

Celebrating Success

Education UK Exhibition Indonesia
Jakarta, 23 – 24 March 2013

Contents

1. Event fact file	2
2. Key statistics	3
3. Impact of marketing plan.....	4
4. Conclusions and follow up	5
4.1 Recommendations for UK Institutions	
4.2 Recommendations for British Council	
Appendix 1: List of participating institutions	7
Appendix 2: Visitors' survey results	8
Appendix 3: Exhibitors' survey results	9
Appendix 4: Advertising and promotion plan (media plan)	12



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1. Event fact file

Jakarta

Venue	Ballroom Ritz-Carlton Pacific Place, Jakarta, 23 – 24 March 2013
Opening hours	13.00 – 18.00
Opened by	Rebecca Razzavi, Charge d’Affaires of the British Embassy
Stand costs	£1,866
Sponsors	Jaguar - Range Rover, Twinings Tea, Marks & Spencer, Taylors of Harrogate, SAMSUNG, ETIHAD, XL
Unique feature to give added value	<p>The event combines the best of UK Education from the variety of UK institutions participating in the event and selected UK brands and companies showcasing the UK excellence in science, education and creativity.</p> <p>We organised a networking dinner on Friday, 22 March 2013 which provide opportunities for the participating UK institutions to meet with key contacts from local universities, schools, corporates, Indonesian ministries and UK Alumni.</p>
Seminars	<p>Sunday, 24 March 2013:</p> <ul style="list-style-type: none">• 11.00 – 12.00 Studying and living in the UK by Steve Buckle, Head of Higher Education Indonesia• 13.00 – 13.45 Presentation by University of Bradford• 14.00 – 14.45 Presentation by Anglia Ruskin University• 16.00 – 17.00 How to write personal statement by Leeds Metropolitan University and UK Alumni

2. Key statistics

Attendance	Jakarta	
	2013	2012
Date 1	1,427	920
Date 2	1,600	898
Total number of visitors	3,027	1,818
Further Education	6	3
Higher Education	35	21
UCAS	-	-
Visa	-	-
Total number of exhibitors	41	24

Visitors' primary market objectives	Jakarta	
	2013	2012
Bachelor degree	20.5%	9.8%
PG degree (Master)	61%	50.9%
PG degree (PhD)	8%	5.5%
Pre-Master	4.5%	3.3%
Summer Course	12.5%	8.8%
Language Course	8.6	4.9%
Demographics of visitors	Jakarta	
	2013	2012
Male	40%	42%
Female	60%	58%

*A full list of exhibitors can be found in Appendix 1

3. Impact of marketing plan

- This year we combined different marketing activities to promote and engage with the wider audiences using print, supplement at the Jakarta Post, TV ads, cinema campaign, radio and direct promotion to selected school and universities in Jakarta.
- For the first time we launch TV ads campaign at 2 major TV stations in Indonesia using UK Alumni from various background where they speak for approximately 15 seconds about the benefits of UK Education to their success. We had 17 UK Alumni and the ads run from 13 – 23 March 2013.
- Based on the feedback from of 34 exhibitors' survey collected, 59% consider the event brings good number and good quality visitors while 21% consider the event brings great number and great quality visitors.
- The visitor survey results showed that most of the visitors found out about the event from their friend/relative (27%) or the internet (25.5%), followed by newspapers (13.6%). Despite friends and relatives being the leading source, we believe the first source of information came from the combination of various advertising and publicity that we delivered through different media.
- A pre-registration system encourages potential students to pre-register for the event, we opened the pre-registration system from 1 March 2013 and we had more than 900 students pre-registered for the event.



4. Conclusions and follow up

This year we managed to double both the UK institutions participants' number and visitors compare to the previous Education UK Exhibition. We had 41 UK institutions including some further education institutions and also few universities that are new to the Indonesian market. This indicates a growing interest from UK institutions in the Indonesia market which could provide visitors with variety of programmes to choose from these participating institutions. There is feedback from the participating institutions about market development in Indonesia for pathways programme and undergraduate students so the UK market is also growing not just focusing on postgraduate studies.

