



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2015  
Indonesia:  
Jakarta :14 - 15 March 2015**

# Introduction

## 13 March 2015, UK Alumni Dinner

British Council held UK Alumni Dinner on Friday, 13 March 2015 at Tugu Kunstring Palais Jakarta and invited all the UK alumni who studied at 69 UK Institutions who participated at the Jakarta Education UK Exhibition. The dinner intended for the UK alumni to meet and network with their universities' and institutions' representatives. This event was attended by more than 200 alumni, institutions' representatives and partners.

By sharing their experiences, UK Institutions might able to create marketing strategy with their alumni to expand their market. The session was opened by remarkable speech from His Excellency Moazzam Malik, British Ambassador to Indonesia, ASEAN and Timor-Leste and Sally Goggin, Country Director of British Council Indonesia and closed with dinner and opportunity to network among alumni and the participating UK Institutions.

## 14 – 15 March 2015, Jakarta Education UK Exhibition

The Education UK exhibition 2015 in Jakarta was attended by 3,858 visitors (students and parents) for the two days event. There were 67 UK Institutions and sponsors such as IELTS, Chevening, UK Visa and Immigration, Garuda Indonesia, Jakarta Post/Speak! Magazine and Now! Jakarta. Feedback from attending schools, colleges and universities was fairly positive. Seminars on various related topics such as IELTS workshop and simulation for 100 seats, Chevening Scholarship and UK Visa Application and subject options were held throughout the exhibition, and were also well attended. The Indonesia's largest Exhibition also attracted media interest and coverage, with reporters from top list-national newspapers coming to attend the event. British Council Indonesia undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

### This report includes:

This **Introduction** which aims to provide an overview of the report.  
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.  
Page 3 – 5

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.  
Page 6

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.  
Page 8

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.  
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**Future Steps** which British Council Indonesia should consider.  
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Appendix: **List of exhibitors**  
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# Highlights

## Jakarta

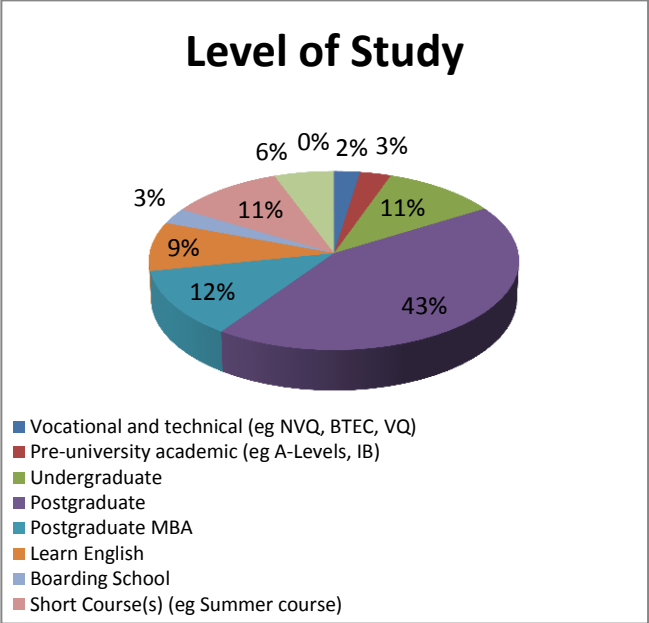
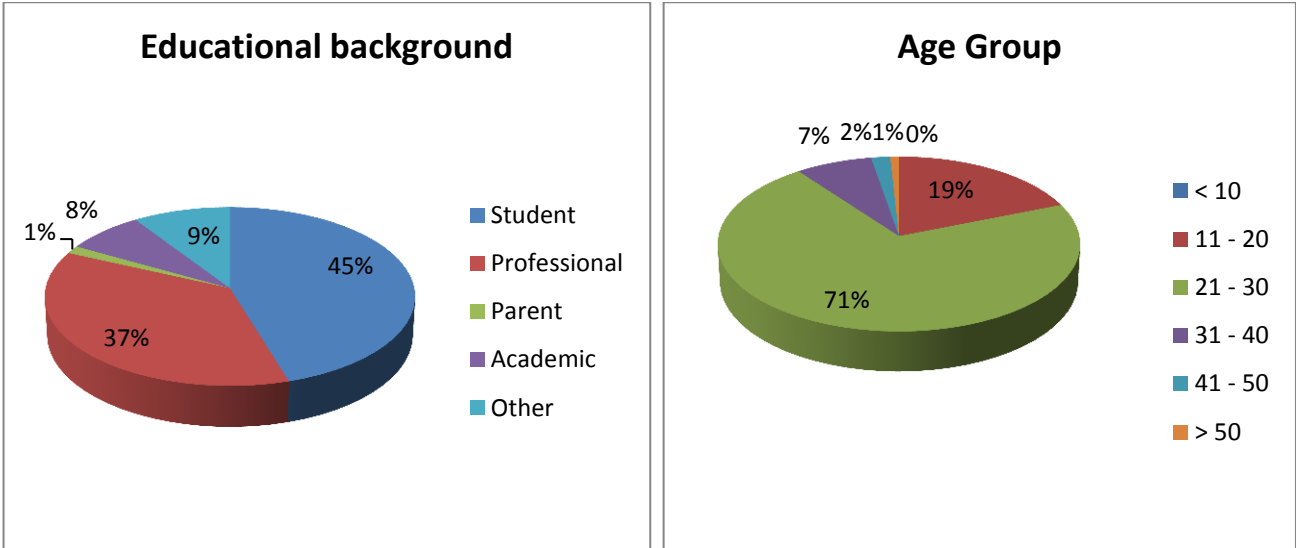
### 4 media reporting the event



