

Post-event report for
Study UK: Discover You Malaysia 2016 exhibition

Kuala Lumpur, 5 & 6 November 2016

Introduction

The Malaysian market has gotten progressively more mature and competitive over the years and many UK institutions are finding it tougher to recruit. Coupled with the economic downturn and mass reduction of government scholarships for Malaysians to study overseas; the UK international education sector need a compelling selling point to convince students (and their parents) on the value of studying in the UK.

The UK is still one of the most preferred destinations for Malaysian students wanting to study overseas. Similarly, UK qualifications delivered in Malaysia are also very popular with Malaysian and non-Malaysian students alike. However, there has been a noted increase in interest in our key competitors such as the US, Australia and Canada and thus, we need to work collaboratively to strengthen the UK brand and maintain our market share in Malaysia.

British Council Malaysia holds the largest education fair focused on UK universities, schools and colleges. This November, we saw 4,123 visitors, an increase of 13 per cent compared to the corresponding event last year. 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:

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

Key **Highlights** of the event including visitors numbers and profile
Page 3 – 4

Our **Marketing campaign** and their impact
Page 5 – 11

Visitors' Feedback and key findings
Page 12 - 18

Exhibitors' Feedback
Page 19

Future Steps
Page 20

Appendix: **List of exhibitors**
Page 21 - 22

Highlights

Kuala Lumpur:
83 institutions, 4123 visitors

Snapshot of our registrants

Total registrants: 1,673
Demographics: 55% Female | 45% Male

37% are aged between 11-20

38% are aged between 21-30

11% are aged between 31 – 40

14% are aged 41 and above

Level of Study		
	Oct 2015	Nov 2016
Total registrants	1528	1673
Vocational and technical (eg NVQ, BTEC, VQ)	2%	2%
Pre-university academic (eg A-Levels, IB)	11%	11%
Undergraduate	34%	29%
Postgraduate	30%	31%
Postgraduate MBA	9%	9%
Learn English	3%	3%
Boarding School	2%	2%
Short Course(s) (eg Summer course)	5%	6%
Professional Award/Employment related qualifications (eg. ACCA etc.)	4%	7%

Snapshot of our registrants

Popular subjects		
	Oct 2015	Nov 2016
Total registrants	1528	1673
Agriculture and related subjects	1%	2%
Applied and Pure Sciences	8%	6%
Architecture, Building and Planning	3%	4%
Business and Administrative Studies	17%	17%
Computer and Mathematical Science	7%	6%
Creative Arts and Design	5%	6%
Education and Training	5%	6%
Engineering and Technology	14%	13%
Health and Medicine	9%	8%
Humanities	7%	7%
Law	6%	6%
MBA	6%	6%
Hair, Beauty and Personal Care	1%	1%
Social Studies and Communications	8%	9%
Travel, Tourism and Hospitality	3%	3%

Seminars

15 sessions over two days | 640+ attendees

Topics covered

SATURDAY	SUNDAY
Architecture	Law
Creative Arts Panel Discussion	Science and Technology Panel Discussion
Education for the 21st Century	Neurobiology
Study in Scotland	Writing a personal statement
Mass Communication in the Digital World	Actuarial Science
Psychology	Accounting
The Cheat Sheet to Top Universities	Choosing your course

Marketing campaign

Online and digital

- Period: 13 Oct – 6 Nov
- Strategy:
 - Social media paid postings and events boosting
 - Sponsored editorials
 - Social media influencer postings
- Platforms: *Facebook, Instagram and Twitter*
- Sponsored editorials: *Cilisos, iMoney, Hitz.fm, Mix.fm, Daily Seni, EasyUni*
- Spend: MYR200k



Reach

PLATFORMS	TOTAL REACH	TOTAL LINK CLICKS
Facebook – paid adverts	407,775	14,949
Facebook – events boosting	1,158,656	2,141
Instagram	586,155	1,023
Twitter	464,848	10,475
Twitter – paid adverts	750,150	18,761

Out-of-home media

Lightboxes

- Period: 6 Oct – 5 Nov 2016
- Locations:
 - 5 units @ Kelana Jaya Line (KLCC x2, Ampang Park, Masjid Jamek and KL Sentral)
 - 3 units @ Ampang Line (Bandaraya, Hang Tuah, Masjid Jamek)
 - 2 units @ Suria KLCC Concourse area
- Estimated reach: 9,950,000
- Spend: MYR30,000++



Billboards

- Period: 6 Oct – 5 Nov 2016
- Locations: 3 units @ Jln Hartamas 1, Jln Damansara and NPE to Kewajipan
- Estimated reach: 700k, 750k and 1.2mil
- Spend: MYR42,000++



Radio

- Period: 31 Oct – 4 Nov 2016
- Across 3 stations: Hitz FM, Fly FM and My FM
- Spent: 37 spots @ MYR49,000+
- Reach:

REACH	Adults 15+	Urban Parents with Children 15+ HHI RM 8K+	Urban Married Adults aged 35+ HHI RM 8K+	Urban Students aged 15+ HHI RM 8K
Base	18,403,000	*NA	701,000	163,000
Reach	1,803,494 (9.8%)	*NA	135,293 (19.3%)	32,274 (19.8%)

