



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2015
Indonesia:
Surabaya : 17 March 2015**

Introduction

Surabaya

The Education UK exhibition 2015 in Surabaya was attended by 1,060 (students and parents) visitors, who visited the booth of 28 UK Institutions and sponsors such as IELTS and Jakarta Post/Speak! Magazine. Feedback from the colleges and universities attending was positive. Seminars on various related topics such as IELTS workshop for 100 pax and subject specific seminar were held throughout the exhibition, and were also well attended. The Surabaya's Exhibition also attracted journalist from leading newspaper 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 6-7

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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Appendix: **List of exhibitors**
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Highlights

Surabaya

There were -

**28 UK INSTITUTIONS AND 4 SPONSORS
1,060 PARENTS & STUDENTS**

attending the exhibition in Surabaya

The leading media in Surabaya reporting the event

Jawa Pos
Selalu Ada yang Baru!

Banyak Yang Berminat Sekolah di Inggris

SURABAYA - Banyak pula warga Surabaya yang berminat sekolah di Inggris. Hal tersebut terlihat dari antusiasme siswa atau mahasiswa yang bertanya ketika berlangsung pameran pendidikan Inggris (Education UK Exhibition) di Hotel Sheraton kemarin (17/3).

Ayu Nikola adalah salah seorang siswi yang datang ke acara tersebut bersama dua temannya, Mitha Safitri dan Imas Hanum. Tiga sahabat itu berminat untuk melanjutkan jenjang kuliah ke Inggris. "Saya ingin belajar di Inggris. Jadi, saya coba cari informasi

soal kampus di sana dan beasiswa yang ditawarkan," kata Ayu.

Siswi kelas XII SMA Trimurti tersebut mencoba peruntungan dengan menggali informasi sebanyak-banyaknya di pameran pendidikan ini. Dia tertarik dengan jurusan *tourism*.

Senada dengan Ayu, Mitha dan Imas berkeinginan melanjutkan jenjang kuliah di Inggris. Mitha memang tertarik bersekolah ke Inggris sejak lama. Dia ingin mengambil jurusan hubungan internasional (HI). "Belum tahu mau ke universitas

mana. Tapi, saya ingin ambil jurusan HI," ujarnya.

Country Director British Council Sally Goggin selaku penyelenggara pameran menyatakan, Surabaya adalah satu di antara tiga kota yang dituju untuk penyelenggaraan pameran ini. "Pameran ini diadakan setiap tahun untuk memberikan kemudahan akses bagi siswa yang akan melanjutkan studi di Inggris," tuturnya. Ada 29 universitas di Inggris yang turut serta dalam pameran tersebut. (bri/c19/ai)

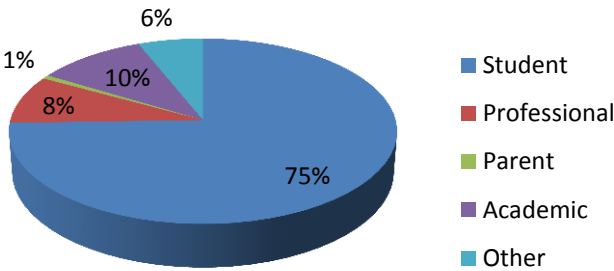


GUSLAN GUMILANG/JAWA POS
TERTARIK: Dari kiri, Ayu Nikola, Mitha Safitri, dan Imas Hanum berkonsultasi di stan Queen's University.

