



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for

Study UK Malaysia October 2018 exhibition

Kuala Lumpur, 20 and 21 October 2018

Introduction

British Council Malaysia holds the largest education fair focused on UK universities, schools and colleges. This October we saw the participation of 47 institutions in Kuala Lumpur. 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:

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Highlights

Kuala Lumpur – 47 institutions, 2067 visitors

Snapshot of our visitors

Attendance figures:

KL: 2067 (28.18% drop)

Visitor demographics:

54.23% Female | 45.77% Male
 35.00% are aged between 16 - 19
 20.38% are aged between 20 - 23
 23.08% are aged between 24 – 35
 10.77% are aged between 36 - 45
 10.77% are aged above 45

Level of Study

from the Visitors' Registration System (VRS)

	Kuala Lumpur
Vocational and technical (eg NVQ, BTEC, VQ)	1.33%
Pre-university academic (eg A-Levels, IB)	12.34%
Undergraduate	34.47%
Postgraduate	31.73%
Postgraduate MBA	7.54%
Learn English	1.99%
Boarding School	1.16%
Short Course(s) (eg Summer course)	4.81%
Professional Award/Employment related qualifications (eg. ACCA etc.)	4.64%

Snapshot of our visitors

Popular subjects <i>from the Visitors' Registration System (VRS)</i>	
	Kuala Lumpur
Agriculture and related subjects	1.28%
Applied and Pure Sciences	7.87%
Architecture, Building and Planning	3.54%
Business and Administrative Studies	15.52%
Computer and Mathematical Science	9%
Creative Arts and Design	3.97%
Education and Training	4.54%
Engineering and Technology	12.05%
Health and Medicine	10.13%
Humanities	6.87%
Law	7.58%
MBA	5.95%
Hair, Beauty and Personal Care	0.78%
Social Studies and Communications	8.58%
Travel, Tourism and Hospitality	2.34%

Marketing campaign

Total spend of more than **MYR270,000**

Online and digital

- Strategy:
 - Social media paid postings, focusing on students' and alumni's testimonials
 - Social media paid postings, focusing on Scholarship
 - Events boosting based on genre of seminars and activities
 - Sponsored editorials
 - Web banners on targeted websites
 - Adword search Search Engine Optimisation
- Platforms: Facebook and Instagram, *Cilisos*
- Spend: up to MYR110K

Print media

- Print advertisements across three newspapers including English and Chinese
- Online banners in The Star
- Accompanying write-ups in selected press advertisements
- Spend: 10 insertions and 2 online banners, costed up to MYR150k

Radio

- Radio advertisement on Chinese radio channel: 988
 - Radio advertisement on English radio channel: BFM (including a complimentary interview slot on Study UK)
- Spend: up to MYR12K

Partnerships

- **British High Commission's** Facebook (UK in Malaysia) to disseminate marketing information
- **British Malaysian Chamber of Commerce's** email database to disseminate marketing materials
- Collaborated with partners such as TalentCorp and Leaderonomics as speakers.
- Engaged Chevening Scholarships, Commonwealth Scholarships & Fellowships Programme and GREAT Scholarships as exhibitors to the event

Other Printed Marketing Collaterals


- Flyers distributed at various British Council events, including School Roadshow and European Union in Malaysia (EUNIC) Event.
- Pull-up banners displayed at British Council Kuala Lumpur's and British Council the Curve's teaching centres

Online and digital

Study UK - British Council Sponsored

Watch this interview video and find out what Nurjannah's parents think about sending her off to study in the UK.

Join Nurjannah and other Malaysians in the UK. Find out more about studying in the UK at the Study UK Malaysia exhibition - www.bit.ly/StudyUKExpo #StudyUK #DiscoverYou



britishcouncil.my
I am Sending My Child to Study in the UK! [LEARN MORE](#)

Study UK - British Council Sponsored

Experiences from Chong Sue Yen, an #architectural student from University of Bath

Want to explore your UK study options? Visit <https://www.britishcouncil.my/study-uk/malaysia-exhibition>

#DiscoverYou #StudyUK



Study UK - British Council [Learn More](#)
College & University

Study UK - British Council Sponsored

Planning to study in the UK? Scholarships up to MYR1 Million are available for Malaysian students! Join us at Study UK Malaysia exhibition this 20 and 21 October at Kuala Lumpur Convention Centre to find out more.

