



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK Exhibition 2017  
Indonesia:  
Surabaya : 07 March 2017**

# Introduction

## Surabaya

Based on the number of registration, the Study UK exhibition 2017 in Surabaya was attended by 489 visitors which consisted of both students and parents. There were 27 UK Institutions (See Appendix) and five partners participated in this event. The partners were IELTS, Jakarta Post, Jurusanku, Student.com and Vooya.

Overall, the feedback that was received from the UK institutions and partners was quite varied in terms of the quality of the attendee. Some believed that the attendee was potential students, but some exhibitors find little potential. On the other hand, in terms of logistic and event management, all of them was happy. Seminars on various related topics such as IELTS presentation and subject specific seminar were held throughout the exhibition, and was well attended during the afternoon but unfortunately slows down gradually.

Therefore, British Council Indonesia undertook a review of the exhibition 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 6-14

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

- More than 90% of the attendee stated that the Exhibition has helped them gain information regarding studying and living in the UK.
- Both attendee and exhibitors stated that the event was well-managed and organized.
- The UK Ambassador of Indonesia and Timor Leste, Moazzam Malik, attended the event for the first time.

## Visitors' profile

Based on the data that we received from VRS, from 798 people who registered to the Study UK Surabaya, approximately 63.16% were female and 36.34% were male (See figure 1).



Figure 1: Study UK Exhibition Surabaya 2017 Attendee Gender

Based on the data that we received from VRS, the majority of visitors were from the age group of 21-30 (See figure 2). Hence, we can conclude that almost 75% of the attendee is dominated by young adults who are University students and young professionals (See figure 3).