4.1 Key recommendations for institutions


- Some visitors commented that they are interested to get information about short-course programmes (non-degree) that could be provided by the participating UK institutions
- Ideally every participating institution provides enough prospectuses so that they will not run out during the two days event
- A number of visitors commented that each participating institution should provide information on their specialised subject of excellence so that visitors will know the strengths of each institution
- More UK representatives instead of local representative (agent) at the institution booth who could provide detailed information regarding different programmes available

4.2 Key recommendations for the British Council

Overall we received positive feedback from both UK institutions and visitors participating in the exhibition. The institutions mentioned that the exhibition meets their expectation and most of the institutions that attended last year exhibition mentioned that the event this year is better than the previous year. From the visitors survey 71% (232 visitors) of the total survey received mentioned that the exhibition meet their expectation.

Suggestions for improvement were received in the questionnaires from participating institutions and visitors and are summarised as follows:

- Regarding the networking event, it will be a better set up with the buffet style rather than seating tables as it will be easier and provide more opportunities for the participants to talk to everyone attending the networking event.
- Participating institutions like the “no banner” approach and the layout of the background for the booth, they expect a similar setting for the upcoming exhibition.
- British Council to promote 1 year Master programme as many of the visitors that came to the event were unaware of this.

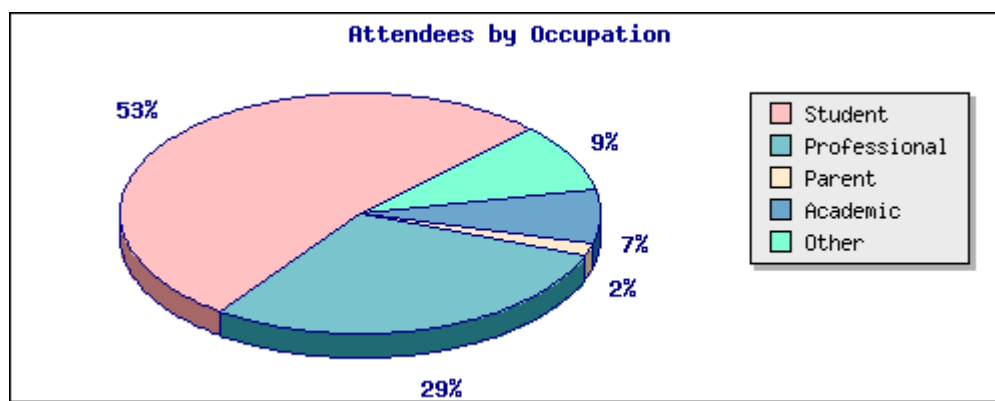
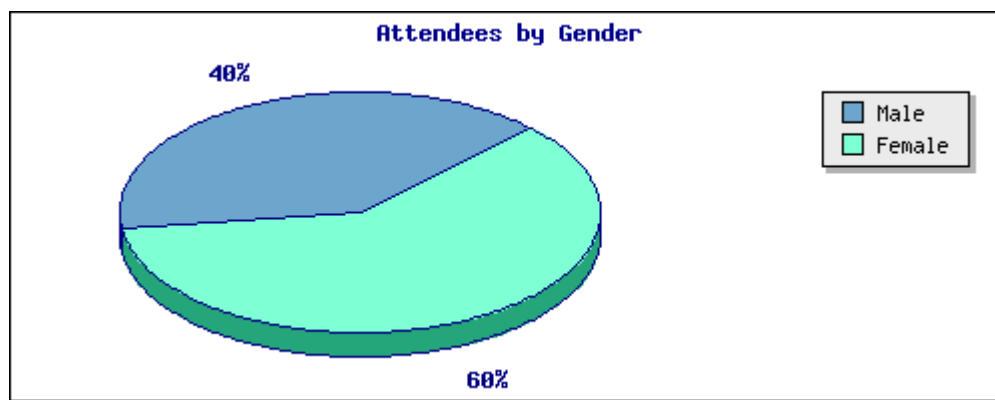
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- The possibility for British Council to consider organising “Undergraduate Pathways” exhibition as there are growing interests in foundation/pre-university programme in the Indonesian market.
 - A number of visitors said that they would like the registration system to be improved during the day of the exhibition to minimise the queuing time by providing more computers at the registration booth. Also to provide confirmation for visitor pre-registered for the seminar session.
 - Provide seminar session about “Scholarships” or provide specific booth to handle visitors enquiries about scholarships that come from the UK universities or government, this would be a good idea to minimise the number of visitors asking about scholarships at the UK institutions booth.



