

# POST-EVENT REPORT

**Study UK Fair Malaysia  
Kuala Lumpur  
10 March 2019**

# Introduction

British Council Malaysia holds the largest education fair focused on UK universities, schools and colleges locally. In March 2019, we saw the participation of 52 institutions in Kuala Lumpur. Our fair 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 –  
2,646 visitors,  
52 institutions and 3 sponsors**

## Snapshot of our registered visitors

*From Visitor's Registration System (VRS)*

### Attendance figures:

**2,646 (28% increase from  
the past Oct 2018 fair)**

### Visitor demographics:

42.60% are aged below 20  
36.09% are aged between 21 – 30  
9.57% are aged between 31 - 40  
6.90% are aged between 41 - 50  
4.83% are aged above 50

### Interested Level of Study

*from the Visitors' Registration System (VRS)*

	Oct 2018	March 2019
Vocational and technical (eg NVQ, BTEC, VQ)	1.33%	1.17%
Pre-university academic (eg A-Levels, IB)	12.34%	14.09%
Undergraduate	34.47%	39.20%
Postgraduate	31.73%	29.27%
Postgraduate MBA	7.54%	6.06%
Learn English	1.99%	2.70%
Boarding School	1.16%	1.02%
Short Course(s) (eg Summer course)	4.81%	3.65%
Professional Award/Employment related qualifications (eg. ACCA etc.)	4.64%	2.85%

There was an increase in the percentage of visitors who are interested in pursuing **Pre-university and Undergraduate academics**. Over the past two fairs, we are seeing the **rising Postgraduate demand** as well.

## Snapshot of our visitors

<i>Popular subjects</i> from the Visitors' Registration System (VRS)		
	October 2018	March 2019
<i>Agriculture and related subjects</i>	1.28%	1.33%
<i>Applied and Pure Sciences</i>	7.87%	6.28%
<i>Architecture, Building and Planning</i>	3.54%	3.38%
<i>Business and Administrative Studies</i>	15.52%	15.11%
<i>Computer and Mathematical Science</i>	9%	8.82%
<i>Creative Arts and Design</i>	3.97%	4.59%
<i>Education and Training</i>	4.54%	5.26%
<i>Engineering and Technology</i>	12.05%	13.11%
<i>Health and Medicine</i>	10.13%	8.82%
<i>Humanities</i>	6.87%	8.58%
<i>Law</i>	7.58%	8.16%
<i>MBA</i>	5.95%	4.17%
<i>Hair, Beauty and Personal Care</i>	0.78%	0.91%
<i>Social Studies and Communications</i>	8.58%	9.49%
<i>Travel, Tourism and Hospitality</i>	2.34%	1.99%

**Business and Administrative Studies; Engineering and Technology; Health and Medicine** remain popular in Malaysia market. We are seeing **rising demand for Social Studies and Communications** subjects.

# 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 **256** responses (*215 students and 41 parents*).

## Key findings - KL

- 1) **37.21%** of our visitors intend to **pursue Master's/PhD** programmes, while **35.81%** are looking to **pursue Bachelor's degree** programmes. Close to **29%** are planning to pursue **Pre-university studies** i.e. A-levels, International Baccalaureate (IB), Australian Year 12 (SAM, WACE, Ausmat), Canadian Pre-U (CIMP), Foundation/Malaysian Matriculation.
- 2) Most students attended the exhibition to source for a **suitable university/college (50.23%)** and **35.35%** of them intended to **apply for a course**.
- 3) **42.33 per cent** of our visitors came to the exhibition to seek a scholarship.
- 4) Besides the UK, parents are considering sending their children to **Australia (53.66%)**, followed by **Malaysia (29.27%)**, **USA (24.39%)** and other **European countries (24.39%)**.
- 5) The main **motivating factors for parents** to send their child(ren) overseas are **internationally recognized qualifications (65.85%)**, **academic quality (63.41%)** and **good experience and exposure (60.98%)**. **Better career prospects** for their child(ren) is significantly important (**41.46%**) as well.
- 6) **Distance and location** are ranked the **least important factors** for parents in their choice of study destination for their child(ren).
- 7) **94 per cent** of the respondents **found the information they were looking for**.
- 8) **About 91 per cent** of the respondents had a **positive customer service** experience at the exhibition.