Print media

- Period: 5 Oct – 5 Nov
- Across 6 newspapers (*Star, Sun, NST, Sin Chew, Berita Harian, Utusan*)
- Spent: 30 insertions @ MYR345,000+
- Number of write-ups: 15 (*9 English, 2 Chinese, 4 Malay*)
- Reach:

REACH	Adults 15+	Urban Parents with Children 15+ HHI RM 8K+	Urban Married Adults aged 35+ HHI RM 8K+	Urban Students aged 15+ HHI RM 8K
Base	16,961,000	115,000	449,000	135,000
Reach	5,468,226 (32.23%)	93,771 (81.54%)	275,281 (61.3%)	82,863 (61.38%)

Print media and write-ups

Where GREAT journeys begin

Education UK 2016 exhibition

5 & 6 November, 1pm – 6pm
Hall 2, Kuala Lumpur Convention Centre

Don't miss the largest UK education fair in town!

- Meet representatives from over 80 UK universities, further education colleges and boarding schools
- Speak to British Council staff about studying in the UK, taking an IELTS exam or going for English language courses which suit your needs
- Attend a series of talks on technology and panel discussion on science and technology education
- Meet GoGoRock, an instrumental DJ and broadcaster and find out how passionate she is for live music and performance

www.educationuk.org/malaysia

Dimana kejayaan HEBAT bermula

Pameran Pendidikan UK 2016

5 & 6 November, 1 petang – 6 petang
Dewan 2, Pusat Konvensyen Kuala Lumpur

Petang anda untuk menghadiri pameran pendidikan UK terbesar di Malaysia!

- Temui wakil daripada lebih 80 buah universiti, kolej pendidikan lanjutan dan sekolah berasrama di UK
- British Council akan menyediakan khidmat rasmi pakar berkenaan dengan pengajian di UK, peperiksaan IELTS dan kursus-kursus bahasa Inggeris yang sesuai dengan keperluan anda
- Hadiri kuliah merendungi dan perincian panel berkenaan pendidikan sains dan teknologi
- Temui GoGoRock, DJ antarabangsa serta ketahui minatnya dalam bidang seni muzik dan pertunjukan

www.educationuk.org/malaysia

千里辉煌始于这里

2016年英国教育展

11月5及6日, 下午1时至6时
吉隆坡会议中心 (KL Convention Centre) 第2展厅

全球最大型英国教育展, 切勿错过!

- 有机会亲身与来自超过80所大学、大专院校及专科学校的代表
- 向英国文化协会的职员咨询有关留学英国、修考 IELTS 或选择与自己兴趣的课程
- 试听并结识生物学家, 同时参与科技教育的小型讨论会
- 亲近国际知名DJ“果仁”GoGoRock 的音乐, 了解其对音乐表演的热情

www.educationuk.org/malaysia



Seminars and guidance

British Council's Education UK Exhibition will be held in Hall 2 of the Kuala Lumpur Convention Centre for affordable and relevant UK qualifications.

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EXCELLENCE IN EDUCATION

Specialist art and design study in UK

Art and design education in the UK is world-leading. The British Council's Education UK Exhibition will be held in Hall 2 of the Kuala Lumpur Convention Centre for affordable and relevant UK qualifications.

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High-quality colleges in the UK

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Where GREAT journeys begin

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Impact of Advertising & Marketing Plan

In terms of footfall and visitor numbers, there were a total of 4,123 visitors, a 13 per cent increase from the corresponding exhibition last year.

Overall, the **internet is the most popular** source where 41 per cent of our visitors found out about the exhibition. This is followed by **newspapers** (32 per cent), **word-of-mouth** (23 per cent) and British Council offices (15 per cent). The British Council (48 per cent) and Facebook (30 per cent) were the most popular websites where visitors found out about the exhibition, followed by the Education UK website (24 per cent). The Star remains the most widely read newspaper (33 per cent), followed by The Sun (14 per cent) both of which are English language papers.

However, **50 per cent of parents** found out about the exhibition via **newspapers** while only 29 per cent found out from the internet. The Star is the most popular paper, followed by The Sun. In terms of the internet, more than half (52 per cent) parents referred to the British Council website while only 19 per cent found out about us via Facebook.

A new branding

Malaysia was one of the first countries to implement the new **Study UK: Discover You** branding in our November 2016 exhibition.

The new proposition **Study UK: Discover You** focuses on the experiences, knowledge and confidence that students can gain from UK study, whether in the UK or overseas, or through distance learning, online provision, and other models. The campaign is being delivered by the British Council and supported by nearly 100 universities.



A refreshed digital strategy

A refreshed **digital strategy** was implemented to target our visitors more effectively. We ran a series of paid event boosting Facebook posts to **promote our seminars** in addition to the regular sponsored posts buys. The rationale for this was to provide our prospective visitors a **compelling reason** to come to the exhibition. This also acts as a supporting promotional tool for institutions delivering a seminar at our event.

In addition to this, we also bought several **sponsored editorials** in targeted websites to drive traffic and gauge interest in Study UK and our seminars.

