



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

**Post-event report for
Education UK Exhibition 2016
Indonesia:
Surabaya : 15 March 2016**

Introduction

Surabaya

The Education UK exhibition 2016 in Surabaya was attended by 1,003 visitors, who visited the booth of 31 UK Institutions and partners such as Chevening – British Embassy, IELTS, British Council Teaching Centre, Jakarta Post/Speak! Magazine, Sindo, Jurusanku and Indonesia Students Association in the UK (PPI UK). Feedback from the English language providers, colleges and universities attending was positive. Seminars on various related topics such as IELTS presentation and subject specific seminar were held throughout the exhibition, and were also well attended. Surabaya's Exhibition also attracted journalists from online and printed media attending the event

British Council Indonesia undertook a review of the fair 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.

This report includes:

This **Introduction** which aims to provide an overview of the report.
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
Page 3 – 5

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.
Page 6-7

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
Page 8

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.
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Future Steps which British Council Indonesia should consider.
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Appendix: **List of exhibitors**
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Highlights

Surabaya

There were - **31 UK INSTITUTIONS AND 7 PARTNERS**
1,003 PARENTS & STUDENTS
attending the exhibition in Surabaya

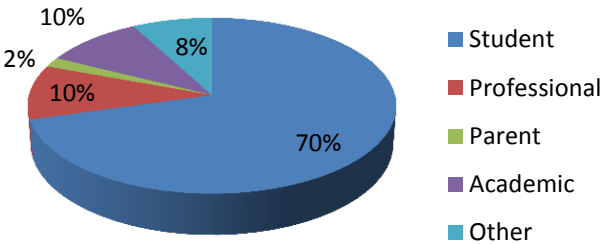
Online and printed media in Surabaya reporting the event



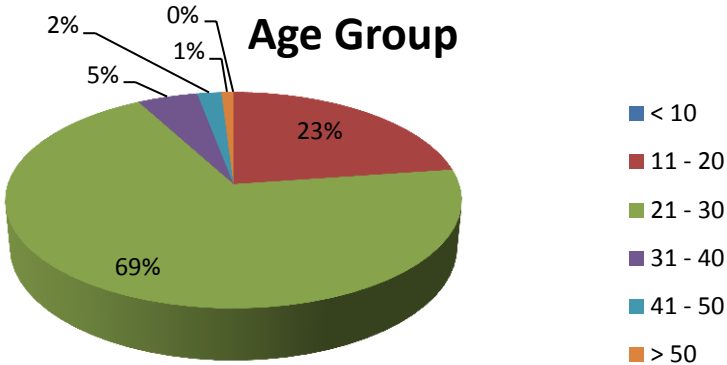
Visitors' profile

The visitors were mainly students with age of group 21 – 30 years old.

