



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2015
Indonesia:
Medan : 19 March 2015**

Introduction

Medan

The Education UK exhibition 2015 in Medan was attended by 1,036 (students and parents) visitors, who visited the booth of 20 UK Institutions, LPDP (Indonesia Endowment Fund for Education) and sponsors such as IELTS. Feedback from the colleges and universities attending was fairly positive. Seminars on various related topics such as IELTS workshop for 100 pax, LPDP Presentation and subject specific seminar were held throughout the exhibition, and were also well attended. The Medan's Exhibition also attracted media interest and coverage, with reporters from top list-national newspapers and credible online news portal 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.
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Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
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Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.
Page 6-7

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

Medan

There were -

**20 UK INSTITUTIONS AND
1,036 PARENTS & STUDENTS**

attending the exhibition in Medan

6 media reporting the event



Pameran Pendidikan Inggris di Medan, Sumatera Utara, Kamis (19/3). Pameran yang digelar British Council Indonesia itu diikuti 17 perwakilan universitas di Inggris yang menawarkan berbagai program pendidikan dan beasiswa.



Pengunjung memadati area stan sekolah asal Inggris pada Pameran Pendidikan Inggris di Medan, Sumatera Utara, Kamis (19/3). Pameran yang digelar British Council Indonesia itu diikuti sebanyak 17 perwakilan universitas di Inggris yang menawarkan berbagai program pendidikan dan beasiswa. (ANTARA FOTO/Sepdiana Perdana)



PAMERAN PENDIDIKAN ASAL ININGGRIS DI MEDAN, SUMATERA UTARA, KAMIS (19/3). Pameran pendidikan Inggris digelar British Council Indonesia di Medan, Sumatera Utara, Kamis (19/3). Pameran pendidikan Inggris digelar British Council Indonesia di Medan, Sumatera Utara, Kamis (19/3). Pameran pendidikan Inggris digelar British Council Indonesia di Medan, Sumatera Utara, Kamis (19/3).



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Ribuan Mahasiswa Indonesia Belajar ke Inggris

MedanRadar – Medan
Sedikitnya sebanyak 2.400 mahasiswa asal Indonesia melanjutkan pendidikan ke Inggris pada tahun 2014. Umumnya, bidang ekonomi menjadi pilihan mahasiswa tersebut. "Tumbuh ini meningkat pesat, yakni tumbuh sekitar 30%, jika dibandingkan postal tahun 2013," jelas Director Education and Society, British Council Indonesia Teresa. Riris kepada wartawan, di sela-sela pelaksanaan pameran pendidikan Education UK Exhibition yang diadakan British Council di Hotel Sumbika, Kamis (19/3).

Teresa mengatakan, umumnya para mahasiswa belajar ke Inggris tersebut untuk meraih pendidikan program S2 (magister) dan juga program S3 (doktor). "Umumnya mereka melanjutkan program studi bidang ekonomi, seperti akuntansi, manajemen keuangan, bisnis. Baru disusul program studi engineering," ujarnya.

Teresa mengatakan, umumnya para mahasiswa asing yang menempuh pendidikan di Inggris tidak mengalami kesulitan dalam beradaptasi. Hal ini disebabkan heterogenitas yang terjaga dengan baik di negara tersebut. Masyarakat Inggris lanjutnya, merambat dengan tangan terbuka atas kedatangan mahasiswa ini.

Untuk lebih mengenal dunia pendidikan tinggi di Inggris, British Council mengadakan pameran yang menghadirkan sebanyak 21 pendidikan tinggi dari negara tersebut. "Dalam pameran ini, pengunjung dapat berdiskusi dan mengetahui lebih jauh tentang dunia pendidikan tinggi di Inggris terkait kondisi yang ada di negara tersebut," ujarnya.

Pada pameran yang menghadirkan 21 nama Expanding Your Horizon ini, juga diadakan berbagai macam seminar yang membicarakan tentang pendidikan di Inggris secara umum, via untuk belajar ke Inggris maupun tipe bagaimana menulis personal statement yang memang dibutuhkan ketika mendaftar ke suatu institusi pendidikan di Inggris.

