

Post-Event Report

**Study UK Fair in Jakarta
3 March 2019**

Introduction

3 March 2018, Jakarta Study UK Fair

The Study UK Fair 2019 was held at Kartika Expo Center, Balai Kartini Jakarta. There was an opening ceremony by Paul Smith, Country Director of British Council Indonesia at 12.45 pm. The event was attended by 1,138 participants. There were 40 UK Education Institutions exhibiting at this fair. We also collaborated with our partners, such as British Embassy Jakarta, Chevening, IELTS, myClass, PPI UK (The Association of Indonesian Students in the United Kingdom), UK Visas & Immigration, Berkeley Group and Vooya. Prior to this fair, we have conducted Study UK Students Conference and Talk for Parents by inviting potential students from international schools with their parents. In total there were 54 students and 37 parents participated to these events.

British Council Indonesia received positive feedbacks regarding the fair from the participating UK Education Institutions. Several seminars and workshops were held on various related topics for instance; IELTS Workshop: How to Get Great Scores in IELTS by IELTS expert which was fully attended.

This Study UK Fair attracted media interest and coverage, with reporter from leading online media – Medcom.id (previously Metrotvnews.com) coming to attend the event.

British Council Indonesia undertook a review of the exhibition 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 media exposures as well as visitors’ numbers and profile.

Page 3 – 5

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

Page 6 - 10

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

Page 11

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.

Page 12

Future Steps which British Council Indonesia should consider.

