



THE Awards Asia 2020 - Student Recruitment Campaign of the Year

Institution Name	Universiti Teknologi Petronas
Submission title or project name	UTP School Attack - Bringing UTP to Schools
Nominee/key personnel	Mr. Mohd Fadil bin Mohd Ariff; Mr. Wan Meor Safwat Naquiuddin bin Shamsudin
Submission	<p>For Malaysian families unable to attend on-campus visits, the Registry Office at Universiti Teknologi PETRONAS (UTP) introduced a campaign, the “School Attack Programme”, in March 2019, bringing the university to local schools instead. This programme is run across 80 schools across the nation (with the exception of Sabah, Sarawak and Labuan Federal Territories).</p> <p>UTP has worked closely with several Malaysian educational agencies, such as the Boarding School Management Division, the School of Excellence, State Education Department, MARA Secondary Education Division. The schools are selected for their proximity to UTP, their academic reputation, and proof of a strong STEM programme. 160 UTP staff members and university booths are deployed to the schools to ensure maximum exposure of UTP’s brand.</p>