

Post-Event Report

**Business Banking and Finance
Education UK Exhibition Indonesia 2015**

**Le Meridien Hotel,
Jakarta, 15 November 2015**

Introduction

UK Alumni Dinner Reception

British Council Indonesia held a UK Alumni Networking Dinner again this year as a pre-event of Business, Banking and Finance Exhibition 2015. The dinner took place at Tugu Palais Kunstkring Jakarta on 14 November 2015 and representatives of 25 UK Institutions who participated in the exhibition were invited, as well as all UK alumni who studied at the participating institutions.

The dinner gives UK alumni the chance to have a meet and greet with their universities' representatives. This event was attended by 33 alumni, institutions' representatives and partners.

By sharing their experiences, UK Institutions might be able to create a marketing strategy with their alumni for new markets. The event was opened by a remarkable speech from British Council Acting Country Director; Summer Xia followed with the dinner and opportunity to network, and finally, we closed with a group photo session for the UK Alumni and their UK Institutions representatives.

Business, Banking and Finance Education UK Exhibition

With the growing demand for business and management studies and the success of our previous Business Banking and Finance Exhibition in 2014, this year British Council Indonesia held another Business Banking and Finance Education UK Exhibition at Le Meridien Hotel, Jakarta on 15 November 2015.

The UK remains a popular destination for Indonesian students because of its reputation as a global financial leader. In fact, 35% of Indonesian students chose business and management studies in 2013-14, and these subject areas have been the most popular chosen subject for both UG and PG level for Indonesian students over the last 5 years (2009-2014). Moreover, the rate of enrolment for UG business and management studies in the UK increased by 39% in 2013-14 compared to 2012-13, whilst enrolment at PG level increased by 32% during the same period.

690 visitors attended the Business, Banking and Finance Education UK Exhibition, with 25 UK Exhibitors. The total number of visitors was not as high as the previous year's exhibition since there were many other education expos being held by some education agents in Jakarta at the same time. However, the feedback from the visitors remain overwhelmingly positive. The IELTS workshop by the British Council Foundation – Exam Team was well attended by around 100 participants. A number of presentations on various related topics such as Studying Business Banking and Finance in the UK, Living and Studying in the UK, Chevening Scholarship Information, UK Visa and Immigration Presentation and Study your Master's Degree in Business with Academic and Career Skills were well attended.

The Business, Banking and Finance attracted people from various backgrounds, and there was significant media interest, with reporters from TV, radio and newspapers attending the event, with live reporting 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 feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

This report includes:

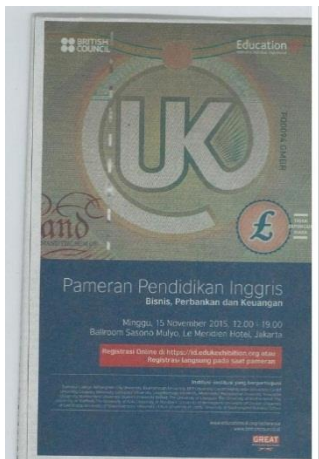
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Business, Banking and Finance Education UK Exhibition Marketing & Promotion

We promoted the exhibition in various ways. Here are some pictures for the Exhibition Promotion:

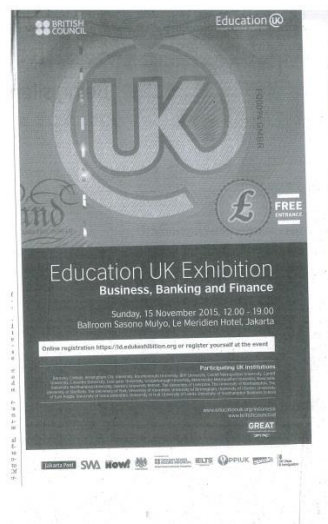
1. PRINTED MEDIA

a. Bisnis Indonesia Newspaper Ad (9 November 2015)



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

b. The Jakarta Post Newspaper Ad (7 and 11 November 2015)



