

# **Post-event report for**

## Study UK Malaysia March 2018 exhibition

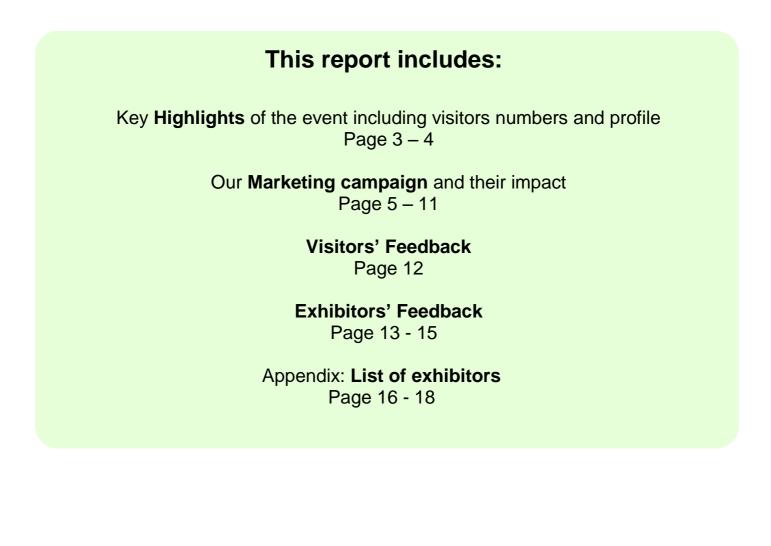
## Kuala Lumpur, 3 and 4 March

Penang, 10 March

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# Introduction

British Council Malaysia holds the largest education fair focused on British universities, schools and colleges. This March we saw the participation of 70 institutions in Kuala Lumpur and 27 in Penang. Our exhibition plays a key role in giving UK education prominence, and maintaining the UK's position in this competitive climate for the recruitment of Malaysian students.



# Highlights

Kuala Lumpur – 70 institutions, 2878 visitors Penang – 27 institutions, 258 visitors

## **Snapshot of our visitors**

#### **Attendance figures:**

**KL:** 2878 (20.75% drop) **Penang:** 258 (65.73% drop)

#### Visitor demographics:

56% Female | 44% Male 35% are aged between 11 - 20 40% are aged between 21 - 30 12% are aged between 31 - 50 8% are aged between 41 - 50

Level of Study		
from the Visitors' Registration System (VRS)		
	Kuala Lumpur	Penang
Vocational and technical (eg NVQ, BTEC, VQ)	2%	2%
Pre-university academic (eg A-Levels, IB)	12%	19%
Undergraduate	31.5%	30%
Postgraduate	32%	25%
Postgraduate MBA	8%	4.5%
Learn English	3%	5.5%
Boarding School	1%	3%
Short Course(s) (eg Summer course)	5.5%	6%
Professional Award/Employment related qualifications (eg. ACCA etc.)	5%	5%

# **Snapshot of our visitors**

<b>Popular subjects</b> from the Visitors' Registration System (VRS)		
	Kuala Lumpur	Penang
Agriculture and related subjects	2%	1%
Applied and Pure Sciences	8%	9%
Architecture, Building and Planning	4%	3%
Business and Administrative Studies	16%	13%
Computer and Mathematical Science	9%	6%
Creative Arts and Design	4%	5%
Education and Training	4%	5%
Engineering and Technology	13%	15%
Health and Medicine	9%	15%
Humanities	8%	8%
Law	7%	4%
MBA	5%	3%
Hair, Beauty and Personal Care	1%	0%
Social Studies and Communications	8%	9%
Travel, Tourism and Hospitality	2%	4%

# Marketing campaign

## Total spend of more than MYR500,000

#### Online and digital

- Strategy:
  - o Social media paid postings and events boosting
  - o Sponsored editorials
  - o Web banners, leaderboards
- Platforms: Facebook, Instagram and Twitter
- Sponsored editorials on Poskod, Asklegal, Cilisos, Hitz.fm, Mix.fm, EnglishJer and Tongue in Chic.
- Spend: MYR150k

