

Post-Event Report

**Study UK School and University Roadshow
4 – 8 March 2019**

Introduction

British Council Indonesia held a Study UK School and University Roadshow in 3 cities; Jakarta, Bogor and Bandung, visiting 4 reputable international schools and 4 prominent local universities.

We collaborated with each of the host institutions 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 and postgraduate programme overseas.

The aims of this activity are as follows:

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

There were around approximately 584 students and parents attended the event.

We 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, this post-event report presents the results of that review.

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Marketing and Promotion

Other than our own social media channels, the roadshow was mainly promoted by the host institutions. We provided them with:

1. E-flyers to be distributed among their students and parents via social media, email shoot and whatsapp group.
2. Several hanging banners that was sent 1-2 weeks prior the event which was placed around the school or university area.
3. Booklet that captures the UK institutions profile, subject strengths, scholarship opportunity, location and other appealing information 1 week before the event.

Examples:

1. E-flyer



2. Hanging Banner



3. Booklet

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QUEEN MARY UNIVERSITY OF LONDON

INFORMATION

Location
London

Subject strengths
Law, Medicine, Dentistry, Electronic Engineering, Engineering, Computer Science, Business, Economics, Geography, English and Drama, Film Studies, History, Politics and International Relations

Point of Interest
There are many reasons why QMUL is a popular choice with overseas students:

- Leading research-intensive university: in the most recent Research Excellence Framework (2014), we were ranked 9th out of 154 universities in the UK.
- Queen Mary is home to students from 162 different countries. Approximately 44% of the student population are from overseas.
- Diversity: We are ranked in the top 25 institutions in the world for international outlook (THE 2019)
- World-class reputation: we are consistently ranked amongst the leading universities in the UK.

Scholarship Information
The scholarships database can be found on this page:
www.qmul.com/scholarships

Social media and Website

- Facebook: @qmulinternationaloffice
- Twitter: @QMULintOffice
- Instagram: qmulinternational
- Website: www.qmul.ac.uk

Landing Page
www.qmul.ac.uk/global

About the institution
Situating in a vibrant and culturally diverse area of East London, Queen Mary University of London is one of the UK's leading universities, and with over 25,000 students and 4,500 staff. We are the third largest institution of the University of London. We teach and research across a wide range of subjects in humanities and social sciences, science and engineering, and medicine and dentistry.

We are the only university in central London to offer a completely integrated residential campus, with a 2,000-bed student village at our Mile End home. This creates a friendly and safe place for study.

NEWCASTLE UNIVERSITY

INFORMATION

Location
Newcastle upon Tyne, UK

Subject strengths
Medicine, Dentistry, Biomedical Sciences, Engineering, Marine Technology, Fine Arts, Business, Law, Architecture, Agriculture, Media and Communications

Point of Interest
Gold award in the Teaching Excellence Framework

Multi-award winning career services and library

Vibrant, cosmopolitan and multi-cultural city

Safe and student-centric environment

International airport, great rail connections

One of the most affordable student-cities in UK

Prominent alumni
<https://www.ncl.ac.uk/alumni/community/notable/>

Scholarship Information
<https://www.ncl.ac.uk/undergraduate/finance/scholarships/>
<https://www.ncl.ac.uk/postgraduate/funding/sources/internationalnonstudents/vcspg18.html>

Social media and Website

- Facebook: <https://www.facebook.com/newcastleuniversity>
- Twitter: <https://twitter.com/uniofnwcastle>
- Instagram: <https://www.instagram.com/newcastleuni/>
- Website: www.ncl.ac.uk

Landing Page
<https://www.ncl.ac.uk/international/>

About the institution
Newcastle is one of the most exciting, friendly and cosmopolitan cities in the UK, and is fast becoming an internationally renowned centre of culture and science. Newcastle has excellent transport links with major cities throughout the UK as well as overseas. Newcastle's international airport offers connections to a wide range of destinations including the major hubs of London, Paris, Amsterdam and a direct daily flight to Dubai.

Established in 1854, Newcastle University is regarded as one of the UK's top universities and belongs to the prestigious Russell Group of Universities. The University's reputation and popularity reflect our commitment to academic excellence, high quality teaching and world-class research. As a Newcastle student, you will be welcomed into a supportive study environment, located in the heart of one of the UK's friendliest and safest cities. We offer a wide range of study options - from Foundation, English Language and preparatory courses at our on-campus INTO centre to Bachelors, Masters, PhD and professional short courses.

Newcastle University has over 22,000 students. We have a long tradition of welcoming students from all over the world and currently have over 5,000 international students from more than 100 countries. Newcastle University also has campuses in Singapore, Malaysia and London.

