



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2016  
Indonesia:  
Jakarta : 12 - 13 March 2016**

# Introduction

## 11 March 2016, UK Alumni Networking Dinner

British Council Indonesia held a pre-event of Education UK Exhibition that was UK Alumni Networking Dinner on Friday, 11 March 2016 at Mandarin Oriental Hotel Jakarta. In this event, British Council invited all UK alumni who graduated from 63 UK Institutions that participated at Education UK Exhibition in Jakarta and also all the institutions' representatives. There were more than 200 invitees from alumni, institutions' representatives and partners that joined the dinner. The dinner aimed to give opportunity for UK alumni to meet and network with their institutions' representatives. Also, through this event UK Institutions could engage with the alumni to create marketing strategies to expand their market in Indonesia.

The Alumni Networking Dinner was opened by a remarkable speech from Sally Goggin, Country Director of British Council Indonesia and closed with dinner, the opportunity to network among alumni and the participating UK Institutions and a group photo.

## 12 – 13 March 2016, Jakarta Education UK Exhibition

The Education UK exhibition 2016 was held at Fairmont Jakarta Hotel; the event was well attended by 3538 visitors for the two day event. There were 63 UK Institutions and sponsors that included IELTS, British Council Foundation, Chevening, UK Visa and Immigration, PPIUK (The Association of Indonesian Students in the United Kingdom), Koran Sindo, Sindonews.com, Jakarta Post/Speak! Magazine, Jurusanku and NOW!Jakarta. British Council Indonesia received fairly positive feedback regarding the exhibition from the participating UK institutions. During the exhibition, several seminars were held on various related topics, for example IELTS with the theme "How to Get to the Top" by Yayasan Dewan Inggris, which was fully attended. This was followed by presentations about UK Visa and Immigration, Chevening Scholarship, and a special guest speaker presentation by Andrea Hirata. UK alumni sharing sessions and more subject options were held throughout the exhibition, and were also well attended. Education UK's largest Exhibition in Indonesia 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 media exposures as well as visitors numbers and profile.  
Page 4 – 8

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.  
Page 9 - 11

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.  
Page 12

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.  
Page 13

**Future Steps** which British Council Indonesia should consider.  
Page 14

Appendix: **List of exhibitors**  
Page 15 – 16

# Highlights

## 5 online media reporting the event

- Viva.co.id – British Council Held UK Education Exhibition in Jakarta.  
<http://dunia.news.viva.co.id/news/read/746817-british-council-gelar-pameranpendidikan>
- Sindonews.com - Photo news: British Council Held UK Education Exhibition in Jakarta  
<http://photo.sindonews.com/view/16990/british-council-indonesia-gelar-pameranpendidikan-di-jakarta>
- Metrotvnews.com - 63 UK Universities are in Indonesia!  
<http://internasional.metrotvnews.com/asia/0kp7EG6b-63-universitas-asalbritania-roya-serbu-indonesia>
- Sindonews.com - British Council Holds Education Exhibition in 3 Cities  
<http://nasional.sindonews.com/read/1092462/144/tarik-minat-mahasiswa-britishcouncil-gelar-pameran-di-3-kota-1457782847>
- Tribunnews.com - UK Education Exhibition is Full of Indonesian Youngsters  
<http://wartakota.tribunnews.com/2016/03/13/pameran-pendidikan-inggrisdi-padati-remaja-indonesia>
- Wartakota.tribunnews.com - UK Education Exhibition Brings 64 UK Best Universities  
<http://wartakota.tribunnews.com/2016/03/12/pameran-pendidikaninggris-2016-hadirkan-64-perguruan-tinggi>



