



United Kingdom and Eire Council for Malaysian Students

*Majlis Perwakilan Pelajar Malaysia di United Kingdom dan Eire*

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**UKEConnect Office**  
Digital Membership Guide

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# 1. INTRODUCTION OF UKEC

**Who are we, and what do we do?**

**United Kingdom and Eire Council for Malaysian Students (UKEC) or Majlis Perwakilan Pelajar Malaysia di United Kingdom dan Eire** is the umbrella body of Malaysian Student Societies in universities across the United Kingdom and the Republic of Ireland. With over 77 Malaysian Societies as its constituent members, UKEC serves as an integral platform representing the collective interests of over 15,000 Malaysian students in the UK and Ireland. Our objective is to contribute towards nation-building by championing our student activism brand and developing today's student leaders into the Malaysian leaders of tomorrow. To realise one of our missions, we strive to provide various platforms for students to participate in non-partisan intellectual discourse.

## 2. OUR FLAGSHIP EVENTS

UKEC hosts four flagship events annually alongside other events throughout the year. Nation building is the main theme in all of our events, along with commitment towards human capital development and leadership training. The events include:

### 2.1 Malaysian Student Leaders' Summit (MSLS)

MSLS is a conference that aims to foster the development of our future leaders and provide them with an open, non-partisan avenue for intellectual discourse. The broad scope of issues covered by this conference, from education and politics to technology, demonstrates UKEC's focus on raising awareness on critical matters amongst the bright young minds of Malaysia.

Previous conferences saw the participation of distinguished names such as YAB Tun Dr Mahathir Mohamad, Dato' Seri Anwar Ibrahim, Tun Daim, YB Khairy Jamaluddin, YB Datuk Nur Jazlan, YB Nurul Izzah, Rafizi Ramli, Dato' Seri Nazir Razak, Dato' Mohammad Faiz Azmi and Tan Sri Tony Fernandes, all of whom have enlightened audiences of hundreds of students with insights and expertise from their respective fields.

### **3.2 Projek Amanat Negara (PAN)**

This has been a major flagship event for our organisation and one of the most significant intellectual discourse events for students in the UK and Ireland since its inception in 2004. This annual initiative serves as a platform for non-partisan scholarly discussions and intellectual discourse between leading political, social and economic figures and Malaysian student leaders. In this year's Projek Amanat Negara, we covered various topics that have constantly been rising issues in Malaysia. It includes education, child rights and the national automotive industry.

Previous conferences saw the participation of distinguished names such as YAB Tun Dr Mahathir Mohamad, YB Khairy Jamaluddin, Dato' Zaid Ibrahim, and Dr Azmi Sharom, all of whom have enlightened annual audiences of hundreds of students.

### **3.3 UKEC-GRADUAN The Malaysian Career Fair**

The Malaysian Career Fair is an annual career fair held in collaboration between UKEC and GRADUAN, our career partner. It is a platform for students to network and mingle with corporations to advance their future abilities in the workplace. With around 40 participating companies, previous companies joining us include CIMB, PwC, Sunway, RHB, Shell, and many other top Malaysian-based employers. It aims to tackle the brain drain and acts as a platform for Malaysian students to explore job and internship opportunities in Malaysia.

The career fair takes place for three days every year. Students are encouraged to complete registration and upload their CVs prior to the event. The participating companies in The Malaysian Career Fair will review their CVs and potentially invite them to Corporate Networking. Corporate Luncheon is an exclusive networking session event that provides an opportunity to the top students who the companies selected from the CV submission for them to network with CEOs and top management executives from the participating companies. It usually takes place on the first day of the event. The second day will be the main fair itself, where the students will get to

network with each company's representatives to enquire or gain further understanding about their culture, hiring disciplines and industry, while the Interview Session is when participating companies conduct interviews for internship placements or job hiring, which usually takes place on the last day of Career Fair.

### **3.4 [i]MPACT Stories**

[i]MPACT Stories used to be one of the initiatives of the UKECares Office in 2011. It used to be a one-day event comprising speakers from different fields of work keen to share their journeys and success stories to inspire the youth. Consisting of Ted-talk-like presentations by speakers from all walks of life to inspire others to view life from different perspectives. We hope to bring the students' attention to pressing issues such as mental health, social entrepreneurship and literature, amongst many others. The objective of [i]MPACT Stories, besides acting as a platform to convey inspiring messages to the youths, is to create ripples. Ripples will lead to changes which will, in turn, significantly impact society. Small changes can be the beginnings of something bigger, and each Malaysian student has something to give back to the community. Some may need a push to start thinking about their ideas, and we hope [i]MPACT Stories can be their starting point.

