

Post-event report for

Study UK Malaysia March 2017 exhibition

Kuala Lumpur, 18 and 19 March
Penang, 25 March

Introduction

British Council Malaysia holds the largest education fair focused on British universities, schools and colleges. This March we saw the participation of 89 institutions in Kuala Lumpur and 34 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.

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Highlights

Kuala Lumpur – 89 institutions, 3632 visitors
Penang – 34 institutions, 753 visitors

Snapshot of our visitors

Attendance figures:

KL: 3632 (27% drop)
Penang: 753 (44% increase)

Visitor demographics:

54% Female | 46% Male
 56% are aged between 11-20
 25% are aged between 21-30
 15% are aged between 31 - 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)	15%	27%
Undergraduate	34%	27%
Postgraduate	27%	14%
Postgraduate MBA	9%	4%
Learn English	3%	8%
Boarding School	2%	9%
Short Course(s) (eg Summer course)	4%	3%
Professional Award/Employment related qualifications (eg. ACCA etc.)	4%	6%

Snapshot of our visitors

Popular subjects <i>from the Visitors' Registration System (VRS)</i>		
	Kuala Lumpur	Penang
Agriculture and related subjects	1%	1%
Applied and Pure Sciences	11%	11%
Architecture, Building and Planning	6%	6%
Business and Administrative Studies	14%	14%
Computer and Mathematical Science	6%	6%
Creative Arts and Design	5%	5%
Education and Training	6%	6%
Engineering and Technology	16%	16%
Health and Medicine	11%	11%
Humanities	5%	5%
Law	5%	5%
MBA	2%	2%
Hair, Beauty and Personal Care	0%	0%
Social Studies and Communications	8%	8%
Travel, Tourism and Hospitality	4%	4%

Out-of-home

Lightboxes and digital posters

- Period: 17 Feb – 18 March 2017
- Spend: MYR60k++
- KLCC LRT station (Kelana Jaya line), Ampang Park, Masjid Jamek, KL Sentral stations (Kelana Jaya line)
- Digital Posters at 23 TGV outlets



LED Screens, Billboards and Giant Streamers

- Period: 23 Feb – 24 March
- Spend: MYR63k++
- Locations:
 - Jalan Burma/Jalan Anson, Bayan Lepas Expressway (in front of Queensbay Mall), Gurney Plaza, Gurney Paragon



Bus wrap

- Various routes around Penang Island



Print media

- Period from: 21 Feb – 24 March 2017
- Across 9 newspapers (Malay, English and Chinese)
- Number of write-ups: 15
- Spend: 32 insertions @ MYR400,000



Impact of Advertising & Marketing Plan in Kuala Lumpur

In terms of footfall and visitor numbers, we saw a total of 3632 people, a 27 per cent drop from the corresponding exhibition last year, despite that the local SPM (O-levels equivalent results) being just released a couple of days prior to the exhibition.

The internet remains one of the most popular avenues where 40 per cent our visitors found out about the exhibition. 33 per cent found out via word-of-mouth while 37 per cent saw our advert in newspapers. The British Council will continue to invest in these three channels in the coming exhibitions. The British Council (43 per cent) website is the most popular websites where visitors found out about the exhibition followed by Facebook (25 per cent). The Star remains the most widely read newspaper (36 per cent), followed by The Sun (18 per cent) both of which are English language papers.

For out-of-home media, LRT lightboxes seem to be the most effective (51 per cent), followed by digital posters in TGV cinemas (19 per cent)

Impact of Advertising & Marketing Plan in Penang

In terms of footfall, we saw a total of 753 visitors to the Penang exhibition, a 44% increase compared to last year. This is despite a clash with The Star Education Fair, one of the biggest local education fair in Penang. The clash was due to the change of dates by their organisers, to coincide their event with the release of the SPM results.

For the very first time, the British Council held the Penang exhibition on a weekend – Saturday, instead of the usual Tuesday – which may be one of the contributing reasons for the increase in visitor numbers. We have also seen a slightly larger number of parents attending the exhibition. We will envision continuing in running the exhibition on a Saturday in the coming years.

In addition to the print and digital media campaign done centrally in Kuala Lumpur, we have also invested in various out of home advertisements, namely, billboards, LED screens, giant streamers, bus wrap and lamp post buntings. Flyers were printed and distributed to schools and email shots are also sent to schools, colleges and universities in Penang.

Media consumption in Penang and KL vary slightly. As indicated in our visitors' survey, Penangites hear about the exhibition largely by word-of-mouth (50 per cent), followed by the internet (33 per cent) and newspapers (19 per cent).

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 **574** responses in KL (*456 students and 118 parents*) and **174** (*142 students and 32 parents*) responses in Penang

Key findings - KL

- Most of our visitors are **currently either doing their pre-university** (26 per cent) or **undergraduate** (23 per cent) studies and are looking for opportunities to further their studies at the undergraduate (40 per cent) and postgraduate (37 per cent) levels
- More than **70 per cent** of our visitors are considering leaving for their studies within **two years**
- Most students attend the exhibition to source for a **suitable university** (52 per cent) and **study options** (48 per cent) but few intends to apply for a course (31 per cent). 36 per cent of our visitors come to the exhibition to seek for a scholarship
- Besides the UK, other major country preferences include **Australia** (24 per cent) and **the US** (14 per cent)
- The main **motivation factors for parents** to send their child(ren) overseas are **quality, experience and career prospects**
- **Safety, quality and post-study work opportunities** are ranked the most important for parents in their choice of study destination for their child(ren)
- For students, **safety, quality and post-study work opportunities** are also their deciding factors in choosing a study destination