## Koran Rakyat Merdeka



Duta Besar Inggris bertameng salaku tuku alumnus Inggris, Andrea Huda

### Hello Ambassador

Duta Besar Inggris Untuk Indonesia Moazzam Malik

## Semangat Promosi Kehebatan Universitas Di Inggris

BESARNYA minat generasi muda Indonesia membara di dunia pendidikan Inggris di Hotel Fairmont, Sabtu (12/3). Setiap tahunnya, para Mahasiswa asal Indonesia ke Inggris mencapai 22,90 persen dengan jumlah pelajar pada 2015 mencapai sekitar 1.000 orang. Dan beberapa juta dolar pun ditelurkan untuk biaya pendidikan di sana. Maka, tidak lupa mempromosikan nilai tambah bagi peminat

di Indonesia, jika sekolah di Inggris. Para mahasiswa yang pernah bersekolah di Inggris pasti akan menjadi penempatan terbaik ke negara-negara lain, terutama Inggris sebagai negara yang terbaik dalam dunia ini yang cukup tinggi untuk bisa bersekolah di negara-negara lain.

Setiap negara pasti butuh dalam beberapa hal. Dan hal yang sangat penting dalam hal pendidikan adalah kualitas. Badan Pendidikan ini ditunjukkan dengan jumlah dari 63 universitas dari Inggris, Skotlandia, dan Wales. Badan Pendidikan Inggris diadakan di Jakarta pada 12-13 Maret, di Sheraton Hotel Surabaya pada 14-15 Maret, dan di Santika Premiere Dyantra Hotel Medan pada 16-17 Maret.

## Koran Kontan

BRITISH COUNCIL

## Pameran Pendidikan Inggris

JAKARTA. Organisasi internasional asal Inggris yang bergerak di bidang pendidikan dan kebudayaan British Council menyelenggarakan Pameran Pendidikan Inggris 2016 di Jakarta, Surabaya, dan Medan pada 12-17 Maret 2016.

Sebanyak 64 institusi pendidikan asal Inggris Raya akan menyambangi tiga kota besar tersebut guna memberikan perspektif baru mengenai Inggris sebagai tempat belajar serta mengajak masyarakat Indonesia untuk tinggal, belajar serta menggali keunggulan Inggris di bidang sains, pendidikan dan kreativitas. "Pameran ini merupakan jembatan bagi in-

stitusi pendidikan asal Inggris dan masyarakat Indonesia yang memiliki ketertarikan terhadap pendidikan di Inggris," kata Direktur Operasional British Council Indonesia dalam acara pembukaan Pameran Pendidikan Inggris di Sheraton Hotel Surabaya, Selasa (15/3).

Pameran Pendidikan Inggris di Jakarta berlangsung pada Sabtu-Minggu, 12-13 Maret 2016 di Ballroom Hotel Fairmont Jakarta, di Surabaya digelar 15 Maret 2016 di Sheraton Hotel, dan di Medan 17 Maret 2016 di Santika Premiere Dyantra Hotel.

David Vebrl

## The Jakarta Post

LOCAL BEAT

## Enthusiasm high at Education UK Exhibition 2016

Up to 64 leading UK universities recently participated in the Education UK Exhibition 2016 organized by the British Council at the Fairmont Hotel in Jakarta on March 12-13. Young people flocked to the exhibition last Saturday and, having attended seminars and listened to information given by representatives from a host of different countries, left in high spirits shouldering tote bags filled with pamphlets and brochures.

Currently, some 3,000 Indonesians are studying in the UK.

During the event, visitors also got first hand stories and advice regarding student-life experiences in the UK, as shared by members of the Indonesian Students Association (PSI), and learned more about the scholarships provided through the British government's global scholarship program, Chevening Scholarship.

The Education UK Exhibition 2016 was also held in Surabaya on March 15 and Medan on March 17. For more information, check out [britishcouncil.or.id](http://britishcouncil.or.id) or connect with the British Council through Twitter (@idbritish) and Facebook (BritishCouncilIndonesia).

