



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-Event Report

**Business Banking and Finance
Education UK Exhibition Indonesia 2016**

**Mandarin Oriental Hotel,
Jakarta, 12 November 2016**

Introduction

UK Alumni Dinner Reception

British Council Indonesia held a UK Alumni Networking Dinner again this year as a pre-event of Business, Banking and Finance Exhibition 2016. The dinner took place at Mandarin Oriental Hotel Jakarta on 11 November 2016 and representatives of 28 UK Institutions who participated in the exhibition were invited, as well as all UK alumni who studied at the participating institutions.

The dinner gives UK alumni the chance to have a meet and greet with their universities' representatives. This event was attended by 61 alumni, institutions' representatives and partners.

By sharing their experiences, UK Institutions might be able to create a marketing strategy with their alumni for new markets. Juliet Maric Capeling OBE, the Deputy Head of Mission to Indonesia and Timor Leste opened the event and it was followed with the dinner and opportunity to network, and finally, we closed with a group photo session for the UK Alumni and their UK Institutions representatives.

Business, Banking and Finance Education UK Exhibition

This is the third Business, Banking and Finance Exhibition. This year, the exhibition was held at the Mandarin Oriental Hotel, Jakarta on 12 November 2016.

The UK remains a favorite destination for those who want to succeed in business field. This is because UK has its long history of education, internationally recognized qualifications, also UK is one of the world's leading business locations and the number one destination for inward investment in Europe, and so the opportunity for students to build their experience is definitely unmatched.

There were 1025 students registered to the exhibition and 495 visitors attended the Business, Banking and Finance Education UK Exhibition, with 28 UK Exhibitors and UCAS. The feedbacks from the visitors remain overwhelmingly positive. This year, the day was started with a market briefing session for UK exhibitors in the morning where a guest speaker from the federal Bank of Indonesia delivered a presentation on Indonesia's Recent Economics Update, Challenges, and Prospects. The sessions for visitors included a talk on the future of Finance and Economy in Islamic perspective by a guest speaker from Universitas Islam Indonesia. IELTS workshop by the British Council Foundation – Exam Team was well attended by around 100 participants. Topics like how to write a personal statement and Chevening scholarship were full house. For the first time, UCAS joined the exhibition in Indonesia. The event was also sponsored by Vooya.

The Business, Banking and Finance attracted people from various backgrounds, and there was significant media interest, with reporters from TV, radio and newspapers attending the event, with live reporting and media coverage.

British Council Indonesia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' that can be used as improvement for future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

This report includes:

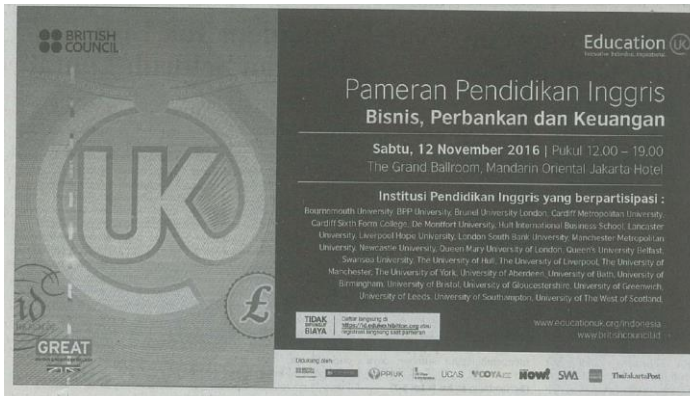
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Business, Banking and Finance Education UK Exhibition Marketing & Promotion

We promoted the exhibition in various ways. Here are some pictures for the Exhibition Promotion:

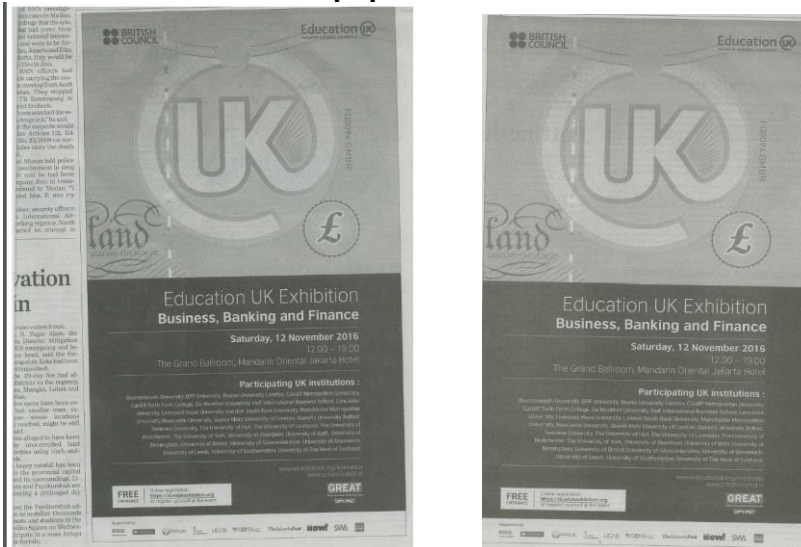
1. PRINTED MEDIA

a. Kompas Newspaper Ad (10 November 2016)