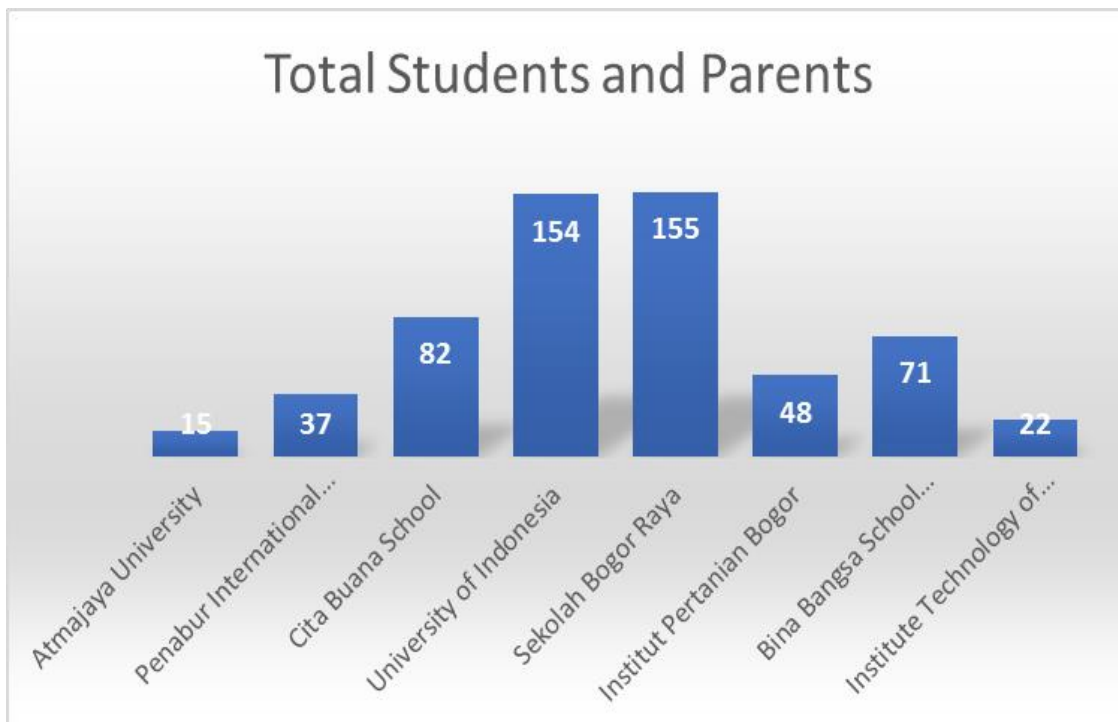
Study UK School and University Roadshow 2019

The event was held for 5 days from 4 – 8 March 2019

There were -

**14 UK Participating Institutions, private consultation from Chevening Scholarship,
584 Students and Parents attending the mini fair**

Visitors' Profile



The visitors were students, parents, university staff members also some lecturer that are looking for Phd opportunity accompanied by the school/university counsellor(s) and international office.

Based on above diagram, highest number of visitors were from University of Indonesia and Sekolah Bogor Raya while the lowest participating event is Atmajaya University and Institute Technology Bandung.

Host Institutions Feedback

The host institutions agreed that the Study UK Roadshow has been very useful for students in receiving information about UK education system as well as subject choices that are available in the UK. The event has met their expectation and expect that the British Council and UK Universities will continue to visit their school / university in the future.

Suggestions:

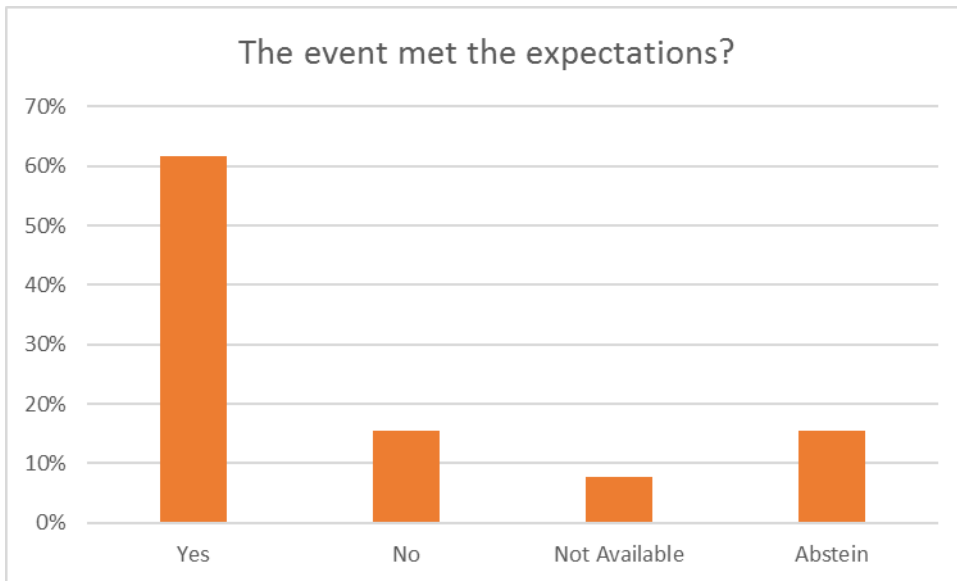
- Preferred to have more Institutions participating in future events.
- Increase the duration of the personal consultation so students will have more time discussing subject choices and career options after graduating.
- Host Universities preferred to have be-spoke workshop or guest lecture during the event.
- More information about PhD studies or short courses.