SEMINARS	TOTAL REACH <i>How many people saw the ads</i>	PAID EVENT RESPONSES <i>"Going & Interested"</i>	TOTAL EVENT RESPONSES <i>(Organic + Paid) "Going" only</i>	ACTUAL TURNOUT
Writing a personal statement	121,216	141	49	113
Applying to top universities	151,744	119	38	70
Creative Arts Panel Discussion	141,184	133	74	60
Science and Technology Panel Discussion	139,168	132	37	56
Neurobiology	113,152	236	61	51
Law	120,799	104	37	48
Psychology	116,928	106	39	45
Actuarial Science	123,872	166	42	38
Architecture	118,368	130	39	36
Choosing your course	108,640	89	22	31
Accounting	147,264	205	54	26
Education for the 21st Century	142,688	115	20	21
Business	120,512	169	60	21
Mass Communication in the Digital World	142,016	184	45	18
Studying in Scotland	123,616	112	32	13

Subject panel discussions

Seminars delivered by participating institutions during the exhibition are usually highly popular with visitors. In this exhibition, the team in Malaysia delivered **two** innovative and highly ***interactive panel discussions*** focusing on ***creative arts studies*** and ***science and technology education in the UK***.

We invited subject matter experts from participating universities and successful Malaysians who have studied in the UK to talk about the subjects, what UK can offer and how a UK qualification helped them succeed in their field. The panel discussions proved to be popular with visitors and generated discussions from attendees.

We will be continuing these subject panel discussions in our next events and welcome suggestions from institutions on the subjects we could focus on, volunteer academics or subject matter experts to sit on the panel and more importantly their ***successful Malaysian alumni*** to promote their institution and course.



Visitors' feedback

Methodology

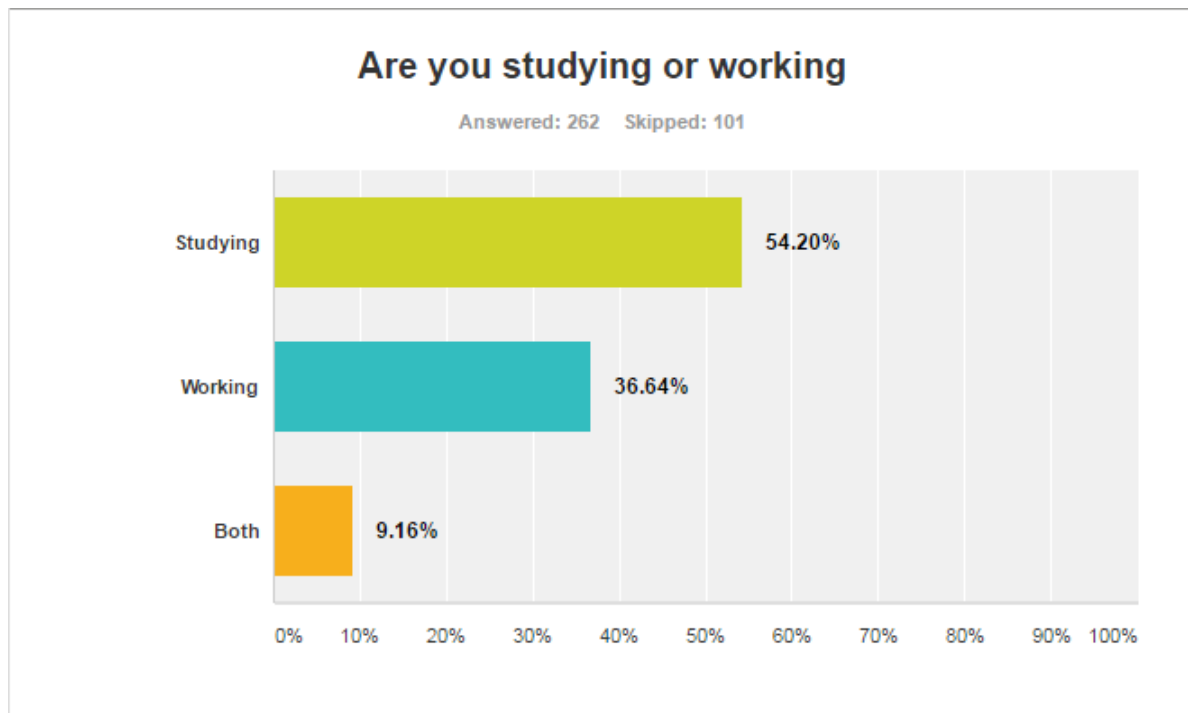
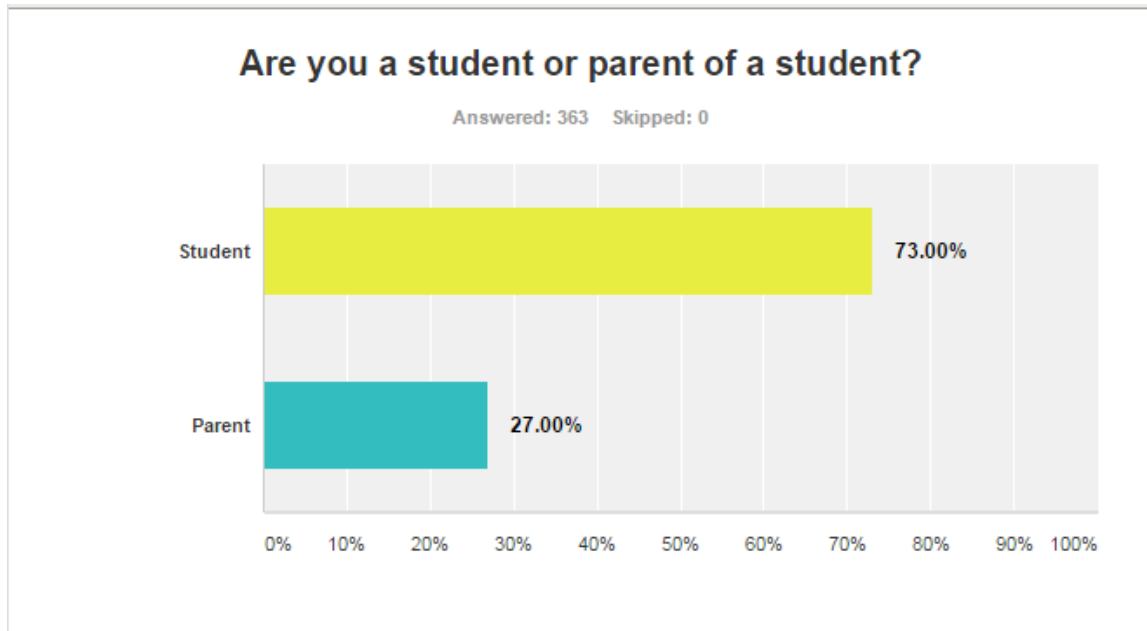
We collected visitors' survey online during the exhibition and those who completed our survey received a souvenir upon completion. We received a total of **363** responses from both prospective students and parents. We also added in some questions which specifically targets parents to find out their thoughts and perceptions on UK education for their child(ren).