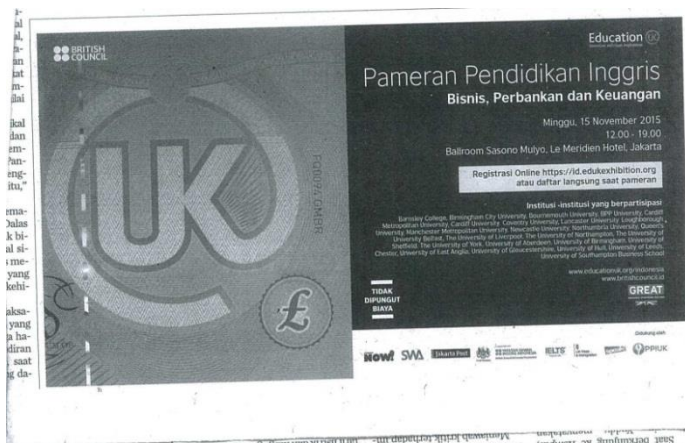
Total Reach: 170,000 quantities (85,000/per day)

c. SWA Magazine Ad (October and November 2015 Edition)



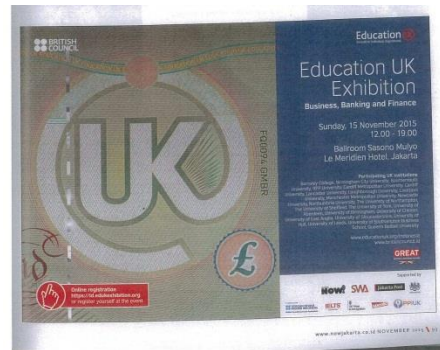
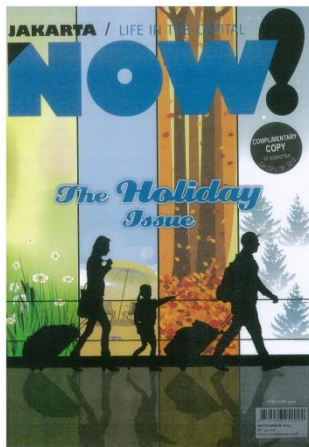
Total Reach: 99,342 (49,671 quantities/per month)

d. Kompas Newspaper Ad (13 November 2015)



Total Reach: 523,558 quantities/per day

e. NOW! Jakarta Magazine Ad (November 2015 Edition)



Total Reach: 20,000 quantities/per month

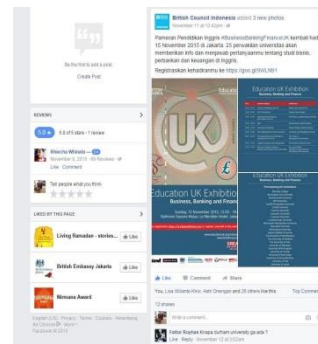
f. Speak! Magazine Article (December 2015 Edition)