- Point (4) reinforces the point that **Malaysia is a price sensitive market**.
- Point (5) and (6) also reflect the reality that **although an overseas education is very much desirable, local provision is also an option** for many Malaysian students and parents.
- Point (7) is a surprising finding, **students and parents do not see distance as the main factor to selecting a study destination**.

# Exhibitors' feedback

## Main feedback & British Council response

### Feedback 1: Lower the participation fee

We have taken note of this feedback. The participation fee amount is currently being discussed internally.

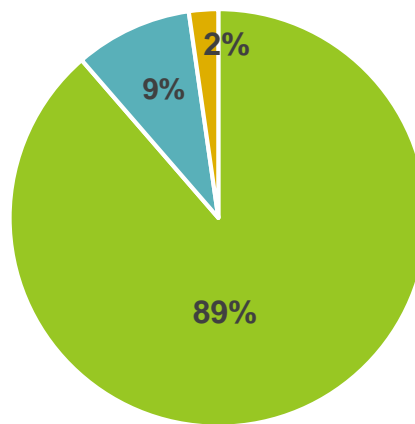
### Feedback 2: Good to maintain one-day event at KL Sentral area

We are maintaining the one-day format seeing the efficiency of the format.

### Feedback 3: Stand space is very limited

Due to the smaller venue size, the stand space has to be reduced. We will be working with the venue in the future to maximise the space.

Assessment of visitors



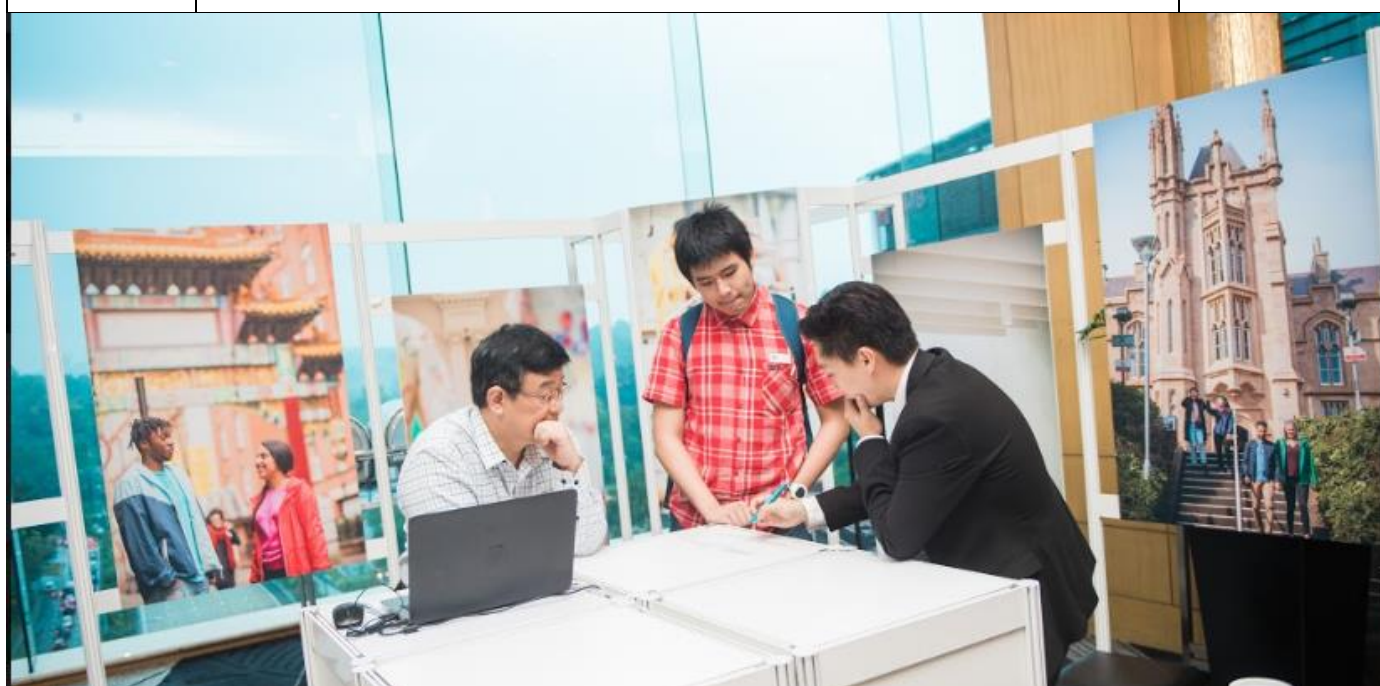
■ Good number and good quality  
 ■ Good number only  
 ■ Disappointing

