



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-Event Report

**Education UK Exhibition Indonesia
2014**

**Four Seasons Hotel, Jakarta 1 March 2014
Hilton Hotel, Bandung 2 March 2014
Bumi Hotel, Surabaya 4 March**

Introduction

The Education UK Exhibition in Indonesia took place in 3 cities; Jakarta, Bandung and Surabaya. The exhibition plays a key role in giving UK education prominence, and to raise more awareness to Education UK in Indonesia.

There were 3357 visitors that attended the Education UK Exhibition Tour in 3 cities. Feedback from the schools, colleges and universities attending was overwhelmingly positive. Seminars on various related topics such as university applications and subject options were held throughout the exhibition, and were also well attended.

The topical seminars and large number of school exhibitors also attracted a lot of media interest, with reporters from top radio stations coming to attend the event and doing a live report

British Council Indonesia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

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Education UK Exhibition Tour Marketing & Promotion

We promoted the exhibition not only by outdoor promotion but also by newspaper, magazine, radio, cinema advertisement, and School/Universities promotion.

For this March exhibition, the British Council had a joint advertisement project with the British Embassy to promote The Exhibition and the GREAT Campaign at the biggest LED Screen in Indonesia, Taman Anggrek Mall LED Screen. The location of this advertisement spot is in the centre of commercial activities in Jakarta and passed by people who are heading to the airport. Therefore, it was a good spot to promote all the three exhibitions (see Appendix B).

Here is the Exhibition's flyer used for the promotion:



BRITISH COUNCIL

Education **UK**
Innovative. Individual. Inspirational.

FREE

Education UK Exhibition
Rising to the challenge

JAKARTA	BANDUNG	SURABAYA
Saturday, 1 March 2014 10:00 - 18:00 Four Seasons Hotel	Sunday, 2 March 2014 13:00 - 19:00 Hilton Hotel	Tuesday, 4 March 2014 13:00 - 19:00 Bumi Hotel

Find out about study opportunities at 46 UK Institutions

www.britishcouncil.or.id

Register Now at
<http://id.edukexhibitions.org/>

GREAT
BRITAIN

Other Exhibition marketing & promotion images can be seen in Appendix B of this report.

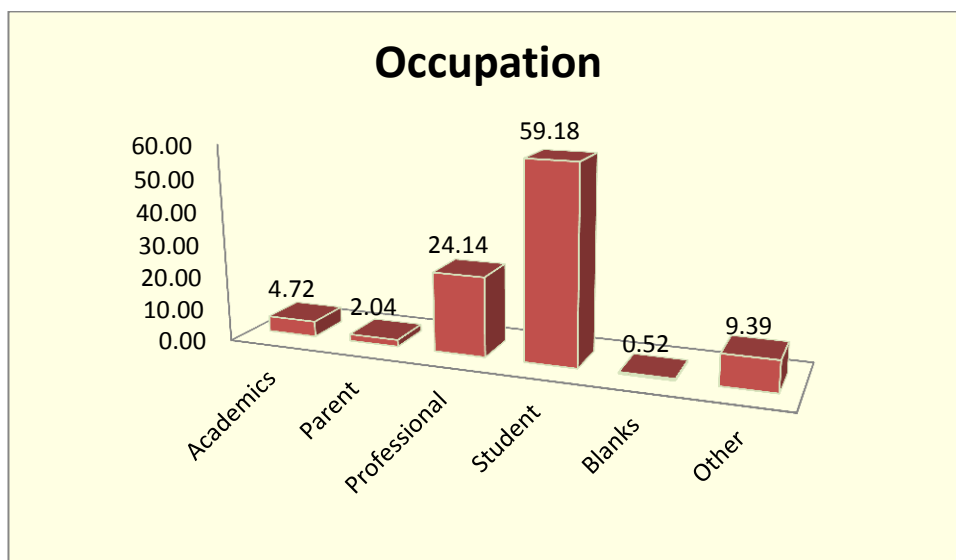
Education UK Exhibition, Jakarta

The exhibition in Jakarta was held for one day on the 1 March 2014 at Four Seasons Hotel, Jakarta. As we expected to gain more visitors, we started early at 10 am and finished at 6 pm

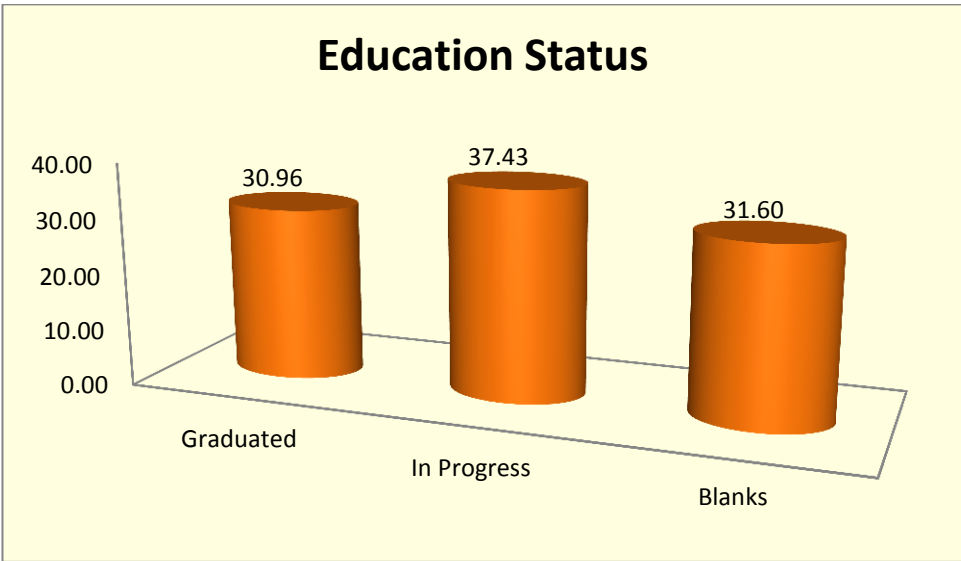
There were -

46 UK Participating Institutions, Chevening & UK Visas And Immigration from the British Embassy, 3 Sponsors and 1715 Visitors
attending the exhibition