Educational background

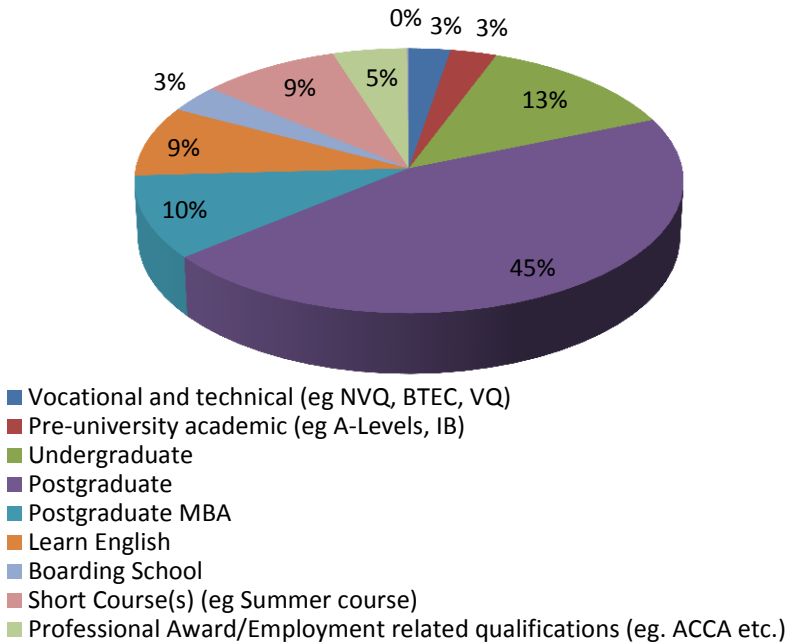


Age Group



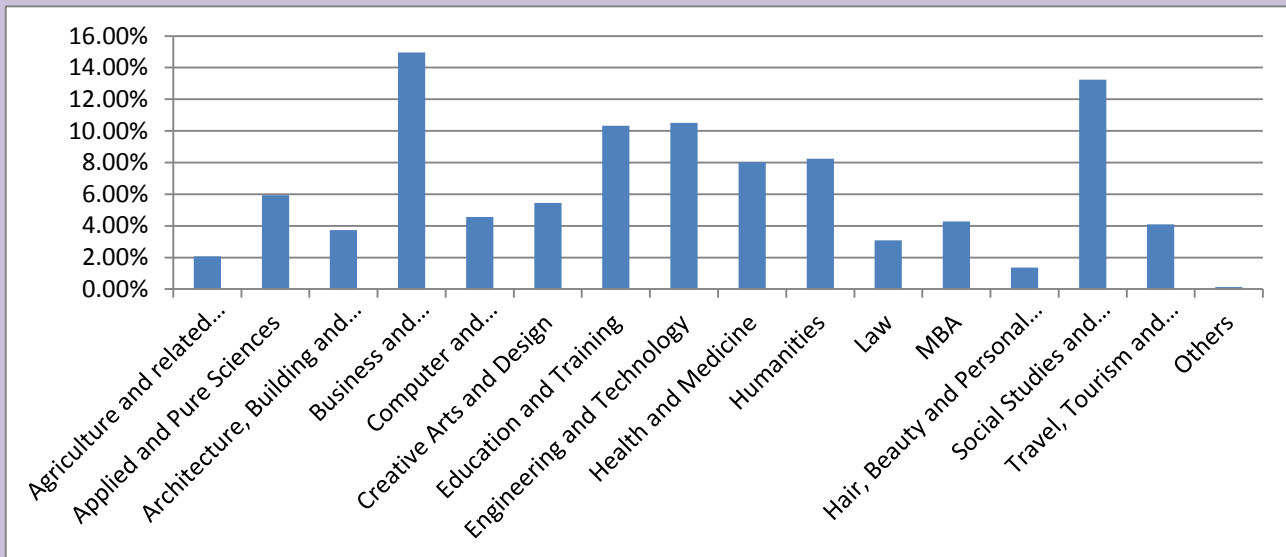
Many of them were looking for postgraduate programme:

Level of Study



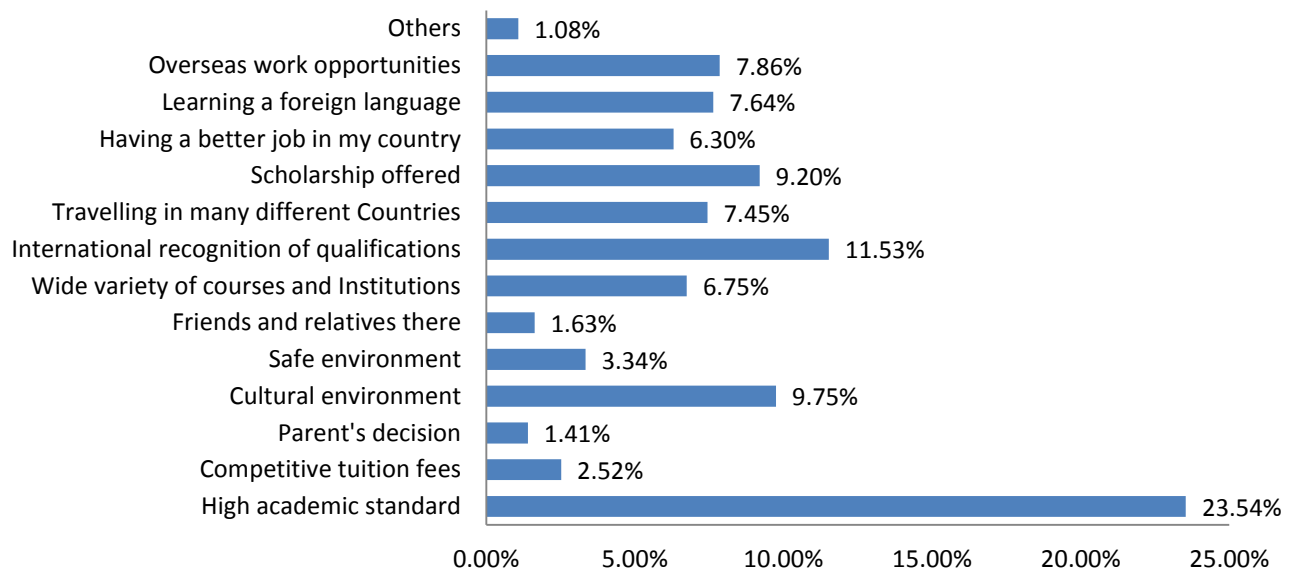
Visitors' preferences

Subject preference



Business and administrative studies is still the utmost subject area of preference (14.96%). However there is a significant increase to Social Studies and Communications (13.23%), followed with Engineering and Technology (10.5%).

Motivation for considering UK education



Academic quality is the most important feature for students in considering UK education.

Marketing

We spent around

IDR 1.3 Billion in Jakarta, Surabaya & Medan on promotion

Surabaya

1. Outdoor Promotion

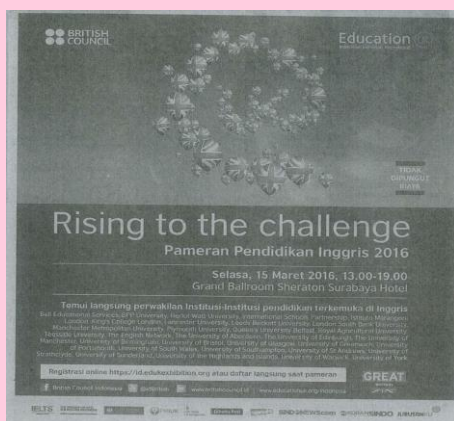
T-Banners in 2 areas

Long Banners in 5 areas

Bali Ho in 1 area



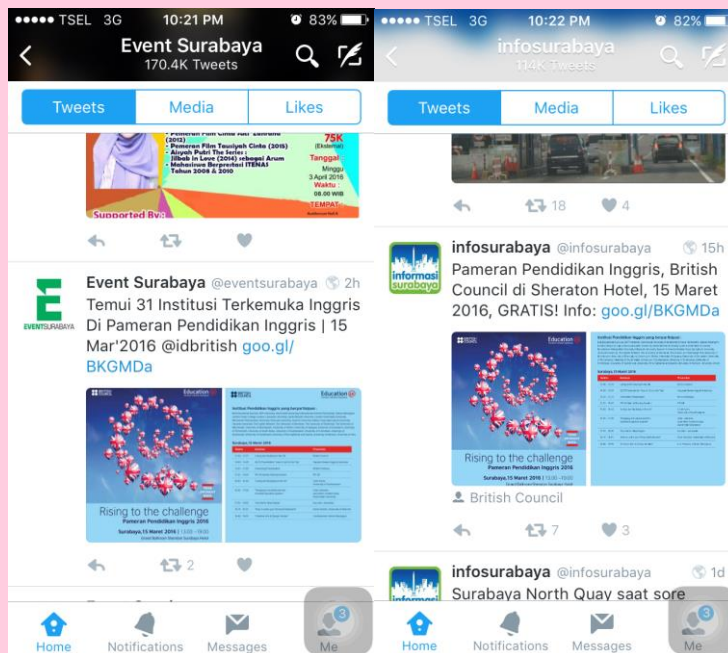
2. Printed Media (Leading Newspaper in Surabaya, Jawa Pos)



3. Websites

- British Council
- Education UK

4. Social Media (twitter, FB, partners social media)



5. Radio

- Gen FM Surabaya
- Prambors FM

6. Email Blast

- British Council 16,000 contacts
- British Council Foundation

7. Flyering

- Residential areas
- Shopping Malls area
- Schools and Universities
- Education Agents

