



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-Event Report

**Business Banking and Finance
Education UK Exhibition Indonesia 2014**

**Pullman Hotel Thamrin,
Jakarta, 23 November 2014**

Introduction

UK Alumni Dinner Reception

As part of British Council Business Banking and Finance Education UK Exhibition, British Council held UK Alumni Dinner Reception on Saturday, 22 November 2014 at Seribu Rasa Restaurant Jakarta and invited all the UK alumni who studied at 27 UK Institutions who participate at the Business Banking and Finance Education UK Exhibition. The dinner intended for the UK alumni to have meet and greet with their universities' representatives. This event was attended by 87 alumni, institutions' representatives and partners.

By sharing their experiences, UK Institutions might able to create marketing strategy with their alumni for new market. The session was closed with dinner and opportunity to network, share experiences and stories among alumni and the participating UK Institutions.

Business, Banking and Finance Education UK Exhibition

The Business, Banking and Finance Education UK Exhibition in Jakarta was held at Pullman Hotel Thamrin, 23 November 2014. This is our first Exhibition focused on a specific field, Business, Banking and Finance. It is chosen based on subject preference as it ranks the upmost as well as the growing interest in Islamic Finance. In regards with scholarship opportunity, LPDP also put Finance and Accountancy as one of the priorities. The exhibition plays a key role in giving UK education prominence, raises more awareness and profile in Indonesia and more importantly to cater the interest of potential students specifically in Business, Banking and Finance.

There were 1660 visitors attended the Business, Banking and Finance Education UK Exhibition which was participated by 27 UK Exhibitors. We exceeded the visitor target as initially we expected the range of 700 – 1000 visitors. Feedback from the visitors was overwhelmingly positive. IELTS workshop by British Council Foundation – Exam Team was well attended as the capacity only up to 70 participants. A number of presentations on various related topics such as UK Visa and Immigration Presentation and How to Write the Personal Statement were well attended.

The Business, Banking and Finance attracted a lot of crowd from various backgrounds, media interest, with reporters from radio and newspaper came to attend the event and did a live report and media coverage.

British Council Indonesia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' that can be used as improvement for 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.

This report includes:

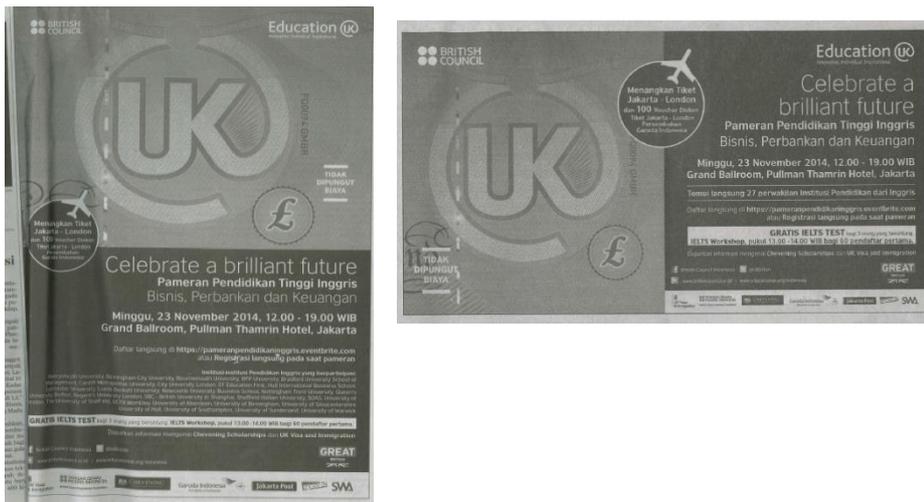
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Business, Banking and Finance Education UK Exhibition Marketing & Promotion

We promoted the exhibition by various kinds of promotions. Here are some pictures for the Exhibition Promotion:

1. PRINTED MEDIA

a. KOMPAS Newspaper Ad (15 and 21 November 2014)



Total Reach: 1,014,000 quantities (507,000/per day)

b. Jakarta Post Newspaper Ad (19 and 22 December 2014)