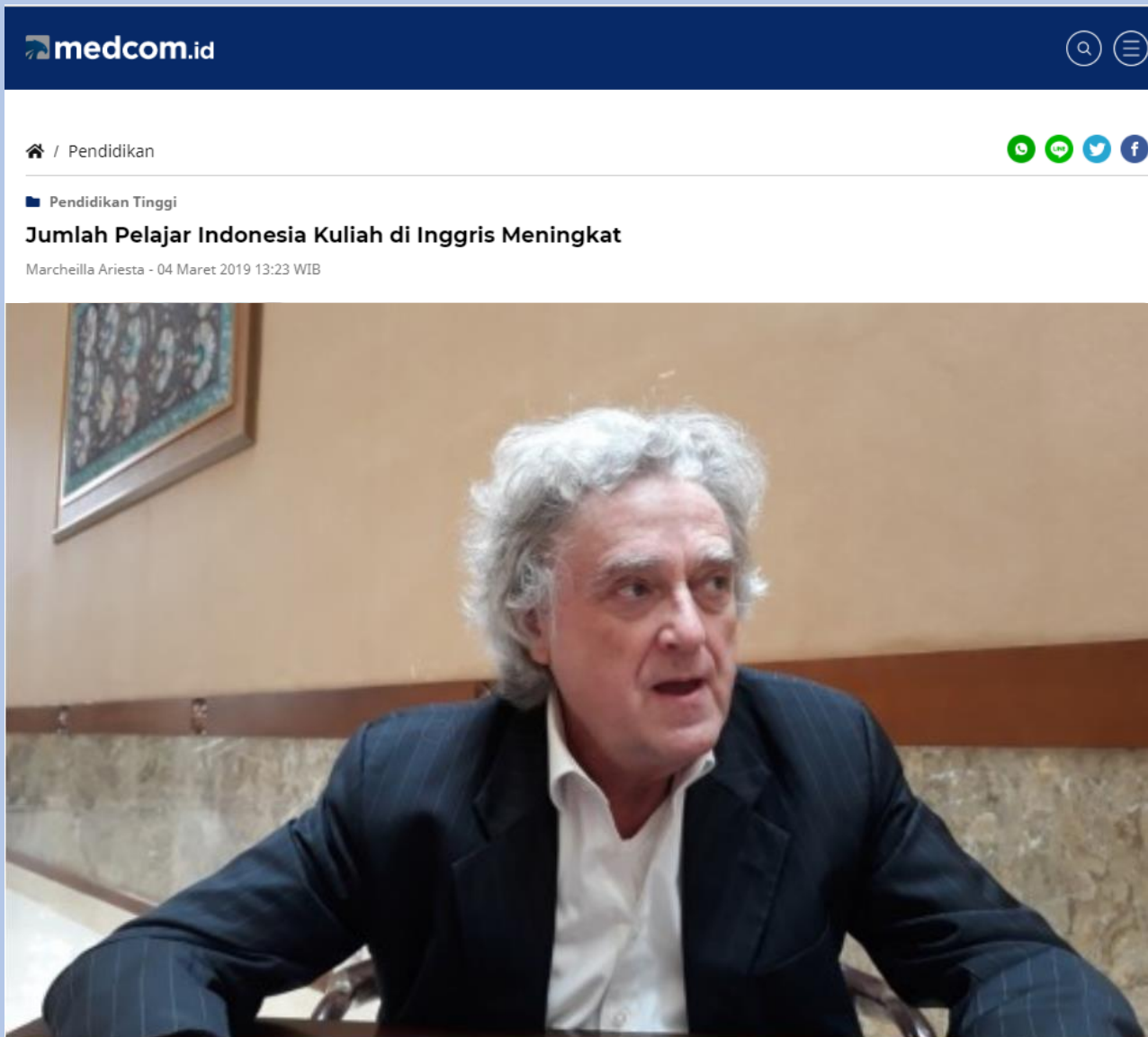
Page 13

Appendix: **List of exhibitors**

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Highlights

Medcom.id (previously metrotvnews.com) reporting the event

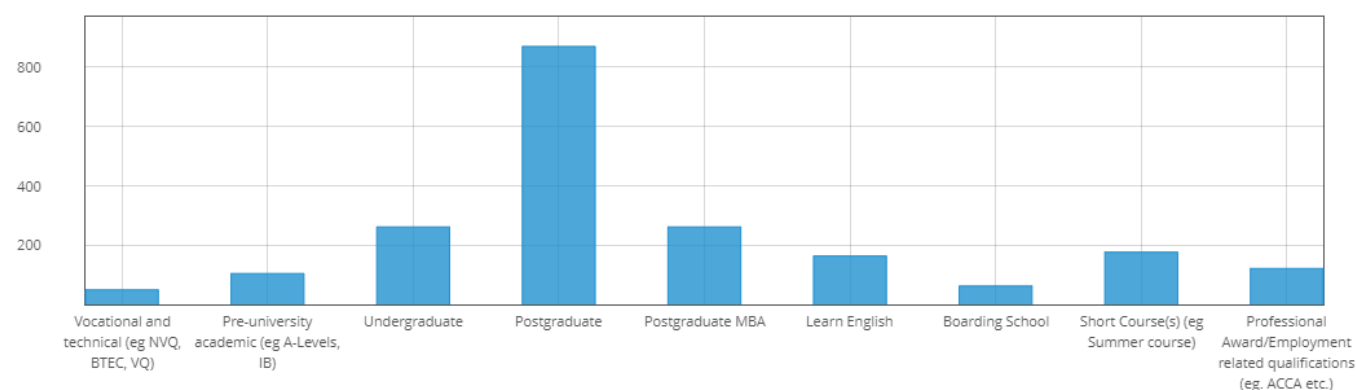
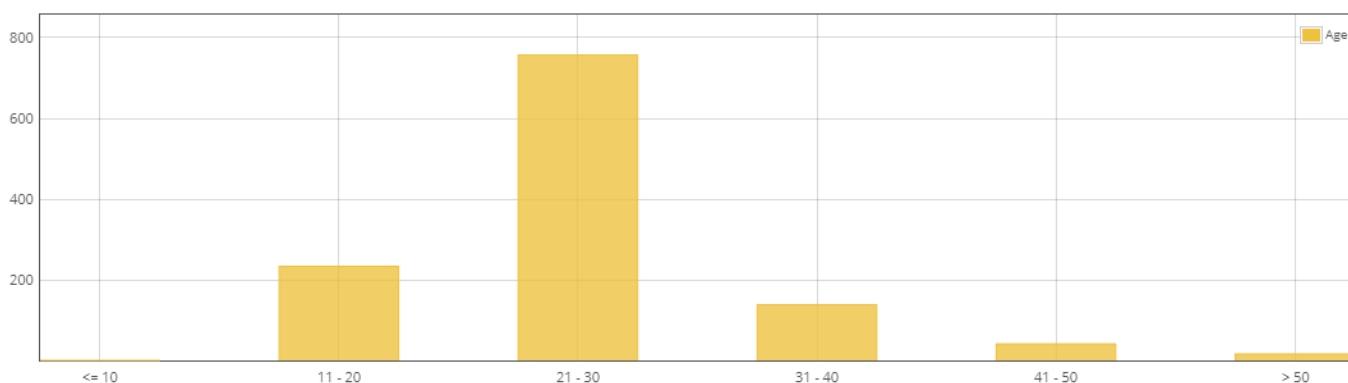
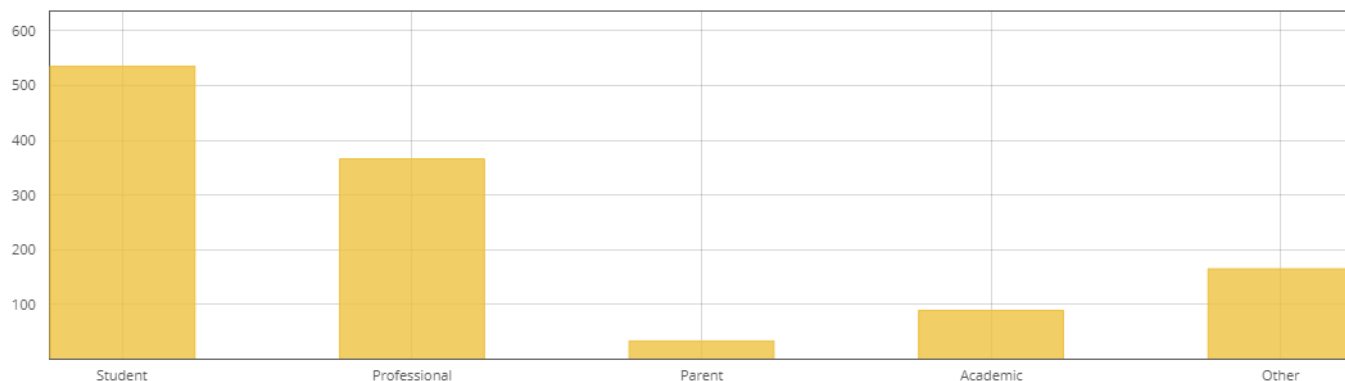


