



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK Exhibition 2017**

**Yogyakarta , Indonesia**

**9 March 2017**

# Introduction

## Yogyakarta

Based on the number of registration, the Study UK exhibition 2017 in Yogyakarta was attended by 1224 visitors which consisted of both students and parents. There were 19 UK Institutions (See Appendix) and two partners participated in this event. The partners were IELTS and Jurusanku.

Overall, the feedback that was received from the UK institutions and partners was quite varied in terms of the quality of the attendee. All believed that the number of attendee exceeds their expectation but in terms of quality, 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 were happy. Seminars on various related topics such as IELTS presentation and subject specific seminar were held throughout the exhibition, and was fully attended all day. Average number of seminar attendee was 60 – 80 people.

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:

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# Highlights

- 1224 people attended the Study UK Exhibition at Yogyakarta. The number exceeds our target participants which was 800 people.
- 499 people participated in the visitor survey.
- More than 90% of the attendee stated that the Exhibition has helped them gain information regarding studying and living in the UK.
- More than half of Exhibitors were happy on the number and quality of attendee.
- Both attendees and exhibitors stated that the event was well-managed and organized.

## Visitors' profile

Based on the data that we received from VRS, from 1224 people who registered to the Study UK Yogyakarta, approximately 61.62% were female and 37.67% were male (See figure 1).



Figure 1: Study UK Exhibition Yogyakarta 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 82% of the attendee is dominated by young adults who are University students and young professionals (See figure 3).

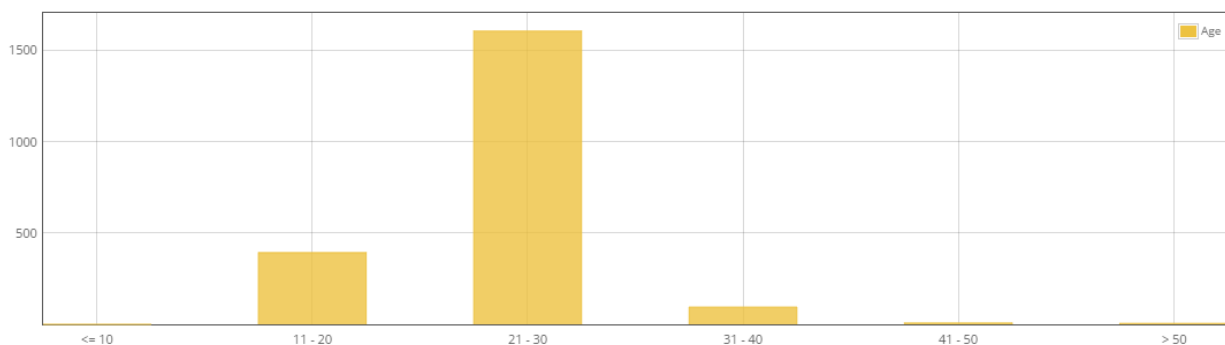


Figure 2: Study UK Exhibition Yogyakarta 2017 Attendee Age Group



Figure 3: Study UK Exhibition Yogyakarta 2017 Attendee Occupation

**Visitors' Preferences**

Based on the data from VRS, we found that 52% of the attendee was looking for postgraduate degree including MBA program (Figure 4).

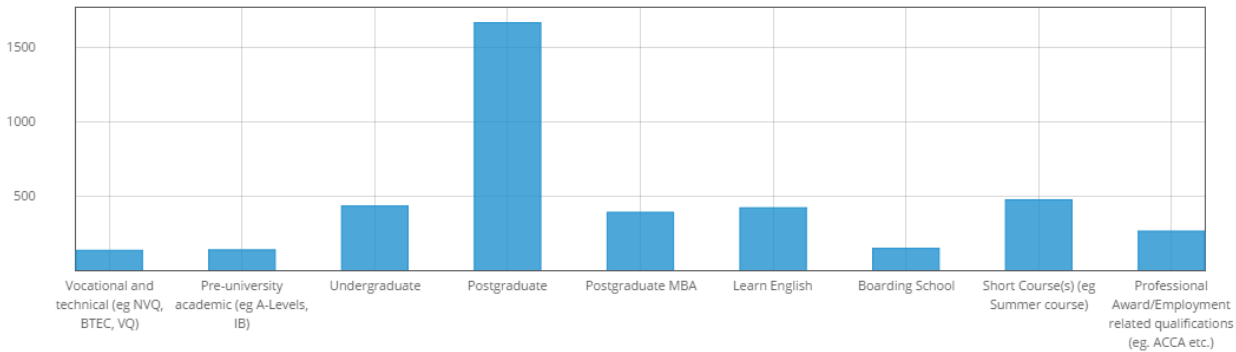


Figure 4: Study UK Exhibition Yogyakarta 2017 Attendee Level of Study Preference

Attendee in Yogyakarta preference was dominated by by Social Studies and Communication (15.75%), followed by Business and Administrative studies (11.51%) (See figure 5).