Total Reach: 170,000 quantities (85,000 quantities /per day)

c. SWA Magazine Ad



Total Reach: 2,508 quantities/per month

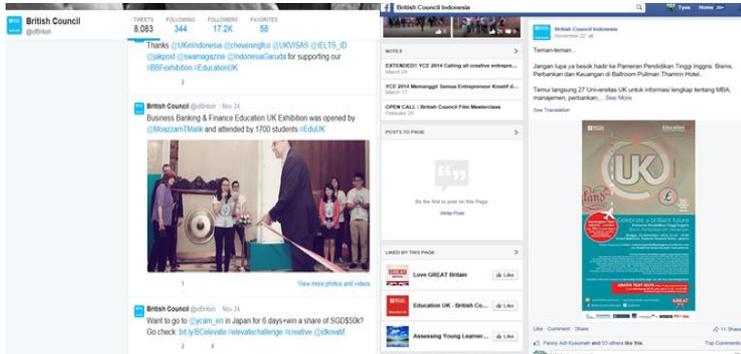
d. Speak! Magazine Article



Total Reach: 25,000 quantities/per month

2. SOCIAL MEDIA

a. British Council Indonesia Twitter and Facebook



Total Reach:
 Twitter: 17.2K followers and Facebook: 40,130 likes

b. Jakarta Post Twitter



Total Reach: 378K followers

c. Speak! Magazine Twitter and Facebook



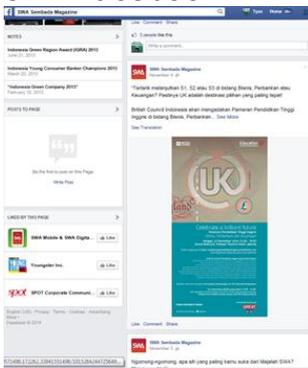
Total Reach:
 Twitter: 1,852 followers and Facebook: 1,408 likes

d. Garuda Indonesia Twitter and Facebook



Total Reach:
 Twitter: 622K followers and Facebook: 1,877K likes

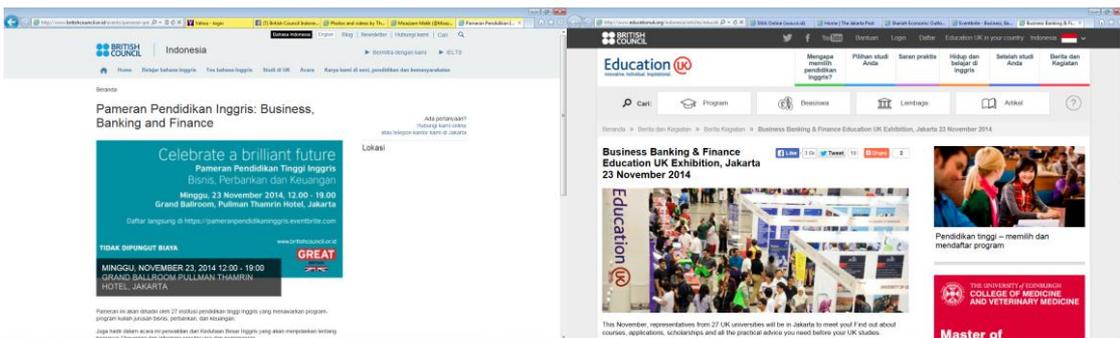
e. SWA Facebook



Total Reach: 7,784 likes

3. WEBSITES

a. British Council Website (www.britishcouncil.or.id and www.educationuk.org)



Total Reach: www.britishcouncil.or.id : 183 viewers

b. Jakarta Post Website (www.thejakartapost.com)



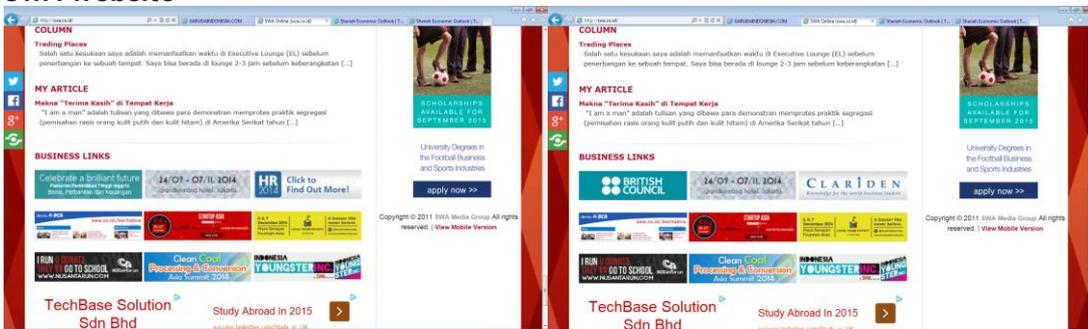
Total Reach: 207 clickers

c. Speak! Website (www.youthspeak.com)



