



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2016  
Indonesia:  
Medan : 17 March 2016**

# Introduction

## Medan

The Education UK exhibition 2016 in Medan was attended by 1,265 visitors, who visited the booth of 18 UK Institutions and partners such as Chevening, British Embassy, PPI UK (Indonesia Students Association in the UK), IELTS, Jurusanku and Sindo. Feedback from the English language provider, colleges and universities attending was fairly positive. Seminars on various related topics such as IELTS presentation and specific subjects were held throughout the exhibition, and were also well attended. 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.  
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.  
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.  
Page 9-10

**Future Steps** which British Council Indonesia should consider.  
Page 11

Appendix: **List of exhibitors**  
Page 12-13

# Highlights

Medan

There were -

**18 UK INSTITUTIONS AND  
1,265 PARENTS & STUDENTS**  
attending the exhibition in Medan

## Printed and online media reporting the event



**Analisa/hendar**  
**TINJAU PAMERAN: Direktur Operasional British Council Indonesia Summer Xia (berdiri, jas hitam) meninjau salah satu stand Pameran Pendidikan Inggris 2016 di Medan setelah membuka secara resmi pameran tersebut, Kamis (17/3).**

### Tawarkan Beasiswa ke Inggris, British Council Gelar Pameran Pendidikan di Medan

tobasatu.com, Medan| Pemerintah Kerajaan Inggris membuka peluang bagi pelajar Indonesia khususnya yang berada Kota Medan untuk melanjutkan studi ke negeri asal Ratu Elizabeth tersebut, dengan memberikan beasiswa baik untuk jenjang studi Sarjana (S1) maupun program Pascasarjana (S2).

Informasi lebih detail mengenai studi di Inggris ini disampaikan dalam Pameran Pendidikan Inggris 2016 yang digelar di Hotel Siantika Dyandra, Medan, Kamis (17/3/2016) yang digelar British Council, yakni suatu organisasi internasional asal Inggris yang bergerak di bidang pendidikan dan kebudayaan. Pameran ini juga digelar di Jakarta dan Surabaya.



Ada berbagai program beasiswa yang ditawarkan universitas di Inggris untuk pelajar Indonesia. (tobasatu.com)



**PENUNJUNG** mencari tahu informasi tentang pendidikan di salah satu perguruan tinggi di Inggris Raya.

### British Council Pamer 60 Universitas

SEBAGAI bagian dari rangkaian kegiatan menyambut Bulan Pendidikan Inggris, British Council Indonesia menyelenggarakan Pameran Pendidikan Inggris di Siantika Premiere Dyandra Convention Centre Medan pada 12-17 Maret ini.

Kota Medan merupakan kota ketiga tempat penyelenggaraan kegiatan ini setelah Jakarta dan Surabaya. Lebih dari 60 institusi pendidikan terkemuka di Inggris hadir berbagi informasi terkait prospek studi, program-program menarik hingga beasiswa bagi masyarakat Indonesia.

**PELAKAR** dan mahasiswa registrasi di stand panitia pameran di Siantika Premiere Dyandra Convention Centre, Kamis (17/3).

### British Council Gelar Pameran Pendidikan Inggris 2016 di Medan

Posted by Kabar Medan | in EDUCATION | 18/03/2016 | 111 Views

**MEDAN, KabarMedan.com** | Organisasi internasional asal Inggris yang bergerak di bidang pendidikan dan kebudayaan, British Council, menyelenggarakan Pameran Pendidikan Inggris pada 17 Maret 2016, di Siantika Premiere Dyandra Hotel, Medan.

Sebanyak 64 institusi pendidikan asal Inggris Raya menyambangi Kota Medan guna memberikan perspektif baru mengenai Inggris sebagai tempat yang menarik serta mengajuk masyarakat Indonesia untuk unggul, belajar serta menggali langsung keunggulan Inggris di bidang sains, pendidikan dan kreativitas.

"Pameran Pendidikan Inggris yang merupakan salah satu kegiatan utama dari berbagai kegiatan selama Bulan Pendidikan Inggris akan memberikan bagi institusi 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 Siantika Premiere Dyandra Hotel, Kamis (17/3/2016).

Sementara itu, Direktur Pendidikan dan Komunitas British Council Teresa Bikis memaparkan penyelenggaraan Pameran Pendidikan Inggris tersebut didorong oleh tingginya permintaan masyarakat untuk mendapat akses terhadap perguruan tinggi yang berkualitas di Inggris.