Total Reach: 26,000 quantities/per month

2. SOCIAL MEDIA

a. British Council Indonesia Twitter and Facebook



Total Reach:
Twitter: 20,600 followers and Facebook: 49,740 likes

b. Speak! Twitter and Facebook



Total Reach:
Twitter: 2,392 followers and Facebook: 1,460 likes

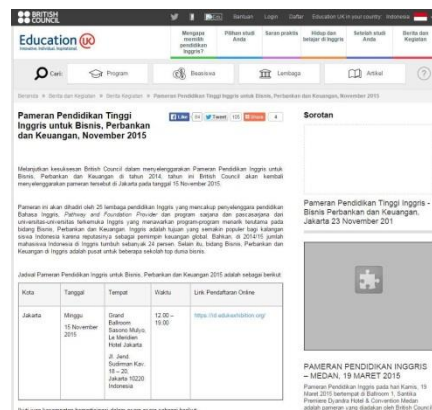
c. Info Jakarta Twitter



Total Reach:
Twitter: 2.11M followers

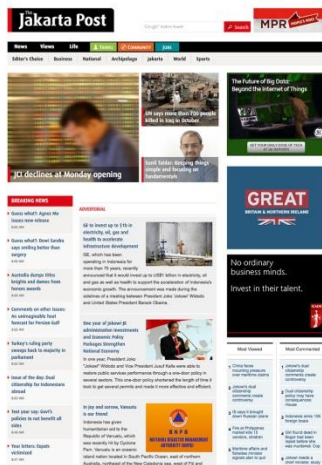
3. WEBSITES

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



Total Reach: www.britishcouncil.or.id : 167 viewers

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



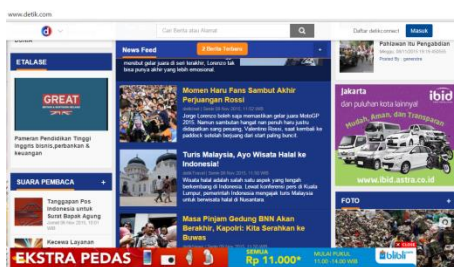
Total Reach: 140 clickers

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



Total Reach: 121 clickers

d. Detik.com Website



Total Reach: 148 clickers

e. SWA Website



Total Reach: 6 clickers

4. EMAIL BLAST

British Council

Total Reach: 16,577 recipients

British Council Foundation/UTC

Total Reach: 1,500 recipients

5. RADIO PROMOTION

102.2 Prambors FM Radio

Total Reach: 113,300 listeners

99.1 Delta FM Radio (segmented to Business)

Total Reach: 282,000 listeners

OUTDOOR PROMOTION

a. Banners

12 Areas: Grand Indonesia area, Electronic City (SCBD area), Kelapa Gading area, Lipo Karawaci area, Senayan area, Casablanca area (opposite Mall Ambassador), Pondok Indah Area, GBK Senayan area, Puri Kembangan area, Kebon Jeruk area, Depok UI area and Kemang area.



b. Bali Ho

4 Areas: Senayan Hang Lekir area, BSD City area, Tomang area and Kelapa Gading area.



5. FLYERING

Flyers were distributed through; Newspaper agency: residence in TB Simatupang, Tomang/Grogol, Kelapa Gading, Office in TB Simatupang area, Sudirman – Thamrin area, and through IELTS Exams, MyClass Centre by British Council Foundation, Agents, Education Fair, Roadshow, schools and universities.

Notes: Total Reach = Estimated reach

Business, Banking and Finance Education UK Exhibition

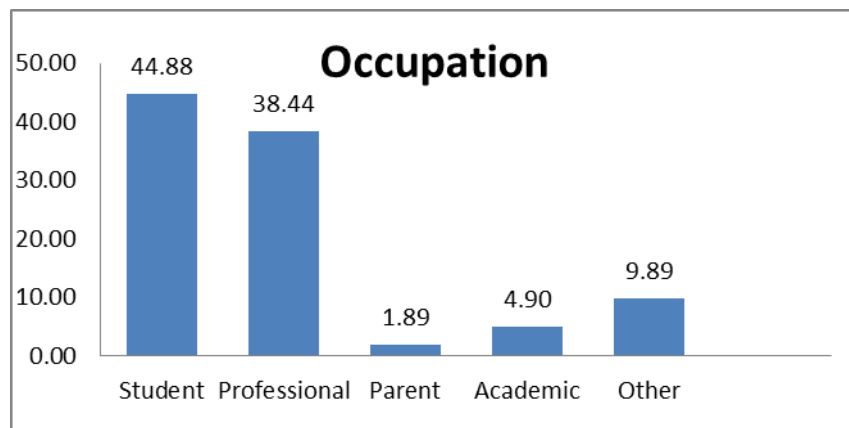
The exhibition in Jakarta was held on 15 November 2015 at Le Meridien Hotel, Jakarta. There was an opening ceremony by British Council's Acting Country Director, Summer Xia at 12.00 pm, and the fair was officially opened at 12.15 pm and finished at 19.00 pm

There were -

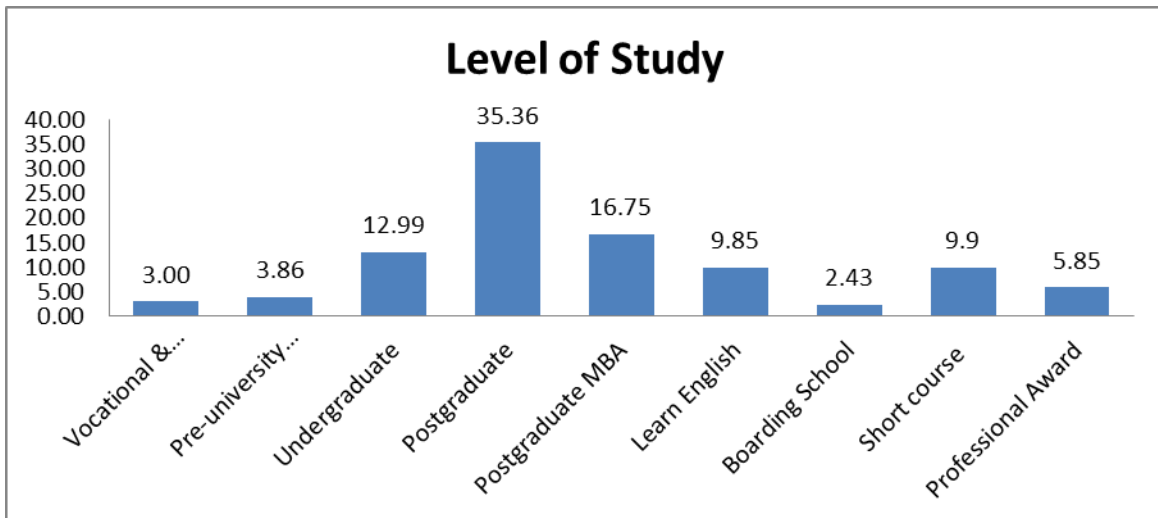
25 UK Participating Institutions, British Embassy, Chevening Scholarships & UK Visas And Immigration from the British Embassy, IELTS & MyClass by British Council Foundation, PPIUK, 3 Media Partners and and 690 potential students

