



SERVICES FOR
**INTERNATIONAL
EDUCATION
MARKETING**

Post-Event Report

**International School Tour
October 2014**

Jakarta: 6, 7, 8 and 10 October 2014
Surabaya: 9 October 2014

Introduction

The International School Tour 2014 in Indonesia took place in 2 cities; Jakarta and Surabaya. The tour directly approaches the students and parents from host schools. They are the key audience in giving UK education prominence as well as to raise more awareness to Education UK in Indonesia.

There were 1261 students and 55 parents attended the International School Tour from 7 host schools in Jakarta and Surabaya. Feedback from the school counsellors, students and UK universities representatives attending in overall was positive. Presentations on various related topics such as Tips on writing your UCAS Personal Statement as well as the brief Institution profiles were held throughout the tour, and were also well attended.

British Council Indonesia undertook a review of the Tour 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 Tour Marketing & Promotion

We promoted the Tour not only by school promotions as well as distributing the latest study guide.

Here are some pictures for the Tour Promotion:

E-flyer

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Come and join us on our International School Tour
Get the latest information on living and studying in the UK directly from 15 UK Representatives

Jakarta **Surabaya**

Monday, 6 October 2014 09.00 – 12.00 Raffles International Christian School	Tuesday, 7 October 2014 09.00 – 12.00 North Jakarta International School	Wednesday, 8 October 2014 12.00 – 13.30 Binus International School Simprug	Thursday 9 October 2014 13.30 – 16.30 Surabaya International School
13.45 – 16.00 British International School	14.15 – 16.00 Sinarmas World Academy	Friday, 10 October 2014 08.15 – 12.00 Binus International School Serpong	

Participating UK Institutions
Aberystwyth University - Cambridge Education Group - Durham University - Highbury College Portsmouth - INTO University Partnerships
Leeds Beckett University - Newcastle University - Nottingham Trent University - Queen Mary University Of London - The University Of Northampton
UCFB (University College of Football Business) - University For The Creative Arts - University Of Leeds - University Of Sussex - University Of Westminster

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and opportunities

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International School Tour**

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Jakarta

Monday, 6 October 2014 09.00 – 11.30 Raffles International Christian School 13.45 – 16.00 British International School	Tuesday, 7 October 2014 09.00 – 12.00 North Jakarta International School 14.15 – 16.00 Sivarmas World Academy	Wednesday, 8 October 2014 12.00 – 13.30 Binus International School Simprug Friday, 10 October 2014 08.15 – 12.00 Binus International School Serpong
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Surabaya

Thursday 9 October 2014
13.30 – 16.30
Surabaya International School

Participating UK Institutions
Aberystwyth University - Cambridge Education Group - Durham University - Highbury College
Portsmouth - Into University Partnerships - Leeds Beckett University - Newcastle University -
Nottingham Trent University - Queen Mary University Of London - The University Of Northampton
UCFB (University College of Football Business) - University For The Creative Arts - University Of Leeds
-University Of Sussex - University Of Westminster

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Monday, 6 October 2014
09.00 – 11.30
Raffles International Christian School



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Monday, 6 October 2014
13.45 – 16.00
British International School



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Tuesday, 7 October 2014
09.00 – 12.00
North Jakarta International School



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Tuesday, 7 October 2014
14.15 – 16.00
Sinarmas World Academy



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Wednesday, 8 October 2014
12.00 – 13.30
Binus International School Simprug