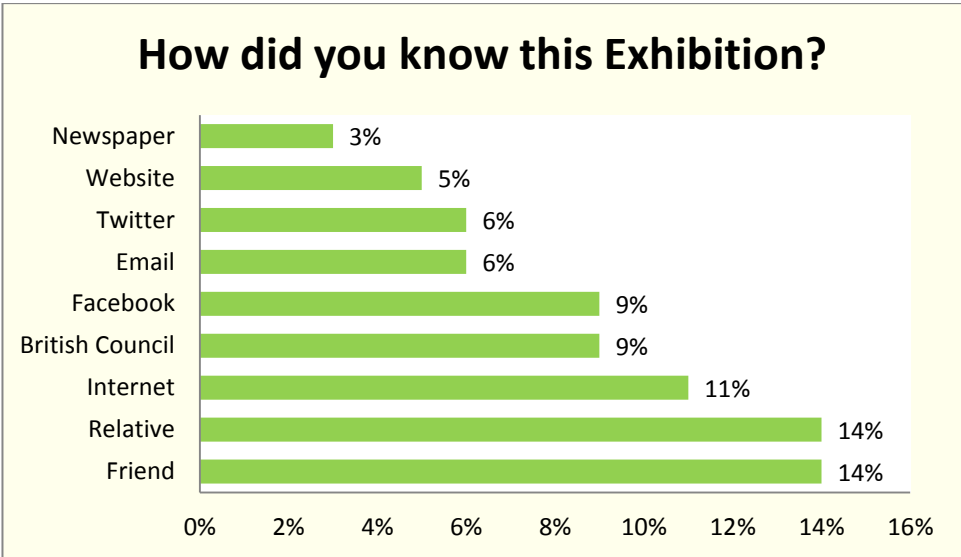
Jakarta Visitors' profile



The visitors were mainly Students and Professionals, with several academics visitors and parents.

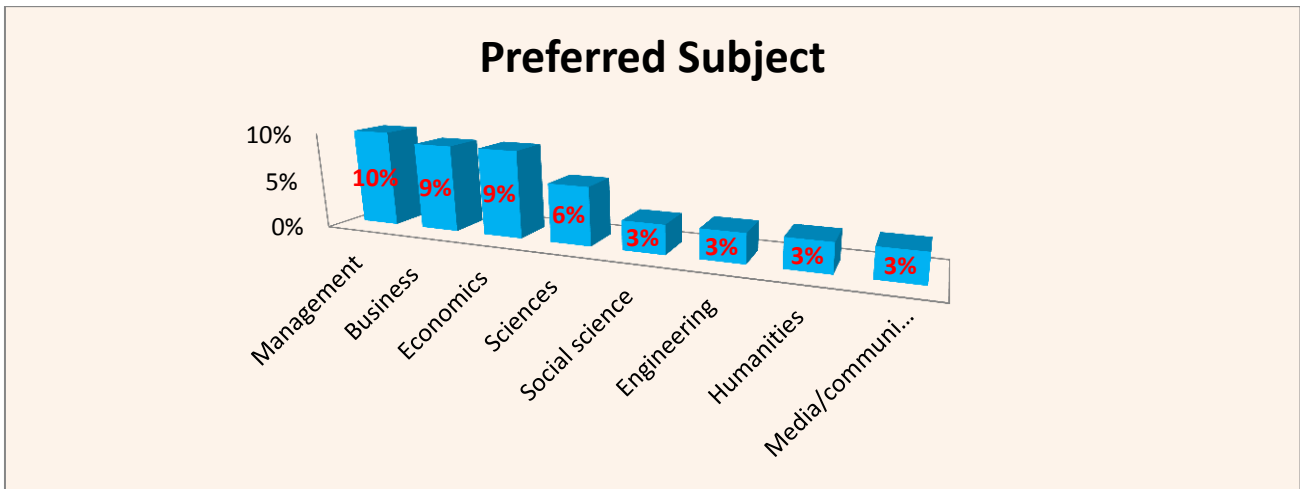


37.4 per cent of the visitors are still in the process of finishing their studies, 30.9 per cent have graduated and the rest did not mention their education status.

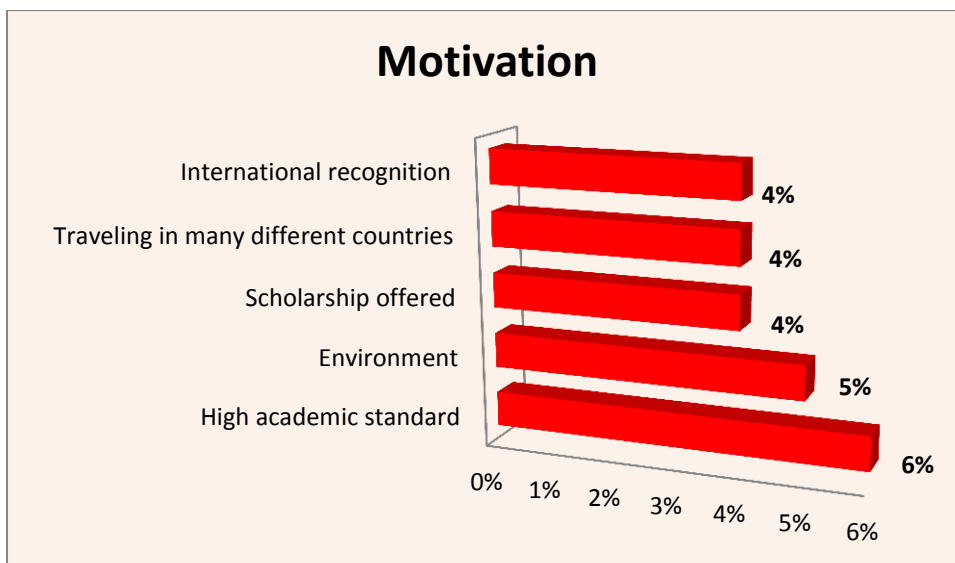


More visitors know about the exhibition from their friends or relatives, and the rest know the exhibition from varied sources.

Jakarta Visitors' preferences



The subjects which gained the visitors' interest are Management, Business, Economics, Sciences, Social Science, Engineering, Humanities and Media & Communications.



The top five motivations to Study in the UK are the high academic standard, environment, scholarships offered, to travel to many different countries close to the UK and the international recognition.

Exhibitors' feedback - Jakarta

Main compliments

- BC Staff are helpful, supportive and professional
- Set up of the exhibition hall is excellent
- The no banners policy is good
- Good UK Branding. Love the Photo Experience
- Overall promotion and innovation is good especially in term of presentation

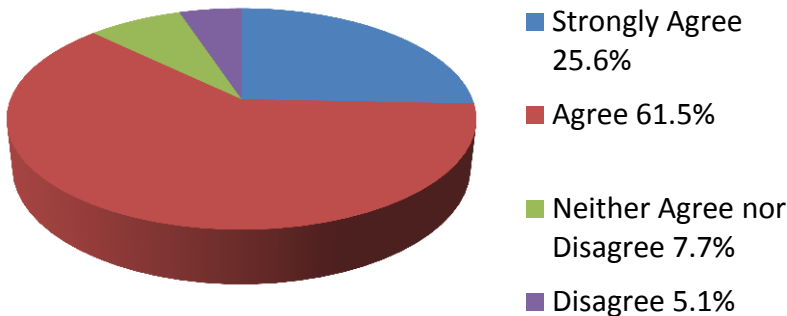
Main complaints

- The exhibition duration is too long
- Although there was no banners policy, some exhibitor still brought their own banners. The policy should be enforced to all the exhibitors.