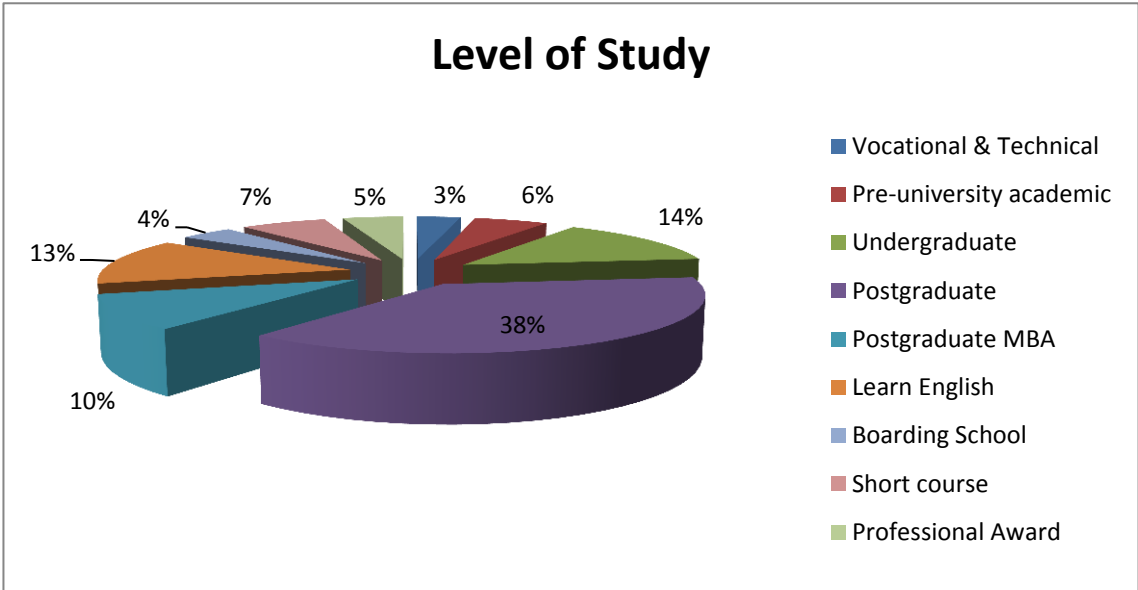
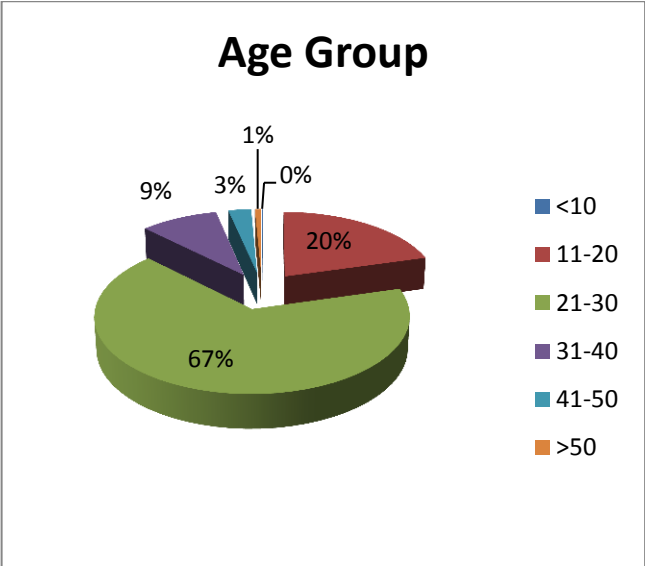
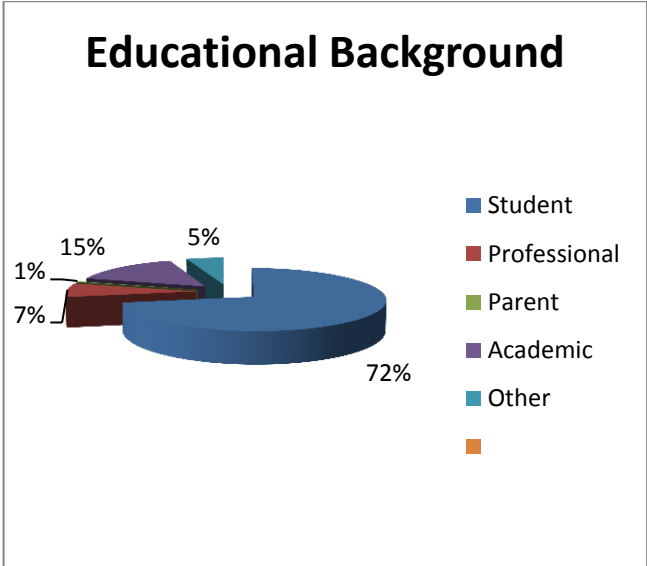