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Friday, 10 October 2014

08.15 - 12.00

Binus International School Serpong



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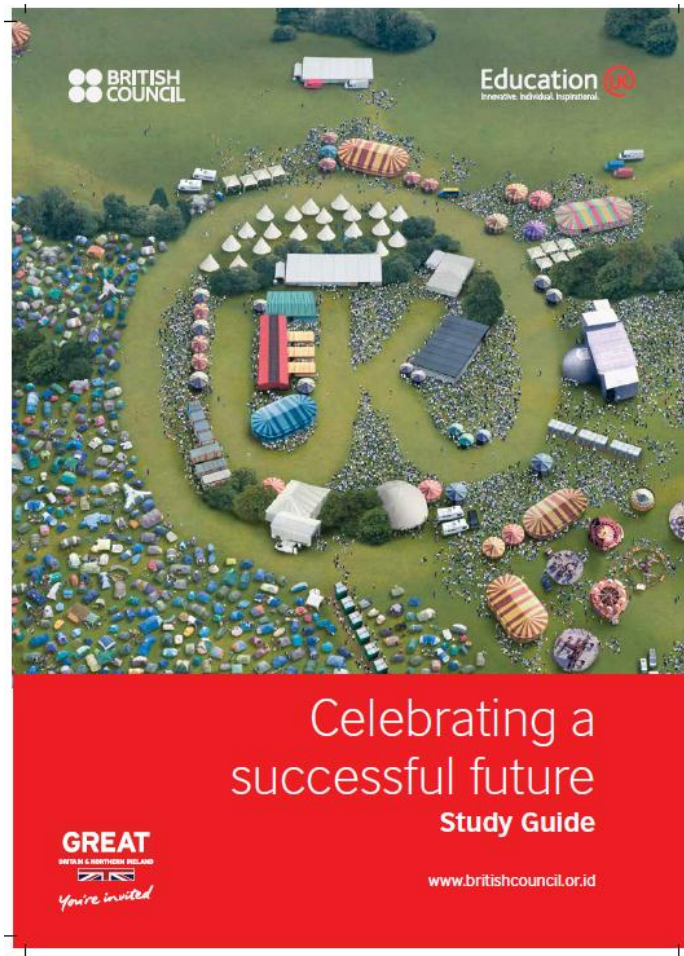
Get the latest information of living and studying in the UK directly from 15 UK Representatives

Thursday 9 October 2014

13.30 – 16.30

Surabaya International School

Study Guide



International School Tour, Jakarta and Surabaya

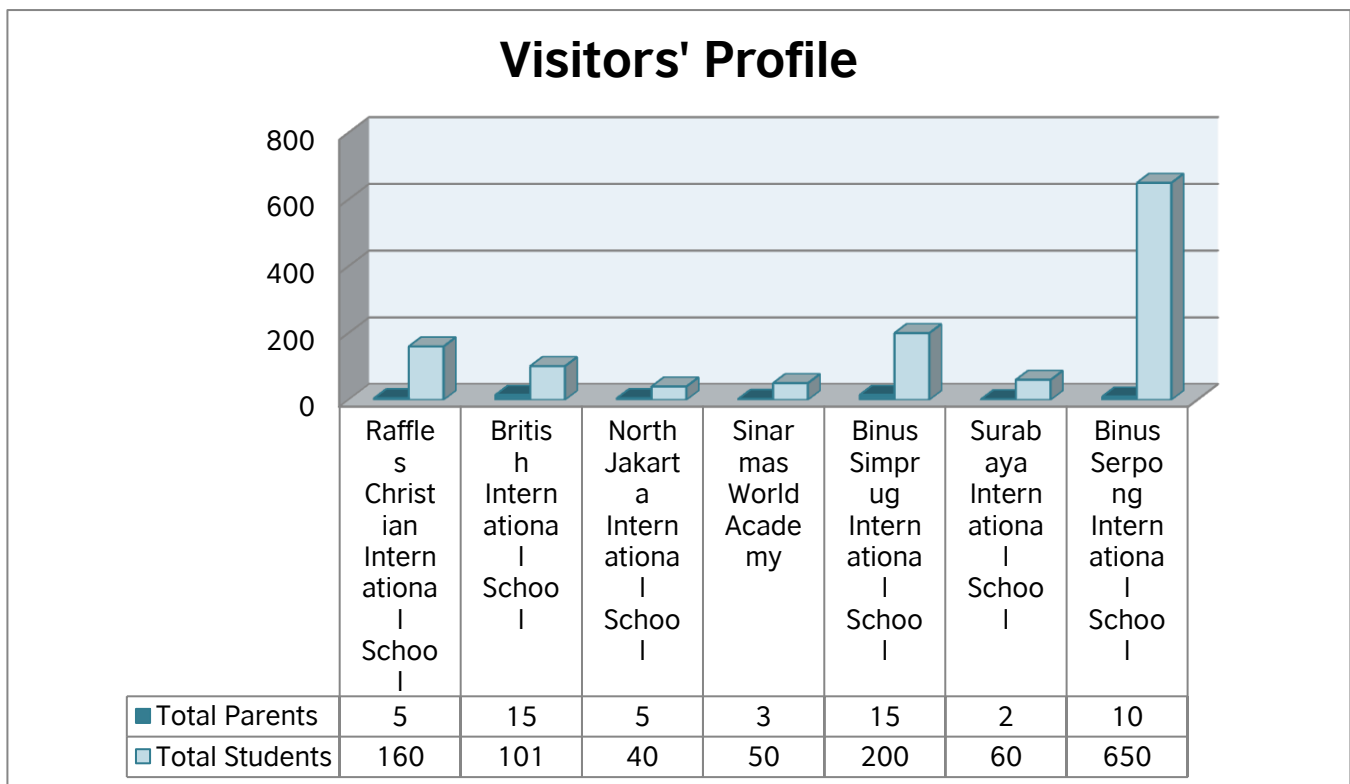
The International School Tour was held for 5 days on the:

- Jakarta : 6, 7, 8 and 10 October 2014
- Surabaya : 9 October 2014

There were -

15 UK Participating Institutions & and a presentation from the British Embassy “UK Visa Application”, 1216 Students and 55 Parents

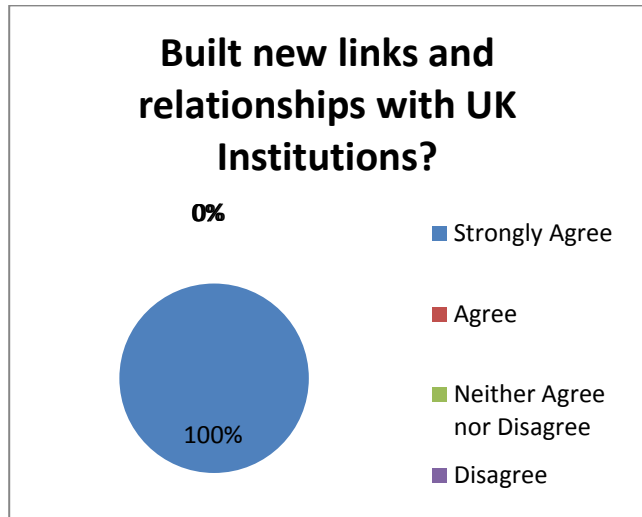
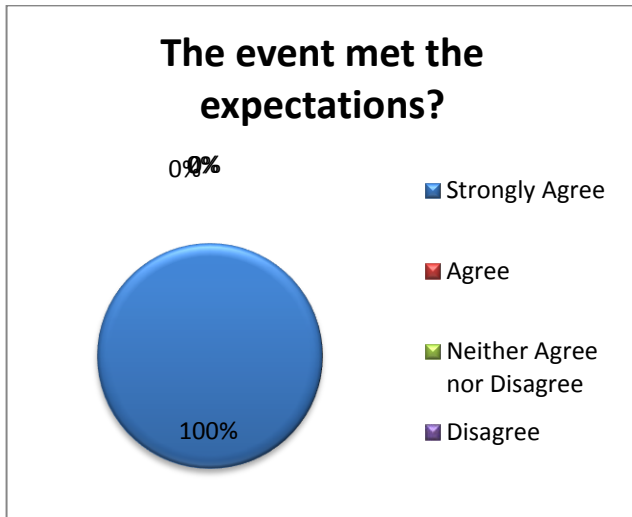
Visitors' Profile