## (The Jakarta Post, Kompas, Koran Sindo)

**Visitors' profile**

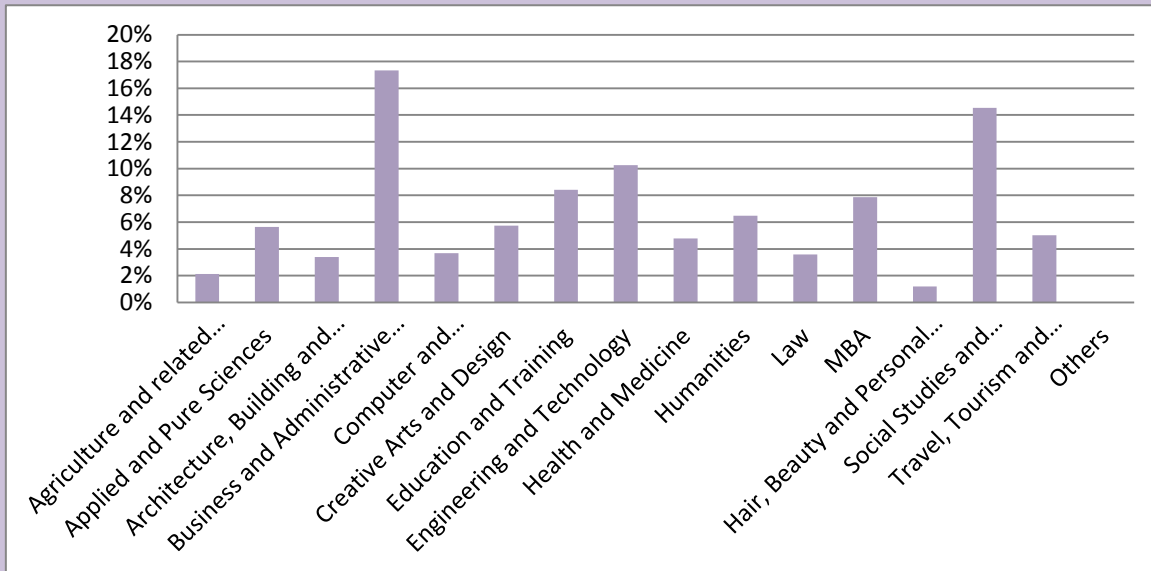
The visitors were mainly students with age of group 21 – 30 years old.



Most of the visitors were looking to pursue for **Postgraduate study**.