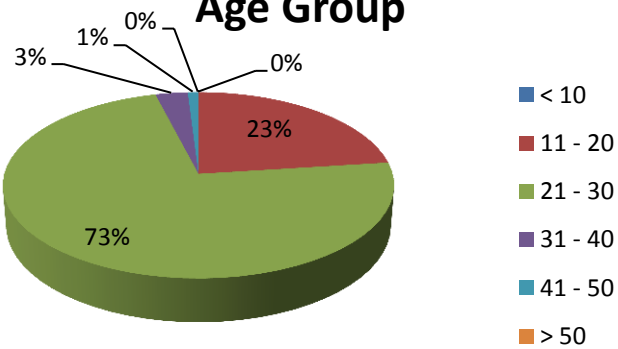
Visitors' profile

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

Educational background

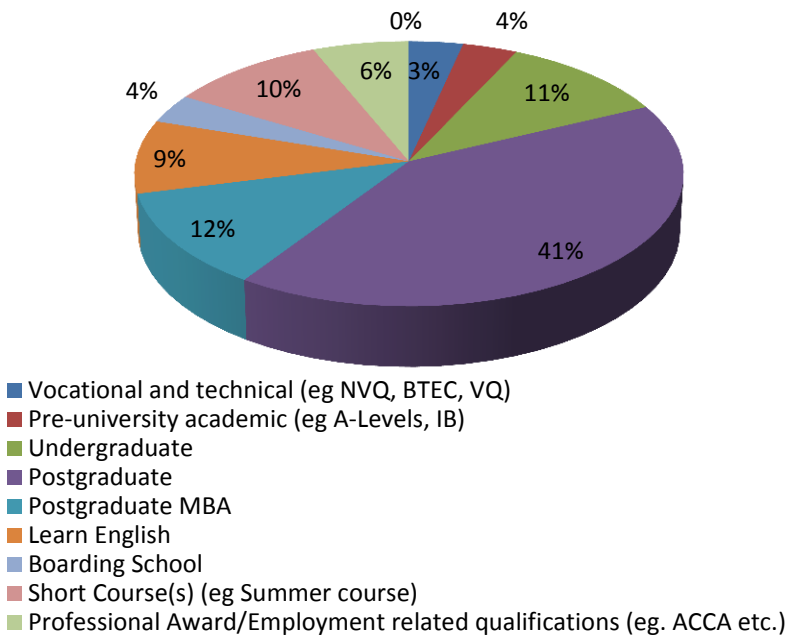


Age Group



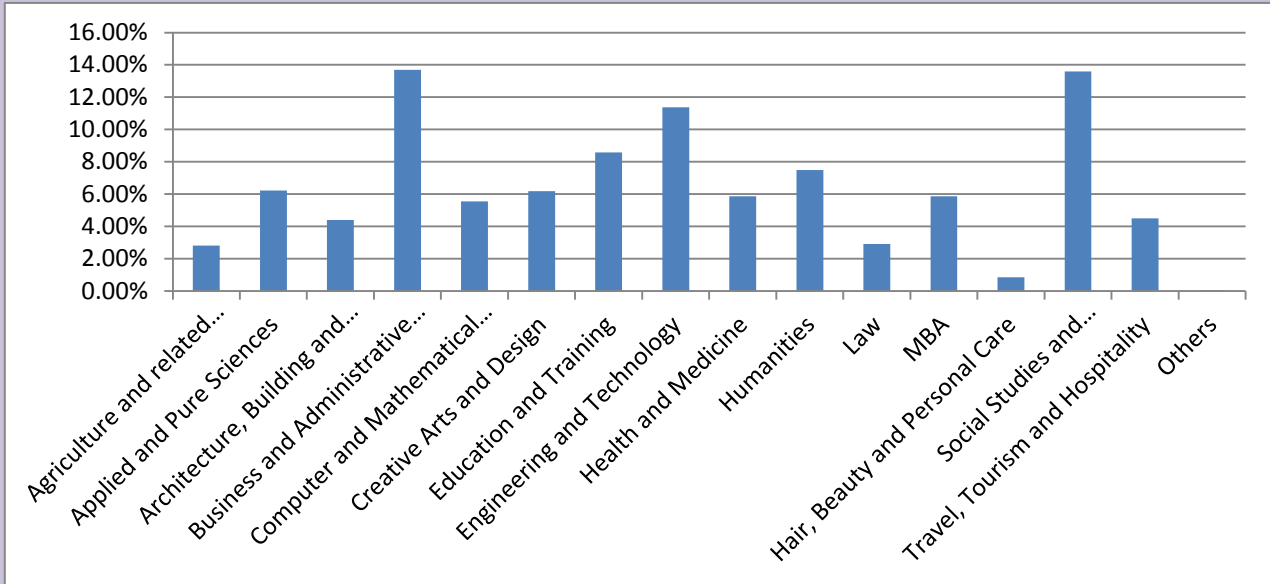
Many of them were looking for postgraduate programme:

Level of Study



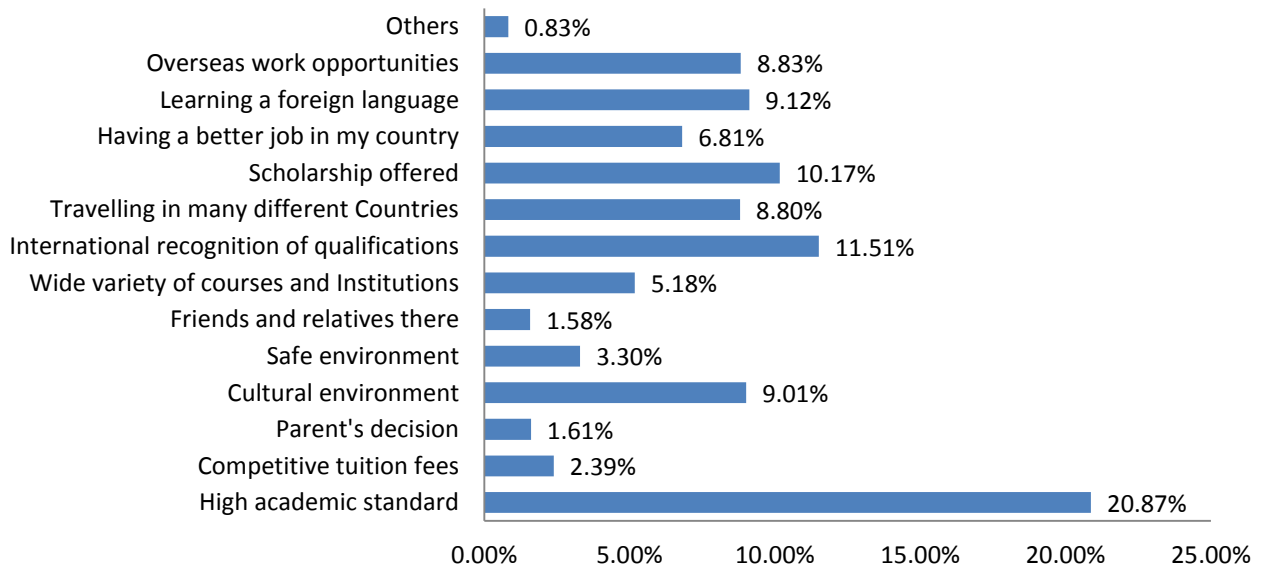
Visitors' preferences

Subject preference



Business and administrative studies is still the utmost subject area of preference (13.69%). However there is a significant increased to Social Studies and Communications (13.60%), followed with Engineering and Technology (11.37%).

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

Surabaya

1. Outdoor Promotion

T-Banners in 2 areas

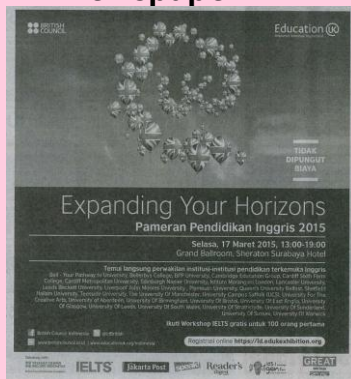
Long Banners in 4 area

Bali Ho in 1 area



2. Printed Media (Leading Newspaper in Surabaya)

Newspaper



3. Websites

- British Council
- Education UK

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



5. Radio

- Gen FM Surabaya
- Prambos FM

6. Email Blast

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

7. Flyering

- Residential areas
- Shopping Malls area
- Schools and Universities
- Education Agents