Courtesy of British Council

# Jakarta

## Visitors' profile

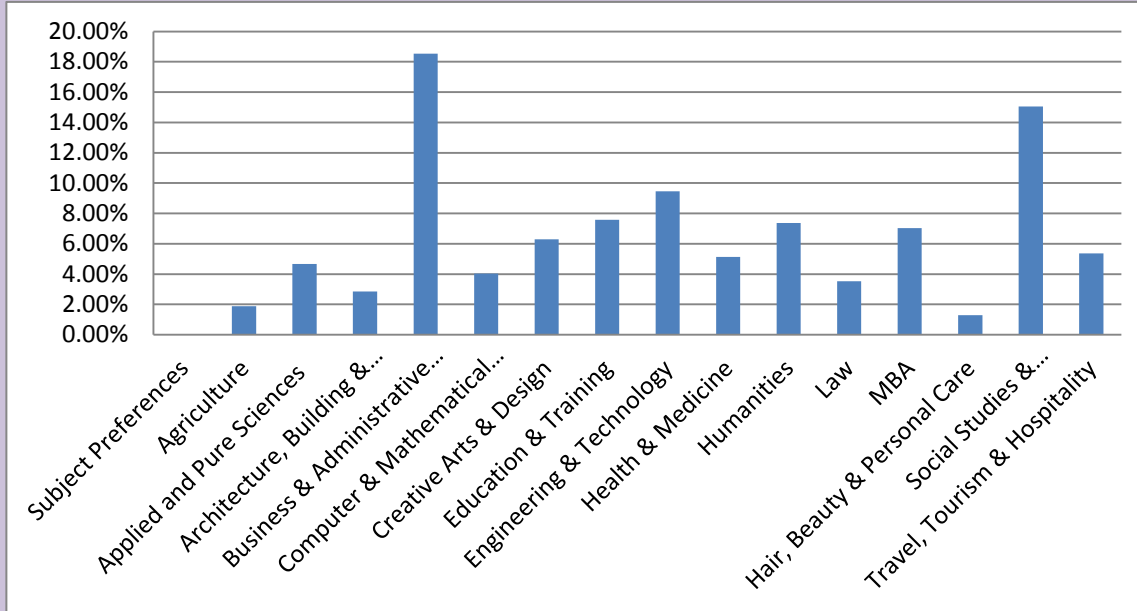
The visitors were mainly **students** aged 21 – 30 years old.