Total Reach: 138 clickers

d. SWA Website



4. EMAIL BLAST

a. British Council
Total Reach: 16,577 recipients

b. Garuda
Total Reach: 8,000 recipients

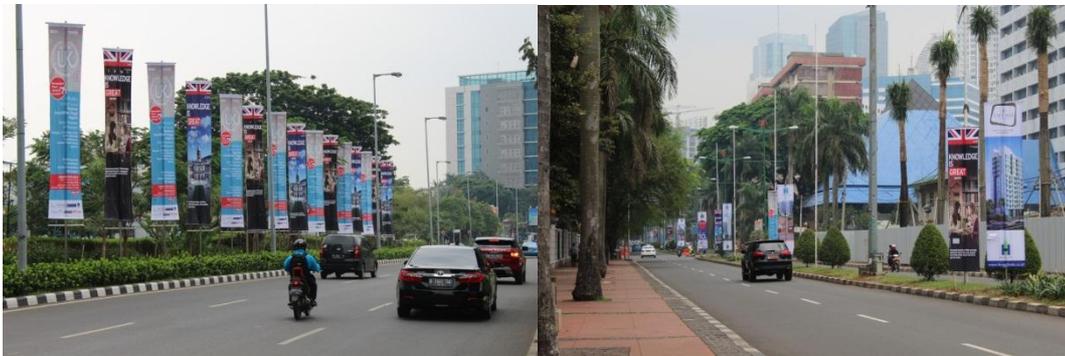
c. British Council Foundation/UTC
Total Reach: 1,500 recipients

5. RADIO PROMOTION

- a. **98.7 Gen FM Radio**
Total Reach: 2,252K listeners
- b. **103.8 Brava Radio (segmented to Business)**
Total Reach: 88,530 listeners
- c. **102.2 Prambors Radio**
Total Reach: 1,023K listeners

6. OUTDOOR PROMOTION

- a. **Banners**
6 Areas: Grand Indonesia area, Electronic City (SCBD area), Kelapa Gading area, Karawaci area and FX (Senayan area).



- b. **Bali Ho**
4 Areas: Depok area, Grogol area, Kelapa Gading area and Senayan area.



7. FLYERING

Flyers were distributed through; Newspaper agency, Malls, UPH (Karawaci Area), IELTS Exams, Agents, Education Fair, Roadshow, schools and universities.

Notes: Total Reach = Estimated reach

Business, Banking and Finance Education UK Exhibition

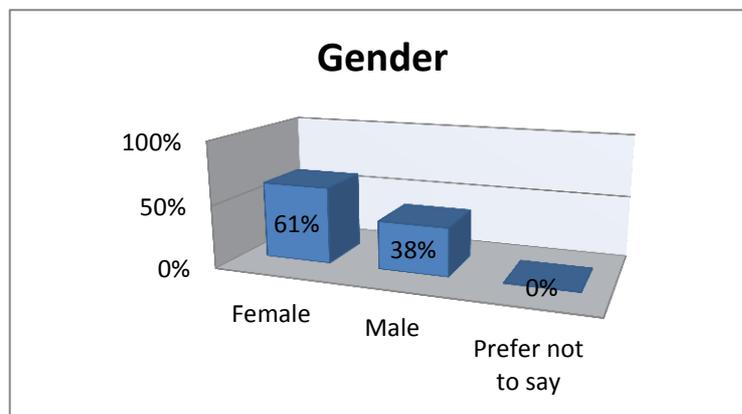
The exhibition in Jakarta was held on 23 November 2014 at Pullman Hotel Thamrin, Jakarta. As we expected to gain more visitors, there was an opening ceremony by the HE Moazzam Malik, The British Ambassador for Republic of Indonesia and Timor Leste at 12.30 pm, and the fair was officially opened at 13.00 pm and finished at 19.00 pm