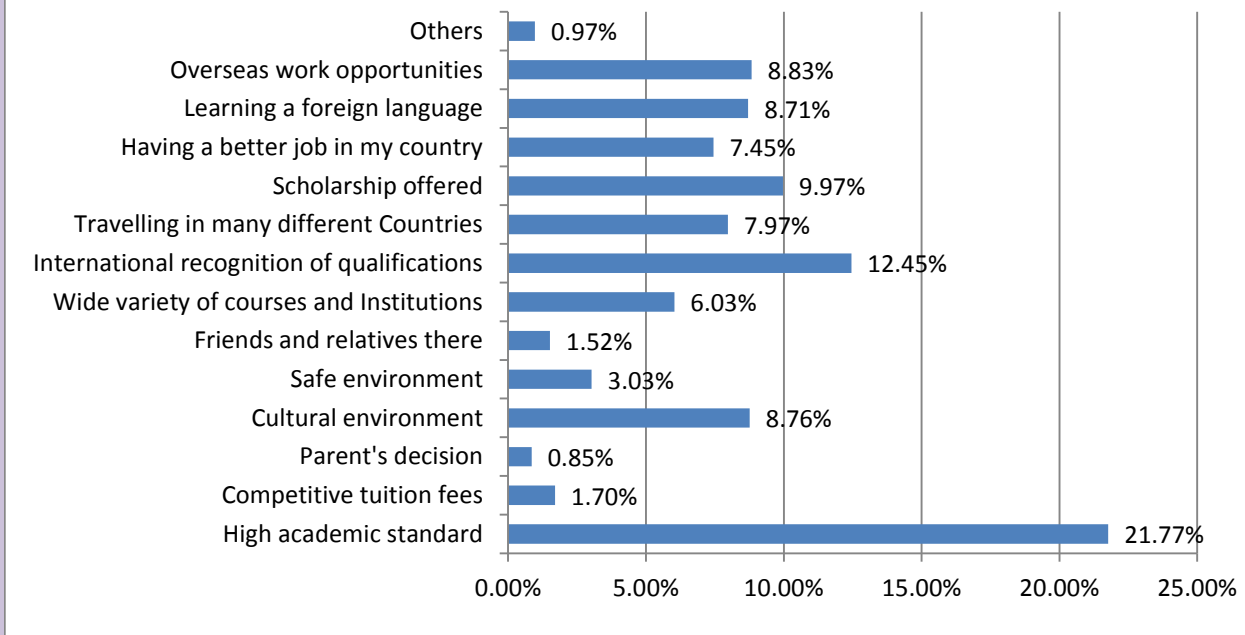
## Visitors' preferences

### Subject preference



Business and administrative studies is still the utmost subject area of preference (17%), however there is a significant increase to Social Studies and Communications (15%), followed with Engineering and Technology (10%).

### Motivation for considering UK education



**Academic quality** is the most important feature for students in considering UK education.

### We spent around

IDR 1.3 Billion in Jakarta, Surabaya & Medan on promotion



# Jakarta - Promotion

## 1. Outdoor Promotion

T-Banners in 9 areas



Bali Ho in 4 areas

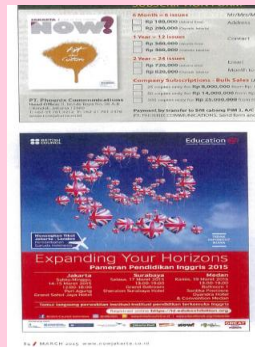


## 2. Printed Media

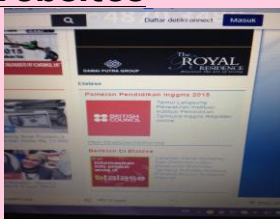
Newspaper



Magazine



## 3. Websites



Detik.com, The Jakarta Post, NOW! Jakarta

## 4. Social Media



Speak! Magazine, Info Jakarta, Reader's Digest ID, British Council Indonesia

## 5. Radio

- 98.7 Gen FM Radio
- 102.2 Prambors Radio

## 6. Email Blast

- British Council
- British Council Foundation/UTC
- Garuda Indonesia

## 7. Flying

- Newspaper Agency
- Malls
- Schools

## 8. Schools and Universities Roadshow

## 9. Invitation

- Schools
- Universities
- Media

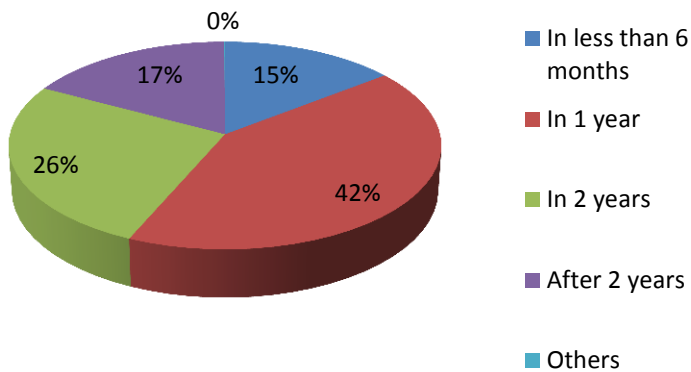
# Visitors' feedback

## Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get an opportunity for lucky dip after completing the survey.