Total Reach: 650,000 quantities (650,000/per day)

b. The Jakarta Post Newspaper Ad (24 October and 5 November 2016)



Total Reach: 85,000 quantities (85,000/per day)

c. SWA Magazine Ad (October 2016 Edition)



Total Reach: 99,342 (49,671 quantities/per month)

2. SOCIAL MEDIA

a. British Council Indonesia Twitter and Facebook



Total Reach:
Facebook: 67,569 likes and twitter followers: 23.6K

b. British Embassy Social Media



Total Reach:
Facebook & Instagram reached 108.216
Twitter reached 278.892

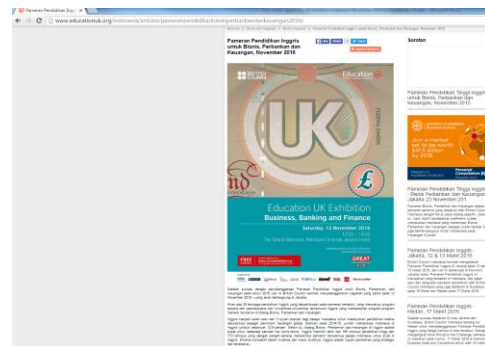
c. Info Jakarta Twitter



Total Reach:
Twitter: 3.35M followers

3. WEBSITES

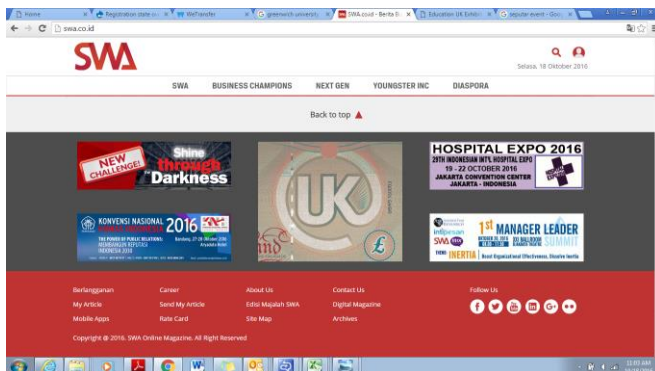
a. British Council Website (www.britishcouncil.id and www.educationuk.org)



b. Jakarta Post Website (www.thejakartapost.com)



c. SWA Website



4. Newsletter

British Council
Total Reach: 13,447

5. RADIO PROMOTION

102.2 Prambors FM Radio
Total Reach: 113,300 listeners

101 Jak FM Radio
Total Reach: 282,000 listeners

OUTDOOR PROMOTION

a. Banners

4 Areas: Senayan area, Lippo Karawaci area, Kelapa gading area, and SCBD Sudirman area.



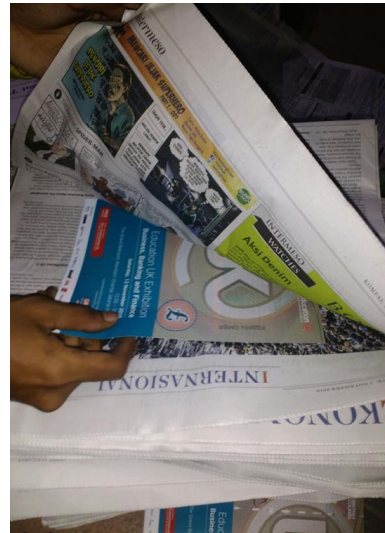
b. Baliho

4 Areas: BSD City area and Pondok Indah area



5. FLYERING

Flyers were distributed through; Newspaper agency: residence in TB Simatupang, Tomang/Grogol, Kelapa Gading, Office in TB Simatupang area, Sudirman – Thamrin area, and through IELTS Exams, MyClass Centre by British Council Foundation, Agents, Education Fair, Roadshow, schools and universities.



