



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-Event Report

British Council Indonesia School Tour September 2016

Jakarta: 26 – 29 September 2016
Surabaya: 30 September 2016

Introduction

Following the success of previous School Tours held in Indonesia, this year British Council Indonesia held its School Tour in Jakarta and Surabaya, 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 their curriculum and numbers of students studying overseas.

The aims of this school tour are as follows:

- To enable students and parents to obtain information directly from the UK Institutions' representatives regarding UK education system in the UK focusing for undergraduate and pathway / foundation programmes,
- To enable UK Institutions to promote their programmes and recruit more Indonesian students to their institutions.
- To strengthen the connection with the host schools by giving supports in providing thorough information regarding UK education system
- To raise awareness of the UK as a chosen study destination with world class education

There were 1,490 students and 260 parents attended the School Tour from 8 host schools in Jakarta and 2 host schools in Surabaya. Feedback from the school counsellors and UK institutions' representatives attended the tour in overall was positive. Presentations on various related topics such as Tips on Writing Personal Statements, Why Study in the UK, How to Apply through UCAS system and UK Visa.

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

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British Council School Tour Marketing and Promotion

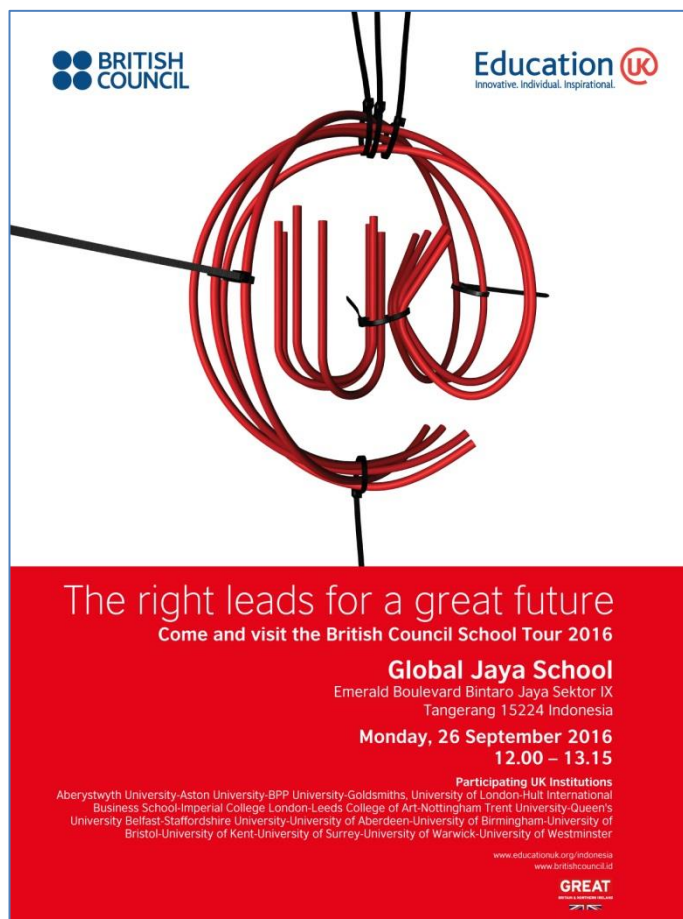
The school tour was mainly promoted in collaboration with the host schools. E-flyers email blast, hanging banners, and x-banners were used at each of the host school to promote the event.

Two of the schools in Jakarta and one schools in Surabaya invited students and parents from other schools as well to attend the events.

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.

One example of the promotional flyer:

E-flyer



British Council School Tour, Jakarta and Surabaya

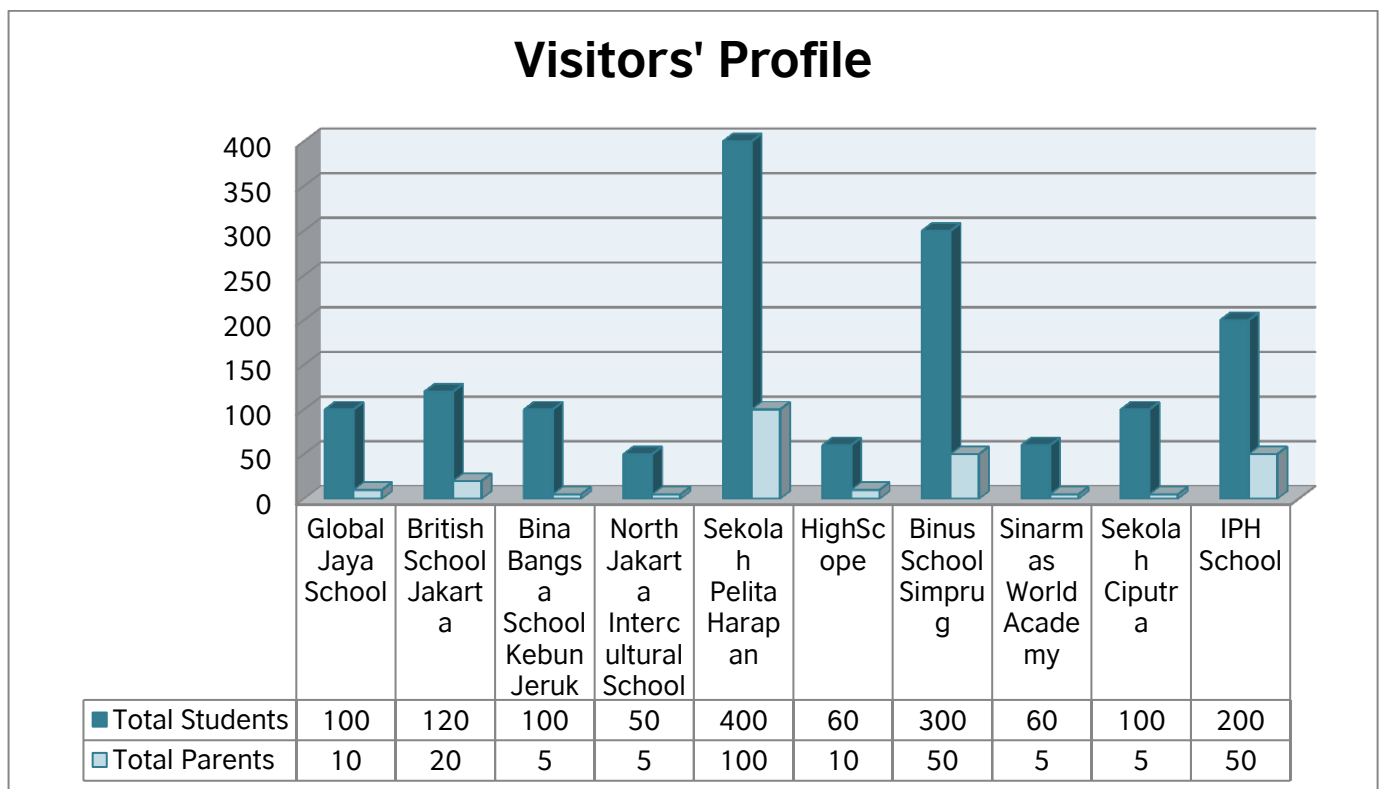
The School Tour was held for 5 days with the following schedule