Key findings

Some of the key findings include:

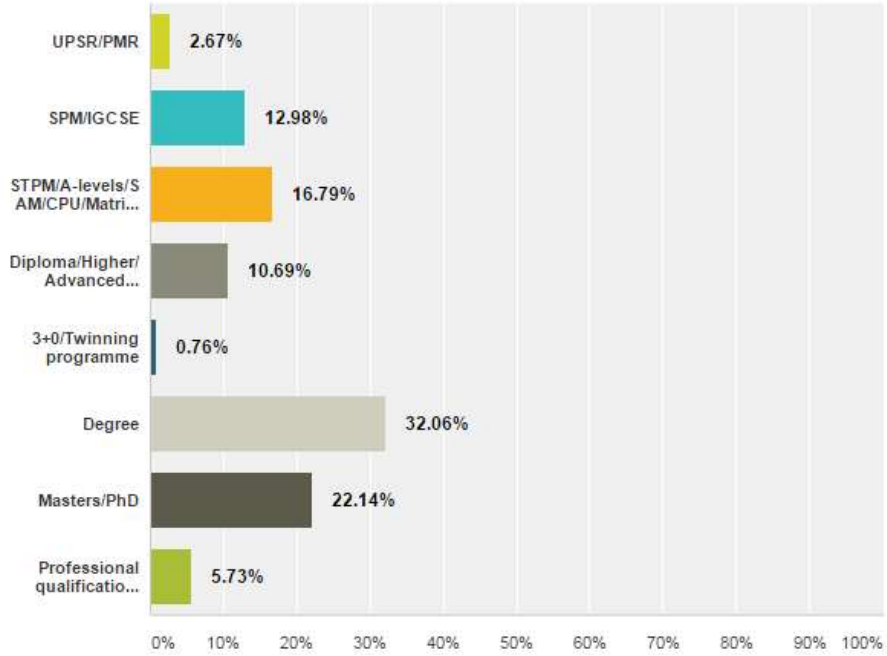
- Most of our visitors (32 per cent) are **currently doing their undergraduate** degree and more than half (52 per cent) are **seeking opportunities in postgraduate studies**
- More than half of our visitors came to the exhibition to *source for study options* (61 per cent) and a *suitable university* (55 per cent) but not many attend to apply for a course (29 per cent).
- A UK education is perceived to be internationally recognised (65 per cent) and offer good career prospects (63 per cent)
- The majority of **parents** are seeking undergraduate studies (60 per cent) for their child(ren) while **25 per cent are seeking pre-university and school** level education opportunities
- The UK is still the **most popular destination** with parents (86 per cent) followed by Australia (31 per cent), Malaysia (15 per cent) and US (14 per cent)
- **Quality** and recognition (80 per cent), **experience** and exposure (64 per cent) and **career prospects** (50 per cent) are the main motivating factors for parents sending their child(ren) overseas
- The most important factors to parents in deciding the **destination to send** their child(ren) to include academic **quality** (77 per cent), **safety** (66 per cent) and positive **word-of-**