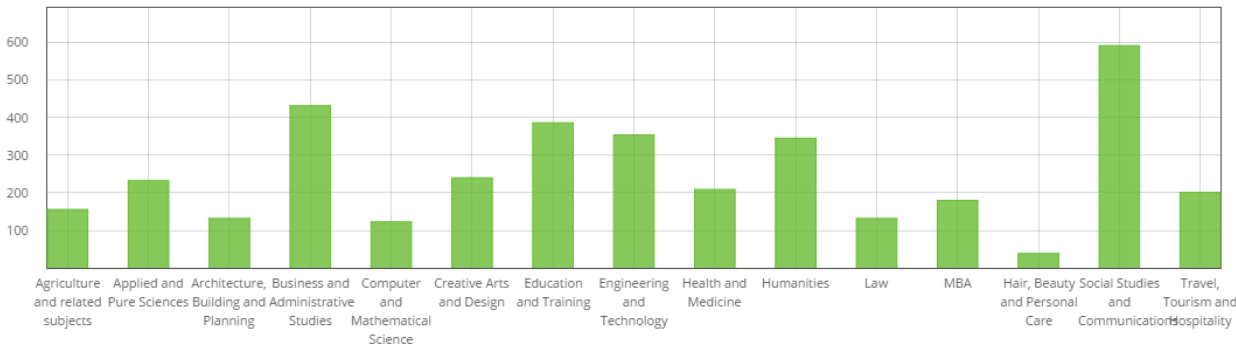


Figure 5: Study UK Exhibition Yogyakarta 2017 Attendee Subject Preference

## Visitors' Motivation to Study in UK

We found that most of the exhibition attendee in Yogyakarta 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).

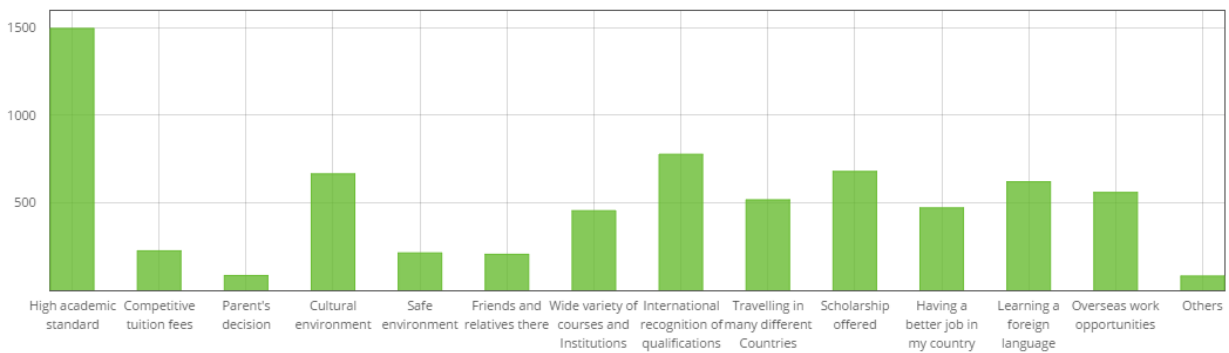


Figure 5: Study UK Exhibition Surabaya 2017 Attendee Motivation to Study in UK

## Marketing

In order to maximize the number and quality of attendees in Study UK exhibition Yogyakarta, we have promoted the event in several media channel in Surabaya. Approximately GBP 3,500 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 499 participants, around 140 of them knew the exhibition from outdoor promotions such as T-banners, Temporary Billboard and X-banner.