Business, Banking and Finance Exhibition Visitors' profile

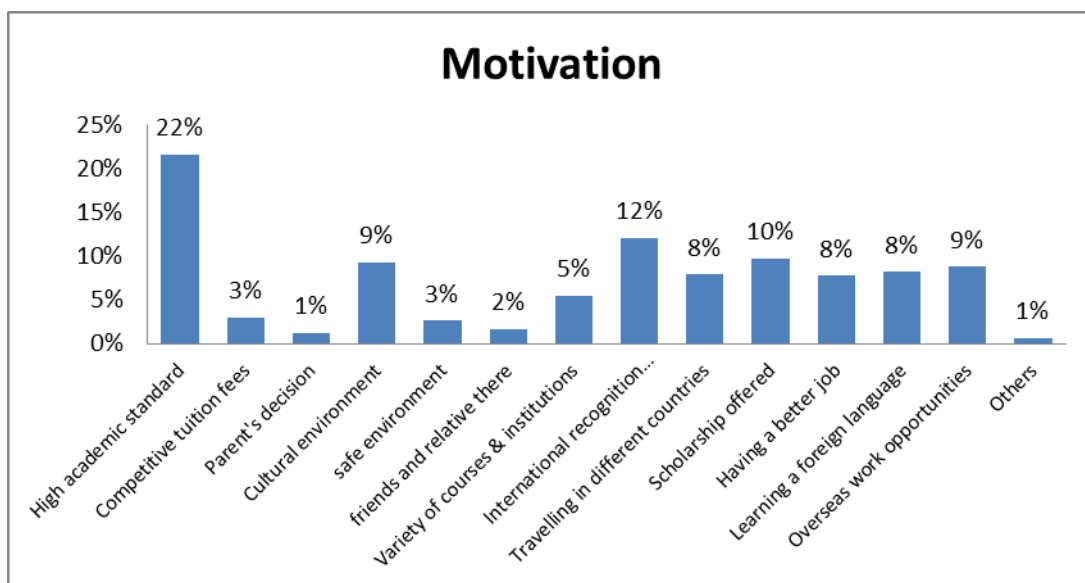
The data received from the online feedback from, 1159 visitors. However, 690 (59,53%) attended the Business, Banking and Finance UK Education Exhibition November 2014.



44.88% of the visitors were students, 38.44 % were professionals, 1.89% were parents, 4.90% were academics and 9.89% others did not mention their occupation status.