Exhibitors' Feedback

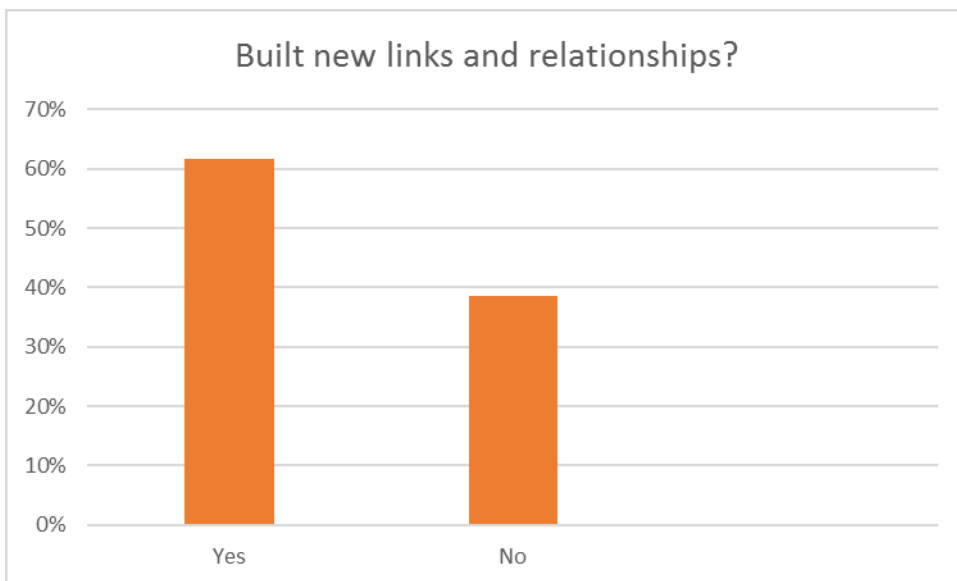
Main Suggestions

- Provide Wifi during the event, as not all host institutions provide public internet access.
- In the booklet, insert a matrix of all subjects offered by the UK Institutions, not just the subject strengths.
- Preferred to visit more universities than schools as Indonesia is primarily a graduate market for UK universities.
- Find a visibly location especially in host institutions to increase traffic.
- To reach more potential cities such as Surabaya.
- Revisit schools and Universities that are committed in hosting the event.
- To have an introductory briefing for those attending.

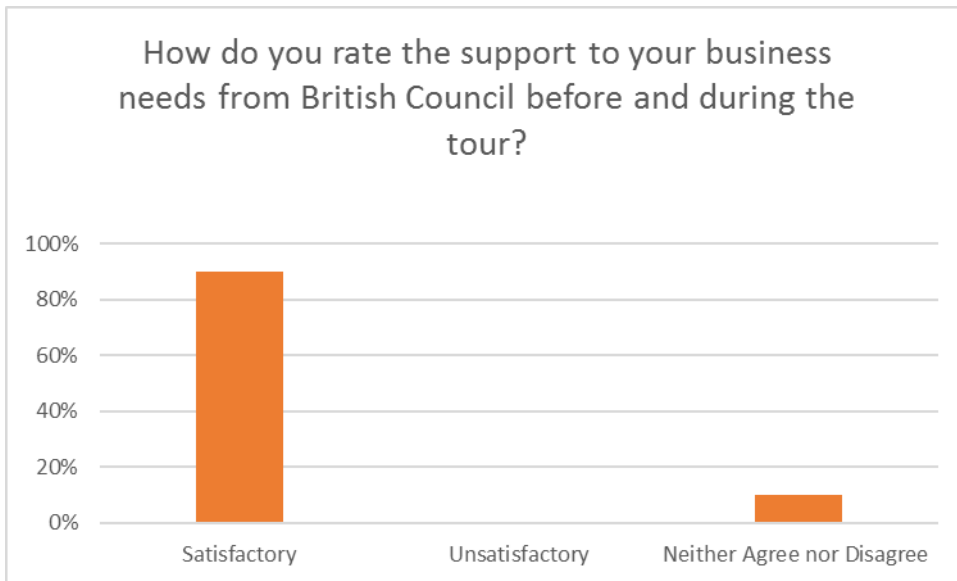
We have received 13 feedbacks out of 14 UK Exhibitors for the Study UK School and University Roadshow 2019. Below is the summary of their feedback.