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

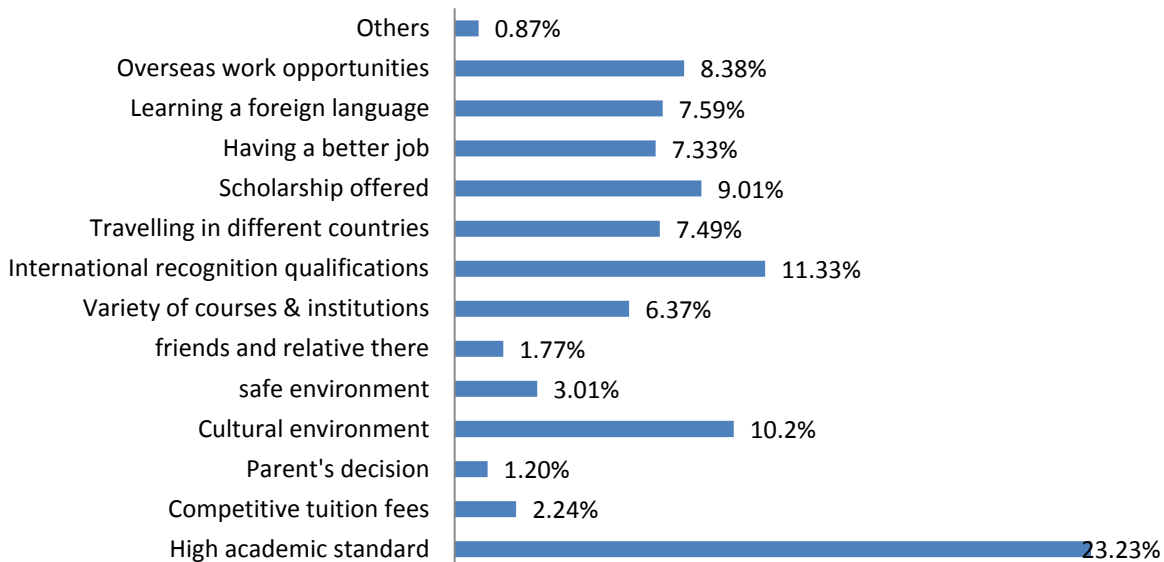
## Visitors' preferences

### Subject preference



Business and administrative studies is still the utmost subject area of preference (18.53%), then similar to previous exhibition a significant increased to Social Studies and Communications (15.06%), followed with Engineering and Technology (9.46%).

### 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 7 areas



Bali Ho in 4 areas



### 2. Printed Media

**Newspaper  
Koran Sindo**



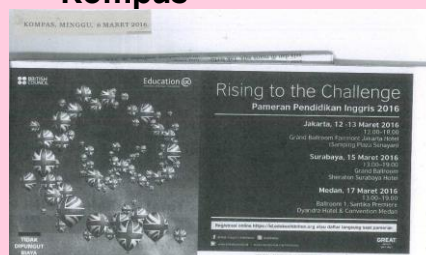
**Indonesia Expat**



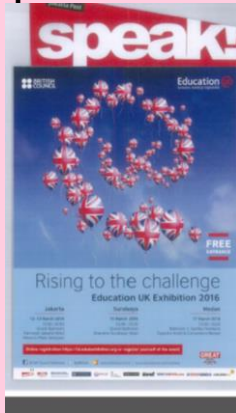
**The Jakarta Post**



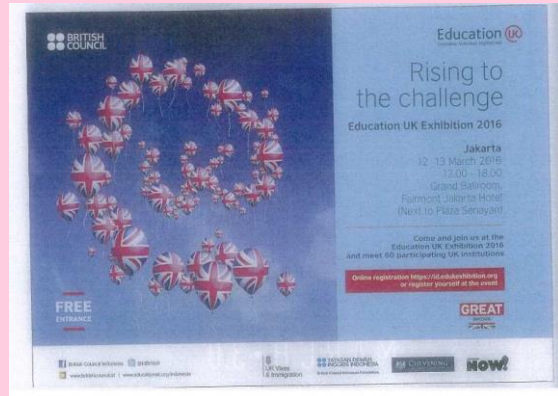
**Kompas**



**Magazine Speak**



**NOW! Jakarta**

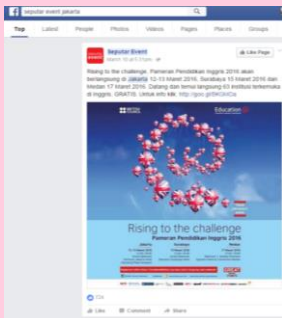


**3. Websites**

- British Council
- Education UK
- The Jakarta Post
- Detik
- Sindonews.com

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

Facebook: Seputar Event Jakarta



Facebook: The Jakarta Post



Facebook: Speak!



Twitter: The Jakarta Post



Twitter: Speak!



## **5. Radio**

- 102.2 Prambors Radio
- 101.0 JAK FM

## **6. Email Blast**

- British Council 16.000 database contact
- British Council Foundation/UTC

## **7. Flyering**

- Newspaper Agency (residential areas and office areas)
- Schools and Universities
- Education Agents