Notes: Total Reach = Estimated reach

Business, Banking and Finance Education UK Exhibition

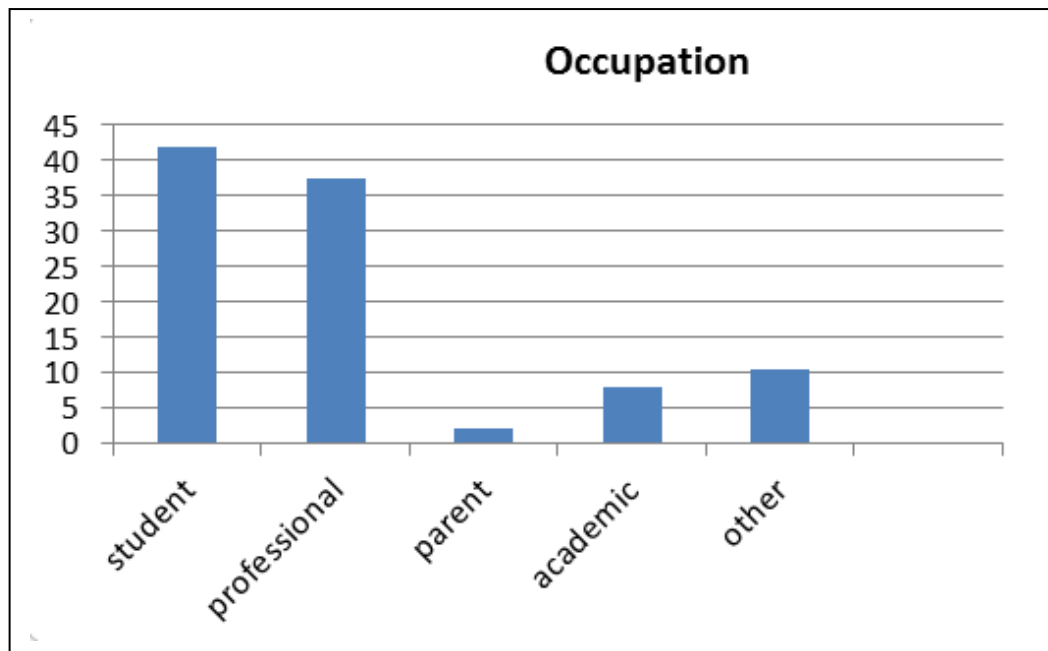
The exhibition in Jakarta was held on 12 November 2016 at Mandarin Oriental Hotel, Jakarta. There was an opening ceremony by Moazzam Malik, the British Ambassador to Indonesia, ASEAN, and Timor Leste at 12.00 pm, and the fair was officially opened at 12.15 pm and finished at 19.00 pm

There were -

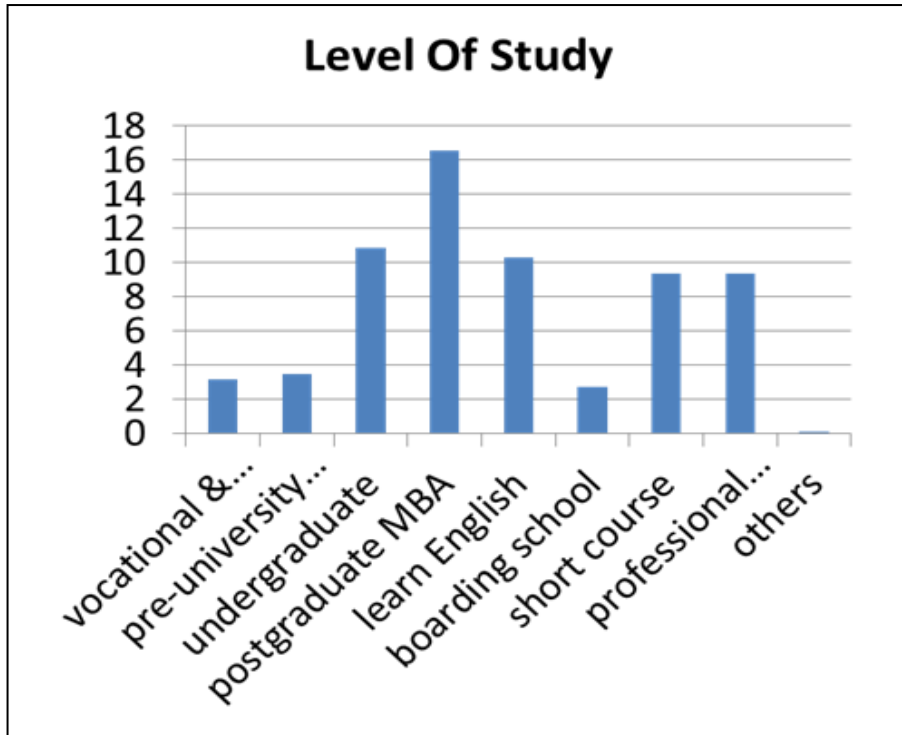
28 UK Participating Institutions, UCAS, Chevening Scholarships, IELTS & MyClass by British Council Foundation, PPIUK, Vooya, and 495 potential students.