- Jakarta : 26 – 29 September 2016
- Surabaya : 30 September 2016

There were -

**17 UK Participating Institutions, a presentation from the UK
Visas and Immigration,
1,490 Students and 260 Parents**

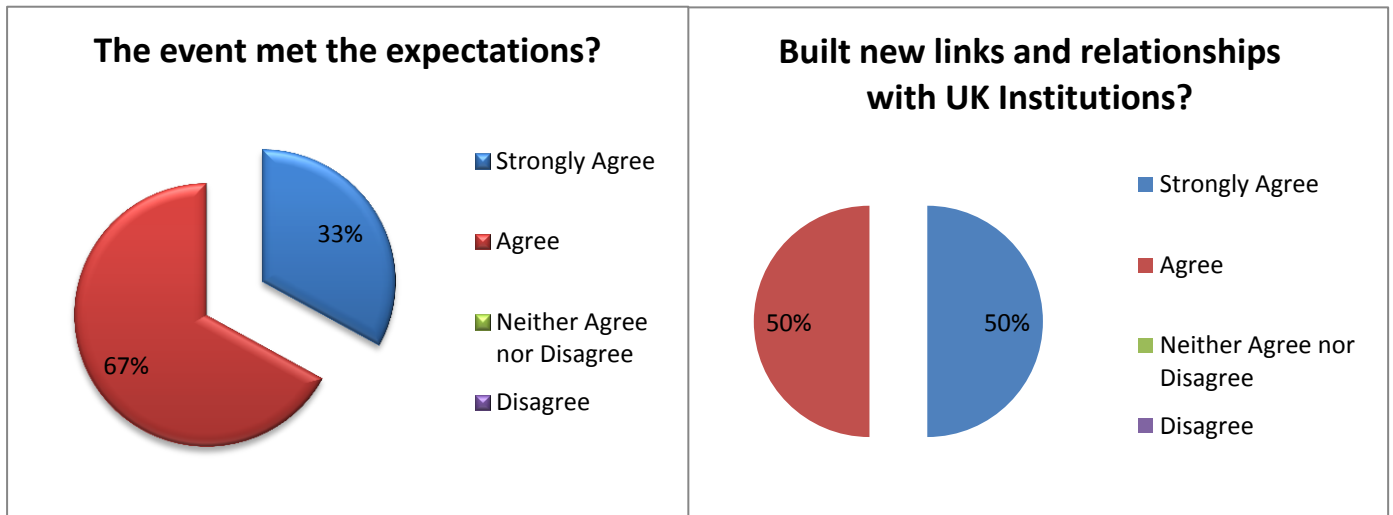
Visitors' Profile



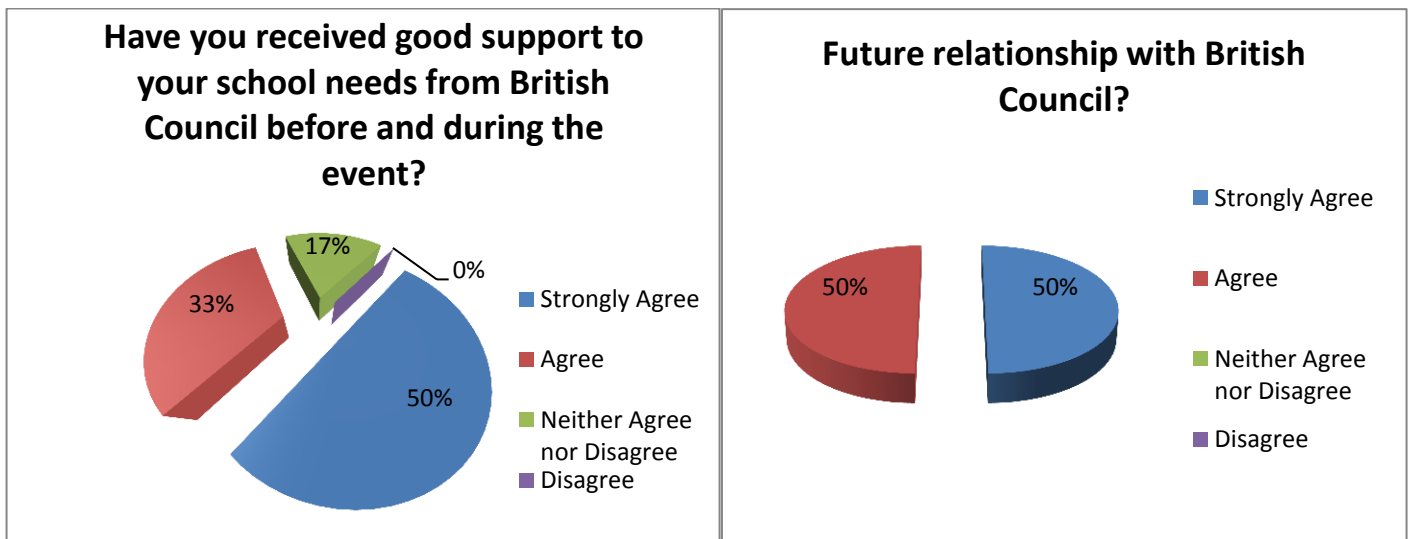
The visitors were mainly students and parents accompanied by the school counsellor(s).

Counsellors' Feedback

We have received feedback from 6 Host Schools Counsellors.



The counsellors are mostly agreed that the British Council School Tour has met their expectations. Furthermore, the counsellors are strongly agreed (50%) and agreed (50%) that they had built new links and relationships with UK Institutions.



The counsellors are strongly agreed and agreed with the supports given by the British Council before and during the event. Meanwhile for future relationship, the counsellors are strongly agreed and agreed that they will continue to collaborate with British Council.