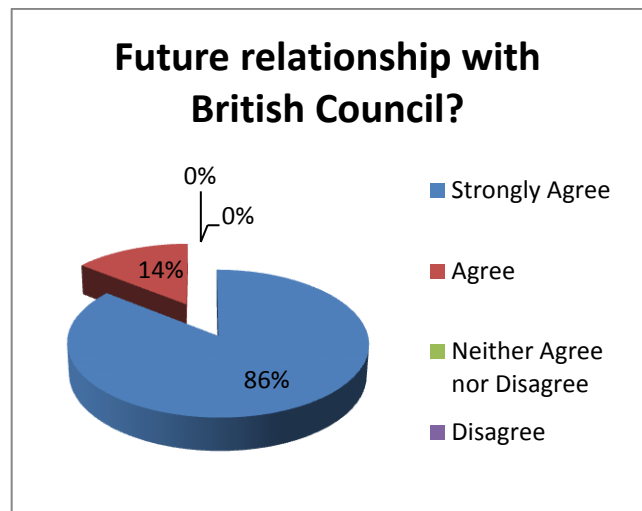
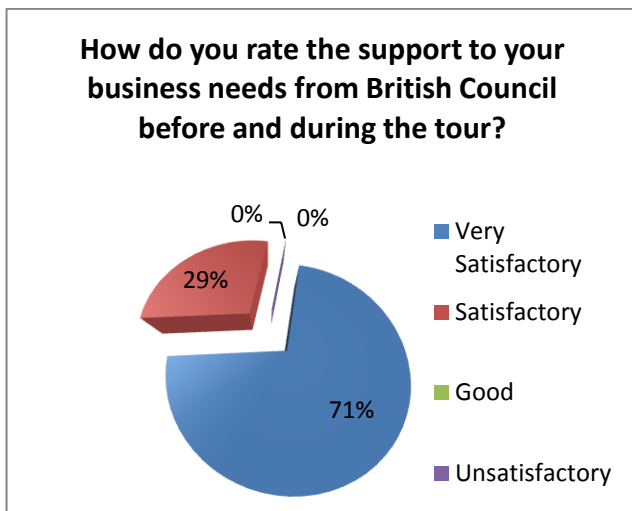
The visitors were mainly students and parents.

Counsellors' Feedback

We have received feedback from 7 Host Schools Counsellors.



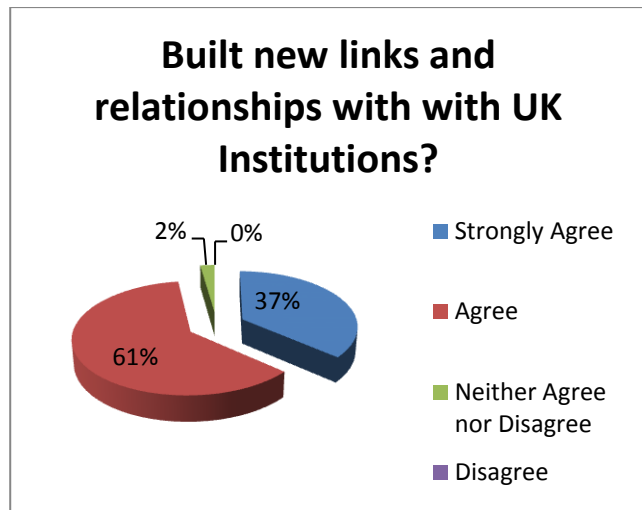
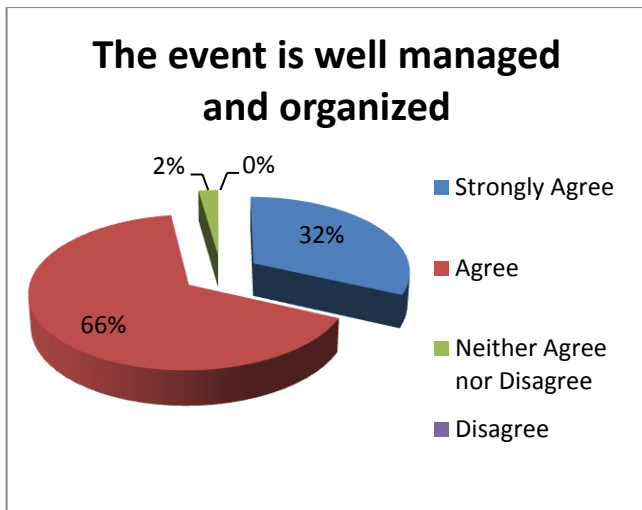
The counsellors are mostly strongly agreed that the International School Tour has met their expectations and built new links and relationships.