#### Out-of-home

- Ten units of bulletin boards in schools and colleges in Klang Valley
- Eight units of campus wall in universities and colleges in KL and Penang, including HELP, TAR UC, UCSI, The One Academy and KDU University College.
- Duration : 1 February 10 March 2018
- Spend: MYR80k

#### **Print media**

- Print advertisements across three newspapers including English and Chinese
- Online banners in The Sun and The Star
- Accompanying write-ups in selected press advertisements
- Spend: 14 insertions @ MYR190k++

#### **Digital Radio**

- Duration: One month
  - 4 February to 3 March targeting Klang Valley audience
  - o 12 February to 10 March targeting Penang, Kedah and Perak audiences
- Spend: MYR77k

Complimentary British Airways flight tickets were offered to one lucky visitor each in KL and Penang who pre-registered and attended the exhibition

## **Online and digital**

#### Study UK - British Council Wetner by Paschata 77 - 19 Feb e énsiria y

Need a little help taking your next step? In this edition of the Study UK versi a real resp balong your read soop in the addition of the brand out whibition, unversity counselings tell all how to submit a standout application, see the Oxford and Cambridge interviews, which Master's programme is best for you, and much more! exhibition, unive

As always, admission is FREE. Plus, pre-register online and you stand a chance to win a return flight to London!



Study UK Malaysia exhibition 3-4 March 2018 @ KL Convention Centre

Studying in the UK opens doors to o experience. Learn what a UK educat tion could do for you Learn More

LADAHERTON DAG



Study UK - British Council by PopDigital 11-19 February et 12:57 - a

The Study UK exhibition is coming back to Penangi This March, join us for FREE seminars to get expert advice on taking the IEUTS test, studying medicine in the UK, or studying for a UK qualification right here in Malaysia. Save the date now - just pre-register online and stand a chance to win a return ticket to London!



Been thinking about furthering your studies, but putting it off because you're unsure how to proceed? Let us help you decide, as we explore the reasons for studying a Master's degree and the different types and typical expect from a taught Master's and how to choose the right MA, MSc or MBA. characteristics of UK Master's degrees. In this free session, learn what to



Study UK Malaysia exhibition 10 March 2018 @ Hotel Jen, Penang

Studying in the UK or is to opportunities and pr Learn M MY ETA WEAR WITH AN ARE



MSc, MBA & MA: Which One Do I Mast... 4 - 18 p



top UK universities right to your doorstep! Explore new



British Council MY O

University counsellors tell all: how to submit a standout application, ace the Oxbridge interviews & much more!

12





studyuk\_britishcouncil The Study UK exhibition is coming back to Penang! This March, join us for FREE seminars to get expert advice on taking the IELTS test, ... more



Thinking about studying in the UK? Think no more - head over to Hotel Jen to find out all you need to know!



dukexhibition.org



Englishjer Genglishjer - Feb 26 
First we have Izz Yusuf who is currently taking her Masters UCL. She tells us her university has a club dedicated to appreciating Beyonce! :0

If you want to learn more about studying in the UK, there's an exhibition happening this weekend.

Check it out: my.edukexhibition.org/en

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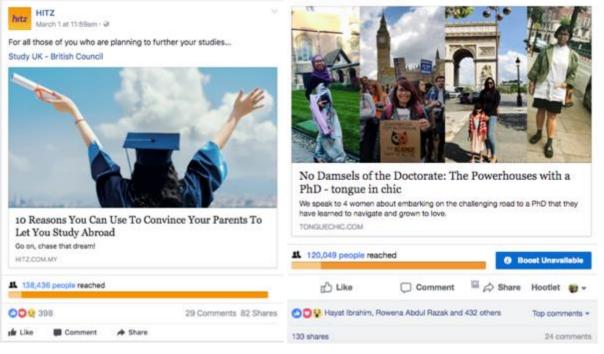
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Arrester Barder Published by Ching Yee 191 - 26 February at 13:48 - @

All the PhD ladies, put your hands up! We pay tribute to some of the toughest cookies around a



## **Out-of-home**

### Bulletin Boards surrounding targeted schools and colleges



Subang Jaya SS15 (nearby INTI College, Sri KL International School, SS15 Courtyard)



Damansara Jaya (nearby KDU College, SMK Damansara Jaya, Sri Inai International School, Atria Mall)