<https://m.medcom.id/pendidikan/news-pendidikan/MkMBA1VK-jumlah-pelajar-indonesia-kuliah-di-inggris-meningkat>

Jakarta

Visitors' profile

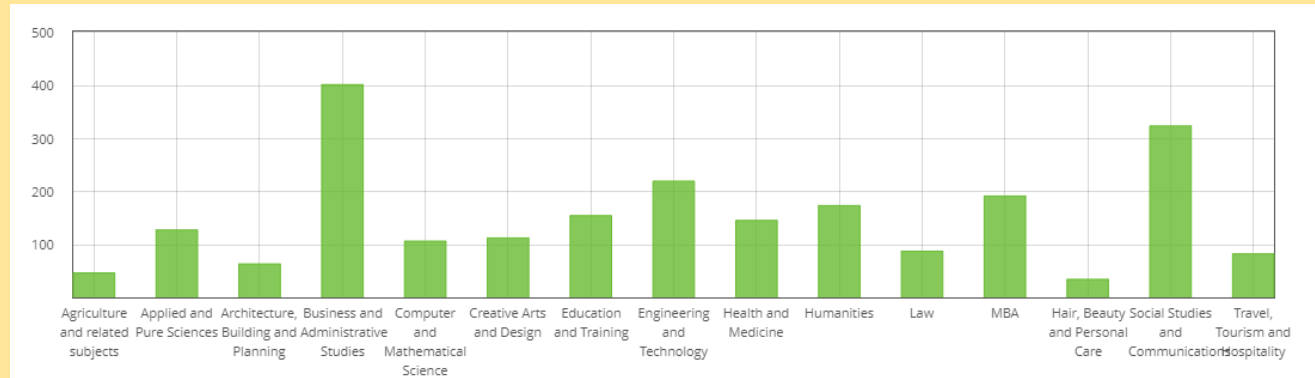
The visitors were mainly **students** with age group 21 – 30 years old.