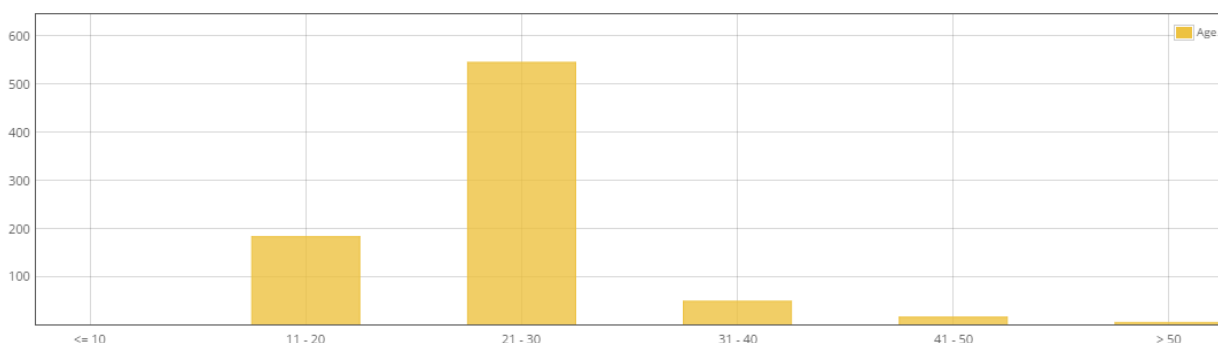


Figure 2: Study UK Exhibition Surabaya 2017 Attendee Age Group

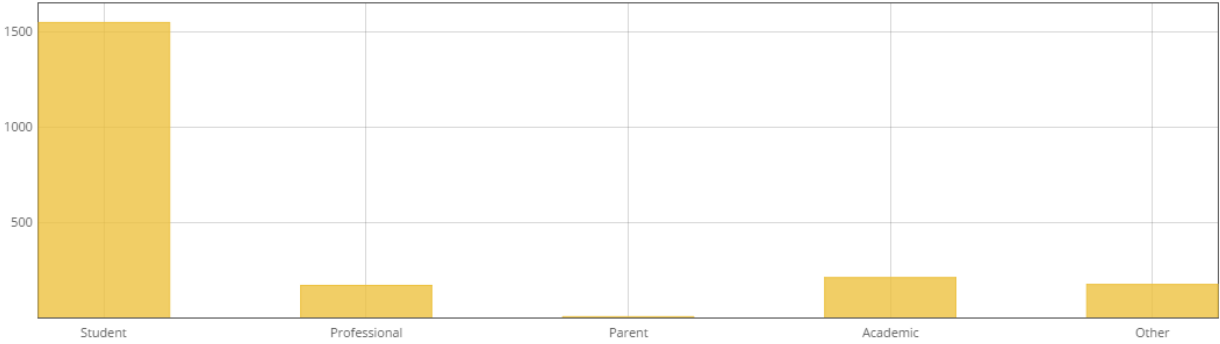


Figure 3: Study UK Exhibition Surabaya 2017 Attendee Occupation

**Visitors' Preferences**

Based on the data from VRS, we found that 54.90% of the attendee was looking for postgraduate degree including MBA program (Figure 4).

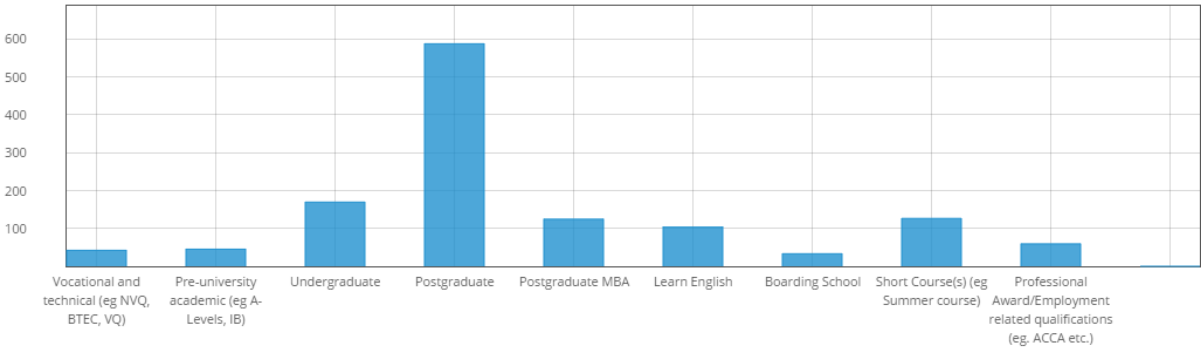


Figure 4: Study UK Exhibition Surabaya 2017 Attendee Level of Study Preference

In terms of subject preference, attendee in Surabaya preference was dominated by Business and Administrative studies (14.29%), followed by Social Studies and Communication (13.54%) (See figure 5).

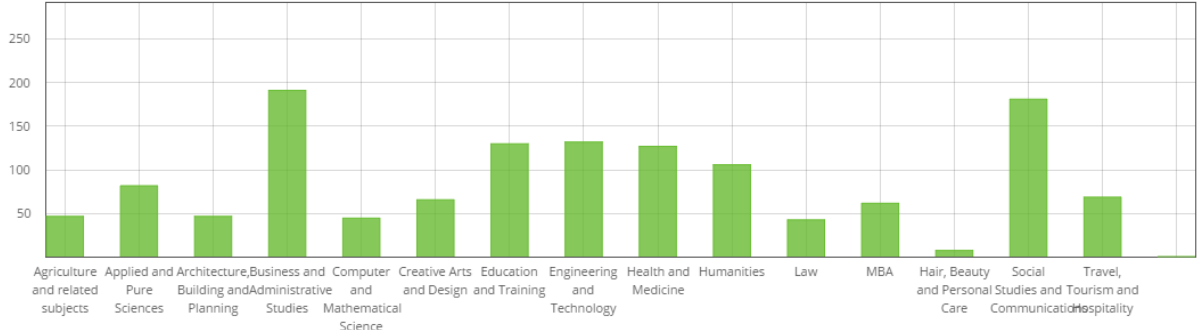


Figure 5: Study UK Exhibition Surabaya 2017 Attendee Subject Preference

## Visitors' Motivation to Study in UK

We found that most of the exhibition attendees in Surabaya believed that UK is the best destination to study because of its high academic standard, international recognition of qualification, the culture and the number of scholarship available in the UK (See figure 6).