There were -

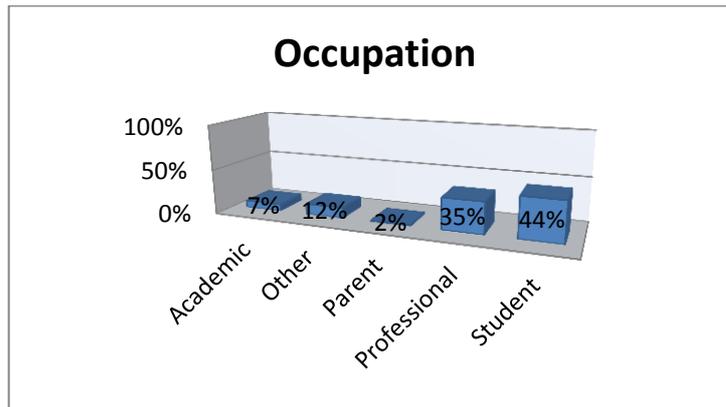
27 UK Participating Institutions, British Embassy, Chevening Scholarships & UK Visas And Immigration from the British Embassy, 2 Sponsors, 3 Media Partners and and 1,660 potential students and parents attended the exhibition

Business, Banking and Finance Exhibition Visitors' profile

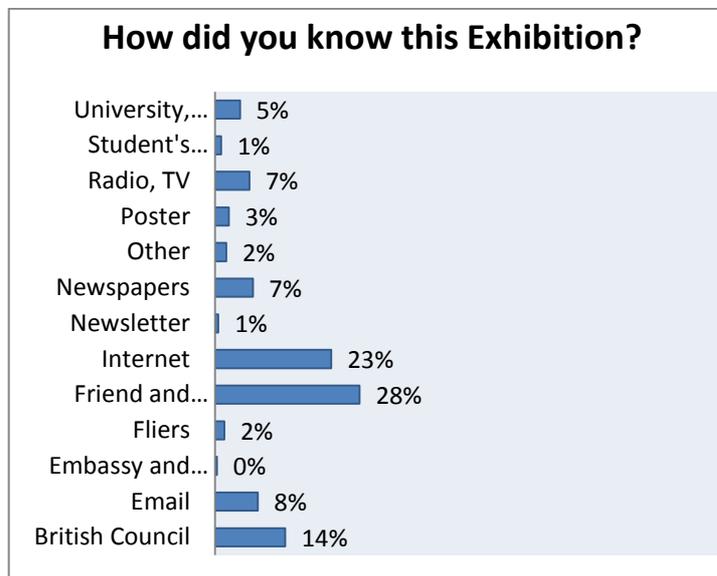
The data received from the online feedback from 1,925 visitors. However, 1,660 (86%) attended the Business, Banking and Finance UK Education Exhibition November 2014.



The visitors were mainly Female (61%) and Male (38%) and less than 1% prefers not to say.



44% of the visitors are students, 35 % are professional, 7% are academics, 2% are parents and 12% others did not mention their education status.



Most of visitors knew about the exhibition from their friends or relatives (28%), Internet (23%), British Council (14%), Email Blast (8%), Newspapers and Radio (7%), University/Teacher (5%), Flyers and Others (2%) and Student's association and Newsletter (1%).

Exhibitors' feedback

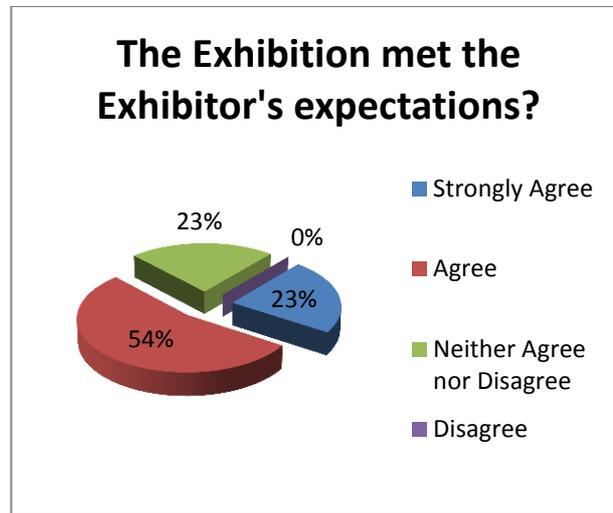
Main compliments:

- Market briefing was very informative and useful; the sector welcomed the cultural information as well.
- Good quality of visitors with different enquiries, more digital savvy, some have strong academic backgrounds and better English.
- Demand for Business, Finance, Islamic Banking and good University prospects.
- Increasing interest of studying in the UK and profile raising of UK Institutions.
- Exhibition was well planned, organized and well arrangement (eg. Booths, backdrop).

