

# Post-Event Report

Study UK School Tour  
8 – 12 October 2018

# Introduction

This year British Council Indonesia held its School Tour in Jakarta and Greater Jakarta, visiting 10 reputable schools with international curriculum.

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

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

The aims of this school tour are as follows:

- Profile raising activity for UK HEI
- Expand network with local international schools
- Increase UG student recruitment
- Possible partnership opportunities such as student inward and outward mobility

There were around approximately 840 students and parents attended the School Tour from 10 host schools in Jakarta and Greater Jakarta. Feedback from the UK institutions' representatives attended the tour in overall was positive. Presentations on various related topics such as Applying to a Russell Group University and the opportunities for study and research at leading Russell Group Institutions; How to apply for the Student Visa and Employability.

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

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## Study UK School Tour Marketing and Promotion

The school tour was mainly promoted in collaboration with the host schools. E-flyers email blast and hanging banners were used at each of the host school to promote the event.

Most of the schools dedicated certain timing for their students to be able to attend this event, while some schools preferred to merge the British Council School Tour with their internal education and career fairs, which some of them involved other country destinations' institutions. The main reason for the school to merge the event is to give broader choice and opportunity to their students regarding further study options.

Example of the promotional e-flyer and booklet:

### E-flyer

### Booklet

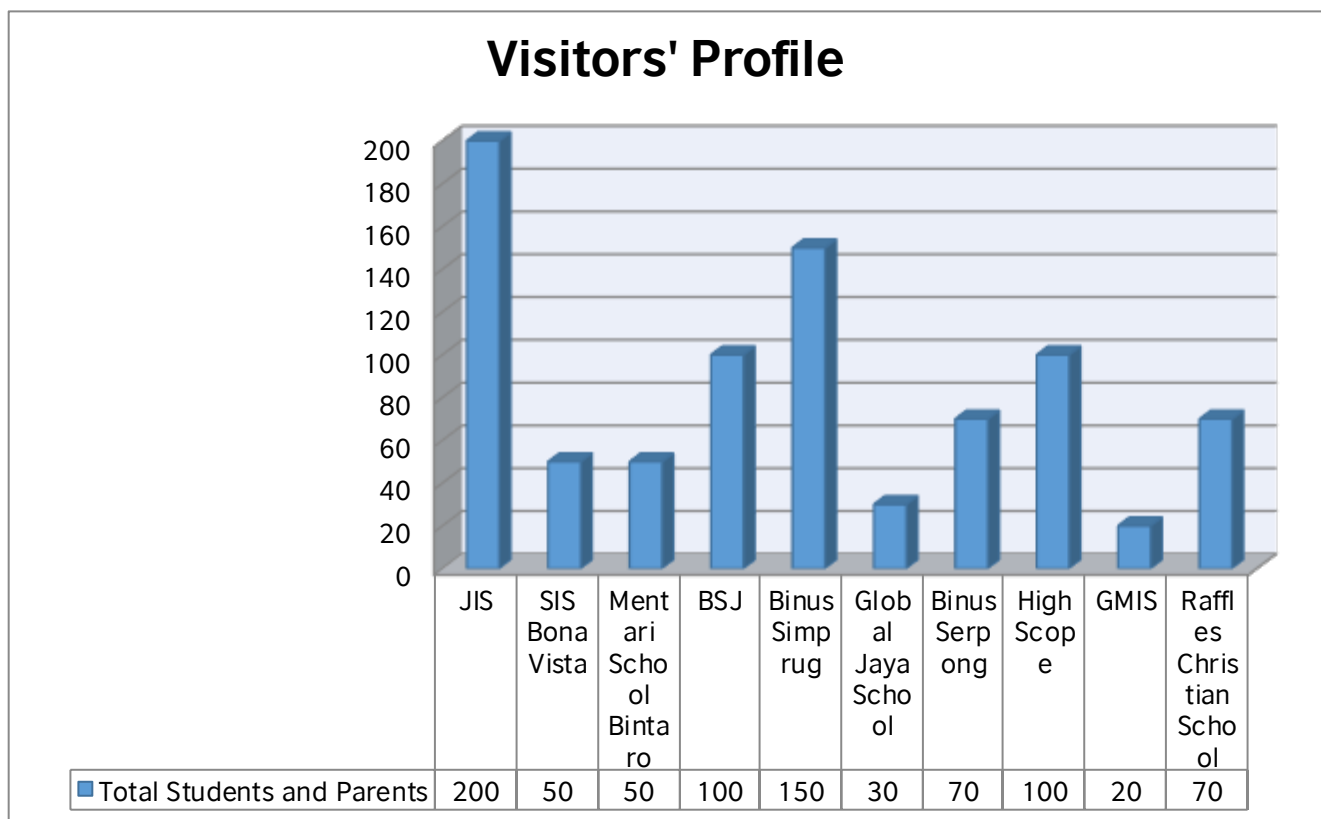
## Study UK School Tour, Jakarta and Greater Jakarta

The School Tour was held for 5 days from 8 – 12 October 2018

There were -

**19 UK Participating Institutions, a presentation from the UK  
Visas and Immigration,  
840 Students and Parents**

### Visitors' Profile



The visitors were mainly students and parents accompanied by the school counsellor(s).