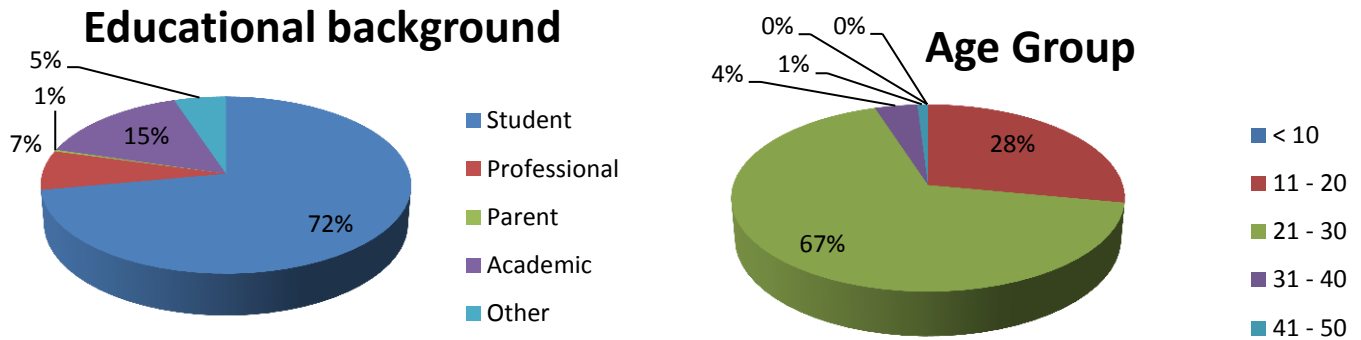
"Sebagai negara yang berinteraksi dengan keberagaman, Inggris menawarkan berbagai program studi untuk mahasiswa internasional, termasuk asal Indonesia. Lulusan pameran pendidikan ini, para pengunjung dapat menggali sejumlah hal seperti konsultasi program studi, karir setelah sekolah, bagaimana pengalaman tinggi di Inggris, hingga berbagai hal yang berkaitan dengan studi di Inggris," ucap Teresa Bikis.

Sebagai catatan, saat ini ada lebih dari 400 ribu mahasiswa internasional dari 150 negara di dunia yang sedang menempuh studinya di perguruan tinggi di Inggris. Jumlah mahasiswa Indonesia yang berada di Inggris sendiri hampir mencapai 3.000 pada akhir 2015 lalu.

Selain memfasilitasi pertemuan antara institusi pendidikan dan pengunjung pameran, British Council juga akan menggelar berbagai seminar pendukung dengan menghadirkan pembicara dari Penerimaan Pelajar Indonesia di UK (PPI UK), Beasiswa Chevening, Badan Visa dan Imigrasi UK, [KEM-01]