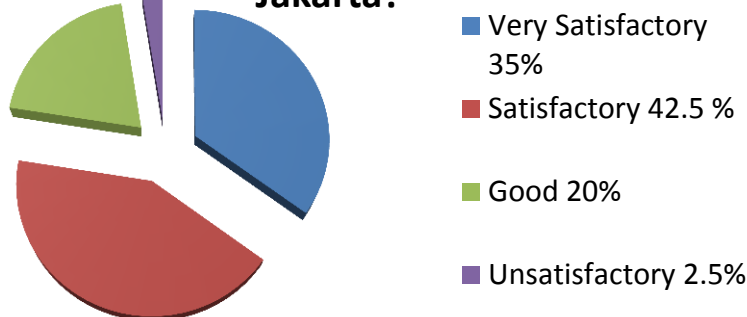
Recommendations

- The exhibition in Jakarta should be held for two days
- Start later around 12 or 1 pm.
- More details should be included on the market briefing
- Should try new venue
- Beverage should be allowed inside the exhibition room
- More vegetarian menu
- More decoration to represent Scotland

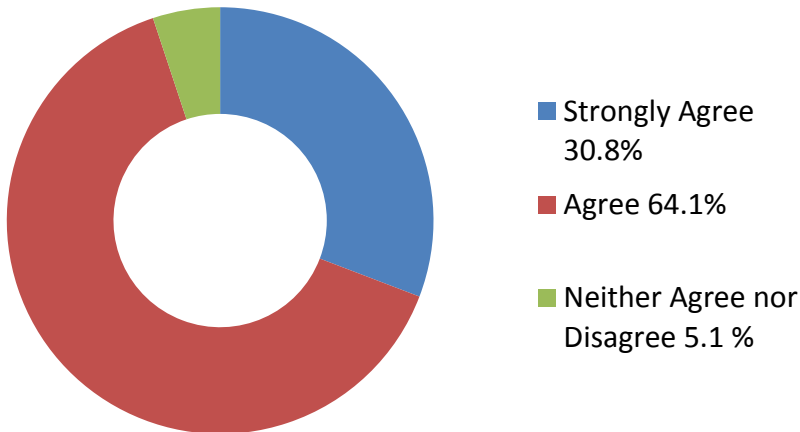
The Exhibition in Jakarta met the Exhibitors' expectations



How do you rate the support to your business needs from British Council before and during the exhibition in Jakarta?



Overall, is this a high quality event?

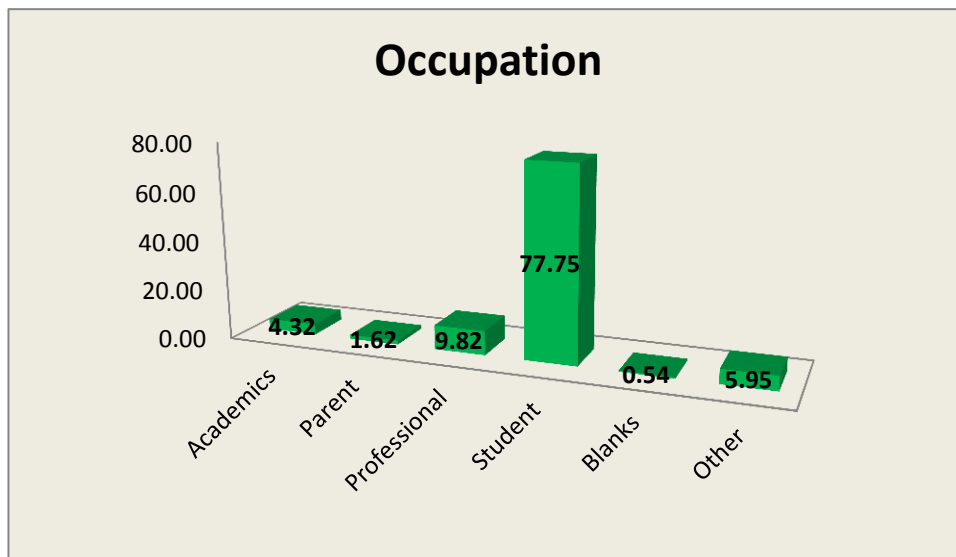


Education UK Exhibition, Bandung

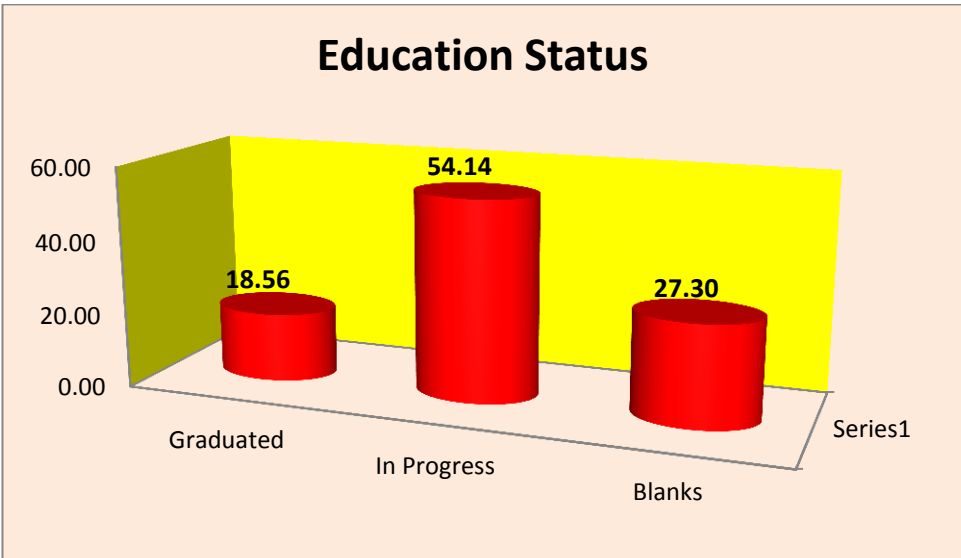
The exhibition in Bandung was held for one day on the 2 March 2014 at Hilton Hotel, Bandung. It was the first time British Council held an Education Exhibition in Bandung. We started at 1pm and finished at 7pm. The exhibition was packed with students and parents, we had more than 1000 visitors.