Business, Banking and Finance Exhibition Visitors' profile

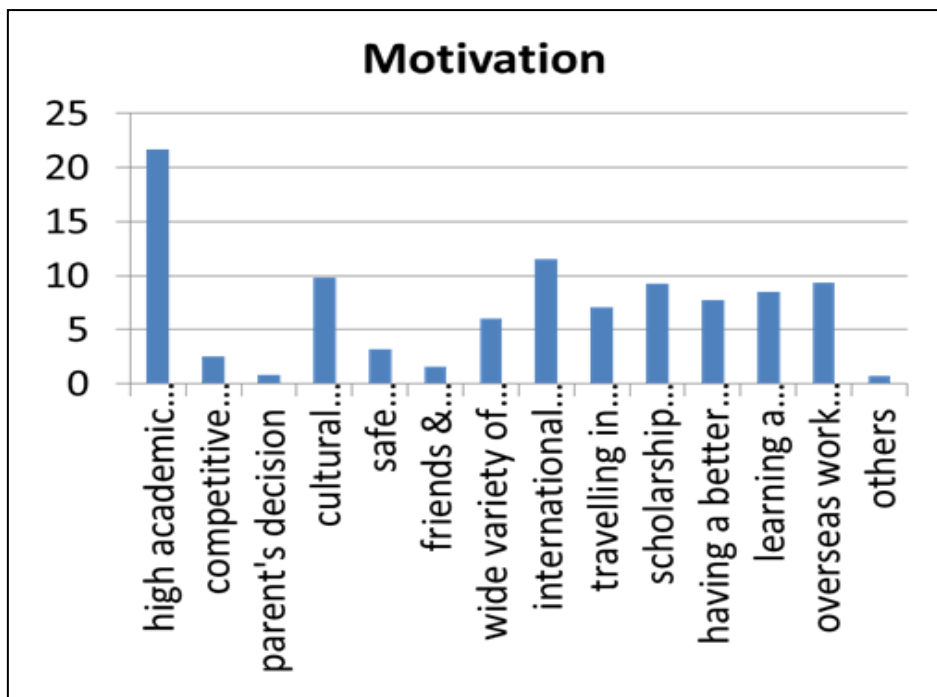
The data received from the online feedback form, 1025 visitors. However, 495 (48.29%) attended the Business, Banking and Finance UK Education Exhibition November 2016.



41.89% of the visitors were students, 37.6 % were professionals, 2.15% were parents, 7.91% were academics and 10.45% others did not mention their occupation status.

