



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

# Post-Event Report

## British Council Indonesia School Tour October 2015

Jakarta: 5-8 October 2015  
Surabaya: 9 October 2015

# Introduction

Following the success of previous School Tours held in Indonesia, this year British Council Indonesia held its School Tour in Jakarta and Bali, visiting 10 reputable schools with international curriculum.

British Council Indonesia collaborated with each of the host schools to hold a mini exhibition targeting at the students and parents as the key audience.

The host schools were chosen based on their curriculum and numbers of students studying overseas.

The aims of this school tour are as follows:

- To enable students and parents to obtain information directly from the UK Institutions' representatives regarding UK education system in the UK focusing for undergraduate and pathway / foundation programmes.
- To enable UK Institutions to promote their programmes and recruit more Indonesian students to their institutions.
- To strengthen the connection with the host schools by giving supports in providing thorough information regarding UK education system
- To raise awareness of the UK as a chosen study destination with world class education

There were 1,950 students and 456 parents attended the School Tour from 7 host schools in Jakarta and 3 host schools in Bali. Feedback from the school counsellors and UK institutions' representatives attended the tour in overall was positive. Presentations on various related topics such as Tips on writing Personal Statement, Study in the UK, UCAS application and UK Visa.

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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## British Council School Tour Marketing and Promotion

The school tour was mainly promoted in collaboration with the host schools. Posters, e-flyers, newsletter, T-banners were used at each of the host school to promote the event.

Two of the schools in Bali invited students and parents from other schools as well to attend the events.

Most of the schools dedicated certain timing for their students to be able to attend this event, while some schools preferred to merge the British Council School Tour with their internal education and career fairs, which some of them involved other country destinations' institutions. The main reason for the school to merge the event is to give broader choice and opportunity to their students regarding further study options.

One example of the promotional flyer:

### E-flyer



## British Council School Tour, Jakarta and Bali

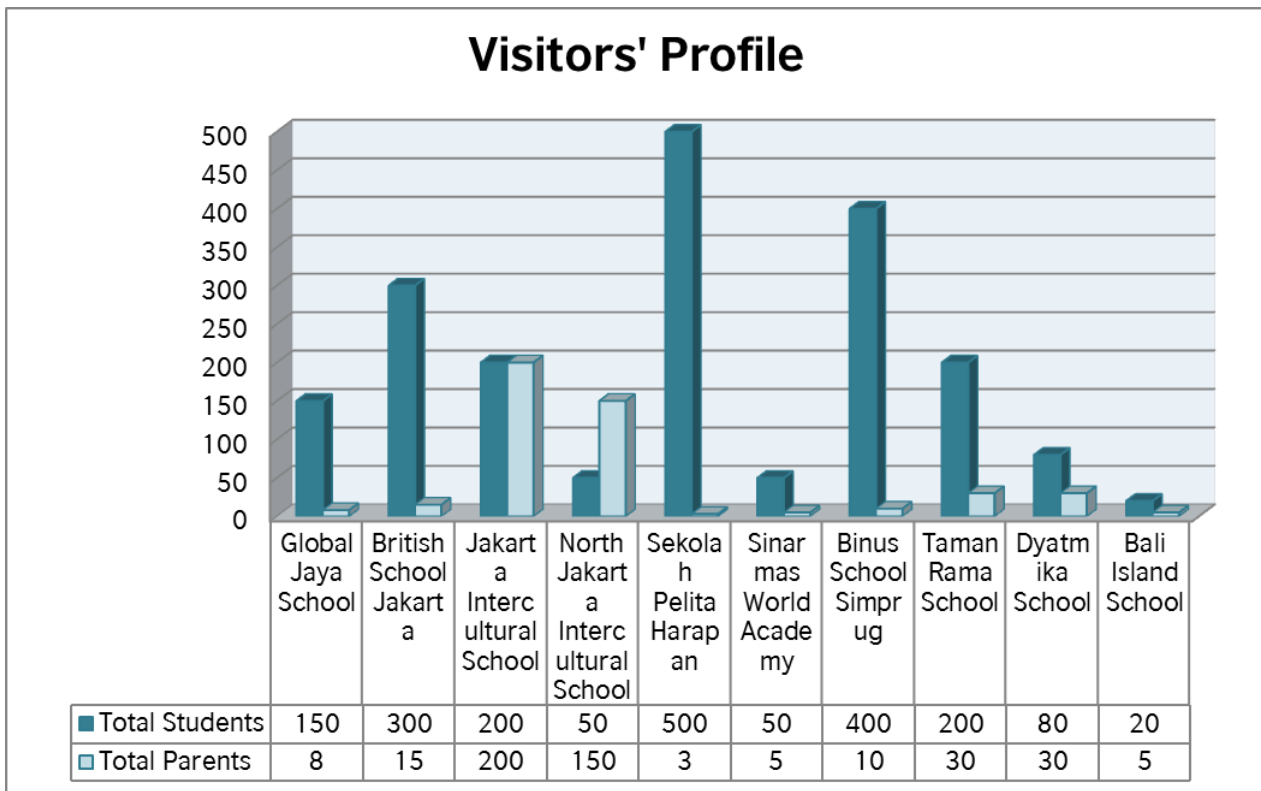
The School Tour was held for 5 days with the following schedule