There were -
35 UK Participating Institutions, LPDP Scholarships, 2 Sponsors and 1110 Visitors
 attending the exhibition

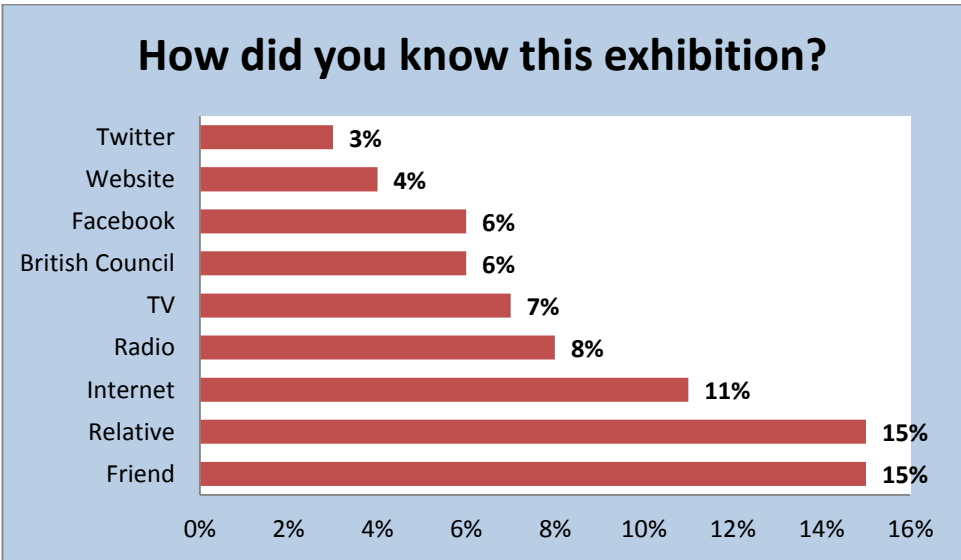
Bandung Visitors' profile



In Bandung, the main numbers of visitors are students, with small numbers of professionals, academics and parents.

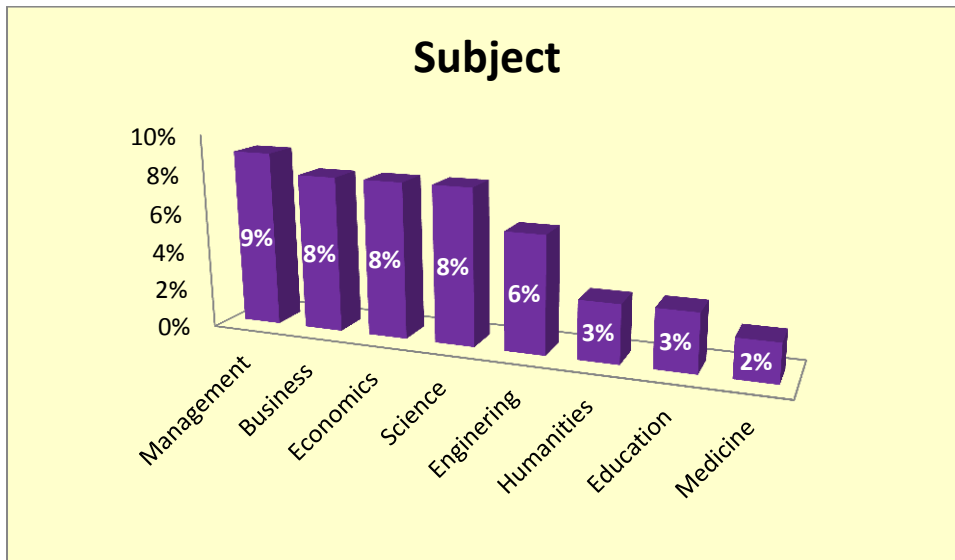


Half of the visitors attended the exhibition in Bandung are still pursuing their study.

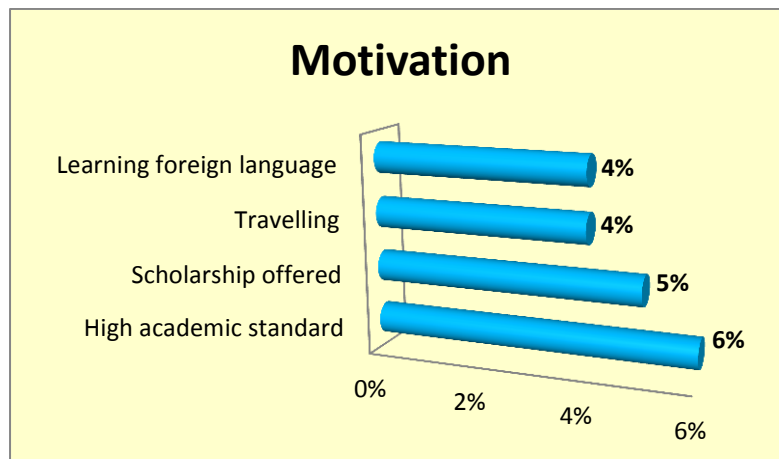


Same with Jakarta, most visitors know about the exhibition from their friends or relatives, followed by information gained from the internet and the rest know the exhibition from varied sources.

Bandung Visitors' preferences



The most popular subjects chosen by the visitors in Bandung are Management, Business, Economics, Science, Engineering, Humanities, Education and Medicine.



The top motivations to Study in the UK are the high academic standard, scholarships offered, to travel to many different countries close to the UK and to learn foreign language.

Exhibitors' feedback - Bandung

Main compliments:

- BC Staff are helpful, supportive and professional
- Love the photo booth experience.
- Well organized

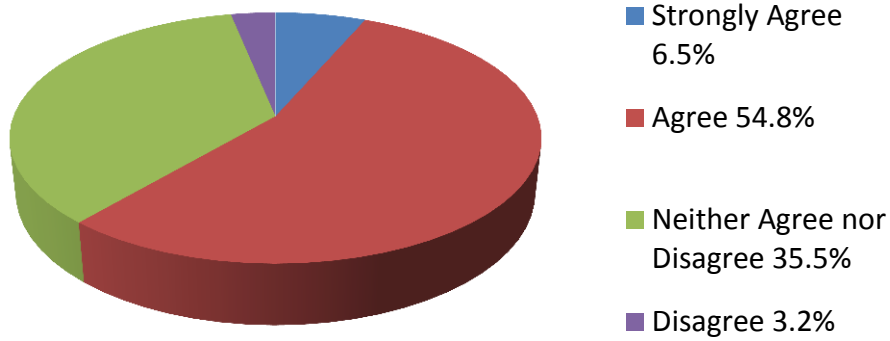
Main complaints

- The bus leaving to Bandung was too early.
- The hotel must be more prepared to handle large group for checking in

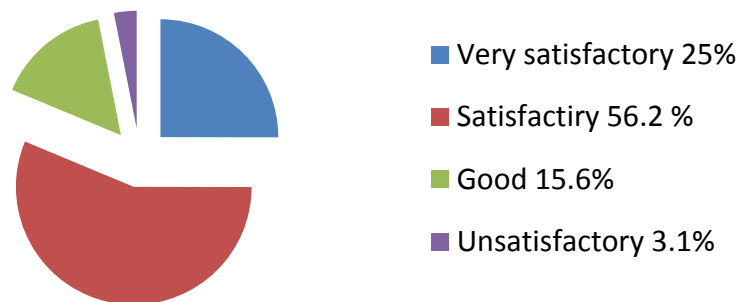
Recommendations

- The exhibition should finish at 6 pm.
- The exhibition day should be separated from the day of travelling.
- British Council needs to run the exhibition twice in a year to raise the brand in the market.
- The exhibition interior should not be too "London" and there should be more Scottish element.
- There should be a networking dinner.