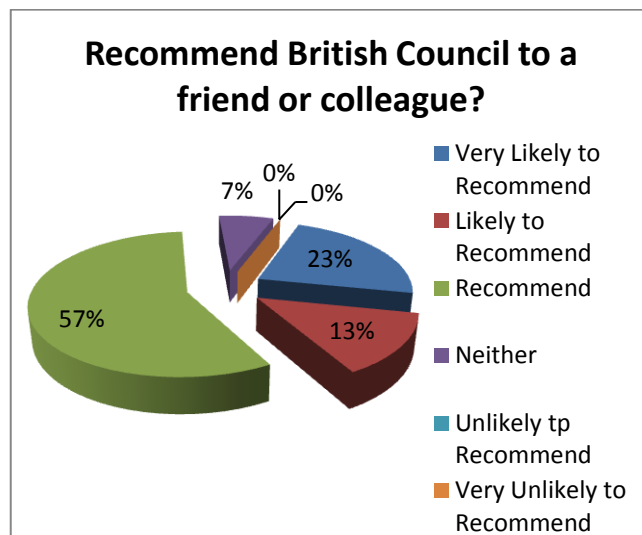
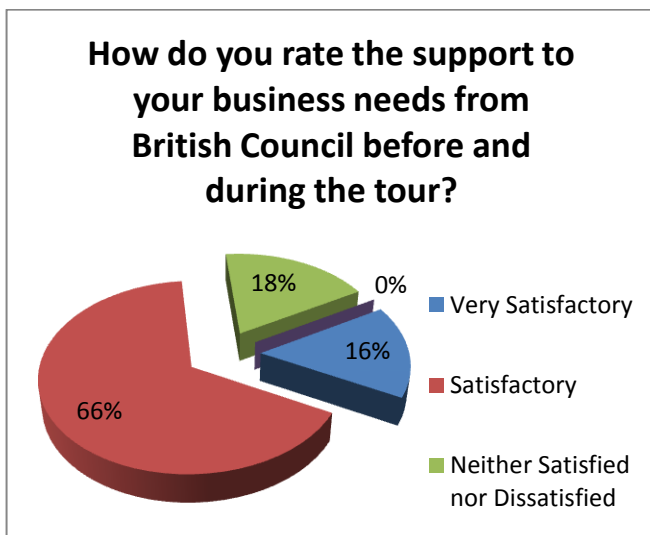
The counsellors are mostly very satisfied and satisfied with the supports given by the British Council before and during the tour and for future relationship.

Students' Feedback

We have received feedback from 44 Students attending the International School Tour events.



The students are mostly strongly agreed and agreed that the International School Tour was well managed and organized and built new links and relationships. 2% neither agree nor disagree.



The students are mostly satisfied with the supports given by the British Council before and during the tour. 16% was very satisfied and 18% was neither satisfied nor dissatisfied. The students are mostly will recommend British Council to a friend or colleague. 23% are very likely to recommend, 13% likely to recommend and 7% neither.