- Jakarta : 5 – 8 October 2015
- Bali : 9 October 2015

There were -

**15 UK Participating Institutions, a presentation from the UK  
Visas and Immigration,  
1,950 Students and 456 Parents**

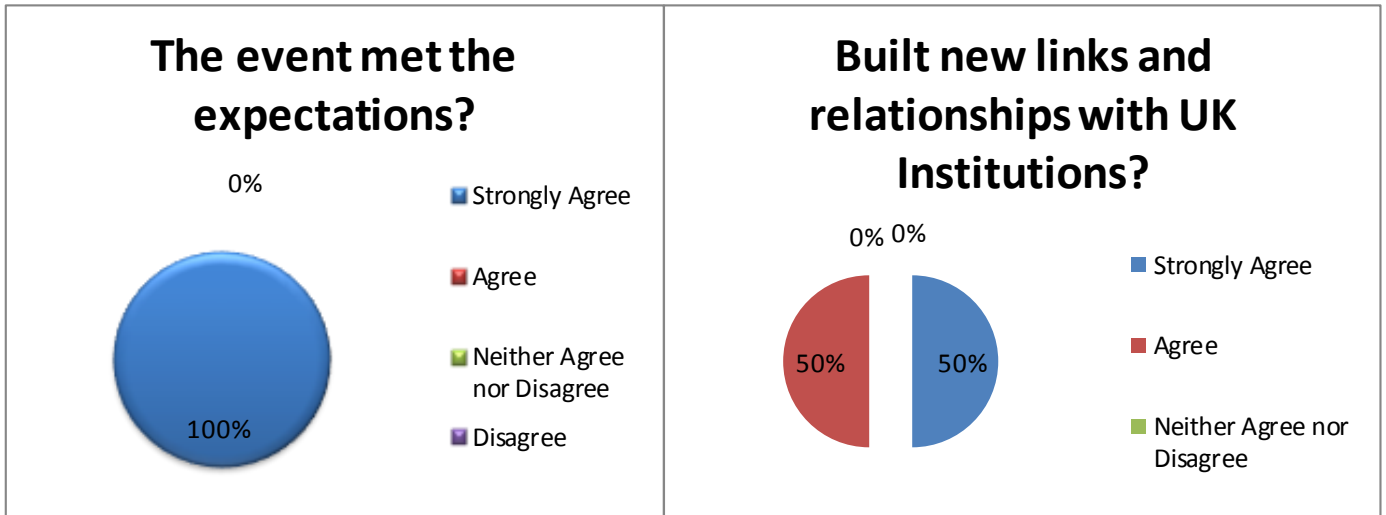
### Visitors' Profile



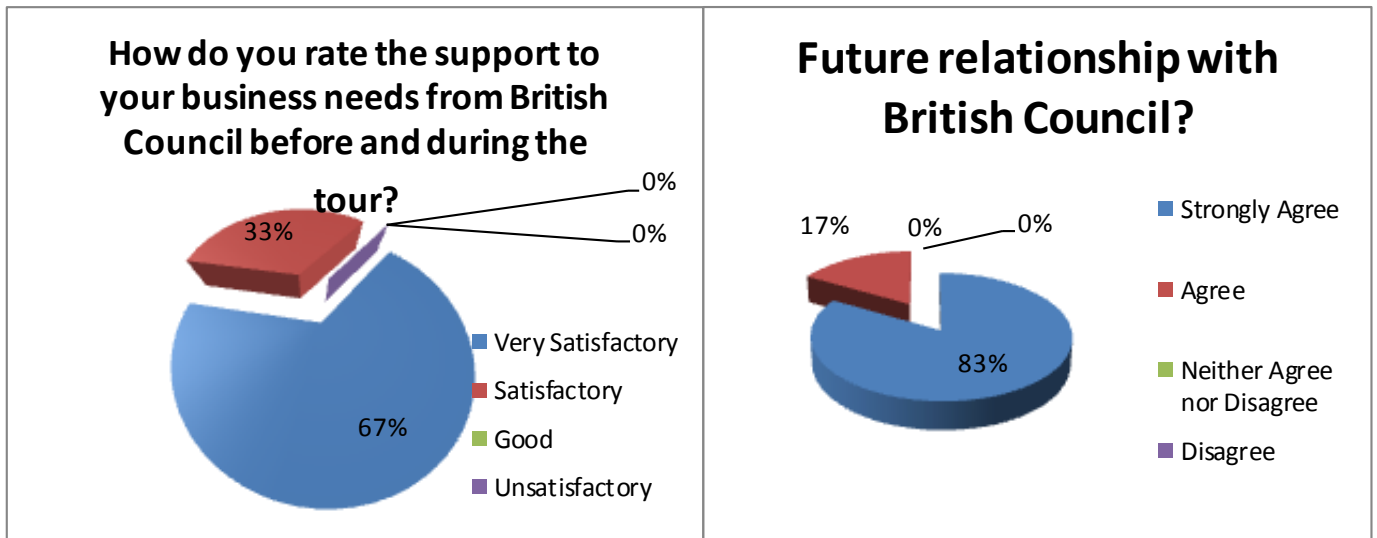
The visitors were mainly students and parents accompanied by the school counsellor(s).

**Counsellors' Feedback**

We have received feedback from 5 Host Schools Counsellors.



The counsellors are mostly strongly agreed that the British Council School Tour has met their expectations. Furthermore, the counsellors are strongly agreed (50%) and agreed (50%) that they had built new links and relationships with UK Institutions.



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.

# Exhibitors' feedback

## – Jakarta and Bali

### Main compliments

- Growing opportunity for undergraduate market in Indonesia
- British Council Staffs are helpful and supportive
- The host schools have been very keen to engage with UK Institutions
- Good choices of host schools
- British Council's recommended hotel is a good hotel choice
- Well planned and well organized