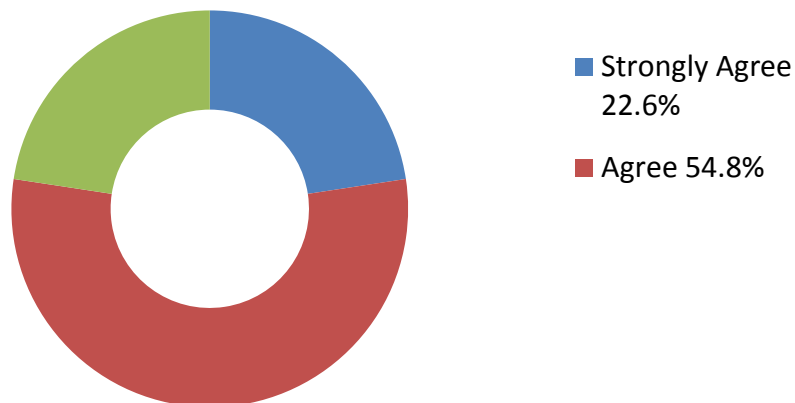
The Exhibition in Bandung met the Exhibitors' expectations



How do you rate the support to your business needs from British Council before and during the exhibition in Bandung?



Overall, is this a high quality event?



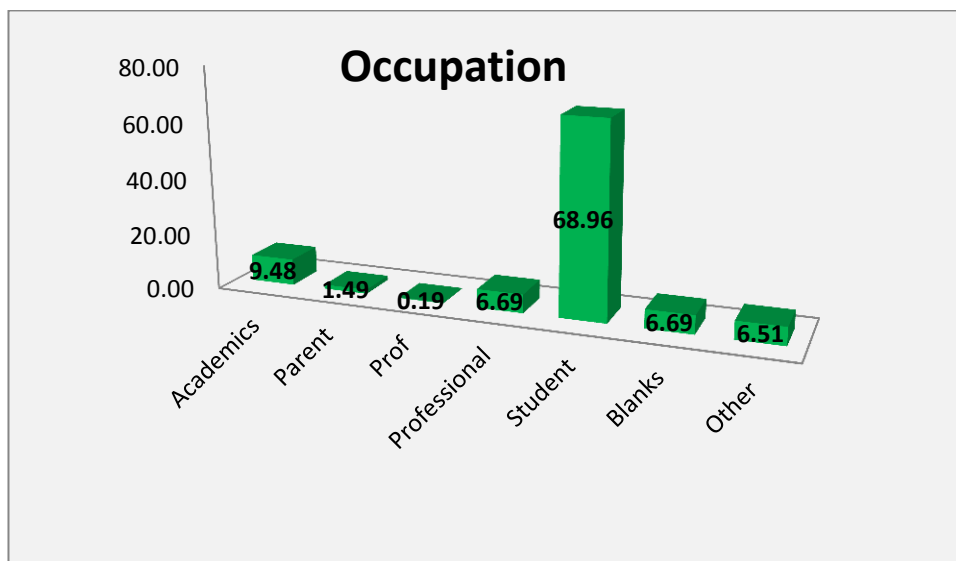
Education UK Exhibition, Surabaya

The exhibition in Surabaya was held for one day on the 4 March 2014 at Hilton Hotel, Jakarta. It was the first time British Council held an Education Exhibition in Surabaya. The timing was not really fortunate due to the weather and the volcanic eruption, however there were more than 500 visitors with potential enquiries.

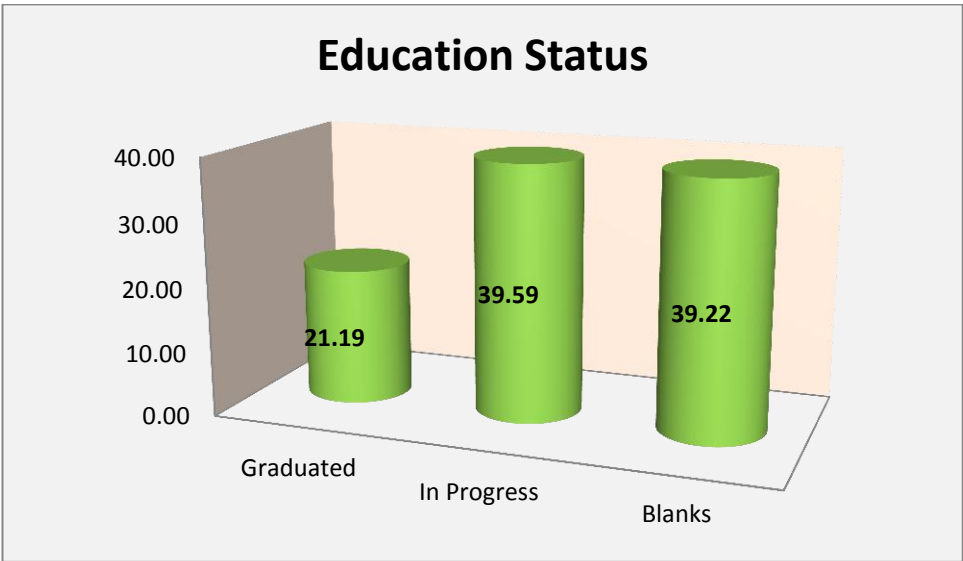
There were -

30 UK Participating Institutions, Chevening and UK Visas and Immigration from the British Embassy, 3 Sponsors and 532 Visitors attending the exhibition