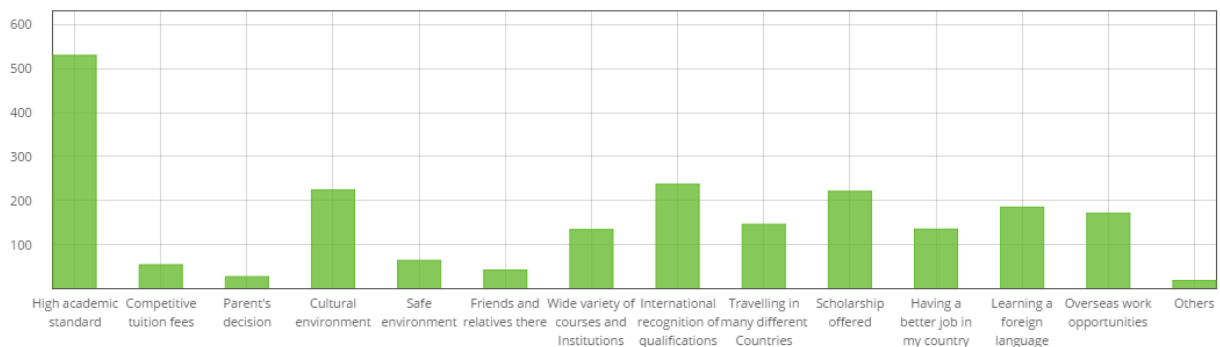


Figure 5: Study UK Exhibition Surabaya 2017 Attendee Motivation to Study in UK

## Marketing

In order to maximize the number and quality of attendees in Study UK exhibition Surabaya, we have promoted the event in several media channel in Surabaya. Approximately GBP 5,500 was spent for promotional activities. Below are the details of each channel that we used:

### Outdoor Promotion

Based on the student satisfaction survey, we found that from 244 participants, around 60 of them knew the exhibition from outdoor promotions such as T-banners, Baliho and X-banner.

Example of Outdoor promotion:





Figure 6: Example of Outdoor Promotion

## Printed Media

We found that from 244 participants, 22.8% knew the exhibition from the advertisement from Jawa Pos newspaper that we placed on the 3<sup>rd</sup> March 2017, few days prior the event. Below is the advertisement in Jawa Pos Newspaper (137 x 80 mm, BW) placed in the Politic Section, page 2:



Figure 7: Jawa Pos Placement 3 March 2017

## Online Media

On the other hand, we also received post-event media coverage from two online newspapers; Surya Online and Jatim.tribunnews.com. Below is the detail:

No.	Headline	Media	Type of Media	Date of Publication	Link
1	27 Institusi Pendidikan Inggris Ini Ingin Gaet Mahasiswa Asal Surabaya	Surya Online	Online	7-Mar-17	<a href="http://surabaya.tribunnews.com/2017/03/07/27-institusi-pendidikan-inggris-ini-ingin-gaet-mahasiswa-asal-surabaya">http://surabaya.tribunnews.com/2017/03/07/27-institusi-pendidikan-inggris-ini-ingin-gaet-mahasiswa-asal-surabaya</a>
2	Sebelum Kuliah ke Inggris Ikut Pameran Pendidikan Inggris di Surabaya Ini Dulu	jatim.tribunnews.com	Online	7-Mar-17	<a href="http://jatim.tribunnews.com/2017/03/07/sebelum-kuliah-ke-inggris-ikut-pameran-pendidikan-inggris-di-surabaya-ini-dulu">http://jatim.tribunnews.com/2017/03/07/sebelum-kuliah-ke-inggris-ikut-pameran-pendidikan-inggris-di-surabaya-ini-dulu</a>

Figure 8: Post-Event Online Placement

## Website

We found that from 244 participants, 74.5% of attendee stated that they knew the exhibition from the British Council website and the registration online website.