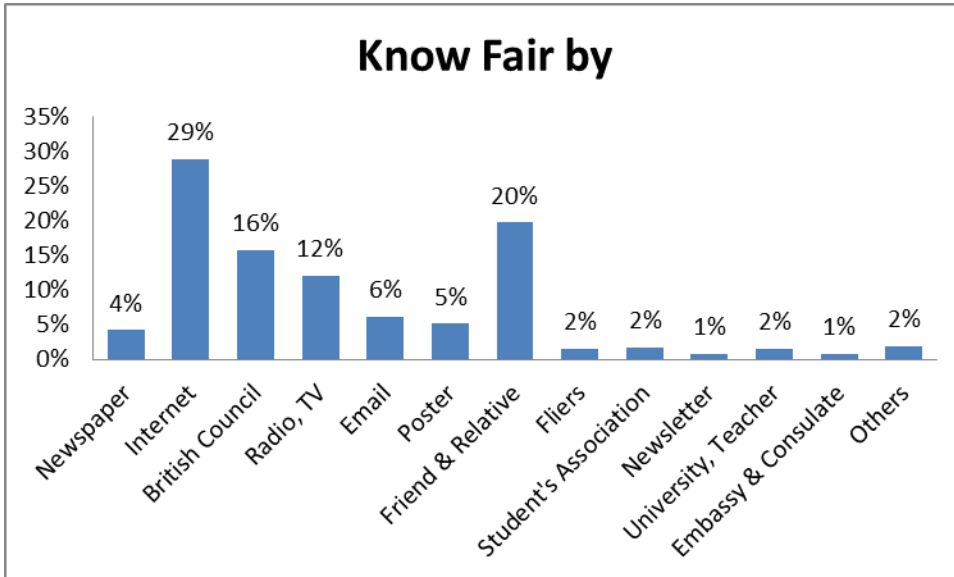


35.36% were looking for postgraduate study, and the second largest proportion at 16.75% for postgraduate MBA. 12.99% were looking for undergraduate study, 9.9% short course, 9.85% to learn English, 3.86% pre-university academic, 3.00% intend to study vocational and technical, and 2.43% were interested in studying at boarding school.



Academic quality (22%) is the most important feature for students considering UK education. Secondly, international recognition of qualifications (12%), thirdly scholarships offered (10%), followed by cultural environment and overseas work opportunities (9%) and other factors such as traveling in many different countries, having a better job in their own country, learning foreign languages (8%), and others (1%).

Most of visitors knew about the exhibition from the Internet (29%), friends and relatives (20%), British Council (16%), Radio & TV (12%), email (6%), poster (5%), newspaper (4%), flyers, student's association, university & teacher and others (2% respectively) and newsletter and embassy & consulate (1%).