# INNOVATION HUB

Innovation Hub offers the institution a more intimate interaction with the visitors. In innovation hub, we host sessions which encourage in-depth sharing and personal interaction.

In the previous fair, we hosted the following sessions:

Title	Description	Presenter(s)
Psychology in decision Making	What type of decisions do you make when you are under stress? This activity details a scientific test designed to help you understand what type of decision maker you are when you are pressured for time. Speak to Prof Buehner and Ms. Sian Keepin from Cardiff University on the application of Psychology in everyday life.	Cardiff University
Virtual Tour – Medical School Anatomy Lab	Come and experience our 360° walkthrough of Brighton & Sussex Medical School's brand new anatomy lab. BSMS teaches anatomy using full cadaveric dissection. 1st & 2nd Year Medical Students here will spend half a day a week in the anatomy lab, learning about the human body. These virtual tours will last 3-4 minutes using Oculus Go headsets.	Brighton and Sussex Medical School
Solving real world problems with engineering	In this workshop, participants will be introduced to the fundamental concepts of design thinking and problem solving. After that, the participants will be challenged to solve real world issues using the technology available in our world. Throughout the workshop, various engineering solutions created by students from University of Southampton Malaysia will be showcased, including a game.	University of Southampton
Interested in Cell Research? Speak to Dr Izah!	Find out more about the journey of a Malaysian cell research expert who spent 6 years building up her specialised skills and professional experience in the UK, and how she is changing and contributing to the landscape of cell research in Malaysia upon her return from the UK. Participants will gain insights on exciting opportunities and challenges of being a cell researcher so that they will know what to expect if they choose to embark on a similar journey.	Dr Izah, Alumni from University of Glasgow







# Marketing campaign

Total spend of more than **MYR220,000**

## Online and digital

- Strategy:
  - Social media paid postings: Facebook, Instagram
  - Events boosting based on genre of seminars and activities
  - Sponsored editorials: SAYS.com
  - Web banners on targeted websites
  - Adword search Search Engine Optimisation
- Spend: up to MYR190K

## Print media

- Print advertisements on Sin Chew Newspaper (Chinese medium)
- Spend: up to MYR10K

## Radio

- Radio advertisements on English radio channels targeting students and parents
  - Targeting parents: BFM (including an interview slot on Study UK)
  - Targeting students: HitzFM
- Spend: up to MYR20K

## 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
- Engaged **GREAT Scholarships** as exhibitors to the event

## Other Printed Marketing Collaterals

- Flyers distributed at various British Council events

Promotion strategies have moved on to **focus on digital channels which work more effectively in reaching the right crowd.**

# Sample of marketing artwork

**Study UK - British Council added an event.**  
24 February · 🌐

One of the most frequently-asked-question we get is - how to choose a university and a course. Join some of our panel of institutions and speakers and get all your questions about studying in the UK answered.

- Learn from institutions from every corner of the UK. Meet up to 50 different institutions offering thousands of courses. Speak to those working for the institutions directly and get all your questions answered.
- Talk to our UK alumni. No one knows about studying in the UK better than those who has been there, done that. Let our UK alumni answer all your doubts and questions about studying in the UK.
- Subject-related seminars. Not sure how to write a personal statement, or how to get the most out of a legal education in the UK? Perhaps parents would like to find out how they can help prepare their child to get into a top UK university?