Ekonomi Masih Jadi Tujuan Utama Mahasiswa Indonesia

MEKAN (Wagukda) harsan Ekonomi masih tujuan utama ribuan mahasiswa Indonesia belajar ke Inggris setiap tahunnya. Sedikitnya lebih dari lima ribu perantau dari 20 ribuan mahasiswa yang melanjutkan pendidikan ke Inggris tahun 2014 menargetkan jurusan Ekonomi.

"Jumlah ini meningkat pesat, tumbuh sekitar 30 persen jika dibandingkan tahun 2013," jelas Director Education and Society, British Council Indonesia Teresa. Riris kepada wartawan, di sela-sela pelaksanaan pameran pendidikan Education UK Exhibition yang diadakan British Council di Hotel Sumbika, Kamis (19/3).

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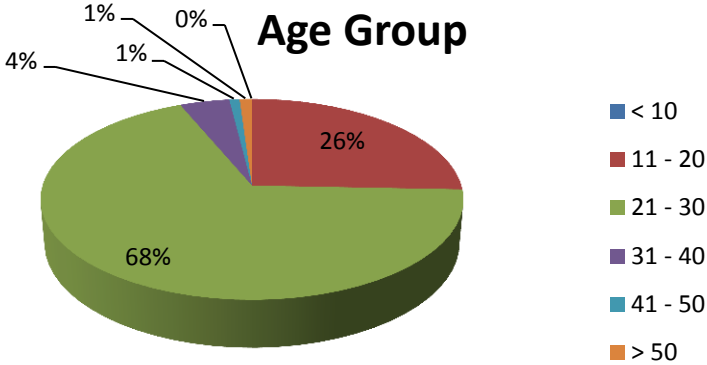
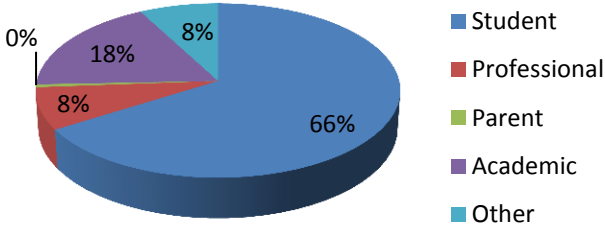
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Visitors' profile

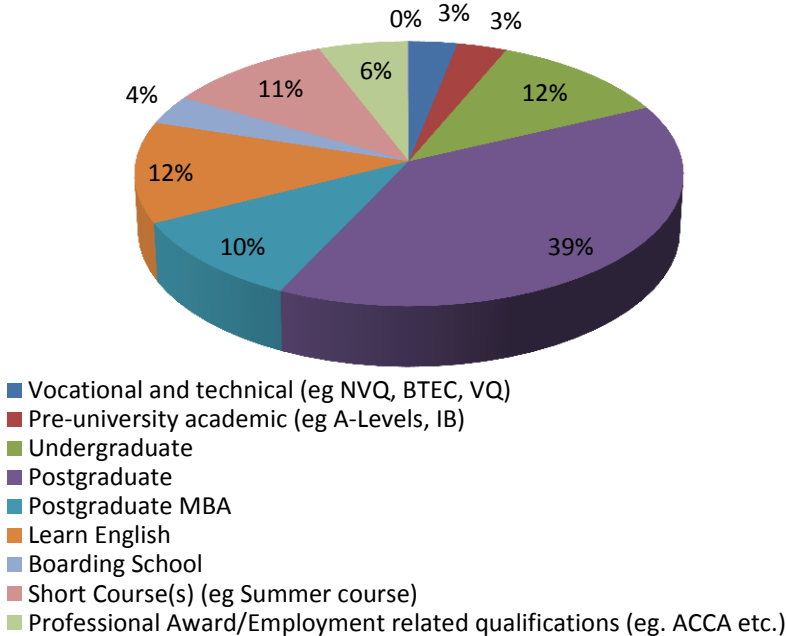
The visitors were mainly students with age of group 21 – 30 years old.