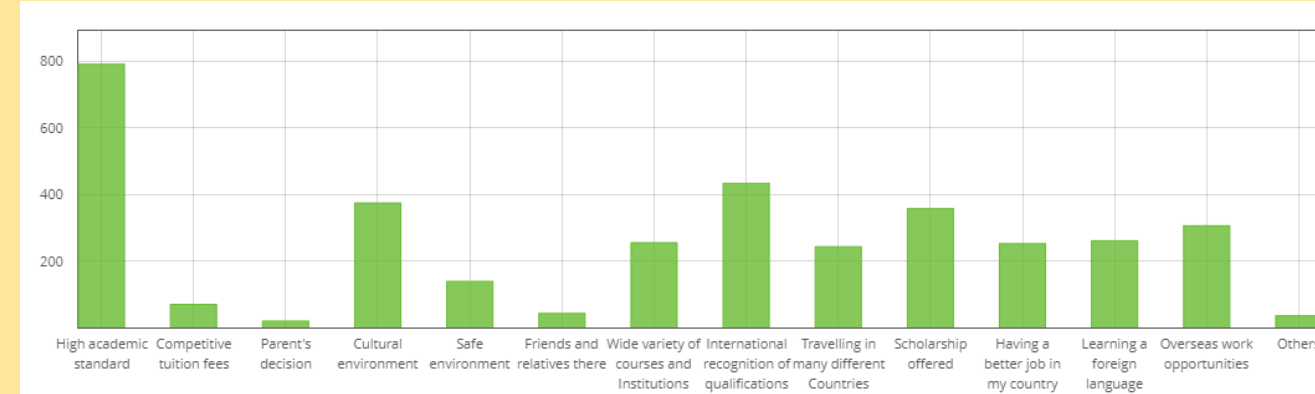
Most of the visitors were looking to pursue for **Postgraduate study**.

Visitors' preferences

Subject preference



Similar to previous fair, **Business and administrative studies** is still the utmost subject area of preference (17.65%), then **Social Studies and Communications** (14.22%), followed with **Engineering and Technology** (9.66%).



Compare to last year fair, **Academic quality** is still the most important feature for students in considering UK education.

We spent more than

IDR 100 million in Jakarta on promotion

Jakarta - Promotion

1. Printed Media

Newspaper

The Jakarta Post

FRIDAY March 1, 2019
TheJakartaPost
CLASSIFIED ADS | 17

CALENDAR OF EVENTS

FOREIGN CULTURAL CENTER

- **Institut Francais Indonesia**
France Language Courses
IPI Thamrin, address: Jl. MH Thamrin No. 20, Central Jakarta, CP: 021-23557981/82
IPI Wijaya, address: Jl. Wijaya I No.48, South Jakarta, CP: 021-7247064/7208133
kursus@ifi-id.com/ifi-id.com
- **Erasmus Huis**
Dutch Language Courses
Address: HR Rasuna Said Kav. S-3 Kuningan Jakarta
Contact: 021-5241069/
erasmushuis@minbuza.nl/
erasmushuis-in.nlmission.org
- **Instituto Cervantes de Yakarta**
Spanish Language Course
Instituto Cervantes de Yakarta, address: Jl. Agus Salim 61, Central Jakarta
Contact: 021-3142355 - Ext. 323/
aula.yakarta@cervantes.es

COMMUNITY PROGRAM

- **The 9th Asia Pacific Triennial of Contemporary Art (APT9)**
Nov. 24, 2018 - April 28, 2019
Queensland Art Gallery and Gallery of Modern Art, Australia

Meet 40 World Class UK Education Institutions to discover your future!
"British Council Study UK Fair 2019"
Sunday, 3 March 2019 at 13.00 to 18.00 - Kartika Expo Center, Balal Kartini
Register now at <https://bit.ly/2tsu5YC>
Seminar and Workshop Schedule:

Seminar Room 1, Kartika Expo Center		
Time	Title	Speaker
12.00 - 13.00	Study UK Talk for Parents: Preparing parents to send their children studying abroad	Karina Negara and Natalina Prawiro
13.30 - 13.55	Seminar: The best way to prepare for IELTS exam	British Council Teaching Centre
14.00 - 14.25	Seminar: Successfully Apply for the Students Visa	UK Visas and Immigration (UKVI)
14.30 - 15.30	Workshop: UK: Towards an internationally recognised biomedical and forensic science education	University of Derby
15.30 - 15.55	Seminar: How to Get in Top Universities	Cardiff Sixth Form College
16.00 - 17.00	Workshop: Why study business in the UK	Manchester Metropolitan University
17.00 - 17.25	Seminar: Chevening Scholarship	British Embassy

Seminar Room 2, Kartika Expo Center		
Time	Title	Speaker
12.00 - 13.00	Study UK Students Conference: How international education will benefit your future career?	Haikal Bekti Anggoro
16.00 - 17.00	Workshop: How to Get Great Score in IELTS	IELTS Expert
17.00 - 18.00	Workshop: How to create a good Architecture portfolio	Queen's University Belfast

This fair, seminar and workshop are free.

March 8, at 7 p.m. - 9 p.m.
The Pallas, Jakarta
goersapp.com

• **The Erasmus Huis Presents: Concert DeWolf - Psychedelic Southern Blues Rock**
March 9, at 7:30 p.m.
Erasmus Huis, Jakarta
Info: +6221 524 8200
erasmushuis@minbuza.nl

PERFORMANCE

• **Music Therapy Day: Sensory Friendly Concert "Nilam si Pelaut"**

March 2, at 4 p.m. - 8 p.m.
@america Pacific Place, Jakarta
www.america.or.id

• **While You're Away by Studio Batu**
March 3, at 3 p.m.
Galeri Indonesia Kaya, Jakarta
www.indonesiakaya.com

SEMINAR

• **3rd International Women Empowerment 2019**
March 14, at 9 a.m. - 5 p.m.
Coordinating Ministry for Human Development and Cultural Affairs
Jl. Medan Merdeka Barat No. 3, Central Jakarta
goersapp.com

PROMOTE YOUR EVENTS
For queries on placement of your events in *The Jakarta Post's* WHERE TO GO section, please send an email to advertising@thejakartapost.com / endang@thejakartapost.com or call Endang at (021) 5200478 ext. 2034.

Jakarta will present a concert by Quartetto Viootti. The quartet, made up of Stefano Parrino (flute), Francesco Parrino (violin), Luca Ranieri (viola) and Ma- Italy and Indonesia, which are celebrating their 70th anniversary of diplomatic relations, are set to jointly hold an installation exhibition titled "Fish, The Beauty of Pottery exhibition Bentara Budaya Jakarta Bentara Budaya Jakarta | Feb. 12 - April 9 (except on weekends and holidays) from 10 a.m. to 4 p.m.

2. Websites

KOMPAS.com NEWS EKONOMI BOLA TEKNO SAINS ENTERTAINMENT OTOMOTIF LIFESTYLE PROPERTI TRAVEL EDUKASI KOLOM IMAGES TV VIK JEO

Sandiaga Tak Menyangka Prabowo 6 Kali Apresiasi Jokowi Saat Debat

Profil Bupati Mesuji Khamami: Pengusaha Pupuk yang 2 Kali Menang Pilkada hingga Kena OTT

Warga Inggris yang Tampar Petugas Imigrasi Bali Mengaku Disiksa di Penjara

Sekda Papua Jadi Tersangka Kasus Penganiayaan Pegawai KPK

BERITA TERKINI

NASIONAL

REGIONAL

TERPOPULER

- [KLARIFIKASI] Jokowi Pakai Alat Bantu Komunikasi Saat Debat Kedua
Dibaca 259.848 kali
- Jokowi Dilaporkan ke Bawaslu soal "Kepemilikan Lahan Prabowo"
Dibaca 221.879 kali

kompas.com

OKEZONE TV

oketchno

HOME BISNIS TELCO GADGET GAME SCIENCE ULIK FOTO VIDEO INDEKS

JAKARTA • 3 MARCH 2019
KARTIKA EXPO CENTER BALAI KARTINI

Twitter Masih Simpan DM yang Sudah Dihapus Pengguna?