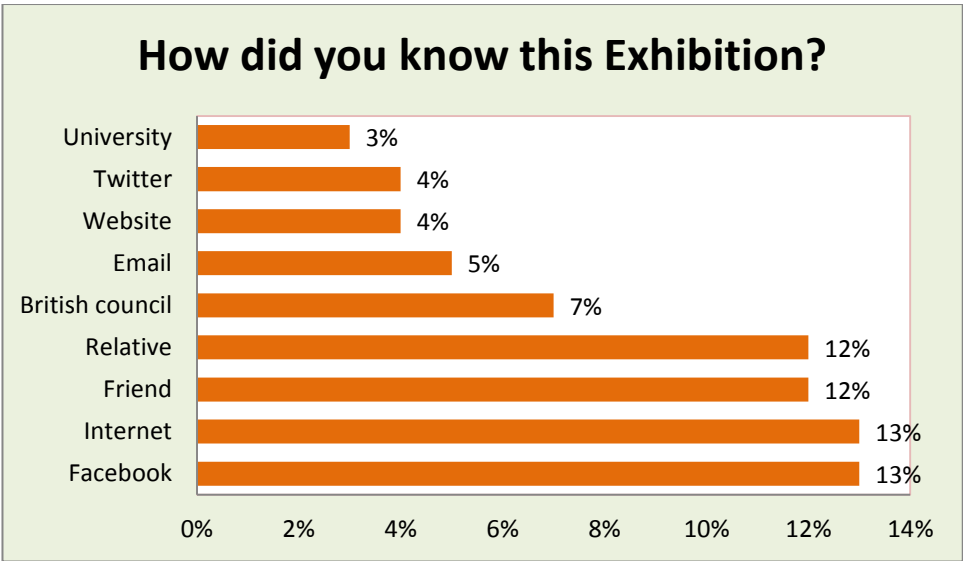
Surabaya Visitors' profile



In Surabaya, the highest numbers of visitors is student, and the second highest is academics.

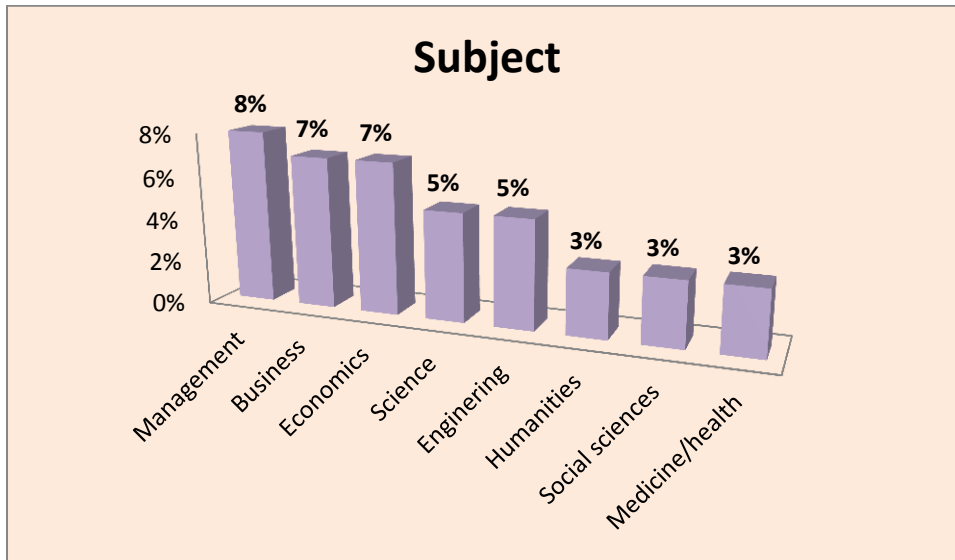


Almost 40 percent of the students are still in progress of completing their study, while a significant numbers of visitors left this option blanks.

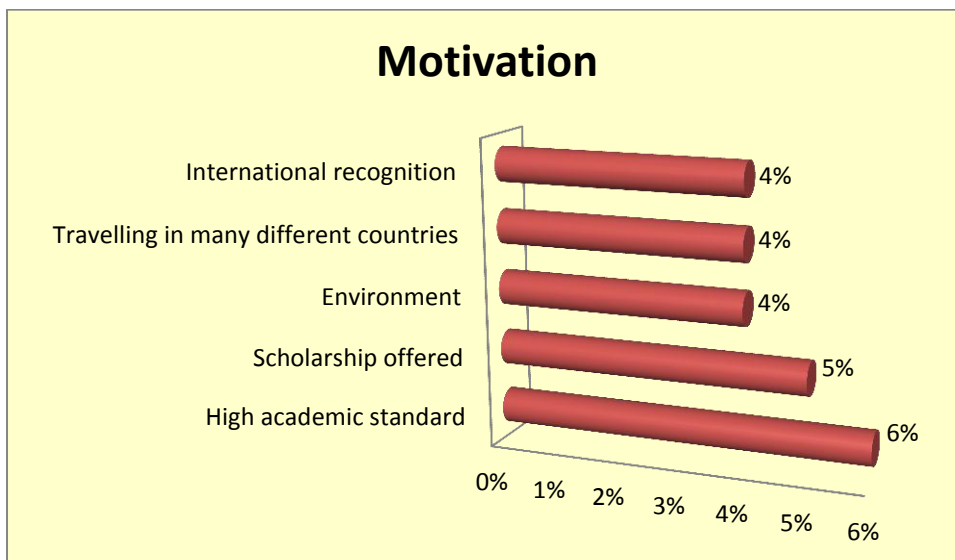


Unlike with Jakarta and Bandung, in Surabaya most visitors got the information about the exhibition from social media and internet, followed by word-of-mouth promotion by relative and friends.

Surabaya Visitors' Preferences



The favoured subjects chosen by the visitors in Surabaya are Management, Business, Economics, Science, Engineering, Humanities, Social Sciences and Medicine.



The top five motivations to Study in the UK for Surabaya's visitors are the high academic standard, scholarships offered, environment, travelling to other countries and international recognition.

Exhibitors' feedback – Surabaya

Main compliments

- BC Staff are helpful, supportive and professional
- Good sponsors
- Well organized

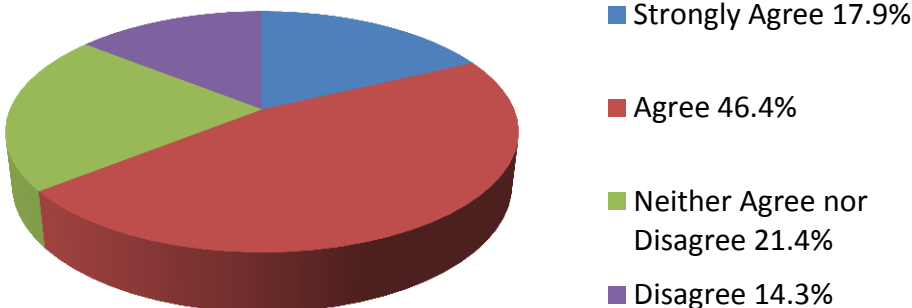
Main complaints

- The venue location
- The timing should be changed

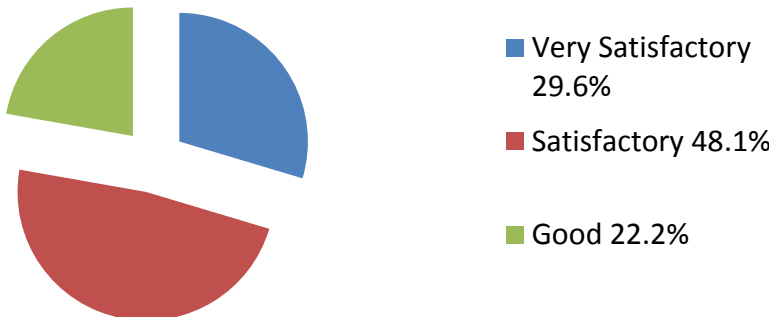
Recommendations

- To hold the exhibition in a more centralized location in Surabaya
- Change the timing of the exhibition
- To hold the exhibition during the weekend
- More promotion in Surabaya