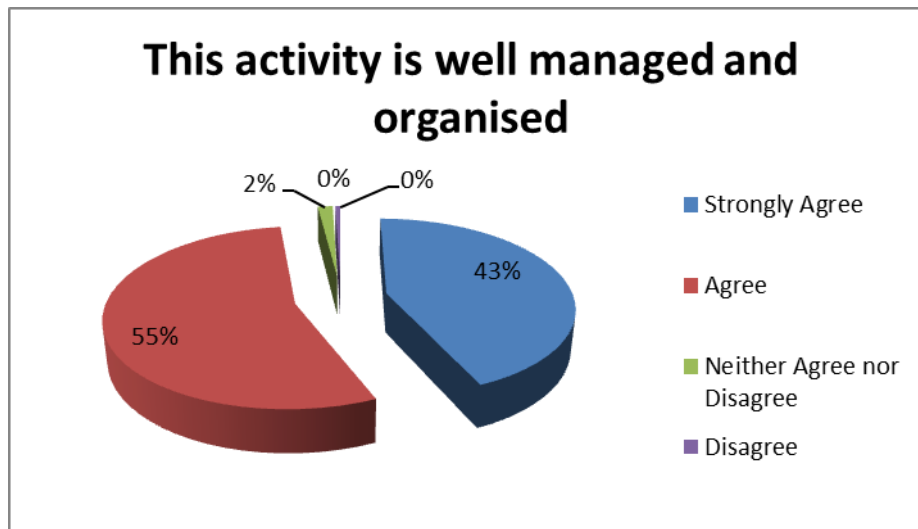


Visitors' Feedback

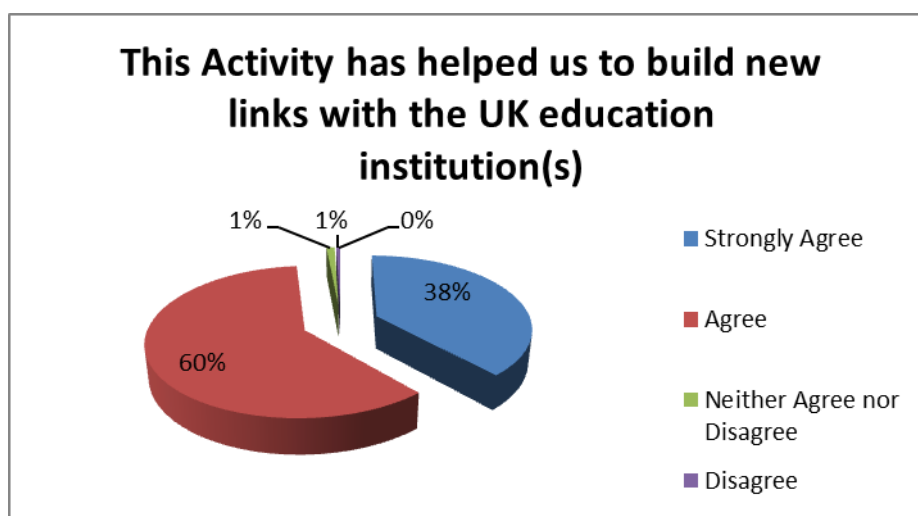
Feedback Method

The visitors were asked to fill in a survey (either online or offline) after they finished visiting the exhibition hall and foyer area. In return for their participation in this survey, they could take a lucky dip. We offered exciting British Council merchandise.

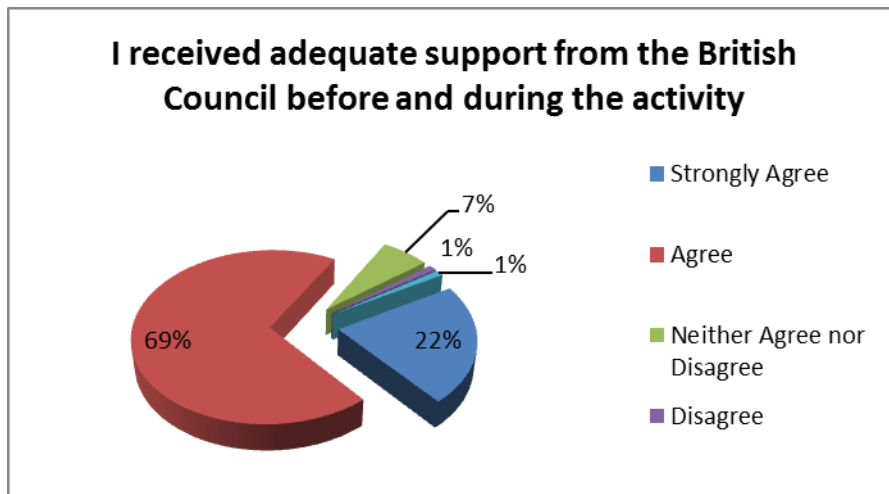
Here are 198 samples taken from the survey results from the Exhibition.



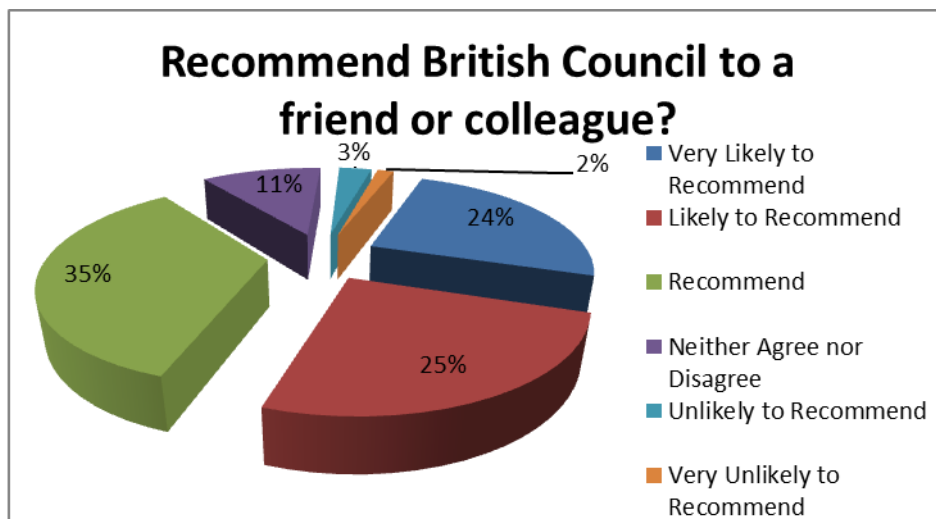
Most of the respondents are agreed (55%) or strongly agreed (43%) that the Exhibition is well managed and organised. 2% were neutral and 0% disagreed or strongly disagreed.



Mostly the respondents agreed (60%) or strongly agreed (38%) that the Exhibition has helped them to build new links with the UK education institution(s). 1% were neutral, 1% disagreed and 0% strongly disagreed.



Most of the respondents are agreed (69%) or strongly agreed (22%) that they received adequate support from the British Council before and during the activity. 7% were neutral and 2% in total disagreed or strongly disagreed.