Update PUBG Mobile Segera Hadirkan Mode Zombie

5 Fitur Baru Whats Diluncurkan

Setelah Lazada, Bhinneka Bakal Kolaborasi dengan E-Commerce Lain

TECHNO BISNIS | 19 Februari 2019 08:01 WIB

- Menilik Proyek Palapa Ring, Jaringan Serat Opti...
- Ini Cara Cek Konten Hoaks Menggunakan Google...
- Situs Ini Ciptakan Wajah Palsu dengan Teknologi AI
- Belum Capai 1 Tahun

JAKARTA 3 MARCH 2019
KARTIKA EXPO CENTER BALAI KARTINI

FOTO






TERPOPULER BERITA PILIHAN

okezone.com

IDN TIMES #MILLENNIALSMEMILIH News Hype Life Quiz Community Regional More

What's Hot < > Diperiksa Penyidik 20 Jam, Joko Driyono Siap Hadapi Proses Berikutnya

THE LATEST

- 18 Februari 2019 | Tech

Doraemon: Bokuju Monogatari, Ketika Doraemon dan Harvest Moon Bersatu
- 18 Februari 2019 | Tech

Mau Beli Ponsel Baru, Inilah 5 Smartphone Terbaik di Kelas Mid-Range
- 18 Februari 2019 | Tech

Inilah 7 Smartphone yang Akan Diluncurkan Pada Acara MWC 2019
- 18 Februari 2019 | Tech

5 Aplikasi Photo-Editing Langganan Selebgram yang Bikin Feed Jadi Hits
- 18 Februari 2019 | Tech

Sedano Ramai Dimainkan. Ini 8 Karakter Game Battle Royale

JAKARTA → 3 MARCH 2019
 KARTIKA EXPO CENTER BALAI KARTINI
[REGISTER](#)

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PRIVACY & POLICY

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 "The Voice of Millennials and Gen Z"
 #DIVERSITYISBEAUTIFUL

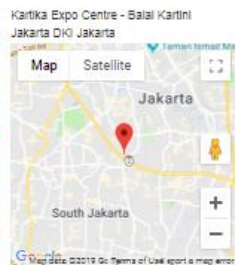
idntimes.com

Bahasa Indonesia ▾ | [Hubungi kami](#) | [Cari](#) 🔍

BRITISH COUNCIL | **Indonesia** | UKIndonesia 2016-18 | [English for Indonesia](#)

[Berjejak bahasa Inggris](#) |
 [Tes bahasa Inggris](#) |
 [Studi di UK](#) |
 [Acara](#) |
 [Karya kami di seni, pendidikan dan kemasyarakatan](#)

Pameran Pendidikan Inggris 2019



Minggu 03 March 2019

Pendaftaran online

[Daftar sekarang!](#)

Setelah kesuksesan Pameran Pendidikan Inggris 2018, British Council akan kembali menyelenggarakan Pameran Pendidikan Inggris pada Minggu, 3 Maret 2019 di Kartika Expo Centre, Jakarta. Pameran Pendidikan ini akan menjadi wadah bagi pelajar dan orang tua Indonesia untuk mengenal lebih jauh lingkungan akademik di Inggris dan Institusi-Institusi pendidikan Inggris yang berkelas dunia serta kesempatan beasiswa di Inggris.

Sebanyak 40 lembaga pendidikan Inggris akan berpartisipasi di pameran ini. Lembaga pendidikan Inggris yang hadir mencakup penyelenggara pendidikan bahasa Inggris, pathway/foundation provider, sekolah asrama, serta perwakilan program sarjana dan pascasarjana universitas-universitas terkemuka Inggris.