## **8. Schools and Universities Roadshow**

## **9. Invitation**

- Schools
- Agents
- Universities
- Media

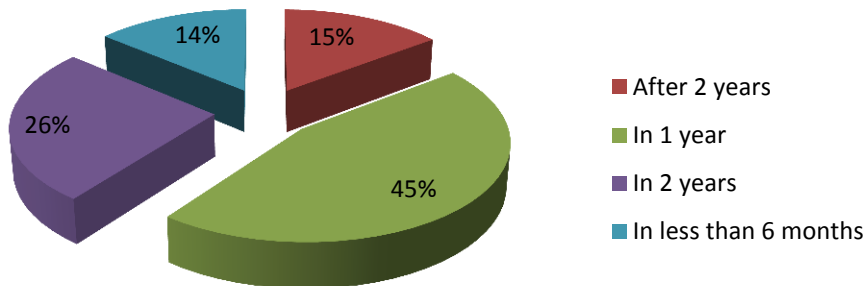
# Visitors' feedback

## 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.

**45%** 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

- The exhibition should be conducted continuously and regularly
- Should be done in other cities in Indonesia
- To add more seminars and longer time for seminar/presentation
- More universities that provide information on doctorate program and scholarship
- More UK Universities
- Provide translator for each booth

### Requested seminar topics

- IELTS Workshop and Simulation capacity more than 100
- Application process strategy for both universities and scholarships such as: how to write personal statement.

# Exhibitors' feedback

## Main inputs

- The exhibition venue Hotel Fairmont is a great venue for the exhibition
- Market briefing is very informative especially to know that there are some new popular chosen subjects (e.g. maritime study and hospitality and tourism)
- Good number of potential students and better quality of students
- Many students asked good questions and were well informed
- Well-organised event
- BC Team offer good support and are friendly
- UK Alumni dinner is a useful event to connect with the UK alumni
- Will join again for the next exhibition.

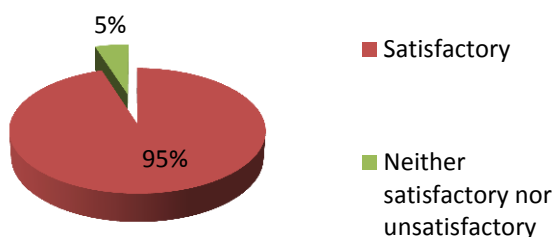
## Recommendations *(responses following page)*

- It is good to have the seminar room and lunch/coffee break area in the same floor which close to exhibition venue
- The announcement not too loud

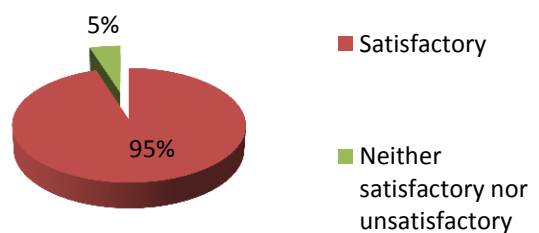
## Visitor's assessment

- Better quality enquiry, the students are more well-informed and have done some research first.
- Increasing interest in : maritime study, hospitality and tourism and petroleum engineering
- Increase interest in undergraduate programme
- More visitors from international schools

### How was the support to your business needs from British Council before and during the Exhibition?



### 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

- British Council Indonesia used several meeting rooms at Fairmont Hotel Jakarta for lunch and coffee break area, seminar and secretariat. All the meeting/function rooms at Fairmont Hotel are located on the third floor which is not in the same floor with the grand ballroom - the exhibition venue. The hotel only has meeting rooms that can accommodate up to 80 and in maximum 100pax in theatre or classroom arrangement. Hence, it is not possible to enlarge the seminar room. Solution: We might consider another hotel of the same quality as the Fairmont that can accommodate our exhibition requirements better.
- As for the announcement, the British Council team did it in the foyer which was not in the ballroom during the exhibition so that not to disturb the exhibitors. We considered that in the ballroom people were mostly talking to each other, and the visitors were consulting with UK institutions representatives in their booths. Thus, British Council team tried to speak with proper level of volume so that the visitors can hear the announcement clearly as they were mostly in the ballroom and it was noisy. However, we apologized for any inconvenience caused. Solution: The volume of announcement will be checked and adjusted properly in advance.
- We have spent more costs on the promotion and marketing strategy compared to the previous Exhibition last year 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.

