

An opportunity to promote your university and STEAM courses to school counsellors in Jakarta

British Council Indonesia welcomes 5 UK HEI to participate in the Study UK School Counsellor Seminar on 28 February 2019 in Jakarta, Indonesia. The event provides UK institutions with an opportunity to raise their institution's profile, recruit potential students indirectly and expand network with school counsellors.

Event Format:

- **Presentation slot:** Participating institutions will be able to deliver a presentation on a selected topic within STEAM area to the counsellors. This session is aimed at raising the universities' profile and their strengths; especially in the subject area they are presenting within the Indonesian school counsellor community
- **Speed Networking event:** Participating institutions will get the opportunity to sit with a group of counsellors to answer any questions they might have on the institutions and the subjects they offer. Also, this session allows a more in-depth relationship building
- **Email marketing:** A follow-up email marketing will be sent to all counsellors who have attended the event. The email will feature links to each participating institutions' key programme, presentation slides and key contact details. This will further cement the institutions' brand recall.
- **Lunch and informal networking:** The event will also include a lunch and informal networking session between UK institutions and school counsellors

UK institutions are highly encouraged to bring their brochures, banners and any other marketing collaterals along to be handed out to the counsellors. The British Council will hand-out Study UK branded goody bags and institution marketing items can be included in these.

Draft Programme:

Time	Activity	Description	Presenter
08.30 – 09.00	Registration and Coffee Break		
09.00 – 09.30	Seminar 1	Studying Engineering; what are the top choices for International Students.	University 1
09.30 – 10.00	Seminar 2	Art and design: a challenging horizon – how can advisers support their pupils to apply?	University 2
10.00 -10.30	Seminar 3	Career options after graduating from Science and Math	University 3
10.30 – 11.00	Coffee Break		
11.00 – 11.30	Seminar 4	Welcoming the future by studying Robotics	University 4
11.30 – 12.00	Seminar 5	The next generation of mobile computing	University 5
12.00 – 13.00	Lunch		

13.00 – 14.30	Speed Networking		
14.30 – 15.30	Workshop	UCAS Development for 2020 Entry	BC Counselor Rep

Target Audience:

The seminar will be attended by more than 50 career counsellors and student influencers from prominent schools in Jakarta and Greater Jakarta.

Participating Fee:

GBP 500 (exc VAT)

UK institutions are invited to share their expression of interest to Siti.Fatimah@BritishCouncil.id and CC Audrie.Sanova@BritishCouncil.or.id latest by 30 November 2018.