Inggris merupakan rumah bagi lebih dari 165 Institusi pendidikan tinggi berkelas dunia yang menerima sebanyak 500.000 mahasiswa internasional setiap tahunnya.

britishcouncil.id

3. Social Media (twitter, FB, Instagram and partners social media)

British Council Indonesia
19 February at 20:11

Discover your way to a brighter future! Participate in #StudyUK Fair on 3 March 2019 to know more about UK world-class universities and get the chance to talk to UK alumni and experts about your field of study and career plan. Yuk #SekolahDiUK!

Learn more: <http://bit.ly/2UFgMVX>



BRITISH COUNCIL
STUDY UK FAIR
3 MARCH 2019 • 13.00-19.00
KARTIKA EXPO CENTER
BALAI KARTINI

STUDY UK DISCOVER YOU

GREAT
BRITAIN & NORTHERN IRELAND

BRITISHCOUNCILID
Study UK Fair 2019 | British Council
British Council will hold another Study UK fair on Sunday, 3 March 20...

803 likes 5 shares

British Council - ID @idBritish · Feb 20

Ayo ikutan #StudyUK Students Conference untuk pelajari lebih jauh bagaimana pendidikan bertaraf internasional dapat bermanfaat untuk karirmu. Daftar segera: [...kstudentconference2019.eventbrite.com](https://www.kstudentconference2019.eventbrite.com)

Sampai jumpa di Balai Kartini Jakarta. 3 Maret 2019 mendatang! Yuk #SekolahDiUK



STUDY UK STUDENTS CONFERENCE
How international education will benefit your future career

This event will centre on a talk by Haikal Bekti Anggoro who went to Lancaster University, graduating in 2014 with the degree of BA (Hons) Entrepreneurship and Management. During his time in the UK, Haikal was also President of the Indonesian Students Association in the UK (PSI UK). After his return to Indonesia, Haikal entered the management consulting world by joining the Boston Consulting Group where his clients were mainly State Owned Enterprises (BUMN). Recognising the huge potential of the digital economy in Indonesia, in 2016 Haikal joined Lazada Indonesia as the Head of Online Marketing. Currently, Haikal is at Vice President at Lazada Indonesia, part of Alibaba Group.

SUNDAY, 3 MARCH 2019
12.00-19.00
SEMINAR ROOM 2
KARTIKA EXPO CENTER

UK in Indonesia and Moazzam Malik

3 likes 2 shares

British Council Indonesia



STUDY UK FAIR

BRITISH COUNCIL
STUDY UK DISCOVER YOU

GREAT
BRITAIN & NORTHERN IRELAND

ukinindonesia • Follow

ukinindonesia Study UK Fair is back! 🎉

This year, discover your way to a brighter future! 📢 Let's participate in #StudyUK Fair on 3 March 2019 to know more about UK world class universities and get the chance to talk to UK alumni and experts about your field of study and career plan. Go to bit.ly/StudyUKFair19 to learn more and register to the seminars and workshops! #SekolahDiUK

Load more comments

windyzea Dear mam/sir, is there any scholarship for professional?

chyntiadevin hi unfortunately i forgot my password to login, but the forgot password page doesn't work. is it ok to just come and register on the spot?

fathruaalbie @fikrikodri

709 likes
FEBRUARY 22

Log in to like or comment.

British Embassy Jakarta

4. Facebook boosted post

	Ticket sales Boosted event: Study UK Workshop: Ho... Created on 1 Mar by Wiji Tukul	● Completed Completed	299 Link clicks	32,691 People Reached
	Ticket sales Boosted event: Study UK: Biomedical a... Created on 25 Feb by Wiji Tukul	● Completed Completed	513 Link clicks	41,144 People Reached
	Ticket sales Boosted event: Study UK Talk For Paren... Created on 25 Feb by Wiji Tukul	● Completed Completed	633 Link clicks	34,179 People Reached
	Post engagements Boosted post: Mau kuliah di Inggris?... Created on 25 Feb by Wiji Tukul	● Completed Completed	794 Link clicks	41,373 People Reached
	Post engagements Boosted post: Discover your way to a... Created on 20 Feb by Wiji Tukul	● Completed Completed	1,366 Link clicks	245,869 People Reached