### Main complaints

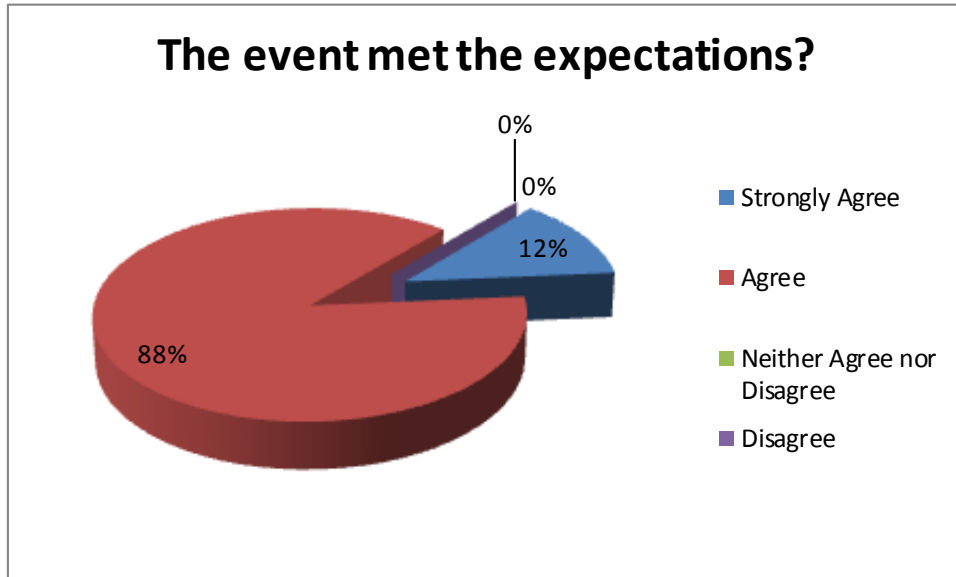
- The arrangement for School Tour in Bali-Bali Island School should be put on the first or second visit
- Time management for School Tour in Bali-Dyatmika School to Bali Island School
- Many of the students and parents in Indonesia are still US / Australia oriented

### Recommendations

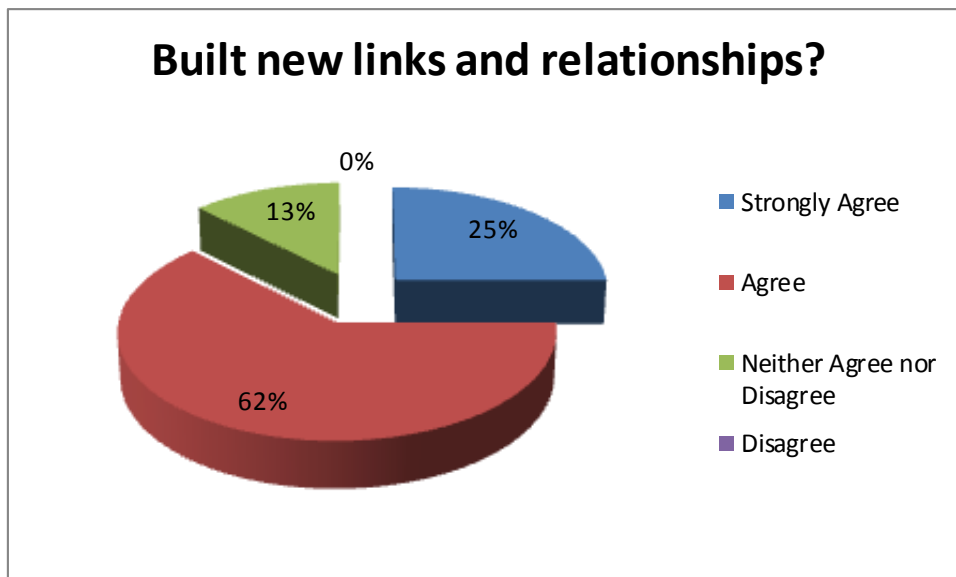
- Maximum 2 schools per day
- To allocate time for discussion with the school counsellors
- To visit Binus School Serpong for the next year
- List the delegates in the Joining Instruction for the networking purpose
- To visit National Plus Schools

## Exhibitors' Feedback

We have received 8 feedbacks out of 15 UK Exhibitors for the British Council School Tour 2015.