Exhibitors' feedback – Jakarta and Surabaya

Main compliments

- BC Staffs are helpful and supportive
- Well planned and organized
- Well logistical and food arrangement
- Increasing interest of UK Higher Education
- Profile raising of UK Institutions and opportunity to spread the brand

Main complaints

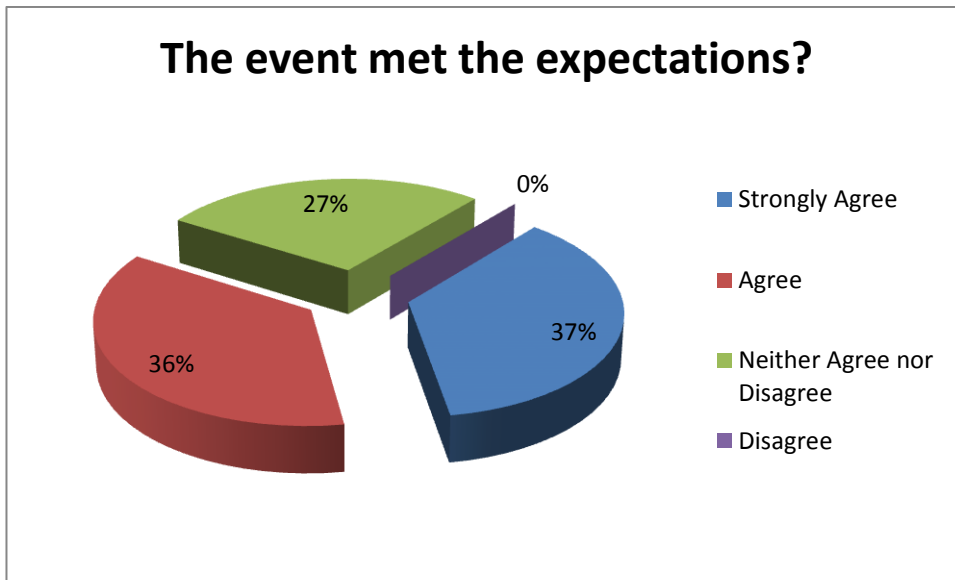
- Reconsider Surabaya School and time arrangement
- Streamline and research for potential schools with UK Education

Recommendations

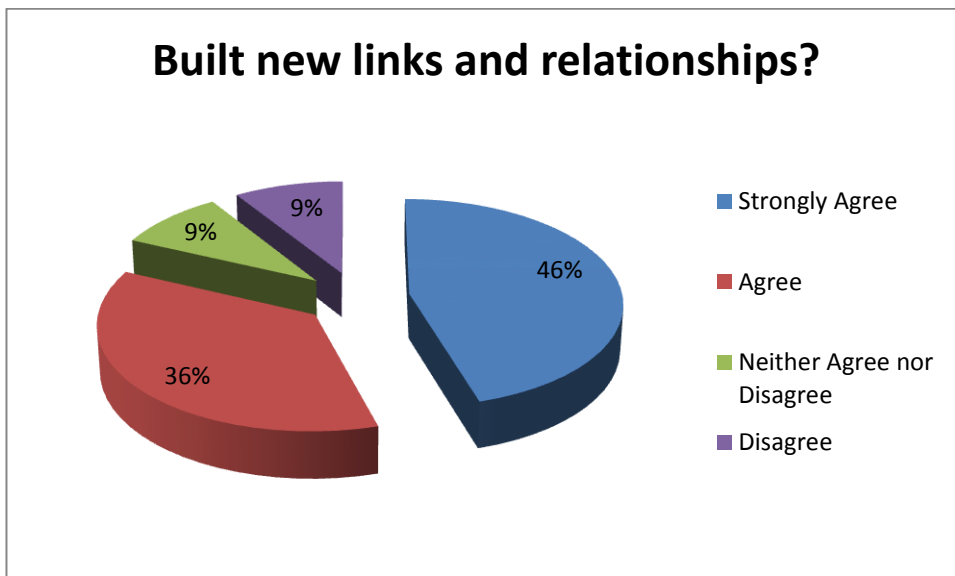
- The tour in Non Jakarta schools should be arranged at the end of the trip
- Schools low level of promotions, University highlights before events
- Possibility to reach public/national schools
- Increase number of students at some of the schools by inviting schools in surrounding areas

Exhibitors' Feedback

We have received 11 feedbacks out of 14 UK Exhibitors for the International School Tour 2014.