For more information, visit www.bit.ly/StudyUKExpo



www.bit.ly/StudyUKExpo
Meet us at the Study UK Malaysia Exhibition to lea... [LEARN MORE](#)

Study UK - British Council shared an event. Sponsored

Scholarships valued at up to MYR1 million are up for grabs. Come to the exhibition to understand how to apply for these and what you need to prepare. Many scholarship bodies require applicants to apply as early as one year prior to the start of their programme in the UK, so, this is the best time to explore if you are planning to start in 2019/20. Best of all, most of the scholarships below comes with no bond.

- Celebrate the launch of GREAT Scholarship - Malaysia 2019. The i... See more



SUN, 21 OCT
Get your finances sorted with a UK scholarship [Get Tickets](#)

6 SECRET REASONS MALAYSIAN GRADUATES CHOSE TO STUDY IN THE UK (THAT THEY DIDN'T TELL THEIR PARENTS!)

CILISOS SPONSORED CONTENT — 27/08/2018

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Share this article:



So we all definitely know someone who has studied in the UK, or we are that someone. But with **the UK aaalllll the way on the other side of the globe**, we wonder why do so many Malaysian students still go there to study?

Print media




**STUDY UK
DISCOVER YOU**

GREAT
GLOBAL REPUTATION EXCELLENCE AWARD

英国教育展

2018年10月20日至21日(星期六、日) • 下午1时至6时
吉隆坡会展中心 (KL Convention Centre) 第5展厅
了解更多并立即注册参加: bit.ly/StudyUKExpo

- 在马来西亚最大规模的英国教育展上邂逅英国大学、大专院校和寄宿学校的代表们现场。
- 了解各种奖学金机会以及如何申请。
- 听专家分享有关升学和未来职业的选择。
- 参加有关雅思考试、入读顶尖大学、撰写个人履历等一系列的互动讲座。
- 与校友面对面交流,了解在英国的学习生活。

SPONSORED BY **IELTS** **EduWorld**




**STUDY UK
DISCOVER YOU**

GREAT
GLOBAL REPUTATION EXCELLENCE AWARD

STUDY UK EXHIBITION

20 AND 21 OCTOBER 2018 • 1.00-6.00 P.M.
HALL 5 • KUALA LUMPUR CONVENTION CENTRE

- Meet representatives from UK institutions and get personalised consultations on your study options.
- Come and find out if you are eligible to apply for our full scholarships.
- Speak to experts for advice on study and career choices.
- Attend informative seminars on IELTS, getting into a top university, and writing your personal statement.
- Find out about life as a student in the UK from those who have 'been there and done that'.

Pre-register now at: <http://www.britishcouncil.org/study-uk/malay-18-19>

SPONSORED BY **IELTS** **EduWorld**

Radio

Complimentary interview podcast: <https://www.bfm.my/curriculum-study-uk>

Partnerships & Other Printed Marketing Collaterals

UK in Malaysia - British High Commission Kuala Lumpur September 26

The British Council's Study UK Malaysia Exhibition will be coming soon on 20 and 21 October at Kuala Lumpur Convention Centre.

This year, the exhibition will have 50 UK institutions present. There will be a series of seminars and activities suitable for anyone from any levels of study.

These informative seminars are delivered by UK institutions and partners such as IELTS and TalentCorp Malaysia. Scholarships valued at up to MYR1 million are up for grabs. ... See More



UK in Malaysia - British High Commission Kuala Lumpur Yesterday at 12:15 PM

We had a #Chevening booth at the British Council Malaysia's recent Education UK exhibition here in Kuala Lumpur.

Our wonderful Malaysian Chevening Alumni volunteers were on hand to speak to about the application process and how to create an outstanding Chevening application.

Applications for Chevening Scholarships are open until 6 November 2018, with applications to be submitted via www.chevening.org/apply

#EducationIsGREAT #MYUKEdu #IamChevening #MYCheveningJourney #MYChevening



Impact of Advertising & Marketing Plan in Kuala Lumpur

In terms of footfall and visitor numbers, we saw a total of 2067 visitors, a 28.18 per cent drop from the corresponding exhibition last March (2018).

The internet and social media remain the most popular avenues where 46.12 per cent our visitors found out about the exhibition. 27.52 per cent found out via word-of-mouth while 21.32 per cent knew about the exhibition from our offices. The British Council will continue to invest in these three channels in the coming exhibitions.