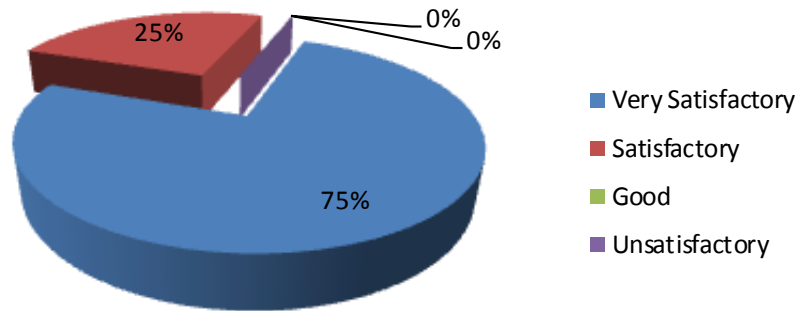


The Exhibitors are mostly agreed and strongly agreed that the British Council School Tour has met their expectation.



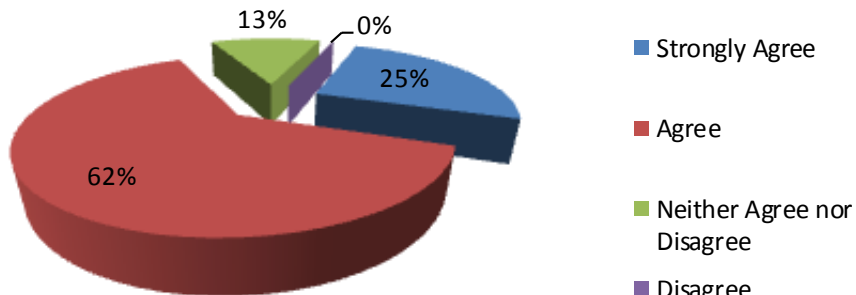
The Exhibitors are mostly agreed and strongly agreed that they have built new links and relationships and 13% neither agree nor disagree.

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



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

**Future relationship with British Council?**



The Exhibitors are mostly agreed and strongly agreed that they will have future relationship with British Council. Meanwhile 13% 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 will take into account all the suggestions and recommendations from the Institutions
- British Council should allocate more time in between schools visits especially for Bali
- British Council should allocate time for meeting between school counsellors and UK reps
- British Council should reach more various schools that are keen and interested with UK Education for example National Plus School

## UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the tour (eg. Returned the forms).
- Some host schools are very strict with the presence of Education Agents. Hence, it is suggested that institutions can invite their alumni to attend the event and share their experiences in the UK with the students and parents.
- Both of British Council and UK Institution will put more efforts in raising awareness of UK Education to students and parents.

## Appendix 1. List of Exhibitors

UK Institutions
Goldsmiths, University of London
Hult International Business School
Keele University
Newcastle University
Nottingham Trent University
Oxford International Education Group
St George's, University of London
Staffordshire University
University For The Creative Arts
University of East London
University of Kent
University of Sunderland
University of Surrey
University of Warwick
University of Westminster

## Appendix 2. List of Counsellor's Contacts

No.	School Name	Counsellor	Email	Phone No.
1	Global Jaya School	Ingrid Joice Sakul	ingrid@globaljaya.com	+6221 7457562
2	British Intercultural School	Rachel Duce	rachel_duce@bis.or.id	+6221 7451670
3	Jakarta Intercultural School	Royce Mussman	rmussman@jisedu.or.id	+6221 7692555 x. 81205
4	North Jakarta Intercultural School	Kenya Baloun	kbaloun@njis.org	+6221 45865222
5	Sekolah Pelita Harapan (SPH)	Angeline Ang	angeline.ang@sph.ac.id	+6221 5460234 ext. 114410
6	Sinarmas World Academy	Pak Luanpreda	pak_luanpreda@swa-jkt.com	+6221 53161400
7	Binus School Simprug	Hendra Octavianus Kadarma	hkadarma@binus.edu	+6221 724 3663 ext. 4212
8	Taman Rama School Bali	James Nicholas Bird	ciirector@hotmail.com	+62361 414849
9	Dyatmika School Bali	Jonathan Edward Cherry	jcherry@dyatmika.org	+62361 461874
10	Bali Island School	Karin Holley	counselor@baliis.net	+62361 288467 ext. 116