## Counsellors' Feedback

The counsellors and principals agreed that the Study UK School Tour has been very useful for students and their parents. Furthermore, the School Tour has met their expectation and the counsellors are strongly agreed that they had built new links and relationships with UK Institutions.

They are expecting that the British Council and UK Universities will continue to visit their schools in the future.

# Exhibitors' feedback

## Main compliments

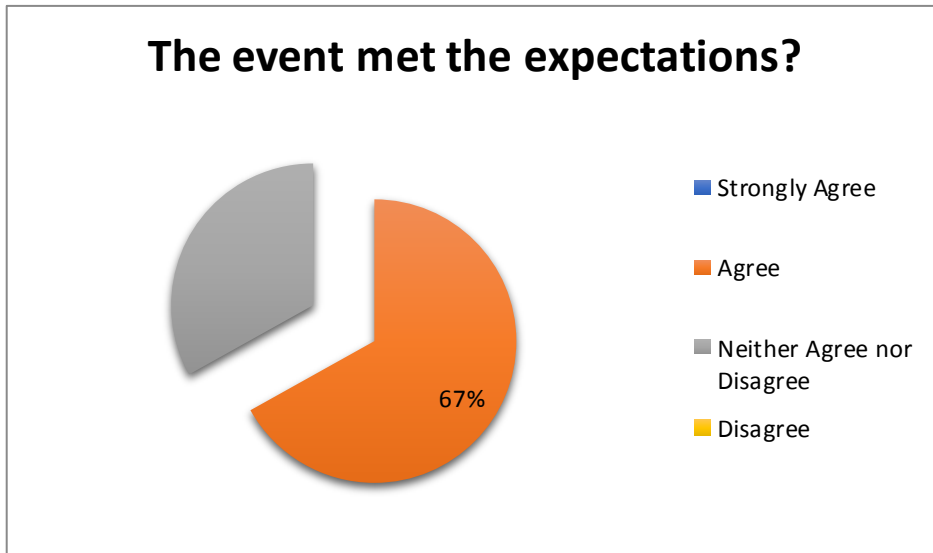
- Very highly qualified students
- The quality of event management, logistical arrangement and venue are very good
- British Council Staffs are helpful and supportive

## Main inputs and recommendation

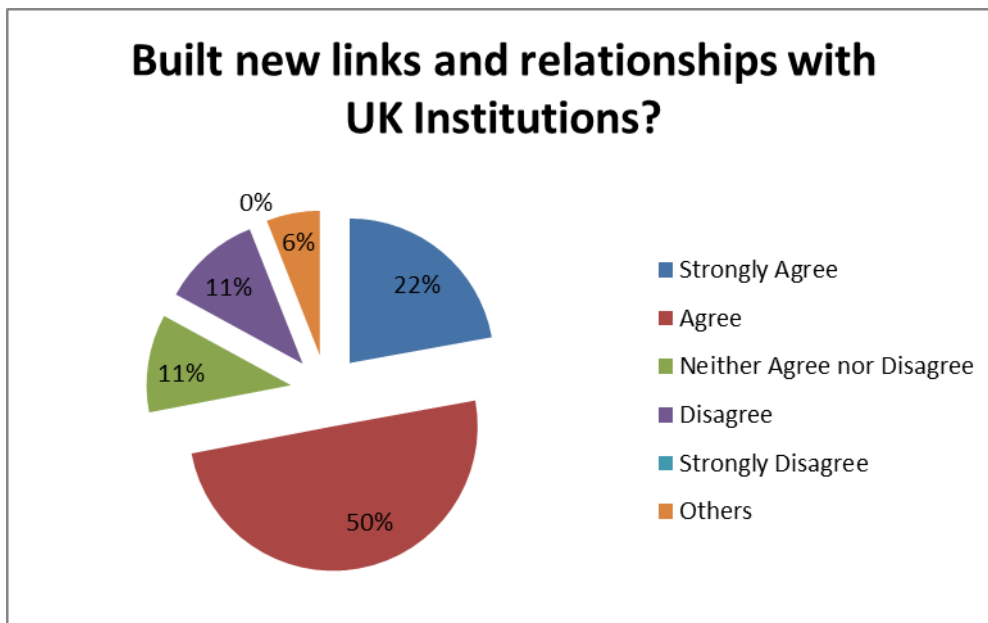
- Reduce the time length at each fair maximum 2 hours
- More focus on relevant year groups (grade 11 and 12) in attending the fair
- Provide sessions for counsellors or parents during networking session

Exhibitors' Feedback

We have received 18 feedbacks out of 19 UK Exhibitors for the Study UK School Tour 2018.