**42%** of the visitors considering to study abroad **within 1 year**

## When do you expect to leave the country to study?



## Suggestions from visitors

### Feedback and recommendations from visitors

- Very good and useful event
- Should be done continuously and regularly
- Bigger venue and easy access
- More UK Universities
- Translator for each booth
- Active mailing list
- Attendance of University with Science and Engineering background. Eg. Food science
- Should be done in other cities in Indonesia

### Requested seminar topics

- IELTS Workshop and Simulation capacity more than 100
- IELTS preparation guide
- Student's preparation to enrol the university eg. Essay, GMAT & how to improve IELTS score
- Topic on Education life in UK



# Exhibitors' feedback

## Main compliments

- Market briefing is very useful and informative
- Team offer good support and intelligence
- Good vegetarian buffet
- VRS is reliable
- Positive feedback regarding the artwork (eg. It saves institutions lugging banners and paying additional baggage charges for carrying 'extra' bags)

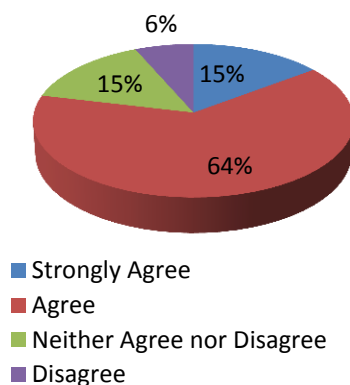
## Main complaints (responses following page)

- Venue : Grand Sahid Jaya
  - Poor internet connection/wi fi
  - Venue facilities too old (eg. Air conditioner, toilet )
  - Need better accommodation
- More marketing promotion to UG (eg. Schools)
- Few institutions artwork not used as previously shared

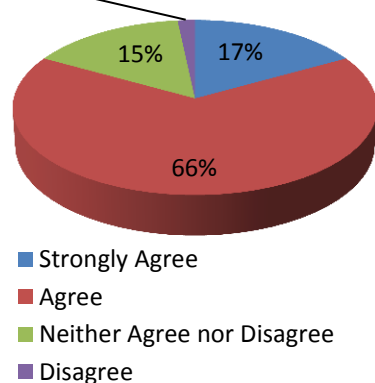
## Visitor's assessment

- Better quality enquiry
- Increasing interest in : Social Science, creative industries and engineering
- Increase in scholarship
- More PG than UG
- Profile raising and growth interest in the UK

The event met the expectations?



Future relationship with British Council?



# 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 exhibition. The main findings and recommended next steps are outlined below:

## British Council

- We used Grand Sahid Jaya as the Exhibition Venue because it is a National Hotel which is frequently used by the Government including the Ministries. Aside from that, there were difficulties on hotels availability in Jakarta which can accommodate this kind of big event. After receiving feedback from exhibitors, we realized that there were a lot of issues with the venue, hence moving forward we will not consider using the venue again. We would like to apologize for any inconvenience caused related to the venue's facilities and accommodation. We already communicated the concern to the hotel Management as this also affects the VRS System also the overall quality of the event. Moreover, this will be our lesson learned to improvise in the future. Solution: We might consider 1 day event for more options and better quality.
- For the promotion and marketing strategy we have spent more expenses compared to the previous Exhibition and we promoted the exhibition by various kinds of promotions both Above the Line (ABL) and Below the Line (BTL). We have tried to capture all target audience not only focus on specified audience. Solution: Perform analysis and further improvement.
- Our regional team has sent the Exhibition Handbook 1 month prior the Exhibition and Joining Instruction 2 weeks prior the event stating the Artwork details and deadline. Apologize if we have missed few of the artwork as the time is short between the extension of the deadline dates and the production of the artwork. Solution: Moving forward, will improve the communication.