Additionally, to promote the exhibitions in all 3 cities we also used GDN (google display network) which was in the form of web banner to up to 10 website such as Okezone, olx.com, kapanlagi.com, tribunenews.com, etc. The Campaign has generated 6,012 clicks during Feb 23 – 09 Mar, 2017 with Total Impression 1.032.623.

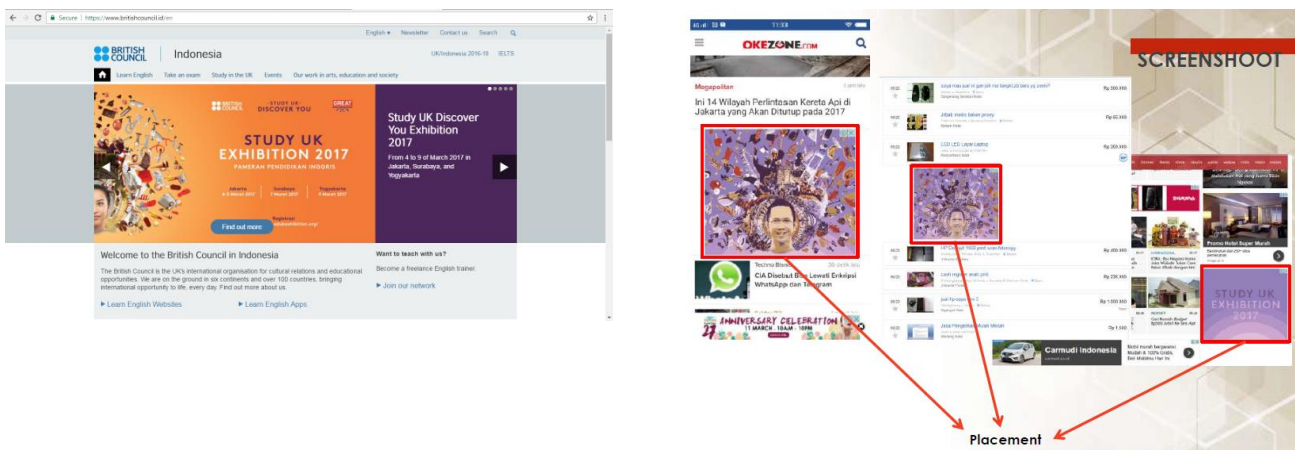


Figure 9: Website and Google Display Network Web Banner Placement

## Social Media

Among 244 survey attendee, almost 80% knew the exhibition based on social media coverage and more than 50% knew based on internal social media.