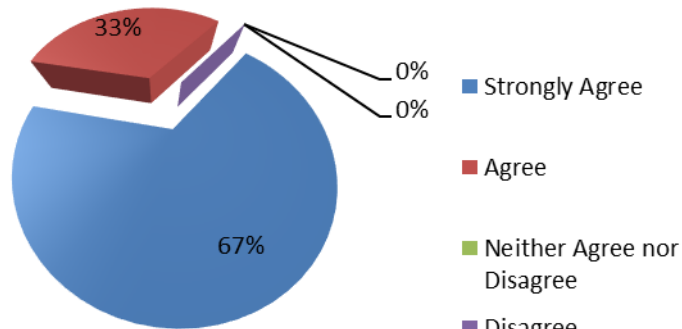


The Exhibitors are agreed (67%) and neither agreed nor disagreed (33%) that the British Council School Tour has met their expectation.



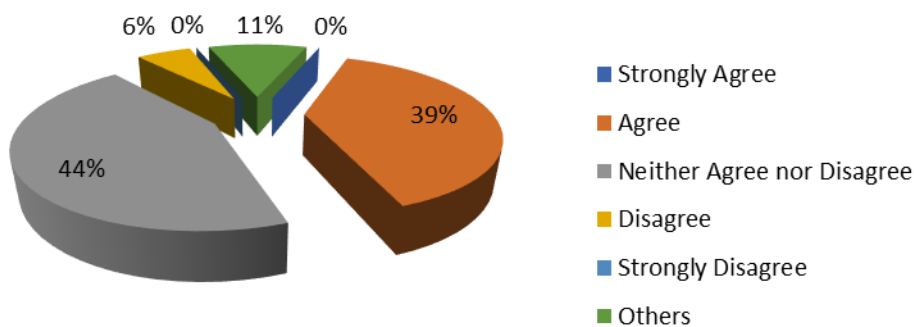
The Exhibitors are agreed (50%) and strongly agreed (22%) that they have built new links and relationships.

### Have you received good support to your school needs from British Council before and during the event?



The Exhibitors are strongly agreed with the good supports given by the British Council before and during the tour.

### Will you be attending this event on next year?



The Exhibitors are neither agreed nor disagreed (44%) and agreed (39%) on attending this event for 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 will take into account all the suggestions and recommendations from the Institutions.
- All exhibitors should attend at all the host schools, except there is an advance notification so that we can have enough time to inform the host school.

**Appendix 1.**  
**List of Exhibitors**

No	UK Institutions
1	Cardiff University
2	City, University of London
3	Goldsmith, University of London
4	Hult International Business School
5	Nottingham Trent University
6	Queen's University Belfast
7	Robert Gordon University
8	The Glasgow School of Arts
9	Ulster University
10	University of Birmingham
11	University of Bristol
12	University of Derby
13	University of Essex
14	University of Exeter
15	University of Leicester
16	University of St. Andrews
17	University of Southampton
18	University of The West of Scotland
19	University of Warwick

**Appendix 2.**  
**List of Counsellor's Contacts**

No.	School Name	Counsellor	Email	Phone No.
1	Global Jaya School	Ingrid Joice Sakul	ingrid@globaljaya.com	+6221 7457562
2	British School Jakarta	Rachel Duce	rachel_duce@bsj.sch.id	+6221 7451670
3	SIS Bona Vista	Shahul	shahul@sisschools.org	+62 21 759114421
4	Jakarta Intercultural School	Michelle Burlock	mburlock@jisedu.or.id	+62 21 7692555 ext 81342
5	Mentari School Bintaro	Alexandra Tweed Scherer	alexandra@mis.sch.id	+62 21 7279 4870
6	Raffles Christian School Pondok Indah	Inggar Anggita	inggar@raffles-international.org	+62 21 75903342
7	Bina Nusantara Simprug School	Hendra Octavianus Kadarma	hkadarma@binus.edu	+62 21 724 3663 ext 4212
8	Bina Nusantara Serpong School	Irna Silawaty	isilawaty@binus.edu	+62 21 538 0400
9	Gandhi Memorial Intercontinental School	Dr. Manish Semwal	semwalmanish@yahoo.com	+62 21 65865667
10	Sekolah High Scope	Dian Anggraeni	dian.a@highscope.or.id	+62 21 759 17 888