining 20% gave a "Fair" rating.
- 100% agreed that the format and content of the mission helped them to advise their students better.

Suggested content by the attendees

To be shared by the British Council

- Post-study work visa and its updates
- UKCAT and BMAT examinations

To be shared by the UK institutions

- Interviews and assessments by different institutions
- New and emerging courses which are highly specialised
- Postgraduate studies and opportunities

Positive feedback from the attendees

*"The **networking session** before the panel discussions is great!"*

*"The panel discussion format allows **more insightful exchanges.**"*

*"The panellists are **honest and engaging.**"*

*"Good opportunity to **understand the Unique Selling Points (USP)** of different institutions."*

*"It is helpful to understand **information about salary and job opportunities** for Malaysian students in each sector."*

*"Very interesting to **learn about unique and new courses** such as digital anthropology."*

*"The panellists gave **very good examples and advice.**"*

The panel discussion format was very well received. The attendees also appreciated the integrated networking sessions.

Participating institutions

University Academy 92 (UA92) Manchester

University of Plymouth

Goldsmiths, University of London

Loughborough University

University of Southampton

University of Exeter

Institutions' feedback

- All the institutions rated the event "Very Good" and "Very Organised".

"I really enjoyed the panel events ... I think this is a much more engaging way to work with counsellors, students and parents and adds value for all parties involved."

"The activities were more fun than a traditional presentation or individual activity."

"It was good to engage with the key influencers and answer slightly more detailed questions than those normally received via students."

"The preparation by your team ahead of the event was flawless."

The participating institutions appreciated the more insightful sharing via the panel discussion format. The event also helped to connect the institutions with key influencers.

Suggested improvements

Suggested improvements and the British Council's response

BY ATTENDEES

Invite graduating students to the programme

- British Council: it is an interesting idea to explore – perhaps as a series of events under the same mission, instead of combining the audience. Differentiation of audience helps us to design and deliver more targeted content.

Roundtable seating arrangement

- British Council: Agreed. Roundtable seating allows for more interactions and makes it easier for attendees to write notes.

BY INSTITUTIONS

Invite more counsellors

- British Council: Invitations were extended to all international and private schools, Chinese independent schools and other elite schools as well as colleges in our network. The British Council will continue to develop better relationships with the counsellors for future events.

Provide attendee list before event

- British Council: A very good point. The British Council will prepare attendee lists for all panellists' reference for future events.

Organise more events targeted at key decision makers including parents

- British Council: The team is considering organising a parents-focused event as a separate event, under the same mission.