# **3. INTRODUCTION TO THE DIGITAL MEMBERSHIP**

## **3.1 Purpose of the guide**

To guide all Malaysian Societies in the United Kingdom and Eire on how they could convert their physical membership cards to a digital membership card.

## **3.2 Target audience**

All Malaysian Society committee members.

## **3.3 Overview**

In today's increasingly digital world, traditional membership cards and processes are being transformed into more convenient, efficient, and eco-friendly digital formats. A digital membership leverages technology to provide members with easy access to benefits, services, and information right from their smartphones or other digital devices.

A digital membership typically includes a digital membership card, which serves as an electronic version of a traditional card. This card can be stored in a mobile app or digital wallet, making it easily accessible wherever you go. Members can use this card to gain access to exclusive events, discounts, and other benefits without the need for physical cards.

The thought of having a digital membership card has never been absent, but the question is how do we do it?

Through this easy step-by-step guide, UKEC strives to assist all MSocs in the process of converting (if they please).

## 4. ALL THE PLATFORMS

### 4.1 Overview

When comparing the digital membership platforms, many names will pop up creating a bombardment of options leaving many confused on which to pick. This section gives you a brief idea on each platform on how each differs from another.

### 4.2 QPay

#### Features:

- **Digital Membership Cards:** Customizable digital membership cards that can be easily accessed via a mobile app.
- **Member Management:** Comprehensive tools for managing member details, membership levels, and benefits.
- **Event Integration:** Allows for the use of digital cards for event access and ticketing.
- **Analytics:** Offers detailed analytics and reporting on member activity and engagement.
- **Mobile App:** A dedicated mobile app for managing and accessing digital membership cards.

#### Ease of Use:

- User-friendly interface and straightforward setup process.
- Easy for both administrators and members to use and manage.

#### Security:

- Strong data encryption and compliance with data protection regulations.
- Secure storage of member information and payment details.

### 4.3 Eventbrite

#### Features:

- **Digital Tickets:** Primarily focused on event tickets which can serve as digital passes for events.
- **Member Lists:** Allows for maintaining attendee lists, which can act similarly to membership management.
- **Customizable:** Event pages and tickets are customizable, but not specifically designed for ongoing memberships.
- **Mobile App:** Mobile app for event check-ins and managing tickets.

#### Ease of Use:

- Intuitive interface designed for easy event setup and ticket management.
- Less focus on long-term membership management compared to QPay.

#### Security:

- PCI compliance for secure payment processing.
- Robust security measures for data protection.

### 4.4 MemberPress

#### Features:

- **Digital Membership Access:** Provides digital access to content and membership areas on a website.
- **Customization:** Highly customizable membership plans and access rules.
- **Integration:** Integrates with various payment gateways and other WordPress plugins.
- **Reporting:** Detailed reporting and analytics for membership activity.

## Ease of Use:

- Requires a WordPress site; setup can be more complex for non-technical users.
- Flexible and powerful customization options, but with a steeper learning curve.

## Security:

- Secure payment processing and regular security updates.
- Ensures data protection through WordPress security best practices.

## 4.5 Summary

| Feature                  | QPay  | Eventbrite  | MemberPress  |
|--------------------------|---|---|--|
| Primary Focus            | Digital membership cards, event ticketing, payments | Event management and ticketing                      | Membership site creation and management                      |
| Digital Membership Cards | Yes, customizable, accessible via mobile app        | Event tickets that can act as digital passes        | Yes, through WordPress integration                           |
| Event Management         | Yes, integrated with digital cards                  | Yes, comprehensive event management                 | Limited, requires additional plugins                         |
| Member Management        | Comprehensive tools for managing members            | Attendee lists and event-specific member management | Detailed member management, access rules, content protection |
| Analytics & Reporting    | Detailed analytics and reporting                    | Analytics for event performance                     | Detailed reporting and analytics                             |
| Ease of Use              | User-friendly, easy setup                           | Intuitive, easy for event setup                     | Requires WordPress knowledge, flexible but complex           |
| Security                 | Strong encryption, data protection, compliance      | PCI compliance, robust security measures            | Secure payment processing, regular security updates          |
| Mobile App               | Yes, dedicated mobile app                           | Yes, for event check-ins and management             | No specific app, relies on WordPress capabilities            |
| Pricing                  | Free plan, subscription plans, transaction fees     | Free for free events, service fees for paid events  | No free plan, annual subscription starting at ~\$179/year    |

# 5. GETTING STARTED

## 5.1 Overview

Taking the first step is always the hardest, especially when faced with multiple options. However, at UKEC, we are committed to making this process as smooth and straightforward as possible for you.