Example of Outdoor promotion:

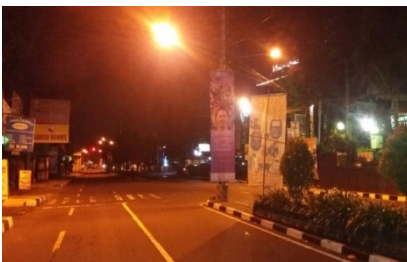


Figure 6: Example of Outdoor Promotion

## Printed Media

We found that from 499 participants, only 6% knew the exhibition from the advertisement on Kedaulatan Rakyat newspaper that we placed on the 6 March 2017, few days prior the event. Below is the advertisement in Kedaulatan Rakyat Newspaper (4 x 100, BW) placed in page 3:



Figure 7: Kedaulatan Rakyat Placement 6 March 2017

## Online Media

On the other hand, we also received post-event media coverage from seven online newspapers and three print newspapers. Below are the details:

No.	Headline	Media	Type of Media	Date of Publication	Link
1	Pameran Kampus Inggris Digelar di Jogja	beritajogja.id	Online	9-Mar-17	<a href="http://beritajogja.id/pameran-kampus-inggris-digelar-di-jogja.html">http://beritajogja.id/pameran-kampus-inggris-digelar-di-jogja.html</a>
2	Kuliah Di Inggris? Datangi Pameran Ini	krjogja.com	Online	9-Mar-17	<a href="http://krjogja.com/web/news/read/26635/Kuliah-Di-Inggris-Datangi-Pameran-Ini">http://krjogja.com/web/news/read/26635/Kuliah-Di-Inggris-Datangi-Pameran-Ini</a>
3	British Council Gelar Pameran Pendidikan Inggris	jogja.tribunnews.com	Online	9-Mar-17	<a href="http://jogja.tribunnews.com/2017/03/09/british-council-gelar-pameran-pendidikan-inggris">http://jogja.tribunnews.com/2017/03/09/british-council-gelar-pameran-pendidikan-inggris</a>
4	British Council Gelar Pameran Pendidikan Inggris di Tiga Kota	pewartayogya.com	Online	10-Mar-17	<a href="http://pewartayogya.com/british-council-gelar-pameran-pendidikan-inggris-di-tiga-kota/">http://pewartayogya.com/british-council-gelar-pameran-pendidikan-inggris-di-tiga-kota/</a>
5	British Council Gelar Pameran Pendidikan Inggris	kabare.co	Online	10-Mar-17	<a href="http://kabare.co/welcome/article/british-council-gelar-pameran-pendidikan-inggris">http://kabare.co/welcome/article/british-council-gelar-pameran-pendidikan-inggris</a>
6	Ribuan Pengunjung Hadiri Pameran Pendidikan Inggris oleh British Council	gudeg.net	Online	10-Mar-17	<a href="https://www.gudeg.net/read/9738/ribuan-pengunjung-hadiri-pameran-pendidikan-inggris-oleh-british-council.html">https://www.gudeg.net/read/9738/ribuan-pengunjung-hadiri-pameran-pendidikan-inggris-oleh-british-council.html</a>
7	Berita Foto: Pameran Pendidikan	Harian Jogja	Print	10-Mar-17	<a href="#">Page 19</a>
8	British Council Pamerkan 64 Kampus	Harian Jogja	Print	10-Mar-17	<a href="#">Page 19</a>
9	Berita Foto: Pameran Pendidikan	Media Indonesia	Print	10-Mar-17	<a href="#">Page 22</a>
10	Kuliah Di Inggris? Datangi Pameran Ini	pojokjogja.com	Online	12-Mar-17	<a href="http://www.pojokjogja.com/yojakarta/pojok-kampus/2017/03/12/kuliah-di-inggris-datangi-pameran-ini/">http://www.pojokjogja.com/yojakarta/pojok-kampus/2017/03/12/kuliah-di-inggris-datangi-pameran-ini/</a>

Figure 8: Post-Event Online and Printed Newspaper Placement

## Website

Based on the student satisfaction survey, we found that from 499 participants, 85% of attendee stated that they knew the exhibition from the British Council website and the registration online website. This is not necessarily that this attendee knew our exhibition just by looking at both website. The fact that we place the registration link and the British Council website in all marketing

collateral may influence the high traffic of both website. Moreover, we also blast the e-flyer to all exhibitors so that they can place in their website and social media.

Additionally, we also used GDN (google display network) for all the Study UK exhibitions in 3 cities 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.