## UK Institutions

- As with the previous exhibition, we have received feedback that according to the visitors' survey, some of them still requested that all institutions can bring along a translator and Indonesian UK alumni who can share their experiences when they were studying in the UK to help answer enquiries from parents or students who are not fluent in English.
- We suggest that all UK institutions that participate in our exhibition read the handbook and joining instructions 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 (e.g. Petroleum Engineering) to Social Science (Hospitality, Travel and Tourism). Most of them are looking for detailed information as based on survey result they are considering continuing their study in 1 year's time. Therefore, Exhibitors should prepare to provide both general and in-depth information about programmes, courses and subjects offered by their institutions as well as general information about admissions and tuition fees.

## Appendix: List of exhibitors

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

© 2015 British Council. All rights reserved.

This document may not be amended, copied or distributed without express written permission.

No	UK Institutions	Cities		
1	Aberystwyth University	Jakarta		
2	Astrum Colleges, London – GCSE, A-Level Foundation	Jakarta		
3	Bell Educational Services	Jakarta	Surabaya	
4	Bellerbys College	Jakarta		
5	BPP University	Jakarta	Surabaya	Medan
6	Cambridge Education Group	Jakarta		
7	Cardiff University	Jakarta		
8	Coventry University	Jakarta		
9	Goldsmiths, University of London	Jakarta		
10	Heriot-Watt University	Jakarta	Surabaya	
11	International Schools Partnership	Jakarta	Surabaya	Medan
12	Istituto Marangoni London	Jakarta	Surabaya	
13	King's College London	Jakarta	Surabaya	
14	Lancaster University	Jakarta	Surabaya	
15	Leeds Beckett University	Jakarta	Surabaya	Medan
16	Leeds College of Art	Jakarta		
17	Leeds Trinity University	Jakarta		
18	London South Bank University	Jakarta	Surabaya	Medan
19	Manchester Metropolitan University	Jakarta	Surabaya	Medan
20	Mander Portman Woodward	Jakarta		
21	Newcastle University	Jakarta		
22	Nottingham Trent University	Jakarta		
23	Plymouth University	Jakarta	Surabaya	Medan
24	Queen Mary University of London	Jakarta		
25	Queen's University Belfast	Jakarta	Surabaya	Medan
26	Royal Agricultural University	Jakarta	Surabaya	Medan
27	Royal Holloway, University of London	Jakarta		
28	Ruthin School	Jakarta		
29	Sheffield Hallam University	Jakarta		
30	SOAS, University of London	Jakarta		
31	Teesside University	Jakarta	Surabaya	Medan
32	The English Network	Jakarta	Surabaya	Medan
33	The University of Aberdeen	Jakarta	Surabaya	Medan
34	The University of Edinburgh	Jakarta	Surabaya	Medan
35	The University of Manchester	Jakarta	Surabaya	
36	The University of Northampton	Jakarta		
37	The University of Nottingham	Jakarta		
38	UCL Institute of Education	Jakarta		
39	University College Birmingham	Jakarta		
40	University of Birmingham	Jakarta	Surabaya	Medan
41	University of Bradford	Jakarta		
42	University of Bristol	Jakarta	Surabaya	
43	University of Dundee	Jakarta		



44	University of East Anglia	Jakarta		
45	University of Essex	Jakarta		
46	University of Exeter	Jakarta		
47	University of Glasgow	Jakarta	Surabaya	
48	University of Gloucestershire	Jakarta		
49	University of Greenwich	Jakarta	Surabaya	Medan
50	University of Hull	Jakarta		
51	University of Kent	Jakarta		
52	University of Leeds	Jakarta		
53	University of Portsmouth	Jakarta	Surabaya	Medan
54	University of South Wales	Jakarta	Surabaya	
55	University of Southampton	Jakarta	Surabaya	Medan
56	University of St Andrews	Jakarta	Surabaya	Medan
57	University of Stirling	Jakarta		
58	University of Strathclyde	Jakarta	Surabaya	
59	University of Sunderland	Jakarta	Surabaya	
60	University of Surrey	Jakarta		
61	University of the Highlands and Islands		Surabaya	Medan
62	University of Warwick	Jakarta	Surabaya	
63	University of Westminster	Jakarta		
64	University of York	Jakarta	Surabaya	