8. Roadshow

- Schools
- Universities

9. Education Agent Gathering Event

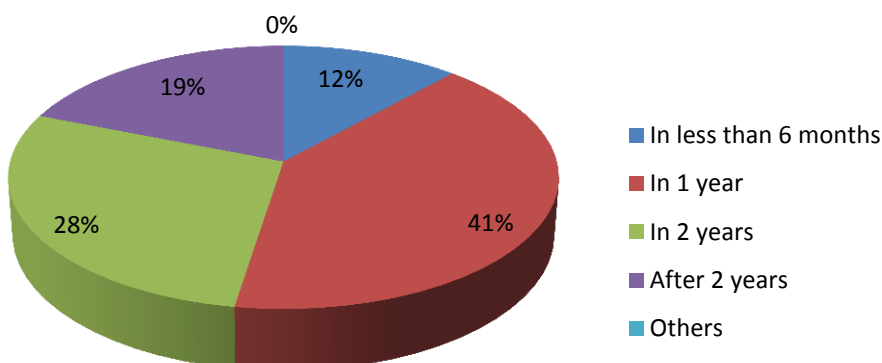
Visitors' feedback

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.

41% 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

- More UK Universities
- Exhibition should be held in more cities in Indonesia
- More duration and more days for the exhibition
- The exhibition should be on the weekend
- Provide IELTS workshop more than 100
- Provide a simple registration system

Requested seminar topics

- Simulation for IELTS test
- Information about scholarship
- Information about how to register and getting the LOA

Exhibitors' feedback

Main compliments

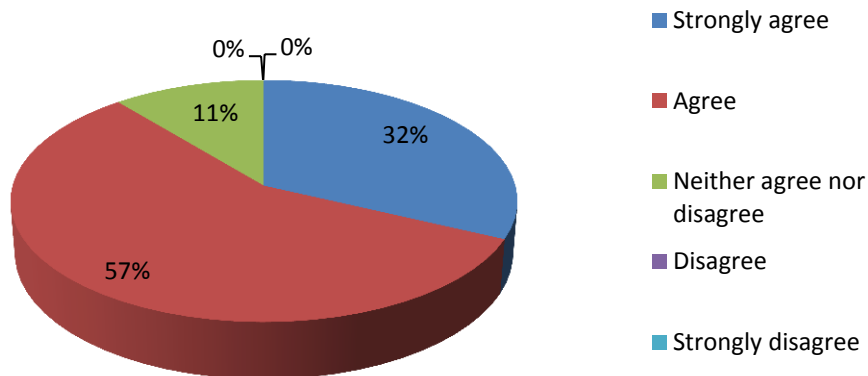
- Good place for the exhibition venue
- More UG interest but PG remains more popular
- Very well attended
- Ready to come again to the next exhibition

Main complaints

- VRS was a good idea but in practice it was too complicated
- Number of scholarships seekers is quite significant
- The venue was too cold
- Require more market to junior and senior high school students

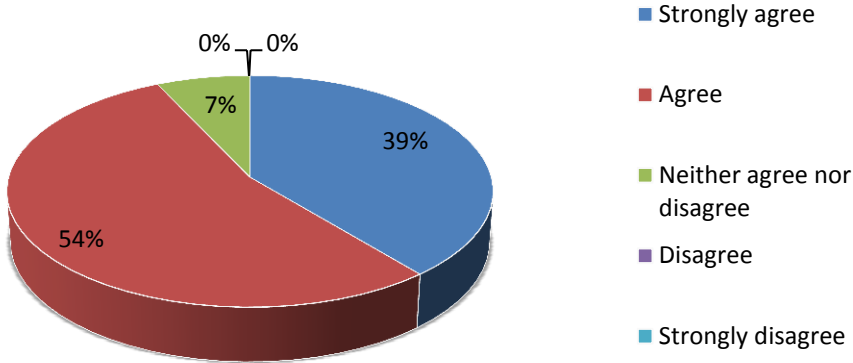
We have received 28 feedbacks from UK Exhibitors for the Education UK Exhibition March 2015 in Surabaya.

The Exhibition met the Exhibitor's expectations?