Bandar Utama (nearby First City College, British International School, One Utama Shopping Mall)



Kelana Jaya (nearby UNITAR, Paradigm Mall)



Kota Damansara (nearby Sri KDU International School, <u>SEGi</u> University, Sunway Giza)



Cheras (nearby Cempaka International School)

### **Campus Walls in Universities and Colleges**





TAR University College, KL



Universiti Malaya, KL



KDU College, Penang



HELP University, KL



SEGi College, Penang



UCSI University, KL



The One Academy, Penang

### **Print media**





·STUDY UK·

**DISCOVER YOU** 

3-4 March + 13.00-18.00 + Hall 1, Kuala Lumpur Convention Centre 10 March + 13.00-18.00 + Hotel Jen + Penang

Meet representatives from UK universities, further education colleges and boarding schools at the largest UK-focused education exhibition in Malaysia
 Attend seminars on writing a personal statement, getting into a top university, and many more.
 Find out about scholarship opportunities

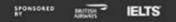
 Speak to British Council staff about studying in the UK and find out how

you can register for an IELTS exam

BRITISH COUNCIL

GREAT

- Find out about scholarship opportunities to fund your studies in the UK
- Pre-register and attend our exhibition to stand a chance to win an air ticket to the UK! https://my.edukexhibition.org/en









#### STUDY UK EXHIBITION 3-4 MARCH + 13.00-18.00 HALL 1, KUALA LUMPUR CONVENTION CENTRE

10 MARCH + 13.00-18.00 HOTEL JEN + PENANG

MILLEN -

SPONSORED

IELTS

#### Impact of Advertising & Marketing Plan in Kuala Lumpur

In terms of footfall and visitor numbers, we saw a total of 2878 visitors, a 20 per cent drop from the corresponding exhibition last year.

The internet and social media remain the most popular avenues where 55 per cent our visitors found out about the exhibition. 24 per cent found out via word-of-mouth while 14 per cent saw our advert in newspapers. The British Council will continue to invest in these three channels in the coming exhibitions.

Facebook (41 per cent) is the most popular platform where visitors found out about the exhibition followed by the British Council website (35 per cent). The Star remains the most widely read newspaper (27 per cent), followed by The Sun (6 per cent) and Sin Chew Daily (2 per cent).

For out-of-home media, the British Council tried a new approach where boards are placed on campus walls within universities and colleges. 10 per cent of our visitors found out about our event via this new initiative while 20 per cent of our visitors found out about our exhibition via out-of-home bill boards placed at the Subang Jaya and Bandar Utama areas, followed by Kelana Jaya, Kota Damansara, and Ampang (3 per cent each).

#### Impact of Advertising & Marketing Plan in Penang

In terms of footfall, we saw a total of 258 visitors to the Penang exhibition, a huge drop of 65 per cent compared to last year.

Similar to the KL exhibition, the internet and social media are the most popular avenues where 43 per cent where our visitors found out about the exhibition. 36 per cent found out about our exhibition via word-of-mouth while 31 per cent saw our advertisement in newspapers.

Facebook (43 per cent) is the most popular platform where visitors found out about the exhibition followed by the British Council website (32 per cent). The Star is the most widely read newspaper (32 per cent), followed by Sin Chew Daily (12 per cent) and The Sun (2 per cent). Sin Chew Daily, the number one Chinese newspaper in Malaysia, seems to be an effective platform for promoting our exhibition.

# Visitors' feedback

## **Methodology**

Visitors' survey was collected online during the exhibition and they received a souvenir upon completion of the survey. We received a total of **442** responses in KL (388 students and 54 parents) and **76** (60 students and 16 parents) responses in Penang

## Key findings - KL

- Most of our visitors are prospective students (87%) and more than 50 per cent are aged between 16 to 23
- Close to 40 per cent of our visitors are Bachelor Degree holders and close to 50 per cent of our visitors are currently doing or have already completed either Year 11 or Year 12 equivalent qualifications
- Most students attend the exhibition to source for a *suitable university/college* (60 per cent) and *study options* (53 per cent) but few intends to apply for a course (32 per cent).
   40 per cent of our visitors come to the exhibition to seek for a scholarship
- Besides the UK, parents are considering to send their children to Australia, follow by USA and Malaysia
- The main *motivation factors for parents* to send their child(ren) overseas are *quality, recognition, experience and career prospects*
- Safety and quality are ranked the most important factors for parents in their choice of study destination for their child(ren). Cost and post-study work opportunities are also equally important