Educational background



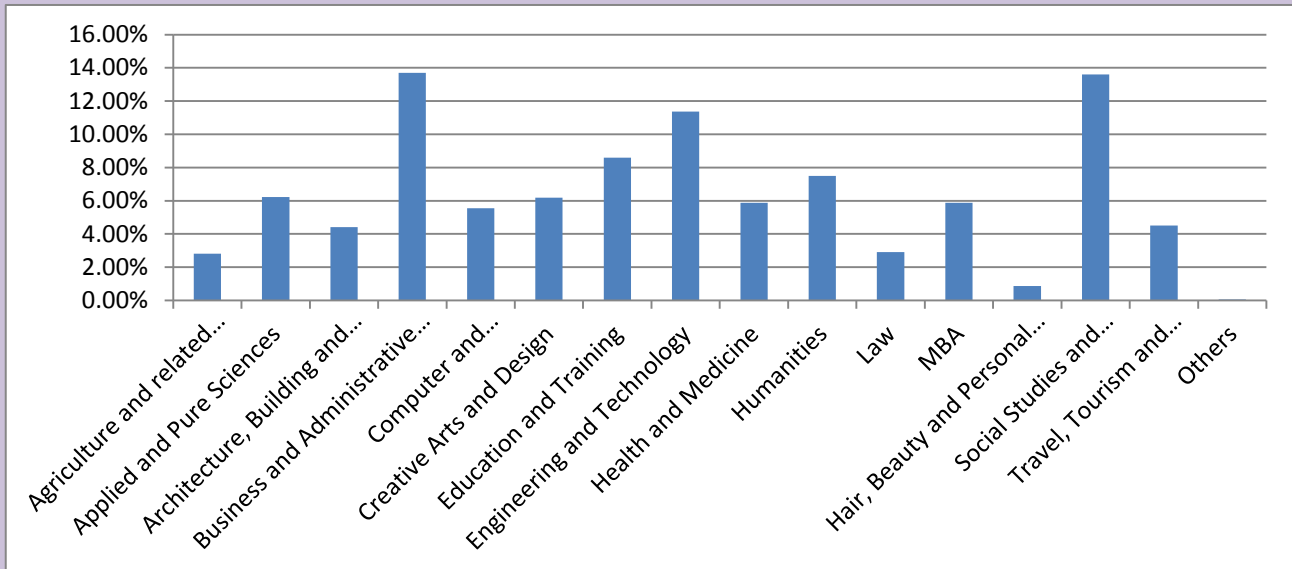
Many of them were looking for postgraduate programme:

Level of Study



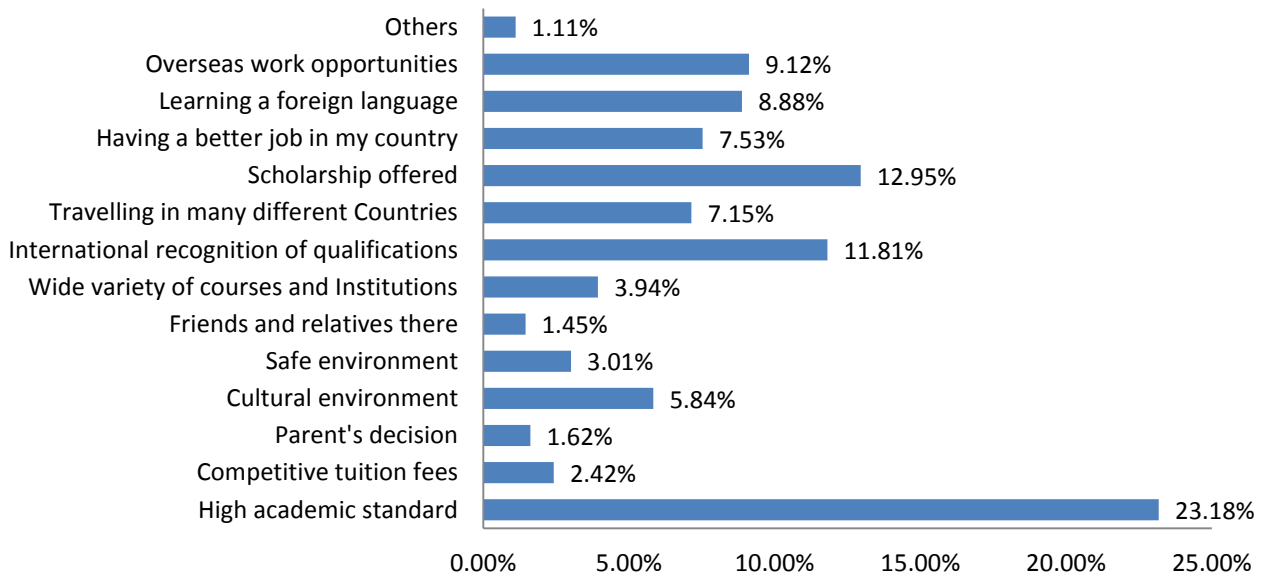
Visitors' preferences

Subject preference



Social Studies and Communications is still the utmost subject area of preference (11.86%), followed with Business and Administrative Studies (11.75%) then Health and Medicine (11.03%).

Motivation for considering UK education



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

Marketing

We spent around

ID 1.3 Billion in Jakarta, Surabaya & Medan on promotion

Medan

1. Outdoor Promotion

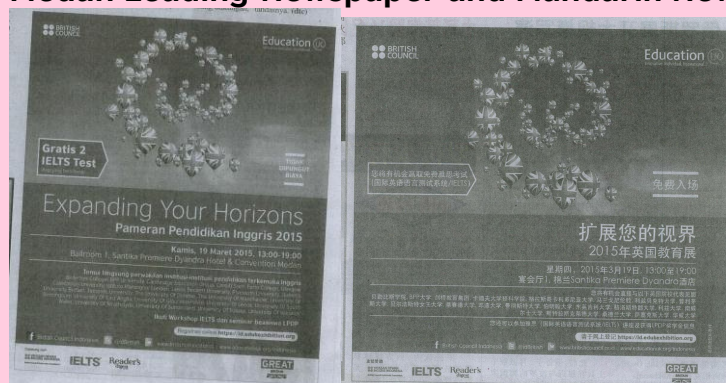
T-Banners in 3 areas

Bali Ho in 4 areas



2. Printed Media

Medan Leading Newspaper and Mandarin Newspaper



3. Websites

- British Council
- Education UK

4. Social Media (twitter, FB, partners social media)



5. Radio

- Kiss FM
- Prambos FM

6. Email Blast

- British Council 16,000 contacts
- British Council Foundation/UTC

7. Flyering

- Residential areas
- Shopping Malls, meeting point area and Gramedia book stores
- Schools and Universities
- Education Agents

8. Roadshow

- Schools
- Universities

9. Education Agent Gathering Event and Mini Seminar for parents and students

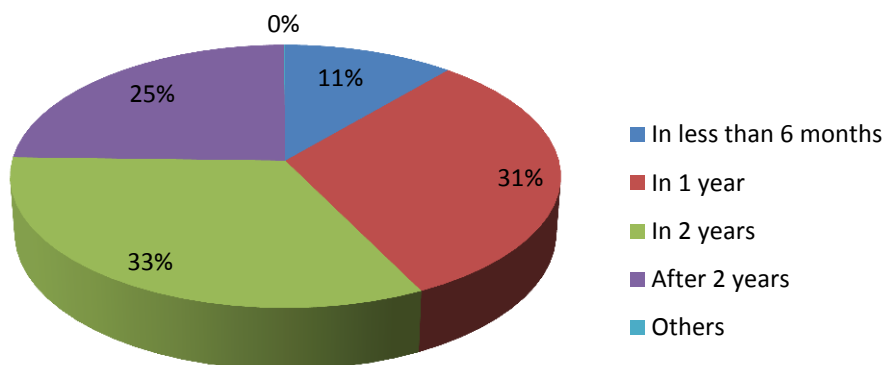
Visitors' feedback

Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey.