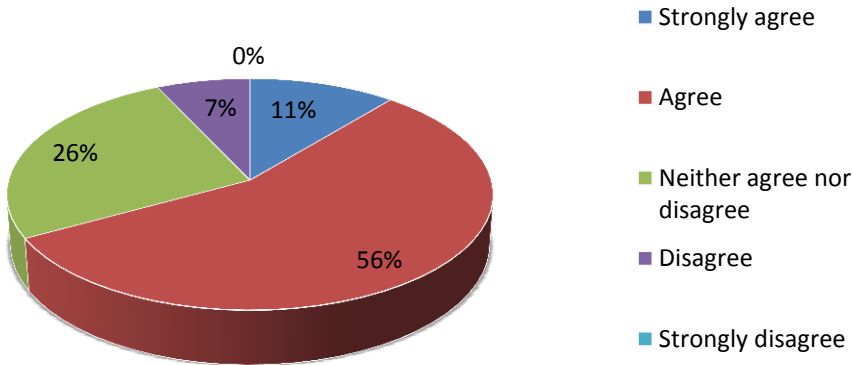
The Exhibitors are mostly agreed (57%) that the Exhibition has met their expectation.

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



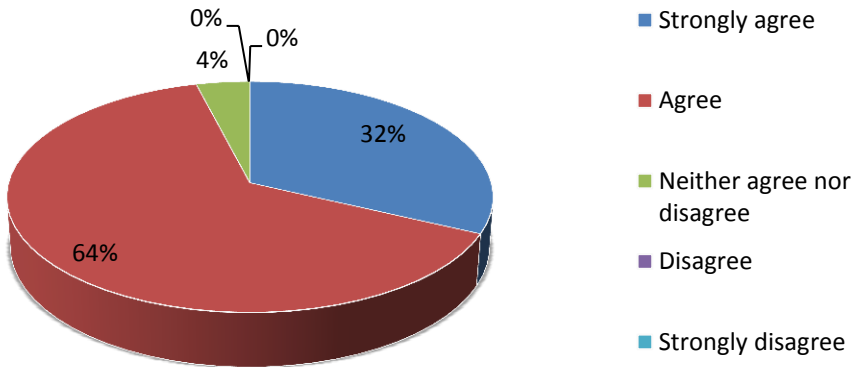
The Exhibitors are mostly agreed (54%), strongly agreed (39%) and neutral point of view (7%) with the good supports given by the British Council before and during the exhibition.

Built new links and relationships?



The Exhibitors are mostly agreed (56%), neutral point of view (26%), strongly agreed (11%) and disagreed (7%) that they had built new link and relationships during the exhibition.

Future relationship with British Council?



The Exhibitors are mostly agreed (64%), strongly agreed (32%) and neutral point of view (4%) 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

- To attract more students to come to the exhibition on the weekdays, we had conducted Agent Gathering, Schools and Universities Roadshow before the exhibition and invited the Schools and Universities' representatives and also Education Agents to attend British Council Buffet Lunch. 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.
- The new visitor registration system (VRS) is a new global initiative, and it is currently undergoing continuous improvement. In future, we will send the login details and a more detail user guides to all exhibitors at least one month before the exhibition and allow them to try the system in advance.

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. Exhibitors were expected to have this kind of information.
- Searching for scholarship opportunity is very common even for well-off family. If their children are not able to obtain a scholarship then the second option is self-fund their own education.

Appendix: List of exhibitors

No	UK Institution
1	Bell - Your Pathway to University
2	Bellerbys College
3	BPP University
4	Cambridge Education Group
5	Cardiff Sixth Form College
6	Cardiff Metropolitan University
7	Edinburgh Napier University
8	Istituto Marangoni London
9	Lancaster University
10	Leeds Beckett University
11	Liverpool John Moores University
12	Plymouth University
13	Queen's University Belfast
14	Sheffield Hallam University
15	The University Of Manchester
16	University Campus Suffolk (UCS)
17	University For The Creative Arts
18	University of Aberdeen
19	University Of Birmingham
20	University Of Bristol
21	University Of East Anglia
22	University Of Glasgow
23	University Of Leeds
24	University Of South Wales
25	University Of Strathclyde
26	University Of Sunderland
27	University Of Sussex
28	University Of Warwick