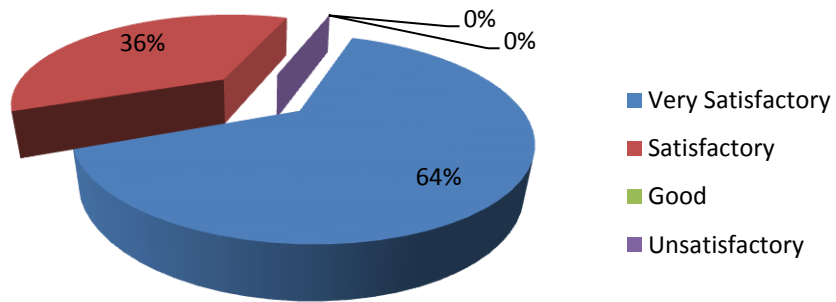


The Exhibitors are mostly strongly agreed and agreed that the International School Tour has met their expectation and 27% neither agree nor disagree.



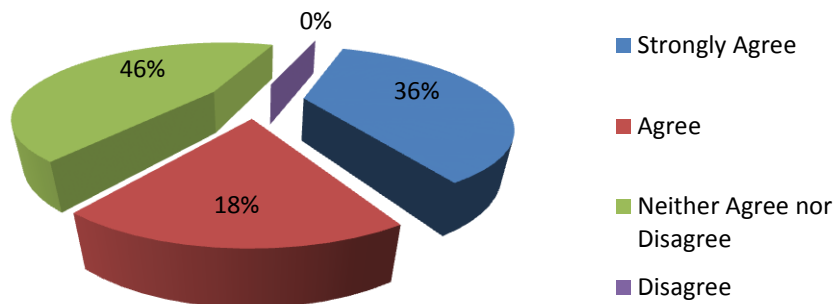
The Exhibitors are mostly strongly agreed and agreed that they have built new links and relationships, both 9% neither agree nor disagree and disagree.

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



The Exhibitors are mostly satisfied and very satisfied with the supports given by the British Council before and during the tour.

Future relationship with British Council?



The Exhibitors are more than half of the portion are strongly agreed and agreed that they will have future relationship with British Council. 46% neither agree nor disagree.

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 tour. The main findings and recommended next steps are outlined below:

British Council

- British Council should reach more schools that are keen with UK Education as well as inviting national plus/public schools.
- Reconsider Surabaya International School
- Better time arrangement between Jakarta and Non Jakarta schools.
- Inform counsellors to communicate the University highlights before events and increase promotions

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the tour (eg. Returned the forms).
- 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 event and share their life in UK with the visitors.

Appendix 1.

List of Exhibitors

1.	Aberystwyth University
2.	Cambridge Education Group
3.	Durham University
4.	Highbury College Portsmouth
5.	Into University Partnerships
6.	Leeds Beckett University
7.	Newcastle University
8.	Nottingham Trent University
9.	Queen Mary University Of London
10.	The University Of Northampton
11.	UCFB (University College of Football Business)
12.	University For The Creative Arts
13.	University Of Leeds
14.	University Of Sussex
15.	University Of Westminster

Appendix 2.

List of Counsellor's Contacts

No.	School Name	Counsellor	Email	Phone No.	Mobile No.
1	Raffles International School	Mrs. Rona Makatita	rona@rafflesian.net	+6221 75903342	+628121910073
2	British International School	Mrs. Rachel Duce	rachel_duce@bis.or.id	+6221 7451670	+681297027766
3	North Jakarta International School	Mrs. Darlene	dheilman@njis.org	+6221 45865222	+681296350813
4	Sinarmas World Academy	Mr. Erick Affrian	erick_affrian@swa-jkt.com	+6221 53161400	+68111494217
5	Binus International School Simprug	Mrs. Ellie Yovita Ruslim	eruslim@binus.edu	NA	+6811952824
6	Surabaya International School	Mrs. Rhonda Fisher	rfisher@sisedu.net	+6231 7414300	+681233301253
7	Binus International School Serpong	Mrs. Melissa	mmiranda@binus.edu	+6221 5380400	+689694696505