33% of the visitors considering to study abroad **within 2 years**

When do you expect to leave the country to study?



Suggestions from visitors

Feedback and recommendations from visitors

- More UK Colleges and Universities
- Exhibition should be held in other cities in Indonesia
- British Council should create another event in Medan
- Exhibition should be held for two days
- Add the quota number for the IELTS Workshop

Requested seminar topics

- More information about scholarship
- Information about Health

Exhibitors' feedback

Main compliments

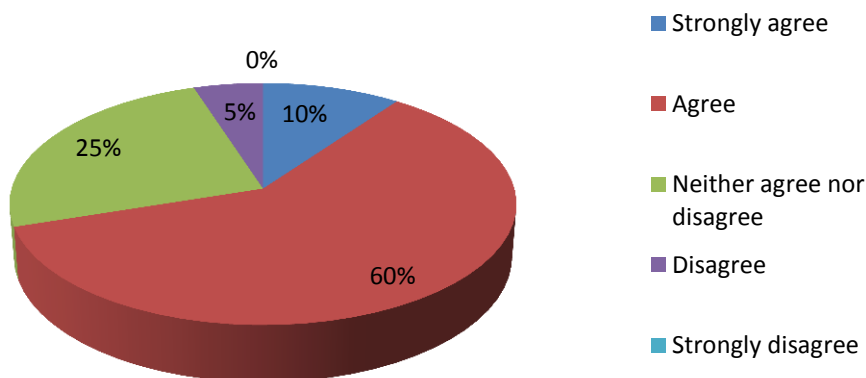
- Interest in UK Education is growing
- Great work for the committee
- Significant postgraduate interest
- Will come again to the next exhibition

Main complaints

- Visitors have limited awareness of UK education system
- Visitors have lower standard of English than other cities
- More networking activities with local institutions and education agents
- Interest in scholarship is quite significant

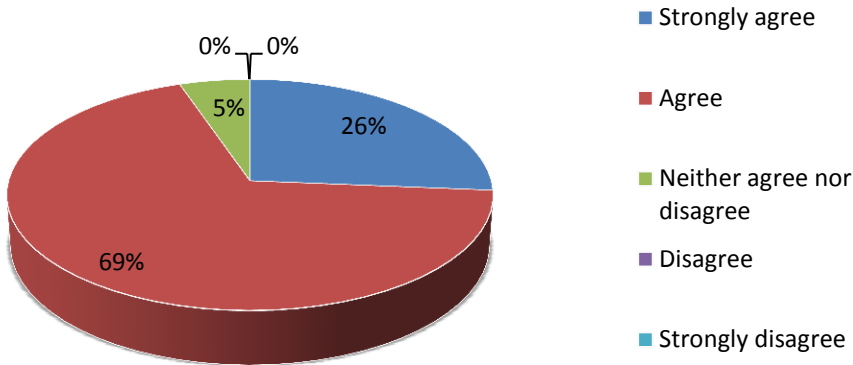
We have received 20 feedbacks from UK Exhibitors for the Education UK Exhibition March 2015 in Medan.

The Exhibition met the Exhibitor's expectations?



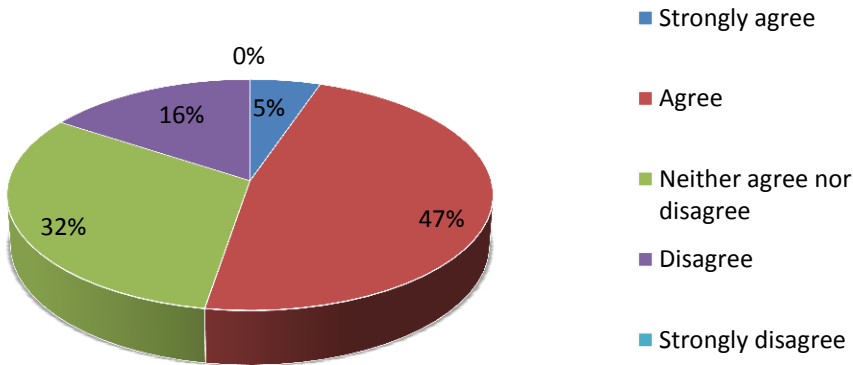
The Exhibitors are mostly agreed (60%) that the Exhibition has met their expectation.