## UK Institutions

- All exhibitors should read the handbook and joining instruction given by British Council. We would appreciate if all the policies and deadlines are fulfilled within specified deadlines.
- The number of students looking for specialist subject information and other areas of interest are increasing such as from Engineering to Social Science. Most of them are looking for details information as based on survey result they are considering to study in 1 year time. Hence, Exhibitors should prepare to provide general and in-depth information about courses and subjects offered by their institutions as well as general information about admissions and tuition fees. It is recommended by British Council that the institution can highlight their area of excellence and have it depicted at the artwork as it is more feasible for the students and parents to see while they are visiting the booth. Moreover, for in depth information should be included in prospectus and brochures.
- According to the visitors' survey, it is suggested that institutions can bring along a translator or their alumni to attend the exhibition and share their life experiences and studying in the UK to help answer enquiries from parents or students who are not fluent in English.

## Appendix: List of exhibitors

Booth No	UK Institution	Cities		
1	Bell - Your Pathway to University	Jakarta	Surabaya	
2	Bellerbys College	Jakarta	Surabaya	Medan
3	Birmingham City University	Jakarta		
4	Bournemouth University	Jakarta		
5	BPP University	Jakarta	Surabaya	Medan
6	Brooke House College	Jakarta		
7	Cambridge Education Group	Jakarta	Surabaya	Medan
8	Cardiff Sixth Form College	Jakarta	Surabaya	Medan
9	Cardiff University	Jakarta		
10	Cardiff Metropolitan University		Surabaya	
11	Coventry University	Jakarta		
12	De Montfort University	Jakarta		
13	Edinburgh Napier University	Jakarta	Surabaya	
14	EF Education First	Jakarta		
15	Hult International Business School	Jakarta		
16	Glasgow Caledonian University			Medan
17	Goldsmiths, University of London	Jakarta		
18	International Study Centres	Jakarta		
19	Istituto Marangoni London	Jakarta	Surabaya	Medan
20	Lancaster University	Jakarta	Surabaya	
21	Leeds Beckett University	Jakarta	Surabaya	Medan
22	Leeds Trinity University	Jakarta		
23	Liverpool John Moores University	Jakarta	Surabaya	
24	London School Of Commerce	Jakarta		
25	Middlesex University, London	Jakarta		
26	MPW Schools	Jakarta		
27	Newcastle University	Jakarta		
28	Northumbria University, Newcastle	Jakarta		
29	Nottingham Trent University	Jakarta		
30	Plymouth University	Jakarta	Surabaya	Medan
31	Queen Mary University Of London	Jakarta		
32	Queen's University Belfast	Jakarta	Surabaya	Medan
33	Royal Holloway, University Of London	Jakarta		
34	Ruthin School	Jakarta		
35	Sheffield Hallam University	Jakarta	Surabaya	
36	Swansea University	Jakarta		
37	Teesside University	Jakarta		
38	The University of Derby	Jakarta		

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

39	The University Of Dundee	Jakarta		Medan
40	The University Of Liverpool	Jakarta		
41	The University Of Manchester	Jakarta	Surabaya	Medan
42	The University Of Northampton	Jakarta		
43	The University of Nottingham, UK & China Campus	Jakarta		
44	The University of Sheffield	Jakarta		
45	UCL Institute Of Education	Jakarta		
46	University Campus Suffolk (UCS)	Jakarta	Surabaya	
47	University For The Creative Arts	Jakarta	Surabaya	
48	University of Aberdeen	Jakarta	Surabaya	
49	University Of Bath	Jakarta		
50	University Of Birmingham	Jakarta	Surabaya	Medan
51	University Of Bradford	Jakarta		
52	University Of Bristol	Jakarta	Surabaya	
53	University Of East Anglia	Jakarta	Surabaya	Medan
54	University Of Essex	Jakarta		
55	University Of Exeter	Jakarta		
56	University Of Glasgow	Jakarta	Surabaya	
57	University Of Gloucestershire	Jakarta		Medan
58	University Of Hertfordshire	Jakarta		
59	University Of Leeds	Jakarta	Surabaya	Medan
60	University Of Portsmouth	Jakarta		
61	University Of Reading	Jakarta		
62	University Of South Wales	Jakarta	Surabaya	Medan
63	University Of Southampton	Jakarta		
64	University Of St Andrews	Jakarta		
65	University Of Strathclyde	Jakarta	Surabaya	Medan
66	University Of Sunderland	Jakarta	Surabaya	Medan
67	University Of Sussex	Jakarta	Surabaya	Medan
68	University Of The Arts London	Jakarta		
69	University Of Warwick	Jakarta	Surabaya	Medan