Visitor Survey Results Highlights - Students



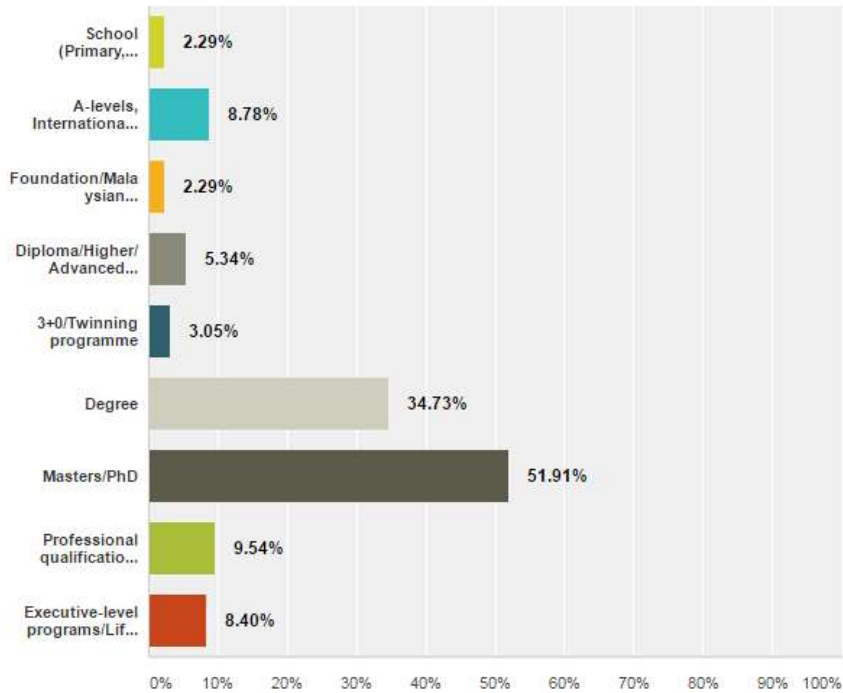
What type of programme are you currently pursuing?

Answered: 262 Skipped: 101



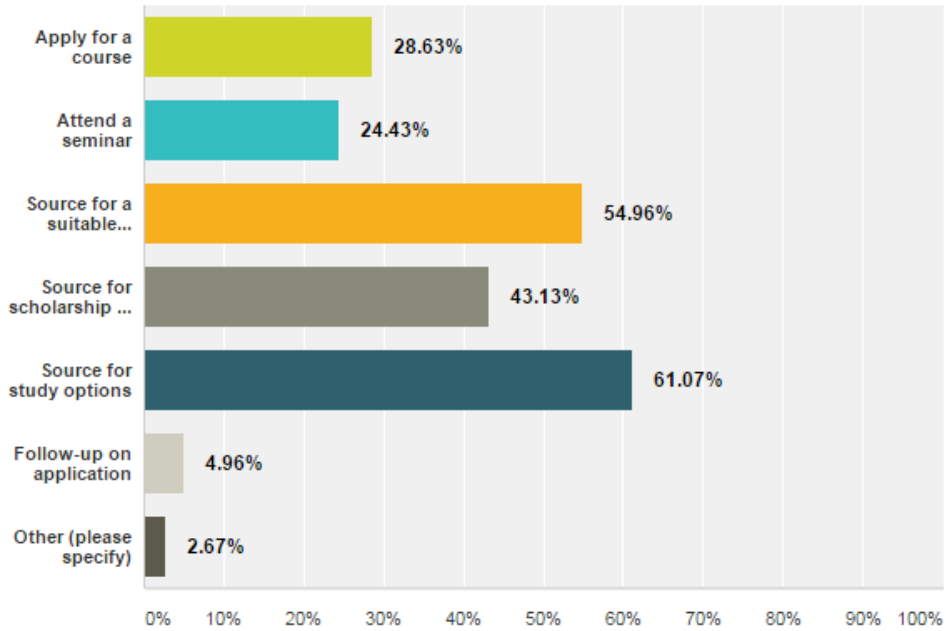
What type of programme(s) are you planning to pursue?

Answered: 262 Skipped: 101



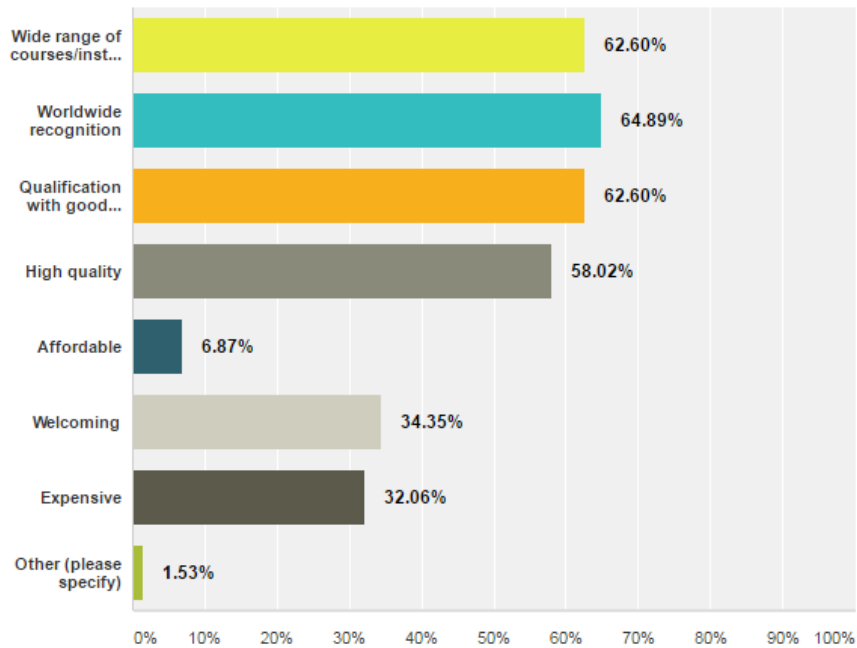
What is your reason(s) for visiting this exhibition? (Please select all that apply)

