



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2015**

**10 & 11 October 2015
Kuala Lumpur**

Introduction

British Council Malaysia holds the nation's largest education fair focused on British universities, schools and colleges. This October we received 84 institutions indicating that Malaysia continues to be a priority market. 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 3600 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 Personal Statement writing 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:

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Highlights

At the exhibition

**86 BOOTHS, 84 INSTITUTIONS
3,629 PARENTS & STUDENTS**



43% of our visitors were 20 years and below



The GREAT branding was liberally used at the venue

Advertising and Marketing

In summary, our advertising and marketing campaign drew in the desired target audience to our exhibition. Filtering the media consumption by gender across all ages revealed that:



Men

- 41% used the internet
- 37% relied on word-of-mouth
- 36% read the newspapers
- Tended to read **The Star paper** (digital and print)
- Listened to **Hitz FM** followed by FLY FM
- Almost 50% visited the **British Council's web site**
- 33% visited the **Education UK Malaysia's web site**

(Base count: 204)



Women

- 45% relied on word-of-mouth
- 36% used the internet
- 25% read the newspapers
- Listened to **Hitz FM** but at a lesser number compared to men
- 40% visited the **British Council's web site**
- 34% visited the **Education UK Malaysia web site**

(Base count: 256)

OOH

- Period from 21 Sept – 11 Oct
- Flyering & dissemination of Education UK newsletters across 66 venues
- E-buntings along main streets
- Audience reach: >500K
- Spent RM70,344

Radio

- Period from 5 Oct – 9 Oct
- Across 2 English, 1 BM & 1 Chinese radio stations
- Listeners reach: 4.83 million
- Spent RM69,000

Press

- Period from 8 Sept – 9 Oct
- In 3 English papers, 1 Chinese, 2 BM papers
- Reach: 4.03 million
- Spent RM203,000+

Online

- Period from 19 Sept – 9 Oct
- Across 5 Online properties
- Reach: ±1.13 million
- Spent RM112,000+



Print adverts appeared in three languages



Expandable display ads

Mobile First View
Ad appeared as a site
take over





Electronic buntings along major roads

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.



Women



- The majority at 28% are currently pursuing a pre-university programme followed by 24% at degree level
- Close to 40% were looking to pursue their degree and 37% were looking to pursue a Masters.
- 58% were looking for a suitable university/college
- Only 40% were ready to put in an application
- Tended to rate the level of customer service shown as 'excellent' and 'good'
- Associated 'Education in the UK' with **worldwide recognition** first, followed by **qualification with good career prospects & wide range of courses/institutions**
- From Net Promoter Score questions: 99.6% would recommend our exhibition to friends and family
- 93% agreed the exhibition met their expectations
- 92% agreed it was a high quality exhibition

(Base count: 256)



Men

- The majority at 25% are currently pursuing a pre-university programme followed by 22% at degree level
- Approximately 44% and 33% are looking to pursue a Masters and Degree respectively
- Almost 55% were shopping for a suitable university/college and their study options
- Were more critical of the level of customer service which meant only 97% would recommend our exhibition to their friends and family
- More men felt a UK education is **expensive**, and **less welcoming** compared to the women's score (difference of 8%)
- From the Net Promoter score questions: 88% agreed the exhibition met their expectations
- 88% agreed it was a high quality exhibition

(Base count: 224)



Congratulations to The University of Manchester for winning the accolade

Exhibitors' feedback

Main compliments

- Good venue
- Good location
- Help and support received from the British Council team
- 46% of you acknowledged the good quality of visitors

Main complaints *(responses following page)*

- Include hot food
- Increase advertising and promotion to drive up visitor numbers
- Reviews on the Visitor Registration System / scanning visitors' data has been mixed where less than half could use it with ease

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 lack of food has been noted. As a follow up, future exhibitions will include catering.
- We will hold discussions with international schools on feasibility to add-on school visits as an extension of the exhibition's programme
- We acknowledge everyone's preference for their booth to have two-side openings however, this was only possible due to the larger hall space. We are not promising that this layout would be a continued feature of our exhibition.
- On rotating the location of stands, it remains a challenge to please everyone.
- We are speaking to various media agencies to innovate our advertising & promotion strategy

- To address the issue of competitiveness for a seminar slot, we will tweak the method in which seminar bookings will be accepted or confirmed.

UK Institutions

- UK Institutions should consider advertising a couple of weeks before the exhibition in order to drive up brand recall and eventually increase visitors to their booth. It is best to take advantage of the favorable exchange rate and book a couple of print adverts prior to your visit(s).
- We understand your dislike for form-filling therefore, a new digital platform will be rolled out next year changing the method in which UK delegates provide their details (fascia name, delegates' details, and more)
- Due to currency rates which are unlikely to improve by the next exhibition in February/March, we would like you to update us of any improved offer on scholarship(s) and bursaries, as well as compelling articles on studying and living in your city/town. We will publish compelling stories/student testimonials and marketing content on our Education UK Malaysia web site which would fit the agenda of a) making our exhibitions a must-visit event and b) making the UK the no.1 choice as an overseas study destination.

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