Appendix 1: List of participating institutions

- Anglia Ruskin University
- Bath Spa University
- Birmingham City University
- Bournemouth University
- City University
- Coventry University
- Kings College London
- Leeds Metropolitan University
- London School of Commerce
- London School of Technology and Management
- London South Bank University
- Middlesex University
- Newcastle University
- Northumbria University
- Plymouth University
- Sheffield Hallam University
- St Mary's University College
- University of Bradford
- University of Central Lancashire
- University of East Anglia
- University of East London
- University of Glasgow
- University of Hull
- University of Kent
- University of Manchester
- University of Northampton
- University of Portsmouth
- University of Sheffield
- University of Southampton
- University of St Andrews
- University of Sunderland
- University of the Arts London
- University of Wolverhampton
- York St. John University
- Cardiff Sixth Form College
- Cambridge Education Group
- Le Cordon Bleu London
- Bellerbys College
- Ruthin School
- Education First
- StudyGroup - The International Study Centres
- Navitas

Appendix 2: Visitors' survey results



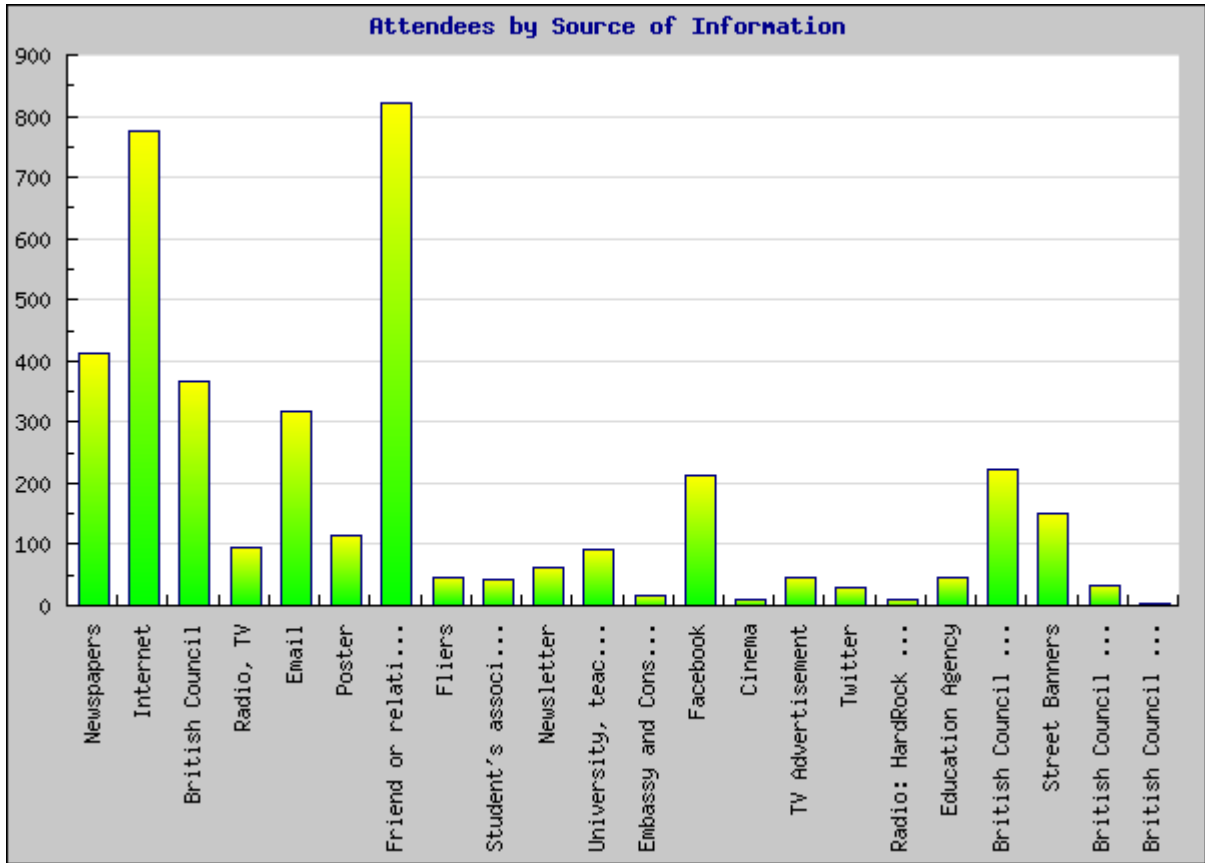
Attendees by Type of Education	
Type of Education	Count
High school	106
Bachelor's degree	624
Master's degree	1828
PhD	243
Summer courses	379
Certificate courses / non degree courses / NVQ	226
Language courses	260
Specialized studies	160
Pre-Master's course	136
Foundation course or Pre-university course	151