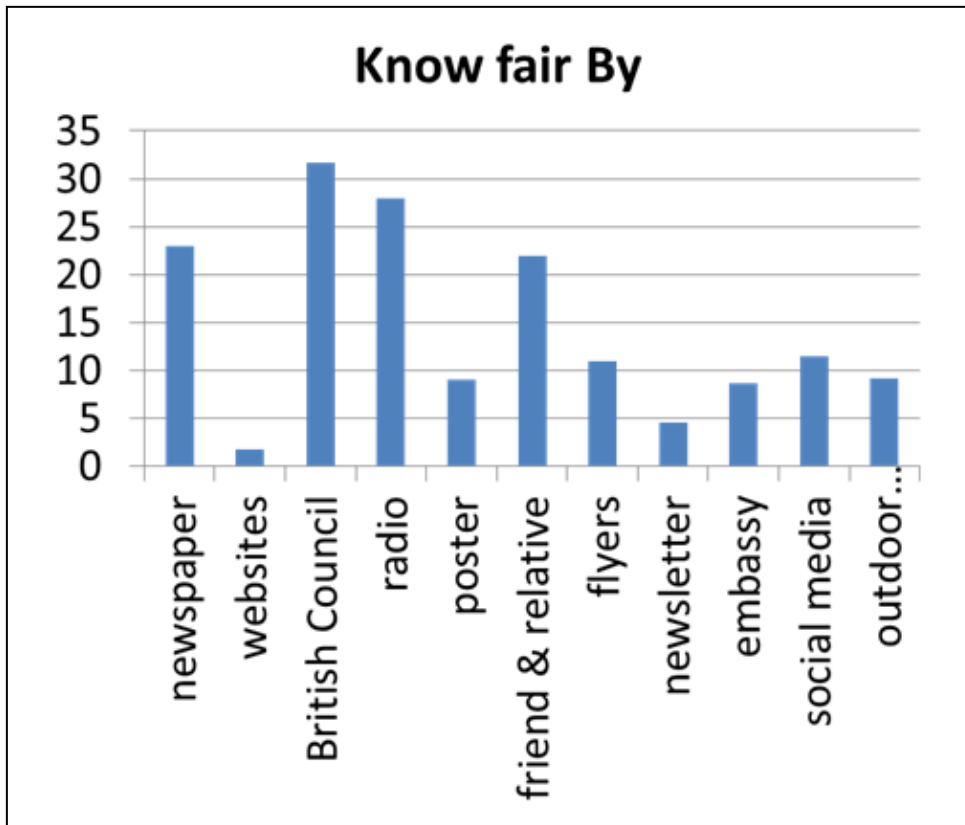


16.58% were looking for postgraduate MBA. 10.88% were looking for undergraduate study, 9.34% short course, 10.32% to learn English, 3.49% pre-university academic, 3.13% intend to study vocational and technical, and 2.72% were interested in studying at boarding school.



Academic quality (21.69%) is the most important feature for students considering UK education. Secondly, international recognition of qualifications (11.55%), thirdly cultural environment (9.86%), followed by scholarship offered and overseas work opportunities (9%) and other factors such as traveling in many different countries, having a better job in their own country, learning foreign languages (8%), and others (1%).

Social media have been the most effective ways of promotion. 31.7% visitors knew about the event from British Council social media, 11.52% and 8.6% knew from other social media ads and Embassy's respectively. Radio is the next with 28%. Word of mouth from friends and relatives (22%), newspaper (23%), poster (9%), flyers (11%), outdoor promotion (9.2%), newsletter (4.6%), websites (1.7%).

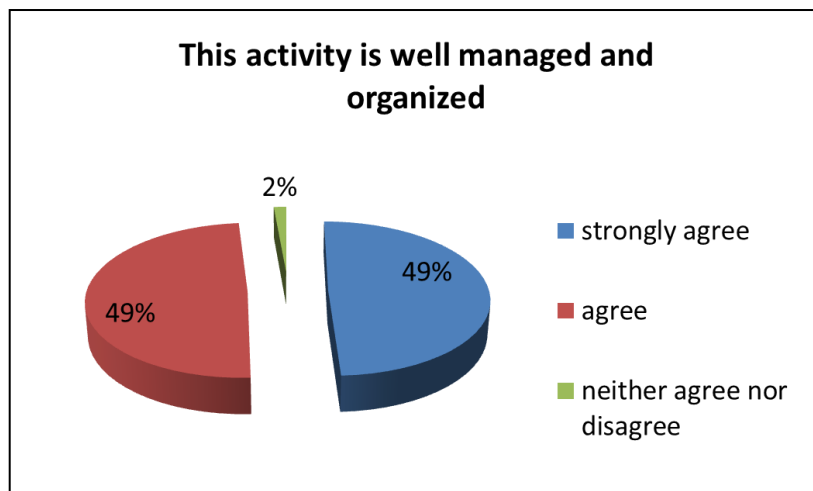


Visitors' Feedback

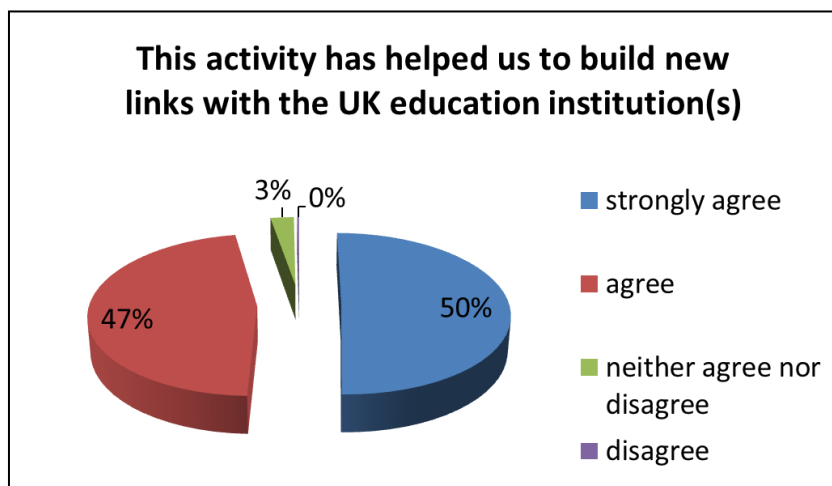
Feedback Method

The visitors were asked to fill in a survey (either online or offline) after they finished visiting the exhibition hall and foyer area. In return for their participation in this survey, they could take a lucky dip. We offered exciting British Council merchandise.