Exhibitors' feedback

– Jakarta and Surabaya

Main compliments

- Received good quality of queries from parents and students
- Good selection of host schools
- The quality of event management, logistical arrangement and venue are very good
- British Council Staffs are helpful and supportive
- Well planned and well organized

Main complaints

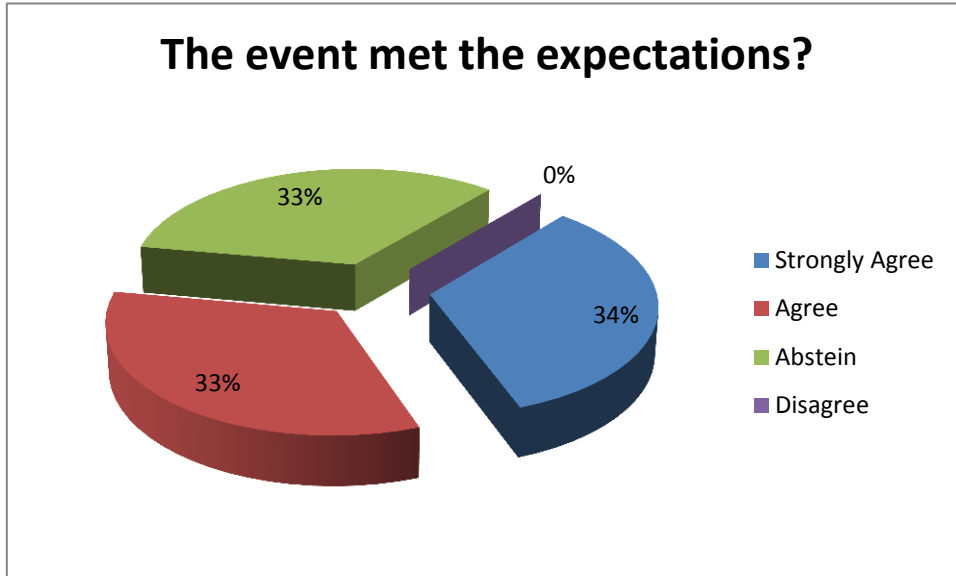
- Limited time at some schools
- Students in some schools were uncertain with their subject area of interest
- Some students were less-informed about UK Education in general

Recommendations

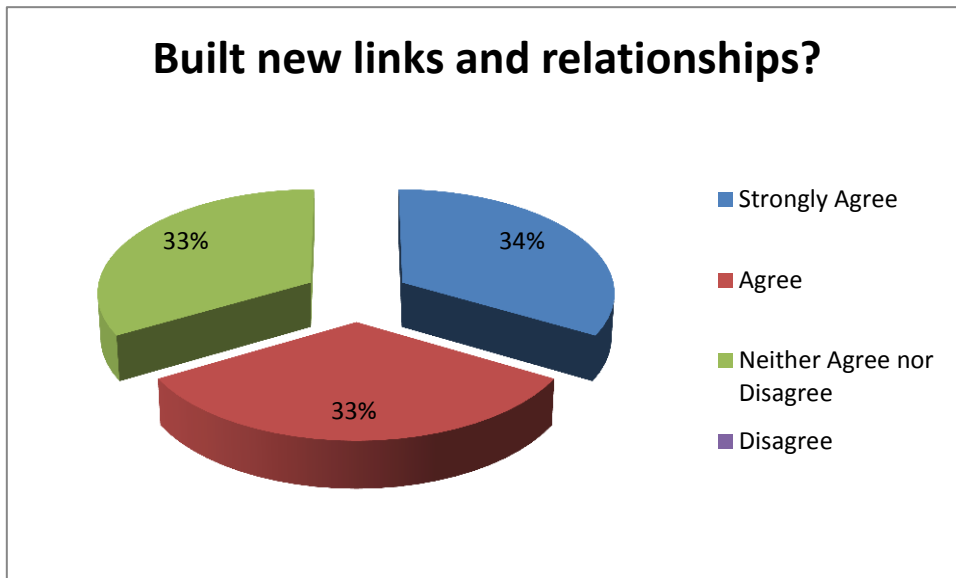
- More promotion about study in the UK is needed to raise awareness
- To arrange a session with school counselors prior to the mini exhibition
- To visit Surabaya International School, Raffles Christian School and Jakarta Intercultural School for the next year

Exhibitors' Feedback

We have received 3 feedbacks out of 17 UK Exhibitors for the British Council School Tour 2016.