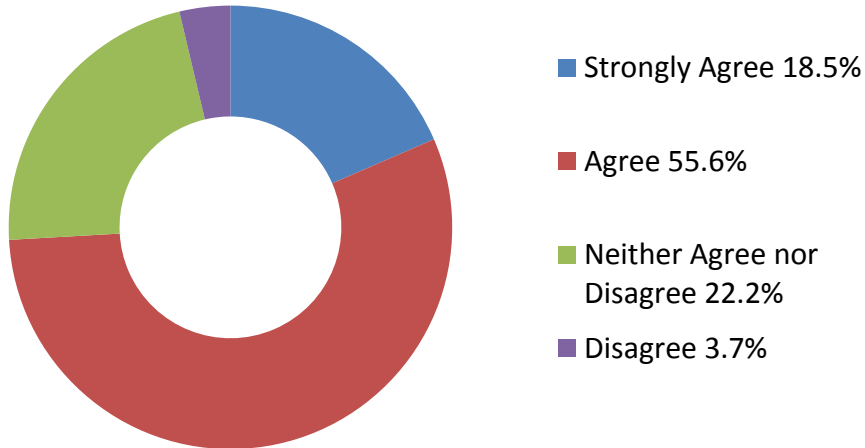
The Exhibition in Surabaya met the Exhibitors' expectations



How do you rate the support to your business needs from British Council before and during the exhibition in Surabaya?



Overall, is this a high quality event?

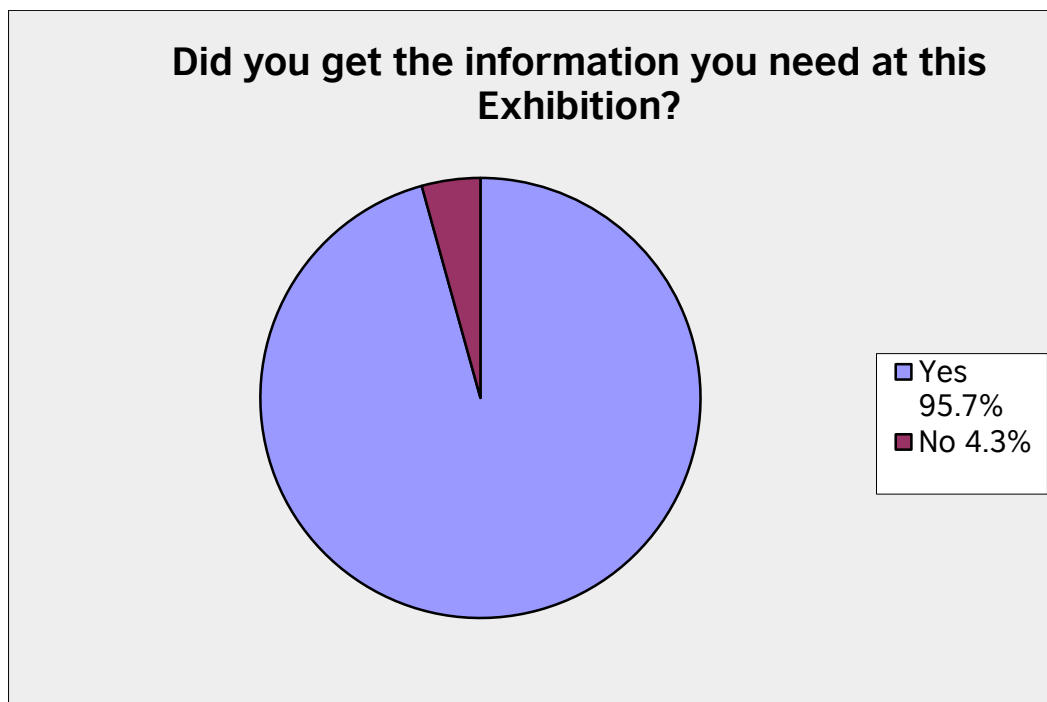


Visitors' Feedback Jakarta – Bandung – Surabaya

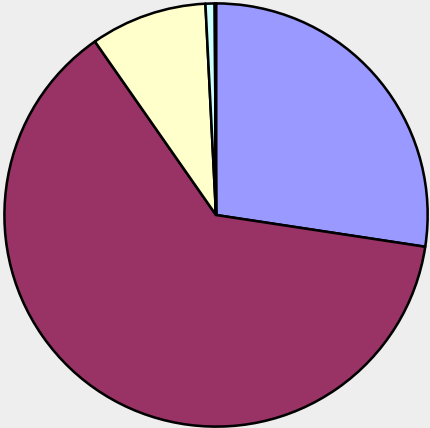
Feedback Method

The visitors were asked to fill in an online survey after they finished to stroll around the exhibition hall. The online survey was conducted in Indonesian. In return for their participation of this survey, they could take a lucky dip. We offered British Council exciting merchandises and also shopping voucher from one of our sponsors, Samsung, as the lucky dip gifts.

Here are some of the key points taken from the online survey results from all of the three exhibitions.

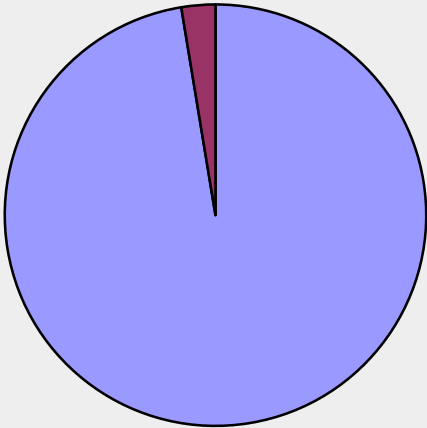


Did this exhibition change your perception about studying in the UK?



- Changed Very Positively 27.4%
- Changed Positively 62.9%
- Unchanged 8.9%
- Changed Negatively 0.7%
- Changed Very Negatively 0.1%

Would you recommend this exhibition to your friends or relatives?



- Yes 97.4%
- No 2.6%

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- British Council should consider making a two-day exhibition in Jakarta with shorter duration for each day.
- The no banner policy should be encouraged and exhibitors are expected to comply with the policy.
- British Council will add more Scottish-themed items for the decoration of the exhibition, and be less London-centric.
- A networking dinner will be considered to allow the exhibitors to network with key stakeholders in Education industry in Indonesia.
- More focused promotion to generate the right segment of visitors.