**STUDY UK FAIR**  
10 MARCH  
HILTON KUALA LUMPUR  
STUDY UK - DISCOVER YOU

SUN, 10 MAR  
Choosing a UK institution or course which best suits you

★ Interested

**Study UK - British Council**  
Published by Kianwee Tiu (👤) · 28 February · 🌐

That's right! We have scholarships up to RM1 million available at the Study UK Fair 🇬🇧

Interested in joining us? SAYS has all the details here!  
Pre-register at: [bit.ly/StudyUKExpo](http://bit.ly/StudyUKExpo)



SAYS.COM  
Want To Study In The UK? This Event Will Tell You Everything You Need To Know

LINK: <https://says.com/my/lifestyle/study-uk-malaysia-exhibition>



**英国教育展**  
2019年3月10日 (星期日)  
HILTON KUALA LUMPUR (KL SENTRAL)  
下午1时至6时

**资讯讲座**

2019年英国国家奖学金计划 - 马英四国了解如何申请价值400,000令吉的非凡英国奖学金。抓住机会与提供奖学金的5所大学互动。	英国文化教育协会 (British Council) 为获得奖学金的5所大学
免雅思考试 (IELTS) 资讯讲座 掌握获得成绩的雅思考试 (IELTS) 成绩? 快前来向专家学习。	英国文化教育协会 (British Council)
大学毕业后 取得学位, 你为生活做好准备了吗? 前来了解雇主正在寻找什么技能和技能, 以提高你的就业能力。	University Academy 92
体验VR之旅 成为一名称职? 通过Oculus Go体验在著名医学院执行实验的感觉。	Brighton and Sussex Medical School
决策心理学 你的责任感之下, 你会做出什么样的决定? 通过一项心理测试了解你未来的命运。前来了解如何在日常生活中实践心理学。	Cardiff University
知识进入顶尖大学 向专家学习如何在顶尖大学占一席之地的好办法。	Cardiff Sixth Form College

千万不要错过

- 在马来西亚最大规模的英国教育展上遇见顶尖大学、高等院校和学校的代表们面对面。
- 了解英国大学申请流程和签证。
- 听专家分享有关大学和未来职业的选择。
- 与校友面对面交流, 了解英国的学习和生活。

了解更多并立即注册: [bit.ly/StudyUKExpo](http://bit.ly/StudyUKExpo)

BRITISH COUNCIL · STUDY UK - DISCOVER YOU · GREAT

**Study UK - British Council**  
Published by Kianwee Tiu (👤) · 5 March at 14:00 · 🌐

Your future is what you make it.

Find a UK qualification that matches your career ambition at the Study UK Fair on 10 March at Hilton Kuala Lumpur, KL Sentral.

Pre-register here: [bit.ly/StudyUKExpo](http://bit.ly/StudyUKExpo)... See more



Study UK Fair | British Council

Study UK Fair

# Appendix

## Participating institutions

Booth	Institution	Booth	Institution
1	Abbey DLD Colleges	27	The University of Manchester
2	Aberystwyth University	28	NCUK
3	UA92	29	Newcastle University
4	Anglia Ruskin University, Cambridge & Chelmsford	30	The University of Northampton
5	Birmingham City University	31	Northumbria University
6	University of Birmingham	32	Nottingham Trent University
7	Brighton & Sussex Medical School	33	Oxford Brookes University
8	University of Bristol	34	Oxford International College, A-Level
9	Brunel University London	35	University of Plymouth
10	Cardiff Sixth Form College	36	University of Portsmouth
11	Cardiff University	37	Queen Mary University of London
12	CATS College	38	Queen's University Belfast
13	City, University of London	39	Royal Holloway, University of London
14	University of East Anglia, Norwich, UK	40	Sheffield Hallam University
15	University of East London	41	The University of Sheffield
16	University of Exeter	42	University of South Wales
17	University of Glasgow	43	University of Southampton
18	University of Hertfordshire	44	The University of St Andrews
19	The University of Hull	45	University of Strathclyde
20	University of Kent	46	University of Stirling
21	Lancaster University	47	University of Surrey
22	University of Leicester	48	Swansea University
23	University of Lincoln, UK	49	Ulster University
24	The University of Liverpool	50	University of Warwick
25	Liverpool John Moores University	51	University of York
26	Manchester Metropolitan University	52	The University of Sunderland