5. Radio

- Hardrock Jakarta FM
- JAK! 101 FM

6. Email blast

- British Council database: school counsellors, local universities representatives, Education agents and UK Alumni
- British Council Indonesia Foundation database
- PPI UK database
- Chevening scholarship database

7. SMS Blast to 7,000 numbers



8. British Council Study UK E-Newsletter to 21,557 recipients

Visitors' feedback

Methodology

We distributed a printed survey to the 300 visitors during the fair to get their feedbacks regarding the education fair

Feedback and recommendations from visitors

- The representatives should provide more details information on the specific subject
- Invite more universities with distance learning (online) programmes
- UK Universities should list their subject's strength
- More information on career opportunities after studying in the UK
- The fair should be done in other cities in Indonesia

Requested seminar / workshops topics

- More presentations or workshops from the UK universities
- Provide workshops related to IELTS exam and preparation
- Information about the scholarship programme

Exhibitors' feedback

Main inputs

- Q&A with school counsellors was very beneficial
- Received good support from British Council
- Reduce the exhibition cost

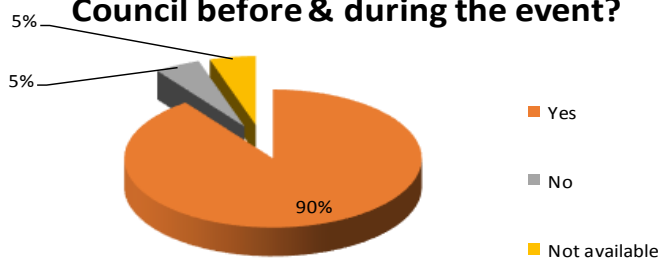
Recommendations for British Council

- High School visit to more cities

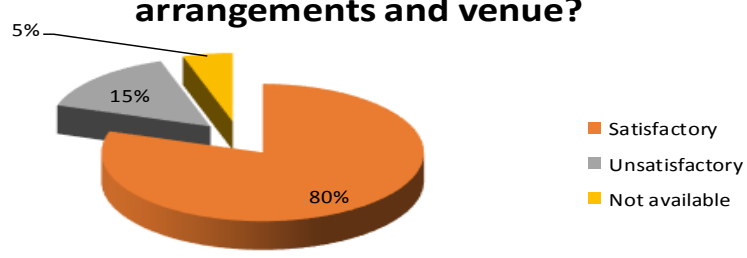
Visitor's assessment

- More students from international schools
- Increase in the number of self-funded students
- More varied subjects' interest
- Visitors have an impressive English language

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



How do you rate the quality of actual management, logistical arrangements and venue?



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 consider the venue to be in the hotel
- To consider high school visit to other cities

UK Institutions

- From the visitor's survey result, we received feedbacks that most of the visitors would find it useful if the institution can list their subjects' strengths and more information on career opportunities after studying in the UK.
- To avoid any trouble occurred for the logistic arrangement, exhibitors should make sure with their shipment company that the cost that they agree includes the custom clearance cost.

Appendix: List of exhibitors

No	UK Education Institutions
1	Bath Spa University
2	Bellerbys College
3	Bournemouth University
4	Cardiff Sixth Form College
5	Cardiff University
6	De Montfort University
7	EF Education First
8	Istituto Marangoni London
9	Manchester Metropolitan University
10	Mander Portman Woodward
11	Newcastle University
12	Nottingham Trent University
13	Oxford Brookes University
14	Queen Mary University of London
15	Queen's University Belfast
16	Ruthin School
17	Sheffield Hallam University
18	SOAS University of London
19	Teesside University
20	The University of Hull
21	The University of Manchester
22	The University of Nottingham
23	The University of Reading
24	TM College NCUK
25	Ulster University
26	University College Birmingham
27	University College of London
28	University of Birmingham
29	University of Bristol
30	University of Derby
31	University of Exeter
32	University of Leeds
33	University of Strathclyde
34	University of St. Andrews
35	University of Stirling
36	University of Wales Trinity Saint David
37	University of Warwick
38	University of York
39	The Royal Agricultural University
40	University of Dundee