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the exhibition.
- Exhibitors are suggested to also promote the exhibition on their own website or newsletter to gain more interest of the exhibition.
- Exhibitors should communicate any amended arrangement with the British Council.
- Parents and students are interested in common issues faced by their experienced counterparts in Indonesia, and value their advice on how to overcome them. So, it is suggested that institutions can invite their alumni to attend the exhibition and share their life in the UK with the visitors.

Appendix A: List of exhibitors

No.	UK Institutions Attendance	City		
1.	Anglia Ruskin University	Jakarta	Bandung	Surabaya
2.	Bath Spa University	Jakarta	Bandung	Surabaya
3.	Bellerbys College	Jakarta		
4.	Birmingham City University	Jakarta	Bandung	Surabaya
5.	Brunel University London	Jakarta	Bandung	
6.	Cambridge Education Group	Jakarta		
7.	Coventry University	Jakarta	Bandung	Surabaya
8.	De Montfort University	Jakarta		Surabaya
9.	EF Education First	Jakarta	Bandung	Surabaya
10.	International Study Centres - UK on Campus Pathway Programmes	Jakarta	Bandung	
11.	Kaplan International Colleges	Jakarta	Bandung	
12.	Lancaster University	Jakarta	Bandung	Surabaya
13.	London School of Commerce	Jakarta		
14.	Mander Portmand Woodward (MPW Colleges)	Jakarta		
15.	Middlesex University London	Jakarta	Bandung	Surabaya
16.	Northumbria University	Jakarta		
17.	Plymouth University	Jakarta	Bandung	Surabaya
18.	Royal Holloway, University of London	Jakarta	Bandung	
19.	Ruthin School	Jakarta	Bandung	Surabaya
20.	Sheffield Hallam University	Jakarta	Bandung	Surabaya
21.	Staffordshire University	Jakarta	Bandung	
22.	Teesside University	Jakarta		
23.	The University of Hull	Jakarta	Bandung	Surabaya
24.	The University of Manchester	Jakarta	Bandung	Surabaya
25.	The University of Northampton	Jakarta	Bandung	Surabaya
26.	The University of Nottingham	Jakarta	Bandung	Surabaya
27.	University for the Creative Arts	Jakarta	Bandung	Surabaya
28.	University of Birmingham		Bandung	Surabaya
29.	University of Bradford	Jakarta	Bandung	Surabaya
30.	University of Central Lancashire (UCLan)	Jakarta	Bandung	Surabaya
31.	University of Chester, United Kingdom	Jakarta		Surabaya
32.	University of Dundee	Jakarta	Bandung	Surabaya
33.	University of East Anglia	Jakarta	Bandung	Surabaya
34.	University of Essex	Jakarta		
35.	University of Glasgow	Jakarta	Bandung	Surabaya
36.	University of Gloucestershire	Jakarta	Bandung	Surabaya
37.	University of Leeds	Jakarta	Bandung	Surabaya
38.	University of Portsmouth	Jakarta		
39.	University of South Wales	Jakarta	Bandung	Surabaya
40.	University of Southampton in the UK & Malaysia	Jakarta	Bandung	Surabaya

41.	University of St. Andrews	Jakarta	Bandung	
42.	University of Strathclyde	Jakarta	Bandung	Surabaya
43.	University of Sunderland	Jakarta		
44.	University of the West of Scotland	Jakarta	Bandung	Surabaya
45.	The University of Warwick	Jakarta	Bandung	
46.	York St John University	Jakarta	Bandung	Surabaya
No.	Other Institutions Attendance	City		
1	Chevening and UK Visas and Immigration	Jakarta		Surabaya
2	LPDP (Ministry of Finance) Scholarships		Bandung	
No.	Sponsors	City		
1	Samsung	Jakarta	Bandung	Surabaya
2	Garuda Indonesia	Jakarta	Bandung	Surabaya
3	Twinings	Jakarta		Surabaya

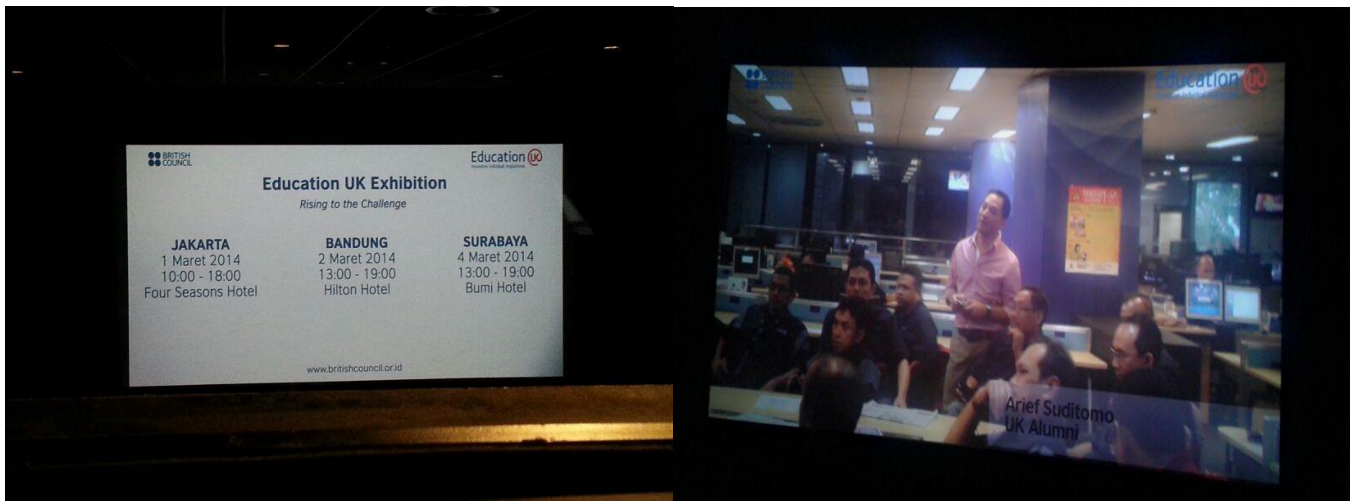
Appendix B: Exhibition Marketing & Promotion Images



Exhibition Programme Book insertion on Jakarta Post Newspaper



Exhibition Advertisement on Speak! Magazine



Exhibition Advertisement on Blitz Megaplex Cinema



Exhibition Advertisement on Newspaper



Exhibition and GREAT Campaign advertisement at Taman Angrek Mall LED



Exhibition and GREAT Campaign advertisement at Taman Anggrek Mall LED



Exhibition and GREAT Campaign advertisement at Taman Anggrek Mall LED