Answered: 262 Skipped: 101

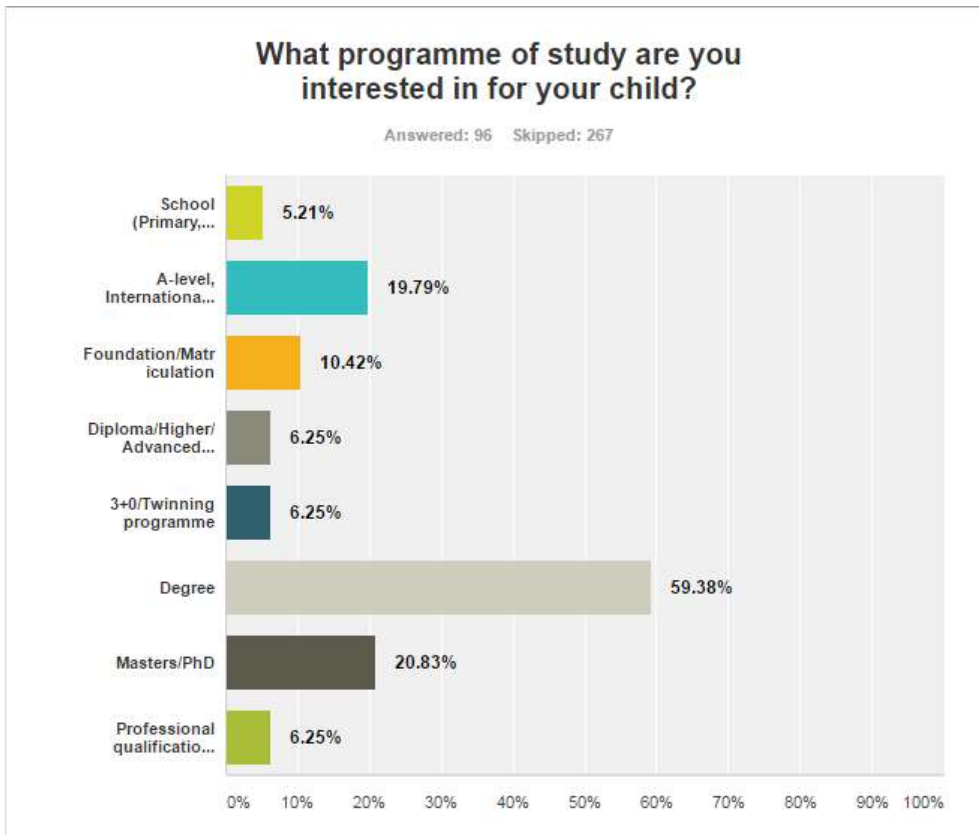


What do you think of Education in the UK? (Please select all that apply)