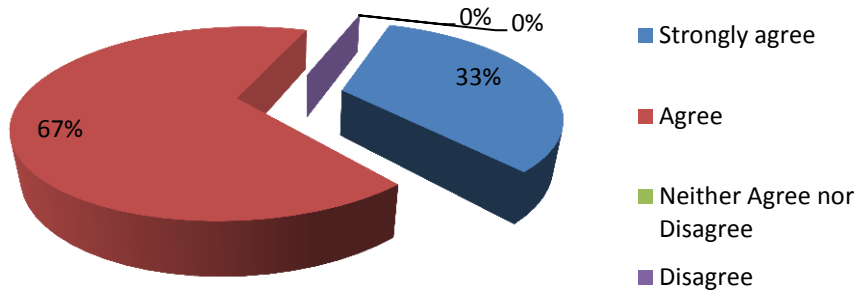


The Exhibitors are strongly agreed and agreed that the British Council School Tour has met their expectation. One exhibitor chose abstain for this question.



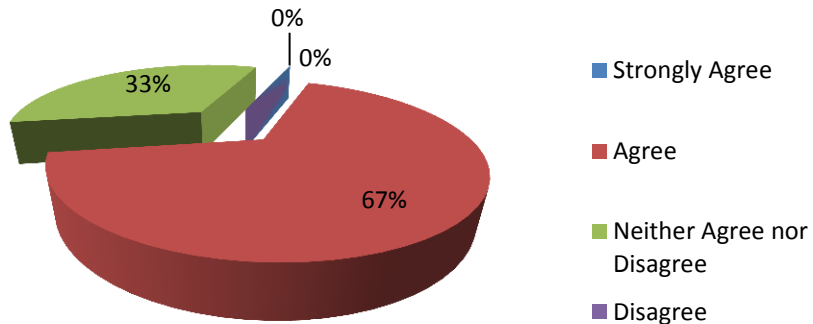
The Exhibitors are strongly agreed, agreed and neither agreed nor disagreed that they have built new links and relationships.

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



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

Will you be attending this event on next year?



The Exhibitors are mostly agreed that they will attend this event on 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

- British Council will take into account all the suggestions and recommendations from the Institutions
- British Council will try to negotiate with host school to allocate more time during the mini exhibition
- British Council should allocate time for meeting between school counsellors and UK reps, however this will depend on the host school's capability to accommodate this

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the tour (eg. Returned the forms).
- 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.
- All exhibitors should follow the school tour schedule due to unpredictable traffic and unforeseen circumstances.
- Both of British Council and UK Institution will put more efforts in raising awareness of UK Education to students and parents.

Appendix 1. List of Exhibitors

No	UK Institutions
1	Aberystwyth University
2	Aston University
3	BPP University
4	Goldsmiths, University of London
5	Hult International Business School
6	Imperial College London
7	Leeds College of Art
8	Nottingham Trent University
9	Queen's University Belfast
10	Staffordshire University
11	University of Aberdeen
12	University of Birmingham
13	University of Bristol
14	University of Kent
15	University of Surrey
16	University of Warwick
17	University of Westminster

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 Intercultural School	Rachel Duce	rachel_duce@bis.or.id	+6221 7451670
3	Bina Bangsa School, Kebun Jeruk campus	Hardi Lie	hardi.kjs@binabangaschool.com	+6221 532 8833
4	North Jakarta Intercultural School	Kenya Baloun	kbaloun@njis.org	+6221 45865222
5	Sekolah Pelita Harapan (SPH)	Angeline Ang	angeline.ang@sph.ac.id	+6221 5460234 ext. 114410
6	HighScope	Widowaty	widowaty.h@highscope.or.id	+62 21 7591 7888 ext. 2512
7	Binus School Simprug	Hendra Octavianus Kadarma	hkadarma@binus.edu	+6221 724 3663 ext. 4212
8	Sinarmas World Academy	Stanislav K. Sousek	stanislav_sousek@swa-jkt.com	+6221 53161400
9	Sekolah Ciputra	Ria Candra	ria@sekolahciputra.sch.id	+62 31 7415018 ext. 7312
10	IPH School	Ian G. Prawiromaruto	ian.prawiromaruto@iphschools.sch.id	+6231 8794040