Here are 347 samples taken from the survey results from the Exhibition.

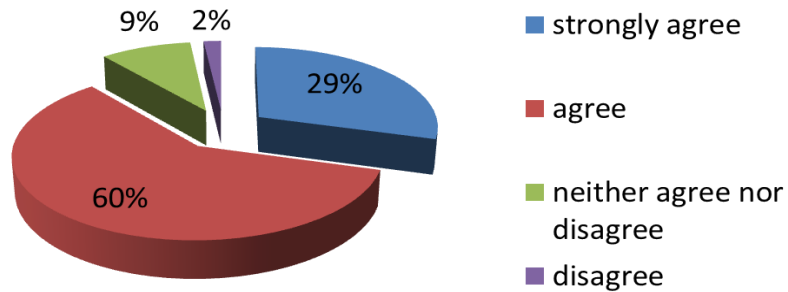


Most of the respondents are strongly agreed and agreed (49%) that the Exhibition is well managed and organised. 2% were neutral.



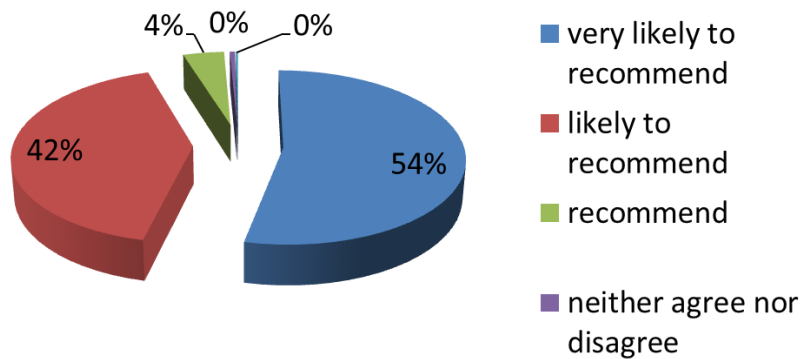
Mostly the respondents strongly agreed (50%) or agreed (46%) that the Exhibition has helped them to build new links with the UK education institution(s). 3% were neutral, 0.2% disagreed.

I received adequate support from the British Council before and during the activity



Most of the respondents are agreed (60%) or strongly agreed (29%) that they received adequate support from the British Council before and during the activity. 9% were neutral and 2% were disagreed.

Recommend British Council to a friend or colleague?



Most of the respondents would very likely to recommend (54%), are likely to recommend (42%), or to recommend (4%) the event. Only 0.5% were neutral, 0.2% unlikely to recommend British Council to their friends or colleagues.

Exhibitors' feedback

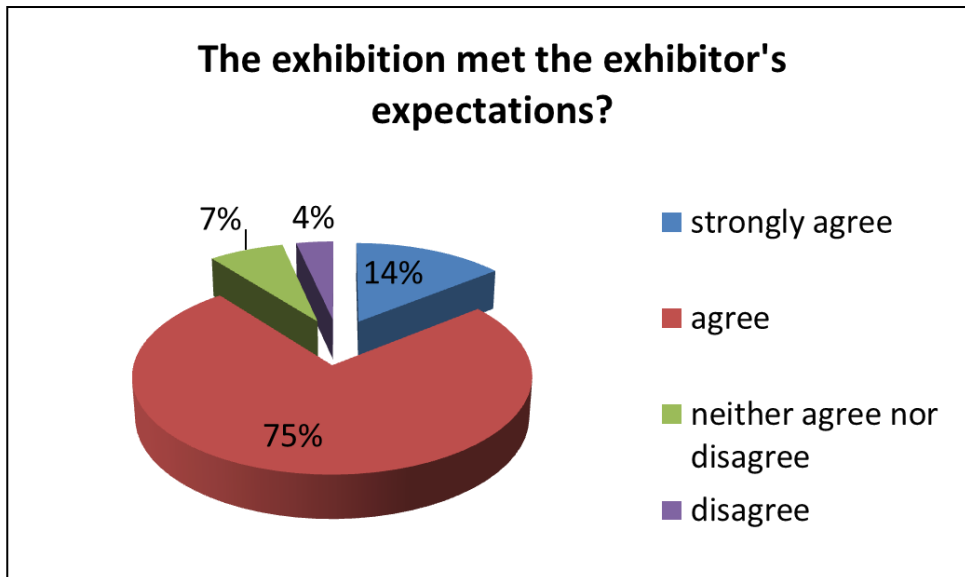
Main compliments:

- Indonesia is mainly seen as a potential growing market for recruitment
- The exhibition was well organized and well-arranged
- The market briefing session and counselors networking event were very useful
- Good quality of visitors
- All very good

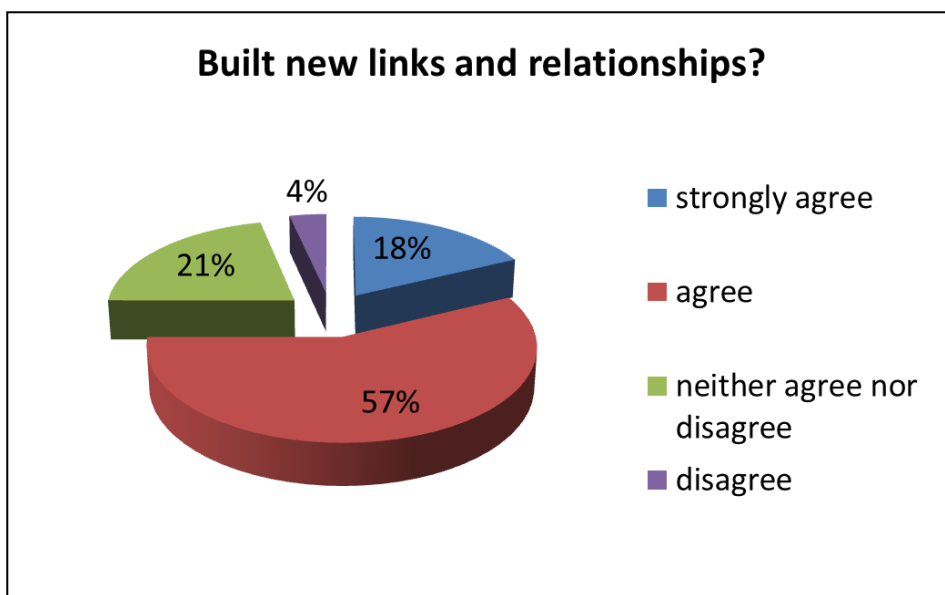
Main complaints:

- Shorter fair duration.
- Lower number of visitors compare to last year
- Some visitors came with varied enquiries not only about Business, Banking & Finance
- Lower participation fee

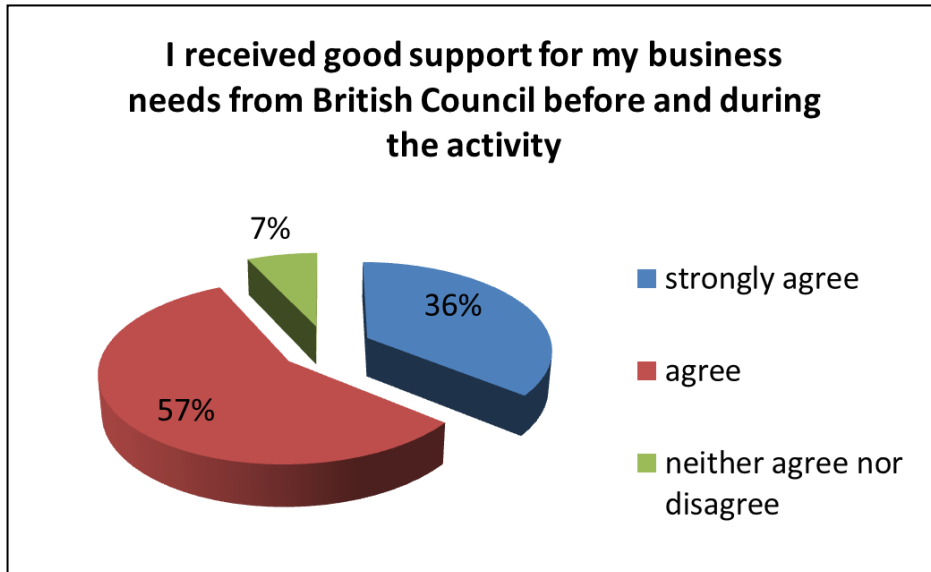
We have received 28 feedbacks out of 28 UK Exhibitors and UCAS for the Business, Banking and Finance UK Education Exhibition November 2016.