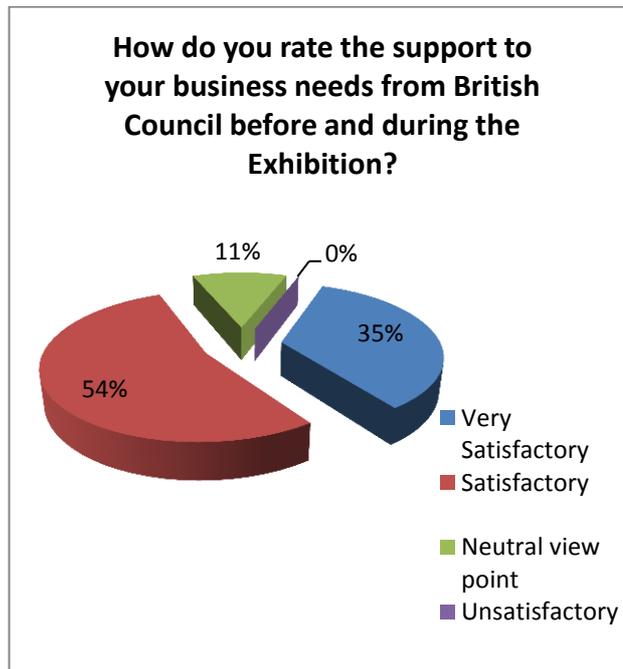
Main complaints:

- More Generic Exhibition.
- The duration of exhibition could be shorter.
- Innovative way of capturing student data is needed and to have a registration ID for each candidate.
- To use smaller tables.
- Freight checking prior the Exhibition.

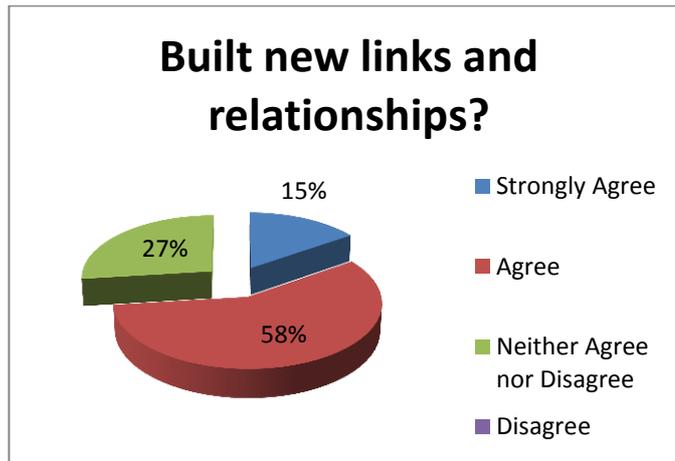
We have received 26 feedbacks out of 27 UK Exhibitors for the Business, Banking and Finance UK Education Exhibition November 2014.



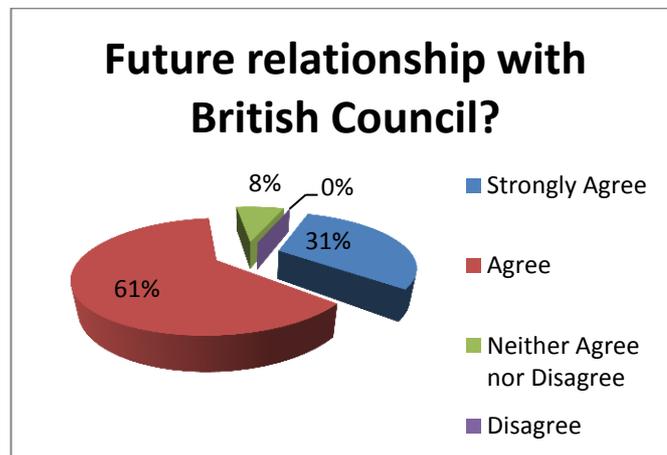
The Exhibitors are mostly agreed (54%), both strongly agreed and neutral point of view (23%) that the Business, Banking and Finance has met their expectation.