## Key findings - Penang

- Close to 80 per cent of our visitors are prospective students and most of them are aged between 16 to 23 (55 percent)
- Most of our visitors are *currently studying* (66%). Close to *30 per cent* of the visitors are Bachelor Degree holders and more than *40 per cent* of our visitors are currently doing or have already completed either Year 11 or Year 12 equivalent qualifications
- Most students attend the exhibition to source for *suitable university/college* (69 per cent) and *study options* (59 per cent) but few intends to apply for a course (25 per cent)
- Besides the UK, *Australia* stands out to be the first alternative option (66 per cent), while *USA, Ireland, Canada, New Zealand, and Malaysia* are all equally 13 per cent
- The main *motivation factors for parents* to send their child(ren) overseas are *quality, experience and career prospects*

# **Exhibitors' feedback**

## **Main recommendations**

- More advertising and promotion required
- Event date should be after release of results
- Lower cost, make it one day event instead of two days
- Relook at booth positioning to ensure all exhibitors have equal foot traffic

## **British Council comments**

We acknowledge the disappointing turn out in both the KL and Penang events and are conducting a post-mortem to review what we can do in terms of how we run our events. This might include reviewing the format of our event – booths vs table and chairs – changing venues and/or reducing the number of days to make it more cost effective for exhibitors.

We have been increasing the investment into marketing and promotion and investing in new methods of promotion. However, the challenge for us is always trying to keep the exhibition costs constant. Advertising and promotion costs have been increasing year-on-year and it is difficult to increase marketing and promotion without increasing exhibition costs.

Our hands have always been tied when it comes to event dates since we need to schedule ours based on the availability of the venue and other Study UK events around the region. However, if we were to discontinue using the KL Convention Centre, we might be able to secure more feasible dates after the release of results. Having said that, we will also run the risk of our event clashing with others since theirs will be scheduled to run after the release of results as well.

## Kuala Lumpur's Exhibitors' Feedback

#### The market briefing (on Saturday morning) was (more than one answer allowed)

Informative	Relevant	Current	Not beneficial	Total respondents
31	19	11	2	63
49%	30%	17%	3%	100%

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

Good number and good quality	Good quality only	Good number only	Disappointing	Total
9	34	2	22	67
13%	51%	3%	33%	100%

#### Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
4	19	31	13	2	67
6%	28%	45%	19%	3%	100%

## Penang's Exhibitors' Feedback

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

Good number and good quality	Good quality only	Good number only	Disappointing	Total
1	7	3	13	24
4%	29%	13%	54%	100%

#### Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
0	2	8	8	6	24
0%	8%	33%	33%	25%	100%

# Appendix

INSTITUTION	KL 3 & 4 March	Penang 10 March
Abbey DLD Group of Colleges	•	•
Bellerbys College	•	
Brooke House College	•	•
CATS College	•	
Cardiff Sixth Form College	•	
Concord College	•	•
Oxford International College	•	•
Rishworth School	•	
University of Aberdeen	•	
Anglia Ruskin University	•	•
Aston University	•	
Bangor University	•	
Bath Spa University		•
Birmingham City University	•	•
University College Birmingham	•	
University of Birmingham	•	
BPP University	•	
University of Bristol	•	•
Brunel University London	•	•
Cardiff University	•	
City, University of London	•	
De Montfort University	•	•
University of Dundee, Scotland	•	•
University of East Anglia	•	
University of East London	•	
Edge Hill University	•	
The University of Edinburgh		•
University of Essex	•	
University of Exeter	•	

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St Mary's University, Twickenham, London	•	•
University of Strathclyde		•
University of Sunderland	•	
University of Surrey	•	
Swansea University	•	•
Teesside University	•	•
Ulster University	•	
University of the West of England, Bristol	•	
University of Warwick	•	•
University of York	•	
Total number of participants	70	27