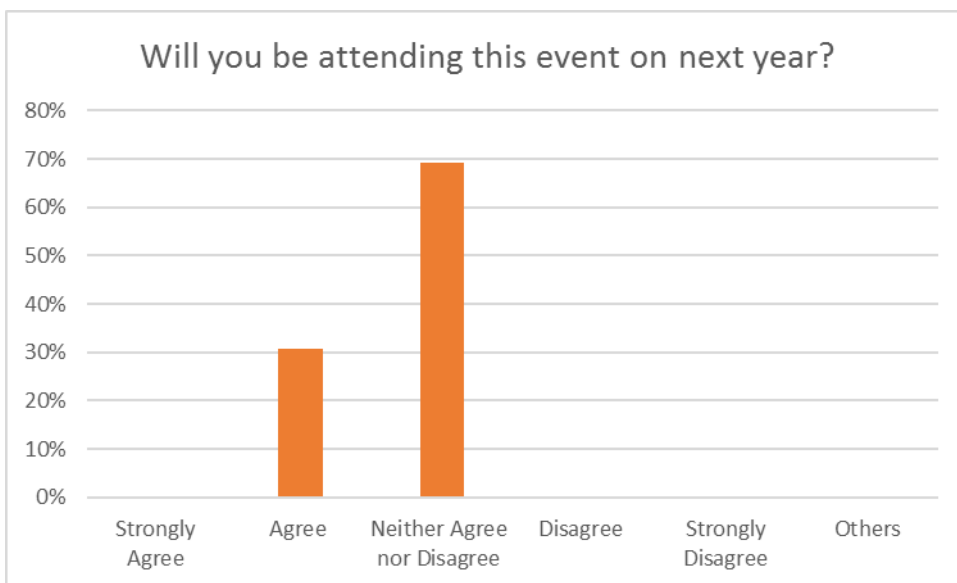
62% of the exhibitors stated that the Roadshow has met their expectation.



62% of the exhibitors stated that they have built new links and relationships, considering that many of the delegates are new in the market.



Almost all exhibitors feel that they receive good supports given by the British Council before and during the roadshow.



Most exhibitors stated that they neither agreed nor disagreed on attending this event next year. Notes from additional comments clarified that this will depend on the result of the overall trip. If they manage to get real bookings, there is a high probability they will participate again.

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	Manchester Metropolitan University
2	Newcastle University
3	Queen Mary University of London
4	SOAS University of London
5	The Royal Agricultural University
6	The University of Hull
7	The University of Northampton
8	The University of Reading
9	University College London
10	University of Birmingham
11	University of Exeter
12	University of Lincoln
13	University of Southampton
14	University of York

Appendix 2.
List of Counsellor's / International Office Contacts

No	School / University Name	Counsellor / International Office	Name	Email	Phone No.
1	Atmajaya University	Division of Collaboration and International Office	Cornelia Ayu	cornelia.ayu@atmajaya.ac.id	+62 85692526934
2	Penabur International Tanjung Duren	Counsellor	Yenny Mangoendaan	yenny.mangoendaan@bpkpenaburjakarta.or.id	+62 81381172736
3	Cita Buana School	Counsellor	Niken Nababan	niken@citabuana-jkt.sch.id	+62 8159417781
4	Universitas Indonesia	International Scholarship Officer	Dina Septianisach	dinaseptianisach@ui.ac.id	+62 81381700564
5	Sekolah Bogor Raya	Counsellor	Goentoer Giovani	goentoer_g@sekolahbogorraya.com	+62 811179831
6	Institut Pertanian Bogor	Program Coordinator at Directorate of Program International	Belladini Lovely	beldinlov13@gmail.com	+62 85218234523
7	Bina Bangsa School	Counsellor	Melvin Abella Nifas	melvin_abella.bdg@binabangaschool.com	+62 895347047283
8	Institut Teknologi Bandung	International Office	Fathatus Sania Noer (Nia)	iro@itb.ac.id	+62 8562285069