

Post-event report for

Study UK Malaysia March 2018 exhibition

Kuala Lumpur, 3 and 4 March
Penang, 10 March

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.

This report includes:

Key **Highlights** of the event including visitors numbers and profile
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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

Popular subjects <i>from the Visitors' Registration System (VRS)</i>		
	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:
 - Social media paid postings and events boosting
 - Sponsored editorials
 - 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
 - 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
 Written by PopDigital · 19 February at 12:58 · [👤](#)

Need a little help taking your next step? In this edition of the Study UK exhibition, university counsellors tell all: how to submit a standout application, ace the Oxbridge and Cambridge interviews, which Master's programme is best for you, and much more!

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 opportunities and provides a life-changing experience. Learn what a UK education could do for you!

[MY.EDUEXHIBITION.ORG](#) [Learn More](#)

Study UK - British Council
 Written by PopDigital · 19 February at 12:57 · [👤](#)

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, 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!



Study UK Malaysia exhibition 10 March 2018 @ Hotel Jen, Penang
 Studying in the UK opens doors to opportunities and provides a life-changing...

[MY.EDUEXHIBITION.ORG](#) [Learn More](#)

Study UK - British Council shared their event.
 Sponsored (demo) · [👤](#)

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 characteristics of UK Master's degrees. In this free session, learn what to expect from a taught Master's and how to choose the right MA, MSc or MBA.



MAR 4 MSc, MBA & MA: Which One Do I Mast...
 Sun 16:30 · KLCC Convention Centre · Kuala Lu...
 155 people interested · 18 people going [★ Interested](#)

Instagram

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 Sponsored



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studyuk_britishcouncil The Study UK exhibition brings the top UK universities right to your doorstep! Explore new

Instagram

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[Learn More](#)

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

British Council MY @my_british

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



Study UK Malaysia Exhibition 3-4 March 2018 @ KLCC
[my.eduexhibition.org](#)

British Council MY @my_british

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



Study UK Malaysia Exhibition 10 March 2018 @ Hotel Jen Penang
[my.eduexhibition.org](#)

cilisos.my
Current issues tamabah pengetahuan

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HOW DIFFERENT WAS IT FOR MALAYSIANS STUDYING IN A UK UNIVERSITY 40 YEARS AGO?

PLUS SPONSORED CONTENT — 13/02/2018

SHARE ON: Facebook, Twitter, LinkedIn, Email, WhatsApp

Studying abroad is one of the most beneficial and exciting experiences for a university student. You get to see the world, experience different styles of education, learn about new cultures... plus, it's look good on your CV. Employability Level 100000000. In fact, if 70% of Malaysian students had their way, they would totally go overseas to study.

EnglishJr @EnglishJr · 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! :D

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

“The rain caught me off guard when I first came. It was raining heavily for days and it fell at random times. I also gave up on buying umbrellas.”

IZZ YUSUF
MASTER OF SCIENCE
UNIVERSITY COLLEGE LONDON

ENGLISHJER.CO

8 366 470

HITZ
March 1 at 11:59am

For all those of you who are planning to further your studies...
Study UK - British Council

10 Reasons You Can Use To Convince Your Parents To Let You Study Abroad

Go on, chase that dream!

HITZ.COM.MY

138,436 people reached

398 29 Comments 82 Shares

Like Comment Share

Tongue in Chic
Published by Ching Yee (P) · 26 February at 13:48

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

No Damsels of the Doctorate: The Powerhouses with a PhD - tongue in chic

We speak to 4 women about embarking on the challenging road to a PhD that they have learned to navigate and grown to love.

TONGUECHIC.COM

120,049 people reached

Boost Unavailable

Like Comment Share Hootlet

Hayat Ibrahim, Rowena Abdul Razak and 432 others

133 shares 24 comments

Out-of-home

Bulletin Boards surrounding targeted schools and colleges



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



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



Kota Damansara (nearby Sri KDU International School, SEGi University, Sunway Giza)



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



Kelana Jaya (nearby UNITAR, Paradigm Mall)



Cheras (nearby Cempaka International School)

Campus Walls in Universities and Colleges



TAR University College, KL



HELP University, KL



UCSI University, KL



Universiti Malaya, KL



KDU College, Penang



SEGi College, Penang



The One Academy, Penang

Print media

BRITISH COUNCIL

**STUDY UK
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GREAT
BRITAIN & NORTHERN IRELAND

英国教育展

2018年3月3日至4日 (星期六、日)
吉隆坡会议中心 (KL Convention Centre) 第1展厅
下午1时至6时

2018年3月10日 (星期六)
Hotel Jen, 檳城
下午1时至6时

- 在马来西亚最大规模的英国教育展上跟英国大学、大专院校和寄宿学校的代表们面谈。
- 向英国文化协会的职员咨询有关英国留学以及报考 IELTS 的详情。
- 参加有关撰写个人简历、入读顶尖大学等一系列的资讯讲座。
- 了解关于留学英国的奖学金。
- 立即预先登记及出席教育展，你将会有机会赢取飞往英国的来回机票！
<https://my.edukexhibition.org/en>

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BRITISH COUNCIL

**STUDY UK
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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

Please register and attend our exhibition to stand a chance to win a return ticket to the UK! <https://my.edukexhibition.org/en>

- Meet representatives from UK universities, further education colleges and boarding schools at the largest UK-focused education exhibition in Malaysia
- Speak to British Council staff about studying in the UK and find out how you can register for an IELTS event
- Attend seminars on writing a personal statement, getting onto a top university, and many more
- Find out about scholarship opportunities to fund your studies in the UK

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UNITED KINGDOM & NORTHERN IRELAND

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

- Meet representatives from UK universities, further education colleges and boarding schools at the largest UK-focused education exhibition in Malaysia
- Speak to British Council staff about studying in the UK and find out how you can register for an IELTS exam
- Attend seminars on writing a personal statement, getting into a top university, and many more.
- 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>

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SPONSORED BY **BRITISH AIRWAYS** **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	•	

University of Glasgow	•	
University of Greenwich, London	•	
Heriot-Watt University	•	
University of Hertfordshire	•	•
The University of Hull	•	•
University of Kent	•	
Lancaster University	•	
University of Leicester	•	
King's College London	•	
University of Lincoln UK	•	•
University of Liverpool	•	
Liverpool John Moores University	•	
The University of Manchester	•	
Manchester Metropolitan University	•	•
Middlesex University London	•	
Newcastle University	•	•
University of Northampton	•	•
Northumbria University Newcastle	•	•
University of Nottingham	•	
Nottingham Trent University	•	
Oxford Brookes University	•	
University of Plymouth	•	•
University of Portsmouth	•	
Queen Mary University of London	•	
Queen's University Belfast	•	
University of Reading - UK and Malaysia	•	•
Royal Holloway, University of London	•	
The University of Sheffield	•	
Sheffield Hallam University	•	
University of Southampton	•	
University of South Wales	•	
Staffordshire University	•	•
The University of St Andrews	•	•
University of Stirling	•	

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