8. Roadshow

- 12 schools, universities and education agents

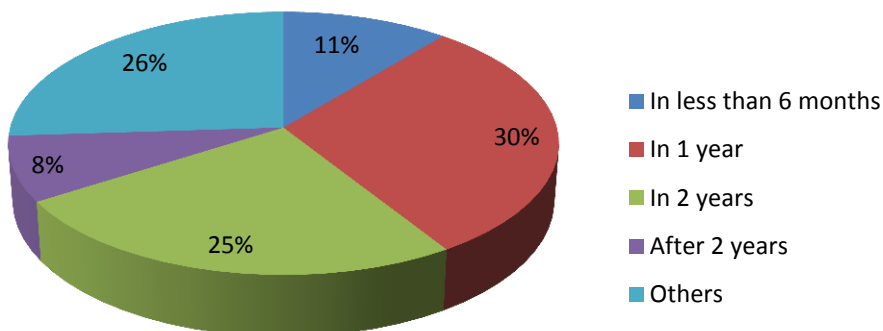
Visitors' feedback

Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey.

30% of the visitors considering to study abroad **within 1 year**

When do you expect to leave the country to study?



Suggestions from visitors

Feedback and recommendations from visitors

- Invite more UK Universities
- Exhibition should be held in other cities in Indonesia
- The exhibition should be held twice a year
- UK Universities should regularly visit Surabaya
- Provide list of courses from each university
- Provide a simple registration system

Requested seminar topics

- IELTS simulation test
- Information about games

Exhibitors' feedback

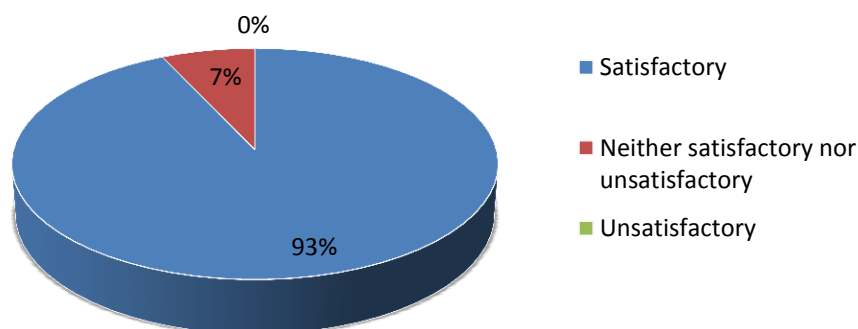
Main input

- Well organised event and consistent good quality
- Received good support from the British Council
- Institutions are keen to collaborate with British Council in the future
- Strong interest for Education, Maritime, English literature, Medical and Arts programme
- Increasing market at PG level
- Increasing UG market rather than other cities

Recommendations

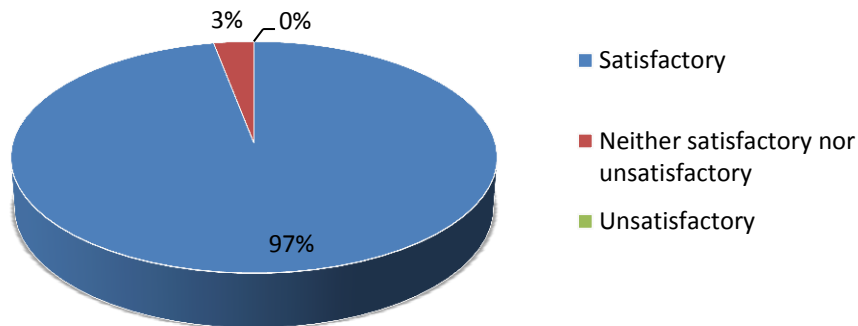
- Preferred to have UK Indonesia facilitated networking session (one on one meeting) rather than Networking Lunch
- To have a similar alumni event such as the one held in Jakarta
- To consider holding the exhibitions outside Jakarta during the weekend
- Better internet connection

How was the support to your business needs from British Council before and during the Exhibition?



The Exhibitors are mostly satisfied (93%) and neutral point of view (7%) with the good supports given by the British Council before and during the exhibition.

How do you rate the quality of actual management, logistical arrangements and venue?



The Exhibitors are mostly satisfied (97%) and neutral point of view (3%) with the quality of actual management, logistical arrangements and venue.

