

Post-Event Report

**Study UK School and University Roadshow
13 – 15 March 2018**

Introduction

This year for the first time British Council Indonesia held Study UK School and University Roadshow, visiting 3 reputable schools with international curriculum and 3 prominent universities in Surabaya.

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

The host schools and universities were chosen based on the potential and interest of its students to continue undergraduate and postgraduate programme overseas.

The aims of this school and university roadshow 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 pathway / foundation, undergraduate and postgraduate programmes,
- To enable UK Institutions to promote their programmes, strengthen their profiles and recruit more Indonesian students to their institutions.
- To strengthen the connection with the host schools and universities 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 around approximately 500 students and parents attended the Study UK School and University Roadshow from 6 host schools and universities in Surabaya. Feedback from the school counsellors, head of international office and UK institutions' representatives attended the roadshow in overall was very positive. Presentations on various related topics such as guidance on portfolio preparation, how to write personal statement, UCAS and the power of marketing.

British Council Indonesia undertook a review of the Roadshow to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and school counsellors, this post-event report presents the results of that review.

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Study UK School and University Roadshow Marketing and Promotion

The roadshow was mainly promoted in collaboration with the host schools and universities. E-flyers, email blast, hanging banners, and x-banners were used at each of the host school and university to promote the event. All of the schools dedicated certain timing for their students to be able to attend this event.

One example of the promotional flyer:

E-flyer



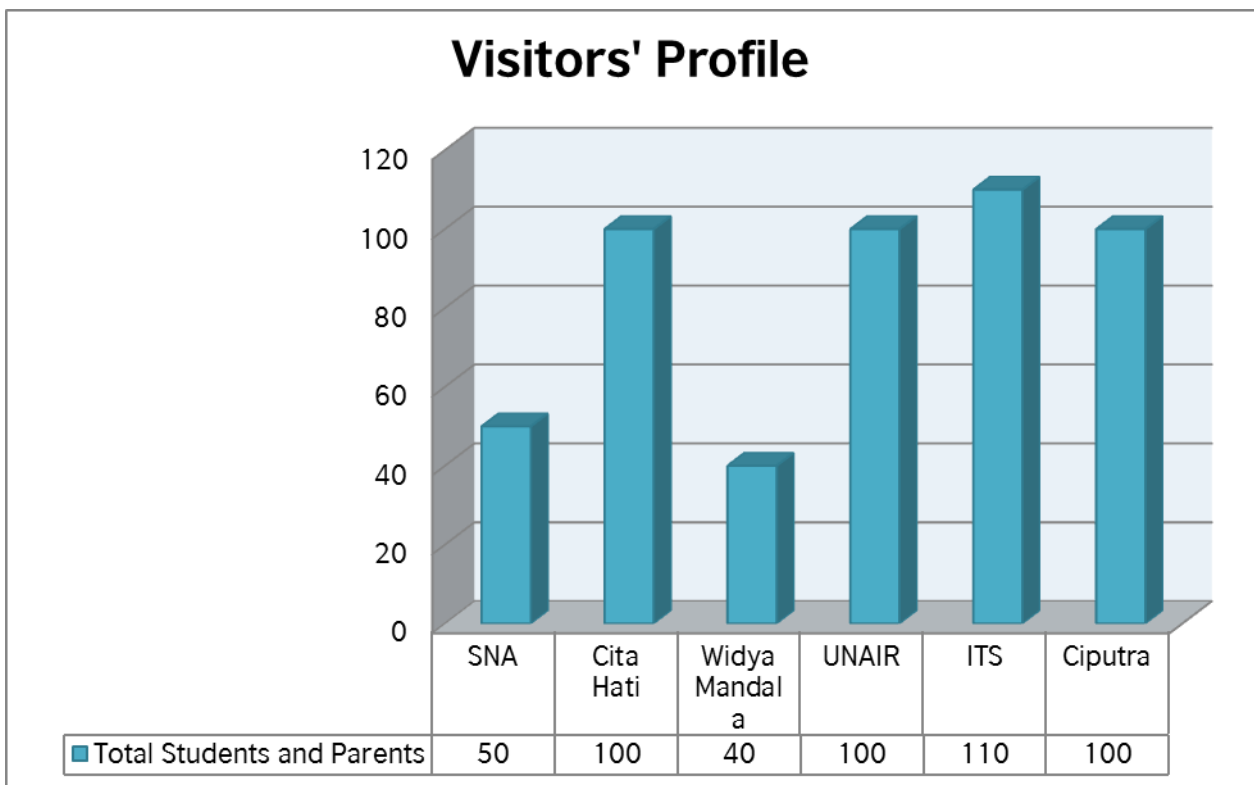
Study UK School and University Roadshow, Surabaya

The roadshow was held for 3 days from 13 – 15 March 2018

There were -

**14 UK Participating Institutions,
500 Students and Parents**

Visitors' Profile



The visitors were mainly students, parents accompanied by the school counsellors and university staffs.

Host Schools and Local Universities' Feedback

The representatives of the host schools and local universities are agreed that the Study UK School and University Roadshow have been very useful for students and their parents and also academics. Furthermore, the Roadshow has met their expectation and the host schools and local universities representative are strongly agreed that they had built new links and relationships with UK Institutions.

They are expecting that the British Council and UK Institutions will continue to visit their schools and universities in the future. In addition, they are hoping there will be more UK institutions to join this event.

Exhibitors' feedback

Main compliments

- Received good quality of queries from students
- The event management was well organised
- Good quality of schools and universities

Main inputs and recommendation

- Provide separate room for presentation
- Combine the roadshow with mini exhibition
- Hold an evening event with local agents

Exhibitors' Feedback

We have only received 5 feedbacks out of 14 UK Institutions for the Study UK School and University Roadshow 2018. Due to lack of feedbacks data, we are not able to capture these following questions:

- The event met the expectations?
- Built new links and relationships?
- Have you received good support to your business needs from British Council before and during the event?
- Will you be attending this event on next year?

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
- In the future, British Council will collaborate better with schools in order to accommodate event sessions

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the tour. For example, returning the forms as we would like to know your feedbacks because your inputs would be useful for us to make improvement in the future.
- All exhibitors should attend at all the host schools and universities, except there is an advance notification so that we can have enough time to inform the host school / university.

Appendix 1. List of Exhibitors

No.	UK Institutions
1	Birmingham City University
2	Cardiff Sixth Form College
3	Heriot-Watt University
4	Oxford Brookes University
5	QA Higher Education
6	University College London
7	University of Aberdeen
8	University of Birmingham
9	University of Exeter
10	University of Lincoln
11	University of Plymouth
12	University of Salford
13	University of Warwick
14	University of the West of Scotland

Appendix 2. List of Schools and Universities Contacts

No.	School / University Name	PIC	Email
1	Singapore National Academy (SNA)	Silvia Arista - School Counselor	silviaarista@sna.piagetacademy.org
2	Cita Hati Christian School - East Campus	Pristi Andika - Guidance Counsellor	gc_sse@bchati.sch.id
3	Sekolah Ciputra	Ria Candra - School Counselor	ria@sekolahciputra.sch.id
4	Unika Widya Mandala	Erlyn Erawan, Psy.D. - Head, International Affairs Office	erlynerawan@ukwms.ac.id
5	Universitas Airlangga (UNAIR)	Citra Pratiwi - Global Networking and Communications	int.partnership@global.unair.ac.id
6	Institut Teknologi Sepuluh Nopember (ITS)	Nastiti Prima - International Partnership	intlpartnership@its.ac.id