The Exhibitors are mostly satisfied (54%), very satisfied (35%) and neutral point of view (11%) with the supports given by the British Council before and during the exhibition.



The Exhibitors are mostly agreed (58%), neutral point of view (27%) and strongly agreed (15%) that they had built new link and relationships during the exhibition.



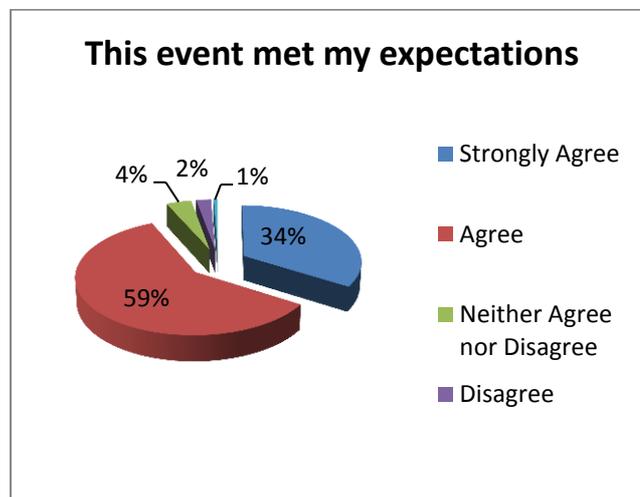
The Exhibitors are mostly agreed (61%), strongly agreed (31%) and neutral point of view (8%) that they had built new link and relationships during the exhibition.

Visitors' Feedback

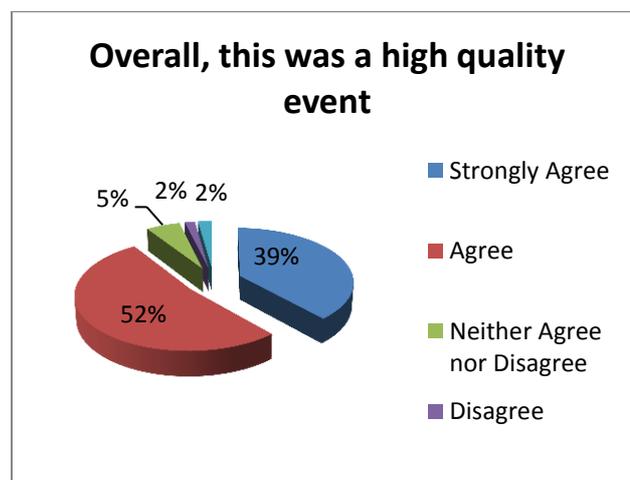
Feedback Method

The visitors were asked to fill in a survey (either online or offline) after they finished visit the exhibition hall and foyer area. In return for their participation of this survey, they could take a lucky dip. We offered British Council exciting merchandises and also voucher from one of our sponsors, Garuda Indonesia, as the lucky dip gifts.

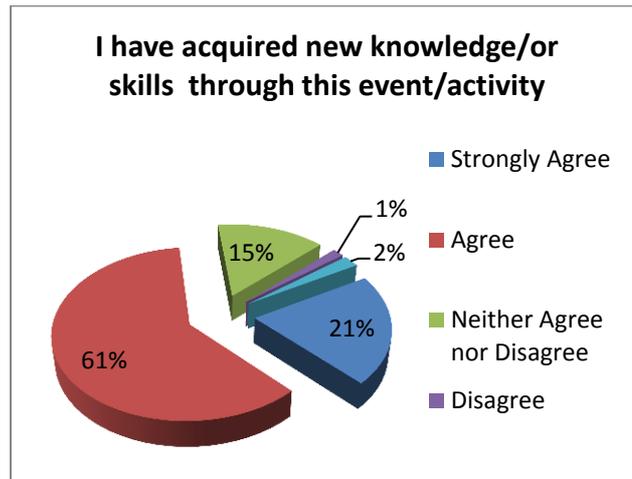
Here are 315 samples taken from the survey results from the Exhibition.