How do you rate the support to your business needs from British Council before and during the Exhibition?



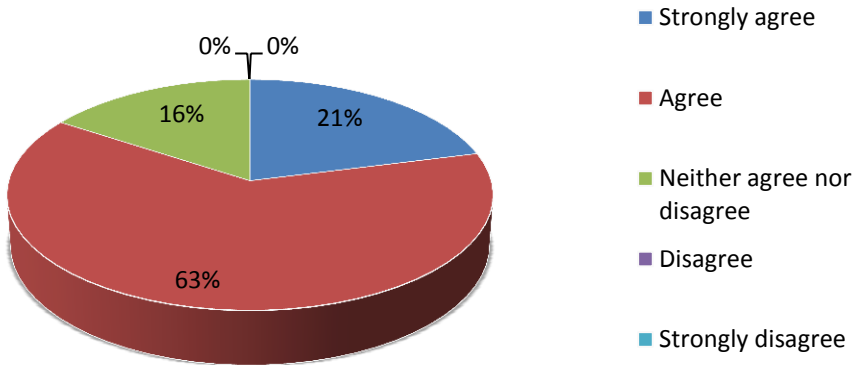
The Exhibitors are mostly agreed (69%), strongly agreed (26%) and neutral point of view (5%) with the good supports given by the British Council before and during the exhibition.

Built new links and relationships?



The Exhibitors are mostly agreed (47%), neutral point of view (32%), disagreed (16%) and strongly agreed (5%) that they had built new link and relationships during the exhibition.

Future relationship with British Council?



The Exhibitors are mostly agreed (63%), strongly agreed (21%) and neutral point of view (16%) that they will use British Council service again in the future for their business needs.

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

- In order to support Medan's Exhibition on the weekdays, we have carefully considered the location of the exhibition – which strategically located in Medan city centre. To attract more students to come to the exhibition, we had conducted Schools and Universities Roadshow one week before the exhibition and invited the schools and universities' representatives to attend British Council Buffet Lunch. In addition, we also invited local education agents. This buffet lunch aimed to open the opportunity for UK institutions' representatives to build network with local institutions' representatives to discuss about possible collaboration. In future, moving forward, we will consider holding this networking lunch again.
- Prior to the exhibition, we had conducted Schools and Universities Roadshow; Mini Seminar for parents and students; and also Agent Gathering. By conducting this event, we want to raise the awareness of UK Education System and promoting the Education UK Exhibition. In future, we will do these activities quite often.
- We had visited the A-list schools and international schools with A-level and IB curriculum in order to attract the self-funded students to come to the exhibition. In future, we will maintain and broaden our relationship with local schools and hold more activities to increase awareness of UK Education.

UK institutions

- It would be useful to have translator or UK alumni at the booth, in order to answer enquiries from parents or students who might not be able to communicate fluently in English. Because parents are still the decision maker for their children's future and they often required details information such as the living cost and tuition fee for a year in Indonesia currency.

Appendix: List of exhibitors

No	UK Institution
1	Bellerbys College
2	BPP University
3	Cambridge Education Group
4	Cardiff Sixth Form College
5	Glasgow Caledonian University
6	Istituto Marangoni London
7	Leeds Beckett University
8	Plymouth University
9	Queen's University Belfast
10	The University Of Dundee
11	The University Of Manchester
12	University Of Birmingham
13	University Of East Anglia
14	University Of Gloucestershire
15	University Of Leeds
16	University Of South Wales
17	University Of Strathclyde
18	University Of Sunderland
19	University Of Sussex
20	University Of Warwick