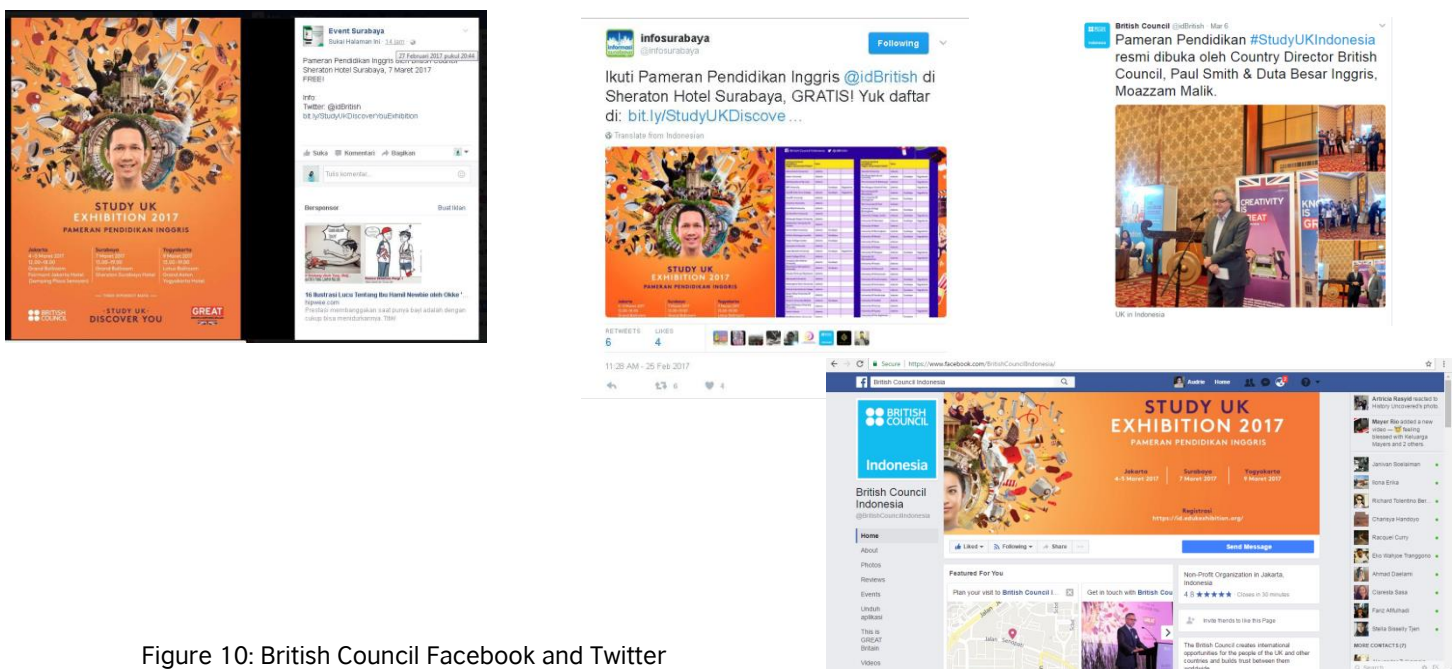


Figure 10: British Council Facebook and Twitter

## Radio

There were only 27 people who knew about the exhibition from radio promotion activity. The radio coverage was 14 times ad-lips for 7 days prior the Surabaya exhibition at Gen FM and Prambors.

## Flyer and Poster Distribution

We have distributed approximately 4000 flyers and 200 posters to potential schools, universities, shopping malls and residential area. Based on the survey, 28% from 244 participants stated they knew about the exhibition from posters and flyers. That number is higher compare to outdoor promotion activities result.

## SMS Blast

We used sms blast provider to inform potential visitors about our exhibition. We have a quota of 6000 sms to be blast, which 2000 sms was dedicated for Surabaya only. We target people who use Iphone and Android, Telkomsel and XL provider, aged 15-50 yrs old and located near the exhibition area. Unfortunately we did not capture the number of exhibitors who attended due to sms blast, but surely it does influence the number of exhibitors.



# Visitors' feedback

## Method Used

Both online and printed survey was distributed to the visitors during the exhibition. After completing the survey, visitors will get a souvenir from British Council. The aim is to get at least 200 participants. After the exhibition, we managed to receive 244 surveys.

## Top Feedback Result

- 90% of attendee believed that the exhibition was well managed and organised.
- 97% of attendee believed that the exhibition increased their level of understanding of the UK institution and programs.
- Most attendee prefer that the exhibition is held on weekends
- Some suggested that the exhibition should be held for two days
- Some believed that British Council should come to Surabaya more often
- More seminar topics

# Exhibitors' and Partners Feedback

We have received 27 feedback form from all 27 UK Institution and 3 feedback form from 3 partners. below is the summary:

## Main Input

- 11 out of 27 Exhibitors in Surabaya believed that the visitors were good number and good quality, while only 4 exhibitors who stated that the visitors were disappointing.
- 15 out of 27 Exhibitors in Surabaya stated that they managed to build relationship with education agents due to the Study UK Exhibition.
- There was no significant difference between Exhibitors who believed that they develop other links and who did not. Apparently half of them did and the other half did not.
- Almost all exhibitors say that the event was well organised and deliver good quality, however in terms of logistic most exhibitors chose neither satisfactory nor unsatisfactory.
- 20 out of 27 stated that the activity did manage their expectation and objective.
- There is no significant difference between exhibitors who agree to participate in the exhibition next year and who neither agree nor disagree. Apparently 11 choose agree while 12 choose neither agree nor disagree.
- Partners were very satisfied with the exhibition and were keen to collaborate with British Council in the future

## Recommendations for British Council

- Preferred to have more visitors from International School such as IB and A-Level students.
- Too much scholarship students hence need to increase the number of full funded students.
- A way to identify the school counselors, agents and university representative easier at the networking lunch.
- Prefer to do the exhibition on weekends and 12-6pm because 6-7pm is so quite.
- High school roadshow prior the exhibition.
- Provide buses to cater students from potential schools and universities.