## 5.2 Decision

To simplify the decision-making process, UKEC has chosen to provide guidance on proceeding with digital membership using QPay.

### Reasons for Our Decision:

- 1) **Proven Success:** QPay has a track record of success with previous Malaysian Societies (MSocs), demonstrating its reliability and effectiveness.
- 2) **Cost-Effective:** QPay offers a free plan that we believe is more than sufficient to meet the needs of MSocs, ensuring that budget constraints do not hinder your membership management.
- 3) **Efficient Database Management:** QPay provides easy-to-use tools for database management, making it simple to keep track of member information and streamline administrative tasks.
- 4) **Simple Setup:** The setup process for QPay is straightforward and user-friendly, allowing MSocs to get started quickly without any technical hassle.

## 5.3 Instructions for Setting Up Your MSOC Digital Membership with QPay

1. **Visit the QPay Portal**
  - Access the website: [QPay Portal](#).
2. **Register an Account**
  - Register an account using your MASOC's email address. This account can be handed down to future committees for continuity.

### **3. Navigate to Memberships**

- Click on the "Memberships" tab located on the navbar.

### **4. Create/Edit Memberships**

- On the left side of the screen, click on "Create/Edit Memberships."

### **5. Create a New Membership**

- On the right side of the screen, click the "Create Membership" button.

### **6. Customise Your Membership**

- Customise your membership details. Note that we do not recommend setting up payment through this system due to uncertainties regarding security.

### **7. Design Your Membership Card**

- After adding the membership type, you can design the card. Please note that customization options are limited, and you can only design a strip across the card.

By following these steps, you can efficiently set up and manage your MSOC digital membership using QPay.

# 6. DISSEMINATION OF THE MEMBERSHIP CARDS

## 6.1 Overview

Creating the membership card is straightforward, but the real challenge lies in its distribution. Once the link is shared, there's a risk of it being reproduced multiple times, making it difficult to control the number of cards issued.

Solution: Only committee members will have access to the distribution link and the authority to register and produce digital membership cards.

## 6.2 Methods of distribution

### 1st:

Create sessions in which members can come to a booth and register with a committee member present.

### Advantages:

1. **Personal Interaction:** Members have the opportunity to interact directly with committee members, which can foster a sense of community and provide immediate assistance or answers to questions.
2. **Verification:** Committee members can verify member identities in person, ensuring the accuracy and authenticity of the registration process.
3. **Controlled Distribution:** By registering members in person, committee members can maintain strict control over the distribution of digital membership cards, reducing the risk of unauthorised duplication.
4. **Support and Guidance:** Members receive on-the-spot help and guidance through the registration process, which can be particularly beneficial for those who are not tech-savvy.
5. **Community Engagement:** Setting up registration booths can serve as an opportunity for community engagement and promoting upcoming events or activities.

### **Drawbacks:**

1. **Time-Consuming:** Organising and staffing registration booths requires significant time and effort from committee members, potentially taking away from other responsibilities.
2. **Limited Accessibility:** Members who cannot attend the sessions due to scheduling conflicts, geographical limitations, or other reasons may find it difficult to register.
3. **Logistical Challenges:** Setting up and managing the booths, including securing a location, arranging materials, and coordinating committee members, can be logistically challenging.
4. **Potential for Long Wait Times:** If many members show up at once, there could be long wait times, leading to frustration and inefficiency.
5. **Resource Intensive:** The process requires physical resources, such as booths, computers, and possibly printed materials, which can incur additional costs.

### **2nd:**

Do all the registrations internally.

Reason: Once all phone numbers are collected, post-registration, a link will be sent to the phone numbers registered with a link on adding the card to their digital wallets.

### **Advantages:**

1. **Efficient Data Collection:** Collecting phone numbers internally ensures that all member information is centralised and easily accessible, streamlining the registration process.
2. **Control and Security:** Managing registrations internally enhances control over the data, reducing the risk of errors and unauthorised access.
3. **Convenience for Members:** Members can receive the digital membership card link directly on their phones, making it easy to add the card to their digital wallets without needing to visit a booth.
4. **Time-Saving:** This method saves time for both committee members and members by eliminating the need for in-person registration sessions.

5. **Scalability:** The process can easily accommodate a large number of members, as it does not rely on physical presence or manual distribution.