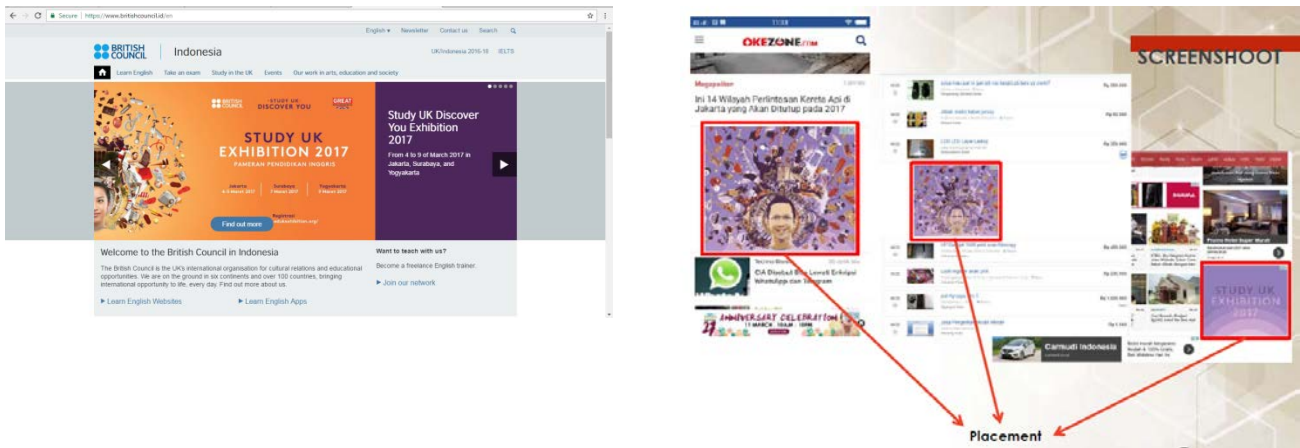


Figure 9: Website and Google Display Network Web Banner Placement

## Social Media

To promote Study UK in Yogyakarta we have used both internal (British Council Indonesia) and external social media (kampus update, Info Jogja and Jogja Update) to boost up the number of attendee. Channels that we used were Facebook and Twitter. Among 499 survey attendee, almost 80% knew the exhibition based on social media coverage and more than 50% knew based on internal social media (including UK embassy social media).



Figure 10: Twitter and Facebook

## Radio

There are two radio stations that we have used to promote the Study UK exhibition. Geronimo FM radio Yogyakarta, dedicated to cover Yogyakarta only and Prambors FM radio that cover all three cities. Based on the survey, from the total of 499 participants there were a total of 74 people who knew about the exhibition from radio promotion activity (21 from Geronimo and 53 Prambors FM). The radio coverage was 14 times ad-lips for 7 days prior the Yogyakarta exhibition. Hence, twice a day at prime time.

## Flyer and Poster Distribution

We have distributed approximately 2000 flyers and 100 posters to potential schools, universities, shopping malls and residential area. Based on the survey, 31% from 499 participants stated they knew about the exhibition from posters and flyers.

## 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 Yogyakarta 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 300 participants. After the exhibition, we managed to receive 499 surveys.

## Top Feedback Result

- 90% of attendee believed that the exhibition was well managed and organized.
- 97% of attendee believed that the exhibition increased their level of understanding of the UK institution and programs.
- Most attendees prefer that the exhibition is held on weekends
- Some suggested that the exhibition should be held for two days
- Many demand to have more UK institutions participating at the exhibition
- Many suggested that the venue should be bigger and spacious.
- More seminar topics and bigger seminar rooms
- More information regarding chevening scholarship and if possible to have a booth specially for scholarship information.

# Exhibitors' and Partners Feedback

We have received 16 feedback forms from all 19 UK Institution. The summary is as follows:

## Main Input

- 13 out of 19 Exhibitors in Yogyakarta believed that the visitors were good number and good quality, while only 1 exhibitor who stated that the visitors were disappointing.
- 12 out of 19 Exhibitors in Yogyakarta 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 organized, deliver good quality, satisfied with logistics.
- Almost all exhibitors stated that the activity did manage their expectation and objective.
- Almost all exhibitors believed that the event represent value of money, hence 12 out of 19 exhibitors would like to participate in Study UK Yogyakarta 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.
- Create a networking event like in Jakarta and Surabaya.
- Prefer to do the exhibition on weekends and split into two days event instead of one day.
- Better internet connection.
- High school roadshow prior the exhibition.
- Bigger and more spacious ballroom.

## 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	