## Appendix: List of exhibitors

No.	PARTICIPATING UK INSTITUTIONS	CITY		
1	Aberystwyth University	Jakarta		
2	Aston University	Jakarta		
3	Bell Educational Services	Jakarta		
4	Bellerbys College	Jakarta		
5	BPP University		Surabaya	Yogyakarta
6	Cardiff Sixth Form College	Jakarta	Surabaya	Yogyakarta
7	Cardiff University	Jakarta		
8	Coventry University	Jakarta		
9	Cranfield University	Jakarta		
10	De Montfort University	Jakarta		
11	Edinburgh Napier University	Jakarta		
12	Goldsmiths, University of London	Jakarta		
13	Harper Adams University	Jakarta		
14	Heriot-Watt University	Jakarta	Surabaya	
15	Istituto Marangoni London	Jakarta	Surabaya	
16	King's College London	Jakarta	Surabaya	
17	Lancaster University	Jakarta		
18	Leeds Beckett University	Jakarta	Surabaya	Yogyakarta
19	Leeds College of Art	Jakarta		
20	Liverpool John Moores University	Jakarta	Surabaya	
21	Manchester Metropolitan University	Jakarta	Surabaya	
22	Mander Portman Woodward	Jakarta		
23	Newcastle University	Jakarta		
24	Nottingham Trent University	Jakarta		
25	Oxford International College	Jakarta		
26	Plymouth University	Jakarta	Surabaya	
27	Queen Mary University of London	Jakarta		
28	Queen's University Belfast	Jakarta	Surabaya	
29	Royal Holloway, University of London	Jakarta		
30	Ruthin School	Jakarta		
31	Sheffield Hallam University	Jakarta		
32	SOAS, University of London	Jakarta		
33	Swansea University	Jakarta		
34	Teesside University	Jakarta		
35	The Glasgow School of Arts	Jakarta		Yogyakarta
36	The Royal Agricultural University	Jakarta	Surabaya	Yogyakarta
37	The University of Edinburgh	Jakarta		Yogyakarta
38	The University of Manchester	Jakarta	Surabaya	Yogyakarta
39	The University of Nottingham	Jakarta	Surabaya	
40	The University of York	Jakarta		
41	University College Birmingham	Jakarta	Surabaya	
42	University College London	Jakarta	Surabaya	Yogyakarta

43	University of Aberdeen	Jakarta	Surabaya	Yogyakarta
44	University of Bath	Jakarta		
45	University of Birmingham	Jakarta	Surabaya	Yogyakarta
46	University of Bristol	Jakarta	Surabaya	Yogyakarta
47	University of Essex	Jakarta		
48	University of Exeter	Jakarta		
49	University of Glasgow	Jakarta	Surabaya	Yogyakarta
50	University of Gloucestershire	Jakarta		Yogyakarta
51	University of Kent	Jakarta	Surabaya	Yogyakarta
52	University of Leeds	Jakarta		
53	University of Portsmouth	Jakarta		
54	University of Southampton	Jakarta	Surabaya	Yogyakarta
55	University of St Andrews	Jakarta	Surabaya	Yogyakarta
56	University of Stirling	Jakarta	Surabaya	Yogyakarta
57	University of Strathclyde	Jakarta	Surabaya	
58	University of Suffolk	Jakarta		
59	University of Surrey	Jakarta		
60	University of Sussex	Jakarta		Yogyakarta
61	University of The Highlands and Islands		Surabaya	
62	University of Warwick	Jakarta	Surabaya	Yogyakarta
63	University of Westminster	Jakarta		
64	University of Wolverhampton	Jakarta	Surabaya	