### **Drawbacks:**

1. **Technical Challenges:** Ensuring that the digital wallet links work seamlessly on all types of smartphones and digital wallet platforms may require technical expertise and support.
2. **Dependence on Accurate Data:** The success of this method relies on collecting accurate phone numbers. Any mistakes in data entry can lead to members not receiving their links.
3. **Member Engagement:** This method reduces personal interaction between members and committee members, potentially impacting community building and member engagement.
4. **Initial Setup Effort:** Setting up the internal system for collecting phone numbers and distributing digital wallet links may require significant initial effort and coordination.
5. **Digital Divide:** Some members, particularly those who are not tech-savvy or do not use smartphones, may face challenges in receiving and adding the digital membership card.

### **Disclaimer**

When collecting phone numbers for digital membership card distribution, prioritise privacy and data security by complying with regulations like GDPR and CCPA. Use encryption and limit data access to authorised personnel only. Obtain explicit consent from members, clearly explaining the purpose of data collection and its usage. Implement validation checks for accuracy and provide a clear privacy policy. Collect only necessary information, retain it only as long as needed, and allow members to access, correct, or request deletion of their data. By following these guidelines, ensure a secure and transparent data collection process.

# 7. OVERALL ADVANTAGES AND DRAWBACKS

## 7.1 Advantages

### 1. Sustainable:

- **Environmental Impact:** Reduces the need for paper and plastic, contributing to a decrease in waste and resource consumption.
- **Eco-Friendly Practices:** Supports sustainable business practices and aligns with global environmental goals.

### 2. Easy to Update:

- **Instant Updates:** Information can be updated instantly without the hassle and cost of reprinting.
- **Real-Time Information:** Ensures that users always have the most current information and offers flexibility in making quick changes.

### 3. Easily Accessible:

- **Convenience:** Accessible from any device, eliminating the need to carry a physical card.
- **Portability:** Users can access their cards anytime and anywhere, enhancing overall convenience.

### 4. Enhanced Solution:

- **Modern Technology:** Utilises the latest technology to offer a more efficient and streamlined solution compared to traditional cards.
- **Cost-Effective:** Reduces long-term costs associated with printing and distributing physical cards.

### 5. Cool Factor:

- **Innovative:** Having our membership cards in the Wallet/Google Pay app is not just practical—it's cool.
- **Unique Approach:** Makes your membership experience more modern and innovative.

## 7.2 Drawbacks

### 1. Limited Creative Freedom:

- **Design Constraints:** Current digital card platforms may limit customization and design flexibility.
- **Uniform Appearance:** Lack of diverse design options can make cards less unique and visually appealing.

### 2. Troublesome Initial Setup:

- **Complex Implementation:** Setting up a digital card system can be time-consuming and technically challenging.
- **Learning Curve:** Requires time and resources to train staff and users on the new system.

### 3. Adoption Challenges:

- **Partner Adaptation:** Partnered restaurants and businesses may need time to become comfortable with the new system, potentially slowing adoption.
- **User Resistance:** Some users might be resistant to change and prefer traditional physical cards.

## 7.3 Summary

Digital cards are a fantastic way to go green, save money, and enjoy more convenience. They also add a cool factor to your membership experience. While there are a few bumps like setup hassles and design limits, the benefits make it worth considering. With some time and adjustment, digital cards can become a seamless and stylish part of everyday life.

## 8. CONTACT DETAILS OF UKEC

Listed below are the links to UKEC's main social media;

| Social Media | Name of page                           | Link  |
|--------------|--|---|
| Facebook     | United Kingdom and Eire Council (UKEC) | <a href="https://www.facebook.com/ukeconline/">https://www.facebook.com/ukeconline/</a>   |
| Instagram    | @ukec                                  | <a href="https://www.instagram.com/ukec/?hl=en">https://www.instagram.com/ukec/?hl=en</a> |
| Twitter      | @UKEC                                  | <a href="https://twitter.com/UKEC">https://twitter.com/UKEC</a>                           |

For any enquiries on digital membership, please do not hesitate to reach out to us.

| Name                      | Phone no<br>(Whatsapp/Call)                                | Email  | Position  |
|---------------------------|--|--|---|
| Joshua Chong<br>Yong Ping | (+60)16 206<br>0661 (MY)<br><br>(+44) 743 793<br>7730 (UK) | <a href="mailto:joshua.chong@ukeconline.com">joshua.chong@ukeconline.com</a> | Vice-Chairperson-<br>Elect of the<br>UKEConnect<br>Office |
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