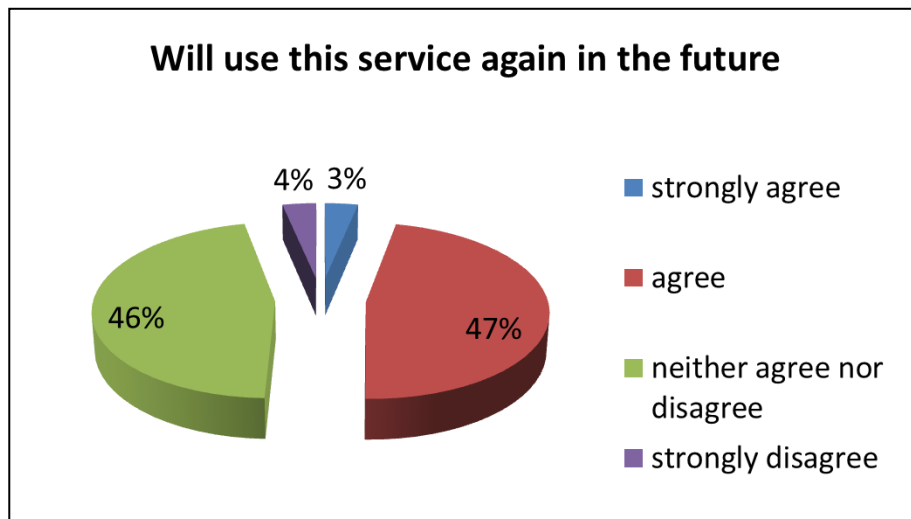
The Exhibitors are mostly agreed (75%), strongly agreed (14%) or have a neutral point of view (7%) that the Business, Banking and Finance met their expectations. Only 4% disagreed.



The Exhibitors are agreed (57%), neutral point of view (21%), strongly agreed (18%) and disagreed (4%) that they had built new links and relationships during the exhibition.



The Exhibitors are mostly agreed (57%), strongly agreed (36%) and neutral point of view (7%) that they received good support for their business needs from British Council before and during the activity.



The Exhibitors mostly agreed (47%), had neutral point of view (46%), and strongly agreed (3%) that they will use this service again from British Council in the future. 4% strongly disagreed.

Future Recommendation

For both British Council and the UK institutions, there are a few areas that can be considered for future improvement in overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- We did do promotion which absolutely emphasizes the Business, Banking and Finance subject. We also promoted the exhibition to selected markets that are of interest to those wishing to study Business, Banking and Finance. However, there were still many visitors to the exhibition looking for other subjects which is an indication of interest in study in the UK increasing.
- In the future, the next Exhibition duration should be shorter (case by case depending on the rundown of the event)
- For promotion, the British Council has done promotion through various methods and platforms, however there were other organisations and some education agencies conducting education expos in November, which affected visitor numbers.
- Considering the growing demand for undergraduate programmes, British Council will definitely give more information and sources for students in regards to foundation programmes and the process to continue to bachelor's degree.

UK institutions

- All exhibitors should read the handbook and joining instruction given by British Council. Moreover, it would be helpful to comply with the policies and deadlines given for the exhibition.
- Exhibitors who do not use the shipment company which was appointed by British Council, should make sure with their shipment company that the cost that they agree includes the custom clearance cost.
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.
- Exhibitors should communicate any amendments or queries about arrangements with the British Council prior the Exhibition.
- It is suggested that institutions can bring along their alumni to attend the exhibition and share their life experiences of studying in the UK with the visitors.

Appendix: List of Exhibitors

No	Institution Names
1	Bournemouth University
2	BPP University
3	Brunel University London
4	Cardiff Metropolitan University
5	Cardiff Sixth Form College
6	De Montfort University
7	Hult International Business School
8	Lancaster University
9	Liverpool Hope University
10	London South bank University
11	Manchester Metropolitan University
12	Newcastle University
13	Queen Mary University of London
14	Queen's University Belfast
15	Swansea University
16	The University of Hull
17	The University of Liverpool
18	The University of Manchester
19	The University of York
20	University of Aberdeen
21	University of Bath
22	University of Birmingham
23	University of Bristol
24	University of Gloucestershire
25	University of Greenwich
26	University of Leeds
27	University of Southampton
28	University of The West of Scotland
29	UCAS

No.	Supported by Institutions:
1	British Embassy
2	Chevening Scholarships
3	British Council Foundation Indonesia
4	PPIUK
5	Vooya