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 will keep on conducting the schools and universities roadshow prior to the exhibition to attract not only the students, but also the counselors to come and visit the exhibition.
- As UK institutions are keen to build new network with local institutions, British Council will keep holding the networking lunch or a facilitated networking session
- British Council will consider holding a similar alumni event as the one in Jakarta (networking dinner concept).

UK institutions

- It would be useful to have translator or UK alumni at the booth, in order to answer enquiries from parents or students who might not be able to communicate fluently in English. Because parents are still the decision maker for their children's future and they often required details information such as the living cost and tuition fee for a year in Indonesia currency. Exhibitors were expected to have this kind of information.
- To provide more scholarships opportunity information. In Indonesia, searching for scholarship opportunity is very common even for the well-off family. If their children are not able to obtain a scholarship then the second option is to self-fund their own education.

Appendix: List of exhibitors

No	UK Institutions	Cities		
1	Aberystwyth University	Jakarta		
2	Astrum Colleges, London – GCSE, A-Level Foundation	Jakarta		
3	Bell Educational Services	Jakarta	Surabaya	
4	Bellerbys College	Jakarta		
5	BPP University	Jakarta	Surabaya	Medan
6	Cambridge Education Group	Jakarta		
7	Cardiff University	Jakarta		
8	Coventry University	Jakarta		
9	Goldsmiths, University of London	Jakarta		
10	Heriot-Watt University	Jakarta	Surabaya	
11	International Schools Partnership	Jakarta	Surabaya	Medan
12	Istituto Marangoni London	Jakarta	Surabaya	
13	King's College London	Jakarta	Surabaya	
14	Lancaster University	Jakarta	Surabaya	
15	Leeds Beckett University	Jakarta	Surabaya	Medan
16	Leeds College of Art	Jakarta		
17	Leeds Trinity University	Jakarta		
18	London South Bank University	Jakarta	Surabaya	Medan
19	Manchester Metropolitan University	Jakarta	Surabaya	Medan
20	Mander Portman Woodward	Jakarta		
21	Newcastle University	Jakarta		
22	Nottingham Trent University	Jakarta		
23	Plymouth University	Jakarta	Surabaya	Medan
24	Queen Mary University of London	Jakarta		
25	Queen's University Belfast	Jakarta	Surabaya	Medan
26	Royal Agricultural University	Jakarta	Surabaya	Medan
27	Royal Holloway, University of London	Jakarta		
28	Ruthin School	Jakarta		
29	Sheffield Hallam University	Jakarta		
30	SOAS, University of London	Jakarta		
31	Teesside University	Jakarta	Surabaya	Medan
32	The English Network	Jakarta	Surabaya	Medan
33	The University of Aberdeen	Jakarta	Surabaya	Medan
34	The University of Edinburgh	Jakarta	Surabaya	Medan
35	The University of Manchester	Jakarta	Surabaya	
36	The University of Northampton	Jakarta		
37	The University of Nottingham	Jakarta		
38	UCL Institute of Education	Jakarta		
39	University College Birmingham	Jakarta		
40	University of Birmingham	Jakarta	Surabaya	Medan
41	University of Bradford	Jakarta		
42	University of Bristol	Jakarta	Surabaya	
43	University of Dundee	Jakarta		

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44	University of East Anglia	Jakarta		
45	University of Essex	Jakarta		
46	University of Exeter	Jakarta		
47	University of Glasgow	Jakarta	Surabaya	
48	University of Gloucestershire	Jakarta		
49	University of Greenwich	Jakarta	Surabaya	Medan
50	University of Hull	Jakarta		
51	University of Kent	Jakarta		
52	University of Leeds	Jakarta		
53	University of Portsmouth	Jakarta	Surabaya	Medan
54	University of South Wales	Jakarta	Surabaya	
55	University of Southampton	Jakarta	Surabaya	Medan
56	University of St Andrews	Jakarta	Surabaya	Medan
57	University of Stirling	Jakarta		
58	University of Strathclyde	Jakarta	Surabaya	
59	University of Sunderland	Jakarta	Surabaya	
60	University of Surrey	Jakarta		
61	University of the Highlands and Islands		Surabaya	Medan
62	University of Warwick	Jakarta	Surabaya	
63	University of Westminster	Jakarta		
64	University of York	Jakarta	Surabaya	