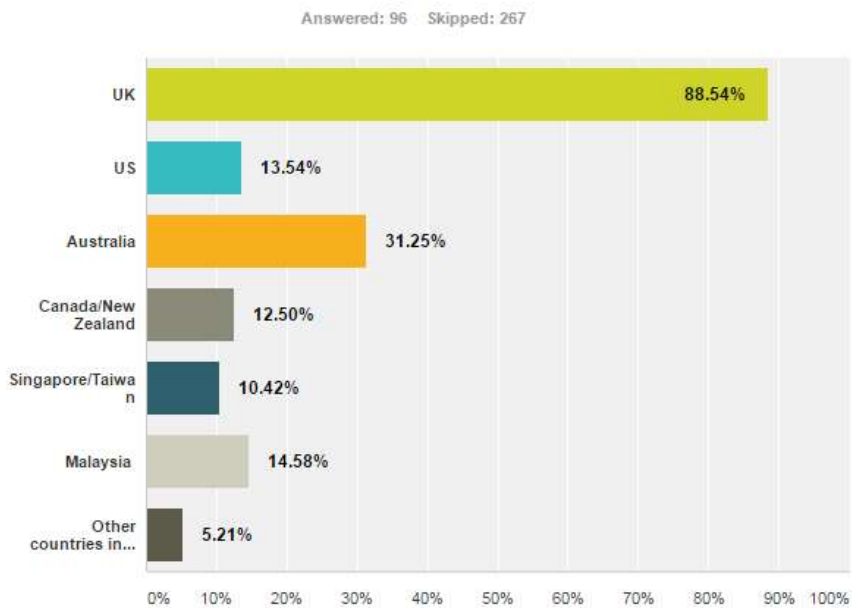
Answered: 262 Skipped: 101



Visitor Survey Results Highlights - Parents

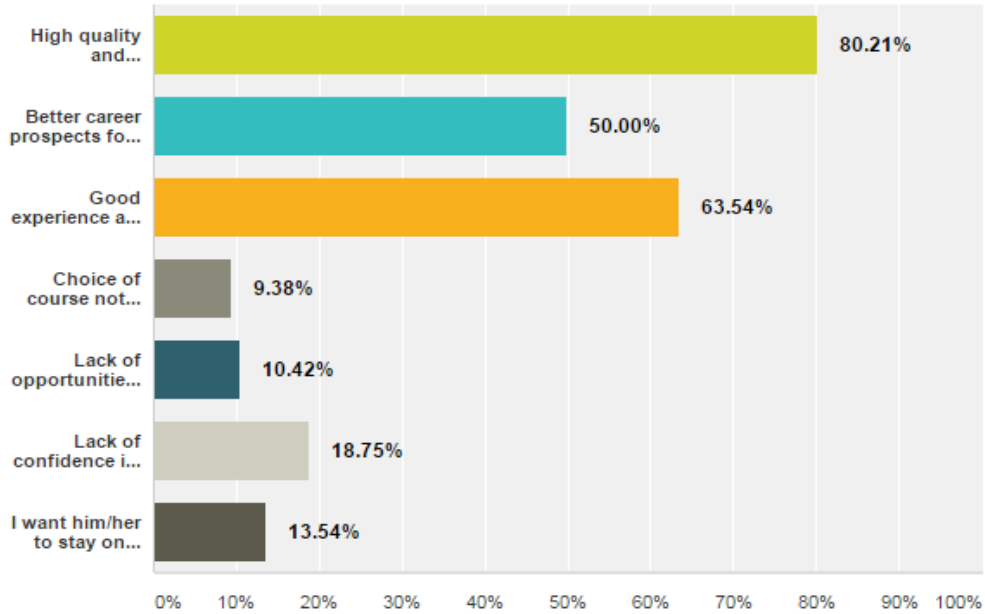


Which countries are you thinking to send your child to? (You may choose more than one)



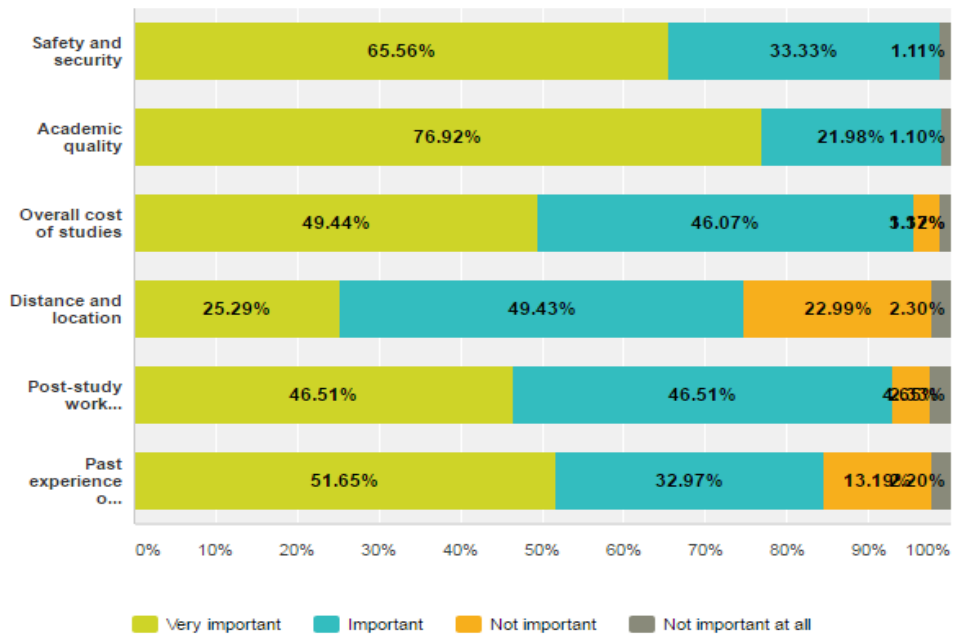
Why are you considering to send your child overseas for his/her education? (You can choose more than one answer)