Most of the respondents would recommend (35%), are likely to recommend (25%), or very likely to recommend (24%) the event. 11% were neutral, 3% unlikely to recommend and 2% very unlikely to recommend this exhibition to their friends or relatives (2%).

Exhibitors' feedback

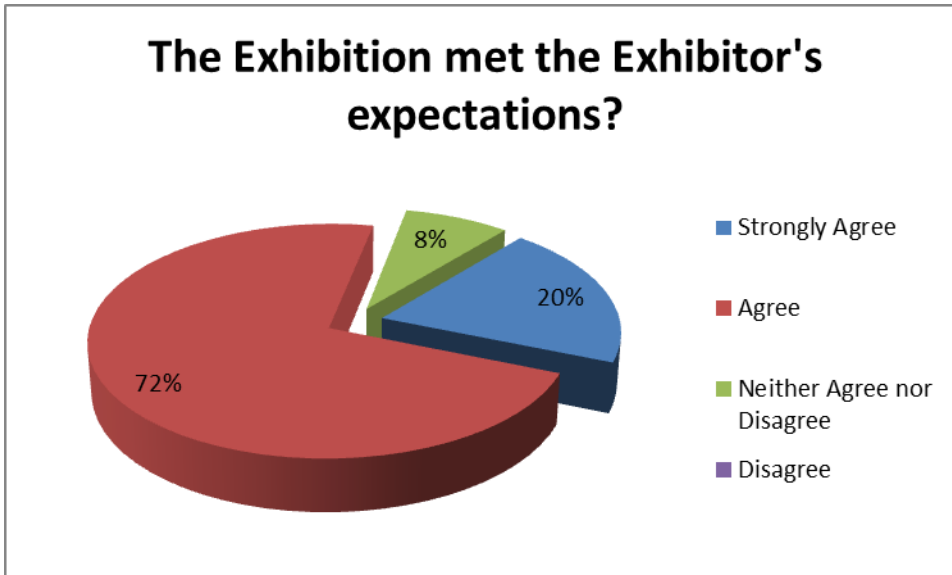
Main compliments:

- The growing demand for undergraduate degrees
- The exhibition was well organized and well-arranged especially the idea with the back panels
- Indonesia has a very big market for the UK
- Very efficient and friendly British Council Staff
- All very good

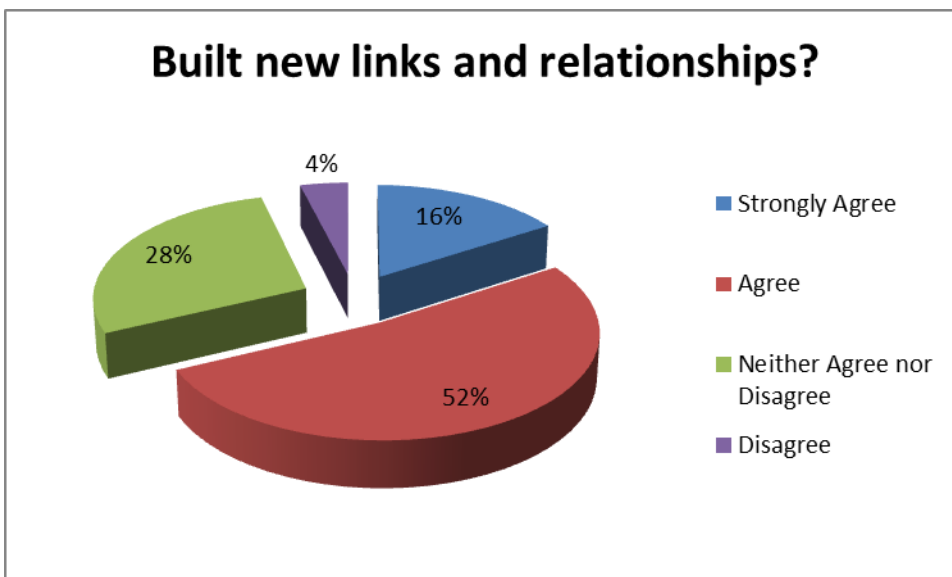
Main complaints:

- Shorter fair duration.
- Give more info to students about foundation programme and process to continue to undergraduate degree
- Extend the lunch hour
- Some visitors came with varied enquiries not only about Business, Banking & Finance

We have received 25 feedbacks out of 25 UK Exhibitors for the Business, Banking and Finance UK Education Exhibition November 2015.