Facebook (36 per cent) is the most popular platform where visitors found out about the exhibition followed by the British Council website (28.68 per cent). Google Search brought 12.4 per cent of visitors to learn about the exhibition.

Although newspaper only brought in 17.44 per cent of visitors, The Star remains the most widely read newspaper (26.36 per cent), followed by The Sun (8.91 per cent) and Sin Chew Daily (6.2per 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 **260** responses (*215 students and 45 parents*).

Key findings - KL

- Most of our visitors are **prospective students** (82.69%) and more than **55 per cent** are aged between **16 to 23**
- Close to **41 per cent** of our visitors are Bachelor Degree holders and close to **42 per cent** of our visitors are currently doing or have already completed either Year 11 or Year 12 equivalent qualifications. **18.22 per cent** of visitors are currently doing Masters/PhD.
- Most students attend the exhibition to source for a **suitable university/college** (52.34 per cent) and **study options** (53.27 per cent) but few intend to apply for a course (28 per cent).
- **39.72 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 (43.18%)**, follow by **USA (31.82%)**, **Singapore (22.73%)**. **Malaysia and Canada/New Zealand** come after that at 15.91%.
- The main **motivation factors for parents** to send their child(ren) overseas are **Good experience and exposure (72.73%)** and **High quality and internationally recognized qualifications (63.64%)**. **52.27% parents also value better career prospects** for their child(ren) after studying in the UK.
- **Distance and location** are ranked the most important factors for parents in their choice of study destination for their child(ren). **Past experience of parents or relatives studying in the UK** and **post-study work opportunities** are also equally important

Exhibitors' feedback

Main recommendations

1. More advertising and promotion required
2. Lower cost, make it one day event instead of two days
3. Relook at booth positioning to ensure all exhibitors have equal foot traffic

British Council comments

1. We have been investing in new methods of promotions and marketing:
 - The British Council team had shifted our marketing focus to digital platforms, including the use of testimonial videos and search engine optimisation.
 - School Roadshow was arranged to happen before the exhibition to allow more on-ground promotions to the students in international schools.
 - Information around scholarships, pathways after secondary schools and career prospect are popular among the visitors. The team will consider working with more reliable partners to deliver information around these themes.
 - Traditional media such as newspaper and radio ads are not effective. The British Council team will cut down on the budget allocated for this activity.
2. The team has taken note of this feedback. However, due to the agreement committed, we had to continue the exhibition at KL Convention Centre.
 - Starting March 2019, the Study UK exhibition will be an one-day event, with the following changes:
 - Table and chair setting for all exhibitors. This setting helps cut down the booth buildup cost
3. The team is looking at designing a customised layout to ensure all exhibitors receive similar number of visitors.

Kuala Lumpur's Exhibitors' Feedback

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

Informative	Relevant	Current	Not beneficial	Total respondents
27	16	13	1	56
48%	28%	22%	2%	100%

What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing	Total
23	11	4	4	42
55%	26%	9.5%	9.5%	100%

Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad	Total
5	24	12	1	1	43
12%	56%	28%	2%	2%	100%

Appendix

Participating institutions

Booth	Institution
1	Abbey DLD Group of Colleges
2	Ashbourne College
3	Bellerbys College (Study Group)
4	Aberystwyth University
5	Anglia Ruskin University
6	University of the Arts London
7	University of Bath
8	University of Bedfordshire
9	University of Birmingham
10	Birmingham City University
11	University College Birmingham
12	BPP University
13	Cardiff University
14	City, University of London
15	Brooke House College
16	CATS College (Cambridge Education Group)
17	Cardiff Sixth Form College
18	Durham School
19	Oxford International College
20	Ruthin School
21	Tettenhall College
22	University College London
23	University of East Anglia
24	The University of Edinburgh
25	University of Essex
26	University of Exeter
27	Falmouth University
28	University of Hertfordshire
29	University of Kent
30	King's College London
31	The University of Law
32	Leeds Arts University
33	University of Lincoln

34	Loughborough University
35	The University of Nottingham
36	Nottingham Trent University
37	University of Plymouth
38	Queen's University Belfast
39	Royal Holloway, University of London
40	University of Reading (UK and Malaysia)
41	Sheffield Hallam University
42	University of Southampton
43	University of St Andrews
44	University of Surrey
45	Swansea University
46	Ulster University
47	University of Warwick