Answered: 96 Skipped: 267



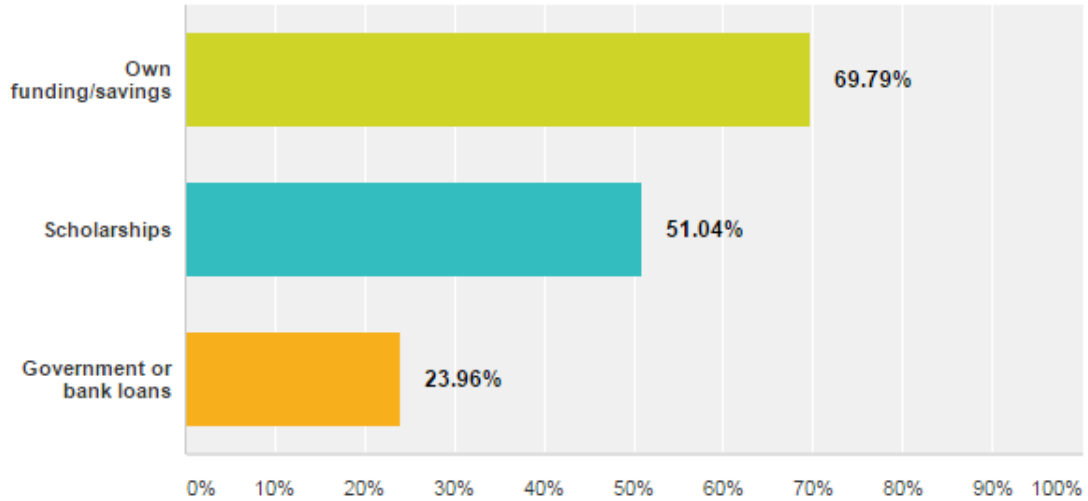
What factors are most important to you in selecting an overseas education destination?

Answered: 96 Skipped: 267



How do you intend to fund your child's education? (You can choose more than one)

Answered: 96 Skipped: 267



Exhibitors' feedback

Main recommendations

- Cost of exhibition – consider running a one day event to reduce costs
- Booth positioning – consider putting the boarding schools/colleges/sixth form colleges at more prominent locations
- Timing of event should preferably not clash with the SPM exams
- Temperature in the exhibition hall is too cold

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
44	24	6	3	77
57%	31%	8%	4%	100%

Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
7	53	17	2	0	79
9%	67%	22%	3%	0%	100%

How does this year's exhibition compare to last year?

Much better	Better	About the same	Worse	Much worse	I didn't attend last year	Total
8	17	24	9	0	21	79
10%	22%	30%	11%	0%	27%	100%

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 recommended next steps are outlined below:

British Council

- Exhibition costs and number of event days: The cost of our exhibitions has always been a challenge to address. We will be scoping for other possible venues to host the exhibition and working out the costs. We have looked at reducing the number of days for the exhibition but the reduction in costs is not significant
- Marketing and promotion: We are always open to recommendations on the different types of media you found useful. We have in this exhibition implemented a new digital marketing strategy and will continue to improve on this. We are also open to suggestions on how we can work together with institutions to deliver an effective promotion plan in the months outside the exhibition
- Venue: Your feedback on the quality of food and the temperature in the exhibition hall has been noted. These will be brought up to KL Convention Centre in our next meeting.

UK Institutions

- Selling message: in view of the economic downturn, parents and students are seeking ways to reduce the investment to study overseas. Thus, it is important to stress the quality of a UK qualification and highlight any unique selling points. Graduate employability and internships are selling points and institutions should point out details of any programmes and initiatives which may help prospective students in these areas
- Academics, current students and alumni: It is always useful to have some academics, current students or alumni present at the exhibition. Parents and students like to be reassured of the experience they will be getting while they are in the UK and thus it is good to have someone who would be able to share their experiences

Appendix

Corporate Sponsors and other exhibitors	
BRITISH COUNCIL (Education, English, IELTS, Chevening)	
BRITISH AIRWAYS	
EDUCATION IS GREAT	
CORNERSTONE UK STUDENT ACCOMMODATION	
Schools, further education colleges and pathway providers	
Abbey DLD Group of Colleges	Cardiff Sixth Form College
Ashbourne College	Ealing Independent College
Astrum Colleges, London	Mander Portman Woodward
Bellerbys College	Queen Ethelburga's Collegiate
Boston College	Rendcomb College
Brooke House College	Ruthin School
CATS College	Trent College Boarding School (Ages 11-18)
Cambridge Tutors College	
Higher Education providers	
University of Aberdeen	The University of Law
Aberystwyth University	UCL
Anglia Ruskin University, Cambridge & Chelmsford	Leeds Beckett University
University of the Arts London	Leeds College of Art
Bangor University	University of Lincoln, UK
University of Bath	Liverpool Hope University
University of Birmingham	London South Bank University
Birmingham City University	Loughborough University
University College Birmingham	The University of Manchester
Bournemouth University	Manchester Metropolitan University
BPP University	Newcastle University
University of Brighton	The University of Northampton
University of Bristol	Norwich University of the Arts

Brunel University London	Nottingham Trent University
Canterbury Christ Church University	Oxford Brookes University
Cardiff University	University of Plymouth
City, University of London	Queen Margaret University, Edinburgh
University for the Creative Arts	Queen Mary University of London
University of Derby	Queen's University Belfast
University of Dundee	University of Reading - UK and Malaysia
University of East Anglia	Robert Gordon University
University of East London	Royal Holloway, University of London
University of Essex	The University of Sheffield
University of Exeter	Sheffield Hallam University
University of Glasgow	University of Southampton
University of Greenwich	University of South Wales
University of Hertfordshire	The University of St Andrews
Heriot-Watt University, Scotland, Dubai & Malaysia	St Mary's University, Twickenham, London
University of Hull	University of Strathclyde
Hult International Business School	University of Surrey
Istituto Marangoni	Swansea University
University of Kent	University of Warwick
King's College London	University of the West of Scotland
Lancaster University	The University of Winchester