Key findings - Penang

- Most of our visitors (75 percent) are **currently doing their SPM/IGCSE** equivalents and are looking for opportunities to further their studies at the **pre-university** (50 per cent) and **undergraduate** (56 per cent) levels
- More than **70 per cent** of our visitors are considering leaving for their studies within **two years**
- Most students attend the exhibition to source for **study options** (71 per cent) and a **suitable university** (67 per cent) but few intends to apply for a course (17 per cent)
- Besides the UK, other major country preferences include **Malaysia and Australia** (both 10 per cent)
- The main **motivation factors for parents** to send their child(ren) overseas are **quality, experience and career prospects**
- For students, **safety, quality and distance** are their deciding factors in choosing a study destination

Exhibitors' feedback

Main recommendations

- More advertising and promotion required
- Avoid clash with other fairs
- Lower cost, consider one day event

British Council comments

- Marketing and promotion: We share details of our marketing and promotion in our event reports and are always open to recommendations on the different types of media you found useful. We will consider investing in other unique marketing channels providing they are not overly expensive, which will in turn drive the exhibition costs up further
- Dates: We do realise that there are usually a host of other local exhibitions taking place around the same time as ours. However, this is unavoidable as our dates and venue booking are locked in at least 1 ½ years ahead. March is usually the peak recruitment period in Malaysia and if we change our dates, we risk clashing with other British Council events around the region, which, in turn, will impact on UK institutions' travelling dates.
- Exhibition cost: The cost of our exhibitions has always been a challenge to address, mainly due to the escalating direct costs such as venue, stand build-up and advertising
- One day event: Although it may seem more cost efficient to reduce the KL event to just one day, the reduction in costs will be very minimal. The only 'savings' we would expect to see is a single day rental charge of the venue and some equipment while build-up and advertising costs will remain unchanged

Kuala Lumpur's Exhibitors' Feedback

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

Informative	Relevant	Current	Not beneficial	Total respondents
44	33	12	4	93
42%	54%	32%	12%	

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
15	39	2	29	85
18%	46%	2%	34%	

Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
5	35	39	7	0	86
6%	41%	45%	8%	0%	

Penang's Exhibitors' Feedback

The Penang market briefing was (more than one answer allowed)

Informative	Relevant	Current	Not beneficial	Total respondents
13	7	8	0	28
46%	25%	29%	0%	

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
10	12	2	4	28
36%	43%	7%	14%	

Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
2	19	5	2	1	29
7%	66%	17%	7%	3%	

Appendix

INSTITUTION	KL 18 & 19 March	Penang 25 March
Abbey DLD Group of Colleges	•	•
Ashbourne College, London (GCSE, A levels)	•	•
Bellerbys College	•	
Boston College of Further Education	•	
Cambridge Tutors College	•	•
Cardiff Sixth Form College	•	•
CATS College	•	
Concord College	•	
Oxford International College	•	•
Queen Ethelburga's College	•	•
University of Aberdeen	•	
Aberystwyth University	•	•
Anglia Ruskin University, Cambridge & Chelmsford	•	•
University of the Arts London	•	
Aston University	•	
Bangor University	•	
University of Birmingham	•	
Birmingham City University		•
University College Birmingham	•	•
Bournemouth University	•	
BPP University	•	
University of Brighton	•	
University of Bristol	•	
Brunel University London	•	•
Cardiff University	•	
City, University of London	•	
Coventry University	•	
Cranfield University	•	
University for the Creative Arts	•	

De Montfort University	•	•
University of East Anglia	•	
University of East London	•	•
The University of Edinburgh	•	
Edinburgh Napier University	•	
University of Essex	•	
University of Exeter	•	•
Falmouth University	•	•
University of Glasgow	•	
Glasgow Caledonian University	•	•
Heriot-Watt University	•	
University of Hertfordshire	•	•
University of the Highlands and Islands	•	
The University of Hull	•	
Istituto Marangoni London	•	
University of Kent	•	
King's College London	•	•
Lancaster University	•	
University of Leicester	•	
University of Lincoln	•	•
The University of Liverpool	•	
Liverpool John Moores University	•	
London South Bank University	•	
Loughborough University		•
The University of Manchester	•	
Manchester Metropolitan University	•	•
Middlesex University, London	•	
Newcastle University	•	
New College of the Humanities	•	•
The University of Northampton	•	
Northumbria University Newcastle	•	•
Norwich University of the Arts	•	
The University of Nottingham	•	
Nottingham Trent University	•	

Oxford Brookes University	•	
University of Plymouth	•	•
University of Portsmouth	•	•
Queen Mary University of London	•	
Queen's University Belfast	•	•
The University of Reading	•	•
Robert Gordon University, Aberdeen	•	
Royal Holloway, University of London	•	
The University of Sheffield	•	
Sheffield Hallam University	•	
University of South Wales	•	
University of Southampton	•	•
University of St Andrews	•	•
St George's, University of London	•	
University of Stirling	•	
St Mary's University, London	•	•
Staffordshire University	•	
University of Strathclyde	•	
University of Sunderland	•	
Brighton and Sussex Medical School	•	
University of Sussex	•	•
University of Surrey	•	
Swansea University	•	•
Teesside University	•	•
University of the West of England, Bristol	•	
University of Warwick	•	•
The University of Winchester	•	
The University of York	•	
Total number of participants	89	34