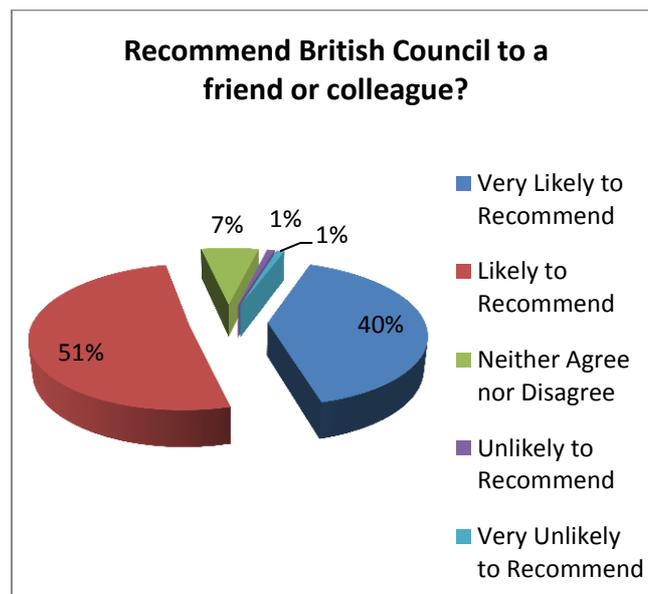
Most of the respondents are agreed (59%), strongly agreed (34%) neutral point of view (4%), disagreed (2%) and strongly disagreed (1%) that the Exhibition have met their expectations.



Half portion of the respondents is strongly agreed (52%), agreed (39%), neutral point of view (5%) and 2% disagreed and strongly disagreed that the Exhibition is a high quality event.



Most of the respondents are agreed (61%), strongly agreed (21%), neutral point of view (15%), strongly disagreed (2%) and disagreed (1%) that they have acquired new knowledge/skills though this Exhibition.



Half portion of the respondents is very likely to recommend (51%), likely to recommend (40%), neutral point of view (7%) and 1% unlikely to recommend and very unlikely to recommend this exhibition to their friends or relatives.

Future Recommendation

For both British Council and the UK institutions, there are a few areas that can be considered for future improvement in overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- For Generic Exhibition, BC Indonesia will have General Exhibition in March 2015 and arrange the schedule as per feedback: 2 days in Jakarta and 1 day in 2 other cities (3 cities).
- In the future, the next Exhibition duration should be shorter (case by case depending on the rundown of the event)
- For efficiency, British Council is currently preparing new registration scheme which will reduce the long queue and to support effective data collection.
- For the tables, it is the standard table for exhibition provided by the hotel.
- For the freight, British Council only received list of materials given by BC appointed shipment company which later British Council supported to provide clearance letter for the custom. Prior to the Exhibition, British Council will inform the Exhibitors the listed received materials which will be sent or received by the Hotel.

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the exhibition.
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.
- Exhibitors should communicate any amendment or queries in arrangement with the British Council prior the Exhibition.
- It is suggested that institutions can bring along their alumni to attend the exhibition and share their life experiences and studying in the UK with the visitors.
- Exhibitors who do not use the shipment company which was appointed by British Council, should make sure to their shipment company that the cost that they pas has included the customer clearance cost.

Appendix: List of Exhibitors

No	UK Institutions:
1	Aberystwyth University
2	Birmingham City University
3	Bournemouth University
4	Bpp University
5	Bradford University School of Management
6	Cardiff Metropolitan University
7	City University London
8	Ef Education First
9	Hult International Business School
10	Lancaster University
11	Leeds Beckett University
12	Newcastle University Business School
13	Nottingham Trent University
14	Queen's University Belfast
15	Regent's University London
16	Sheffield Hallam University
17	SOAS, University of London
18	The Sino British College, USST
19	The University Of Sheffield
20	UCFB Wembley
21	University Of Aberdeen
22	University of Birmingham
23	University Of Gloucestershire
24	University Of Hull
25	University Of Southampton
26	University Of Sunderland
27	University Of Warwick

No.	Supported by Institutions:
1	British Embassy
2	Chevening Scholarships and UK Visas and Immigration
3	British Council Foundation Indonesia/ Unisadhuguna Testing Centre (UTC)
4	Garuda Indonesia
No.	Media Partners:
1	The Jakarta Post/Speak! Magazine
2	SWA