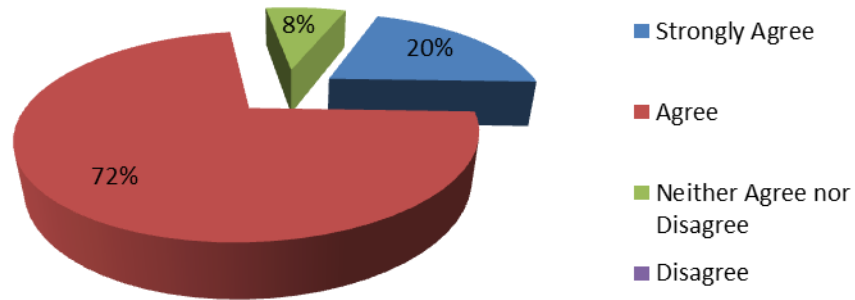


The Exhibitors are mostly agreed (72%), strongly agreed (20%) or have a neutral point of view (8%) that the Business, Banking and Finance met their expectations.



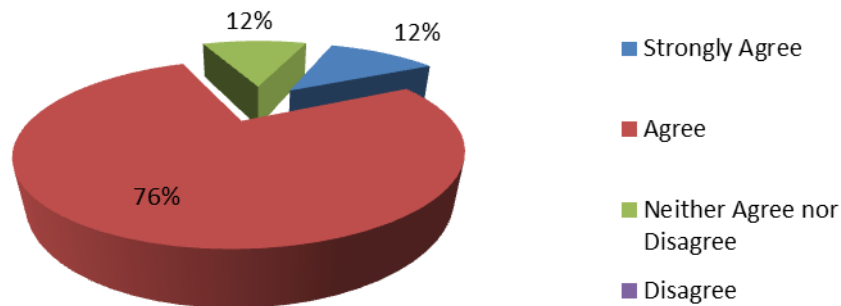
The Exhibitors are agreed (52%), neutral point of view (28%), strongly agreed (16%) and disagreed (4%) that they had built new links and relationships during the exhibition.

I received good support for my business needs from British Council before and during the activity



The Exhibitors are mostly agreed (72%), strongly agreed (20%) and neutral point of view (8%) that they received good support for their business needs from British Council before and during the activity.

Will use this service again in the future



The Exhibitors are mostly agreed (76%), strongly agreed (12%) and neutral point of view (12%) that they will use this service again from British Council in the future.

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

- We did do promotion which absolutely emphasizes the Business, Banking and Finance subject. We also promoted the exhibition to selected markets that are of interest to those wishing to study Business, Banking and Finance. However, there were still many visitors to the exhibition looking for other subjects which is an indication of interest in study in the UK increasing.
- In the future, the next Exhibition duration should be shorter (case by case depending on the rundown of the event)
- For promotion, the British Council actually has done more promotion compared to last year, however there were other organisations and some education agencies conducting education expos in November, which affected visitor numbers.
- Considering the growing demand for undergraduate programmes, British Council will definitely give more information and sources for students in regards to foundation programmes and the process to continue to bachelor's degree.
- In the future, British Council will consider extending the lunch hour for the exhibitors.

UK institutions

- All exhibitors should read the handbook and joining instruction given by British Council. Moreover, it would be helpful to comply with the policies and deadlines given for the exhibition.
- Exhibitors who do not use the shipment company which was appointed by British Council, should make sure with their shipment company that the cost that they agree includes the customer clearance cost.
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.
- Exhibitors should communicate any amendments or queries about arrangements 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 of studying in the UK with the visitors.

Appendix: List of Exhibitors

No	Institution Names
1	Barnsley College
2	Birmingham City University
3	Bournemouth University
4	BPP University
5	Cardiff Metropolitan University
6	Cardiff University
7	Coventry University
8	Lancaster University Management School
9	Leeds University Business School
10	Loughborough University
11	Manchester Metropolitan University
12	Newcastle University Business School
13	Northumbria University
14	Queen's University Belfast
15	The University of Aberdeen
16	The University of Liverpool
17	The University of Northampton
18	The University of Sheffield
19	University of Birmingham
20	University of Chester
21	University of East Anglia
22	University of Gloucestershire
23	University of Hull
24	University of Southampton Business School
25	University of York

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	PPIUK
No.	Media Partners:
1	The Jakarta Post/Speak! Magazine
2	SWA
3	NOW! Jakarta