Attendees by Subject of Study	
Subject of Study	Count
Agriculture / Agronomy	58
Architecture / Urban Planning	144
Art / Culture	286
Business / Economics / Management	1037
Computer Science / IT / Telecommunication	222
Cuisine / Culinary	72
Education	264
Engineering	346
Environment and Natural Resources	158
Fashion / Design	192
Humanities / Social Sciences	340
Language / Literature / Translation	229
Law	144
Media / Communication	385
Medicine / Health	161
Physical Education, Recreation & Leisure	28
Political Science	172
Psychology	162
Religion & Theology	31
Science	183
Tourism & Hotel Management / Gastronomy	112

Attendees by Source of Information	
Source of Information	Count
Newspapers	412
Internet	775
British Council	368
Radio, TV	96
Email	318
Poster	114
Friend or relative	823
Fliers	45
Student's association	43
Newsletter	63
University, teacher	93
Embassy and consulate	17
Facebook	213



Cinema	9
TV advertisement	47
Twitter	31
Radio: HardRock FM	11
Education agency	45
British Council website	224
Street banners	151
British Council visit to my school/campus	34
British Council blog	4



Appendix 3: Exhibitors' survey results

Questionnaires were completed by 34 participants, a response rate of 83 per cent.

Has your institution attended this exhibition before:

- Yes 17
- No 17

What is your assessment of the visitors:

- Great number and great quality 9
- Good number and good quality 20
- Good quality only -
- Good number only 4
- Disappointing 1



Support from the British Council before and during the event:

- Very Good	14
- Good	13
- Satisfactory	7
- Unsatisfactory	-
- Very unsatisfactory	-

Comments:

- Didn't have the correct printed backdrop
- Excellent exhibition stands
- Great ad campaign

This exhibition met my expectations:

- Strongly agree	15
- Agree	17
- Neither agree nor disagree	1
- Disagree	1
- Strongly disagree	-

This is a high quality event:

- Strongly agree	18
- Agree	11
- Neither agree nor disagree	3
- Disagree	1
- Strongly disagree	-


Overall assessment of the exhibition:

- Better than the previous year	13
- Same with the previous year	3
- Neither better nor good than the previous year	1
- Worse than previous year	-
- Way worse than the previous year	-

There are few UK participants (17 institutions) that participate for the first time or they didn't represent their institutions on last year exhibition.

Will you be attending this event next year:

- Yes	25
- No	-
- Don't know	9



Additional comments:

- Useful market briefing
- Very impressive. Internal/external branding and stand look professional
- Good stand set-up and branding. Overall strong imaging.
- Great layout, great back wall design plus location. Good value for money.

Appendix 4: Advertising and promotion plan (media plan)

- British Council website www.britishcouncil.or.id, British Council Facebook, blog and social media, 1 month prior to the event
- 4 newspapers adverts in KOMPAS, a national morning daily newspaper with 650,000 readership on 9, 15, 18 and 23 March 2013
- TV advertising campaign using UK Alumni from universities that participated in the exhibition at Metro TV 11 – 23 March 2013 and RCTI from 8 – 21 March 2013
- Radio campaign at Hard Rock FM from 9 – 23 March 2013
- Newspaper supplement in The Jakarta Post newspaper with total circulation 85,000 split into two days 11 March 2013 and 18 March 2013
- 10 vertical banners and 5 horizontal banners in Jakarta from the period of 17 – 25 March 2013
- British Council E-newsletter with total database up to 12,000 data
- Road show to 15 schools and 8 universities in Jakarta sponsored by Jaguar from 14 – 21 March 2013
- Blitzmegaplex cinema campaign at three locations (Pacific Place, Grand Indonesia and Central Park) from 9 – 23 March 2013