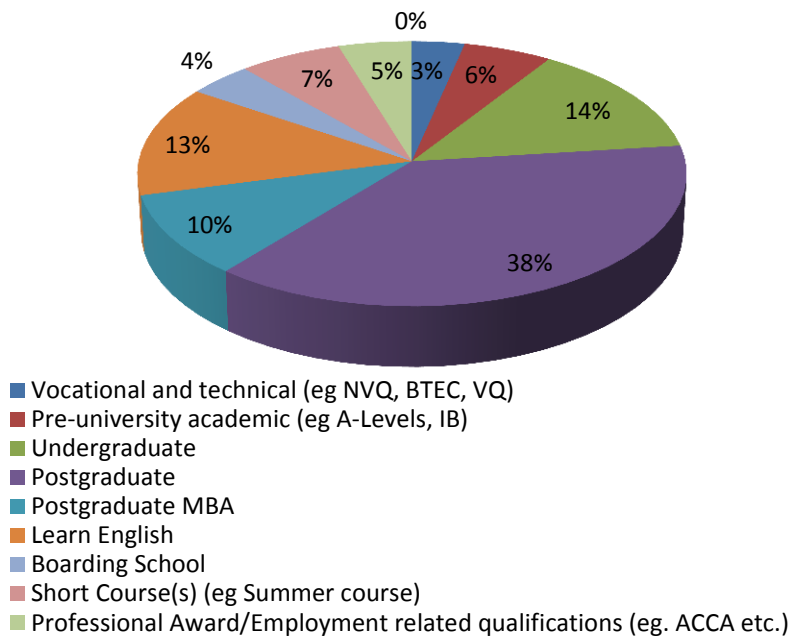
## Visitors' profile

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



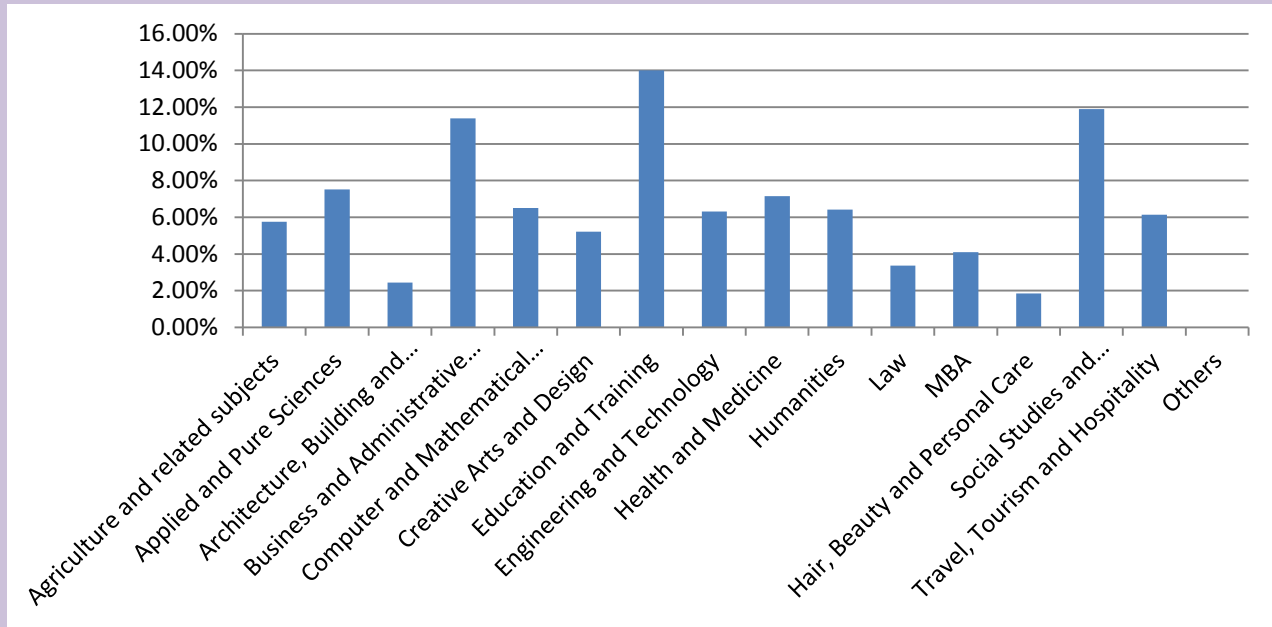
Many of them were looking for postgraduate programme:

## Level of Study



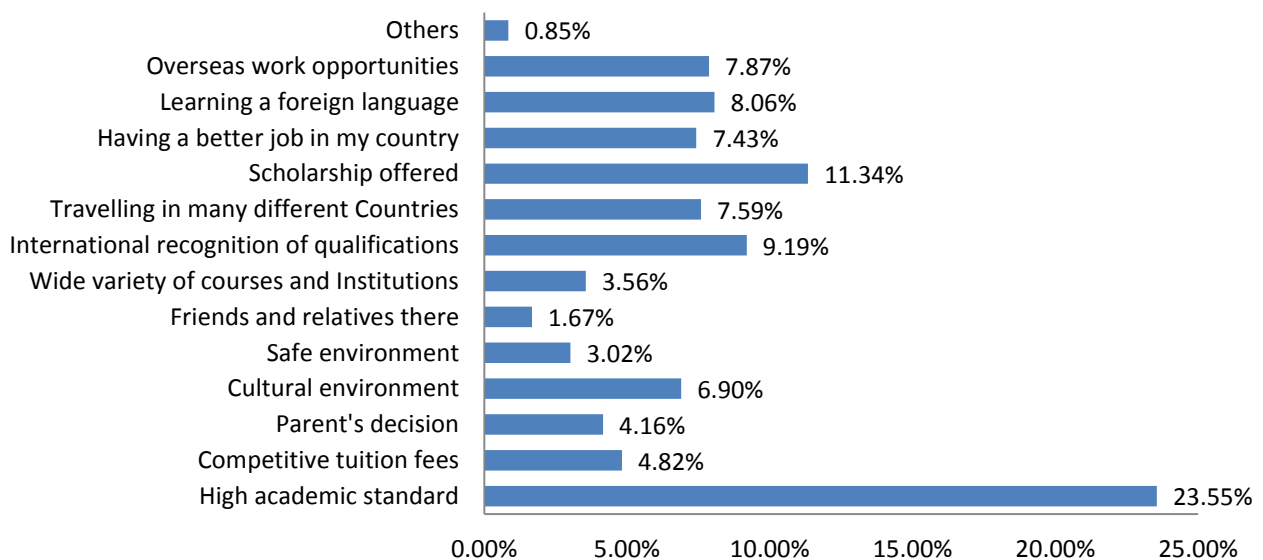
## Visitors' preferences

### Subject preference



Education and Training is still the utmost subject area of preference (14.01%), followed with Social Studies and Communications (11.89%) then Business and Administrative Studies (11.38%).

### 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

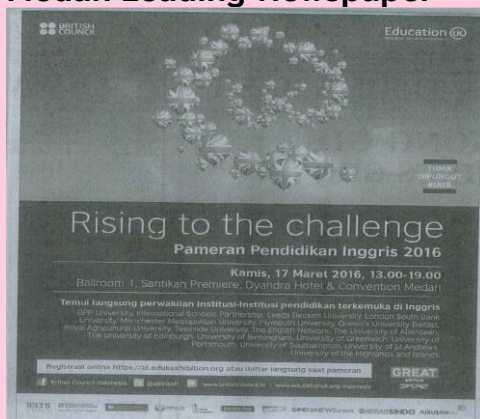


Long banner in 1 area



### 2. Printed Media

Medan Leading Newspaper





### 3. Websites

- British Council
- Education UK

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

Waktu	Seminar	Pembicara
13.30 - 13.55	Living and Studying in the UK	British Council
14.00 - 15.00	IELTS Presentation: 'How to Get to the Top'	Yusman Dwaning Nugra Indonesia
15.05 - 15.30	Cherrying Presentation	British Embassy
15.35 - 16.00	PPM UK Alumni Sharing Session	PPM UK
16.05 - 16.30	'Living and Studying in the UK'	Lisa Egan, University of Southampton
16.35 - 17.00	'Studying in Scotland at university - not university!'	Lindsay Tinkler, University of St Andrews
17.05 - 18.00	'How to get into the UK'	Priscilla, Jakarta
18.10 - 18.35	'Studying Life Sciences in the UK'	Dr Steve Meehan, University of Birmingham
18.40 - 18.55	'Study your Masters Degree in Business with Academic and Career Skills'	Laura Moller, BPP University

### 5. Radio

- Kiss FM
- Prambors FM

### 6. Email Blast

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

### 7. Flyering

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

### 8. Roadshow

- 9 schools, universities and education agents

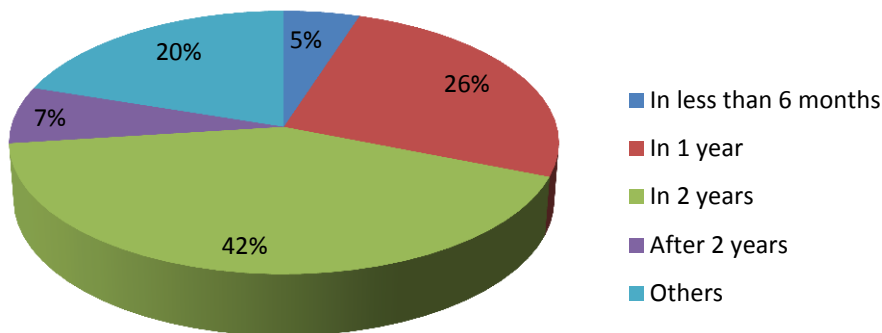
# Visitors' feedback

## 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.

**42%** 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

- British Council should have regular events in Medan
- More seats for the seminar

### Requested seminar topics

- More scholarships information
- IELTS Simulation



# Exhibitors' feedback

## Main inputs

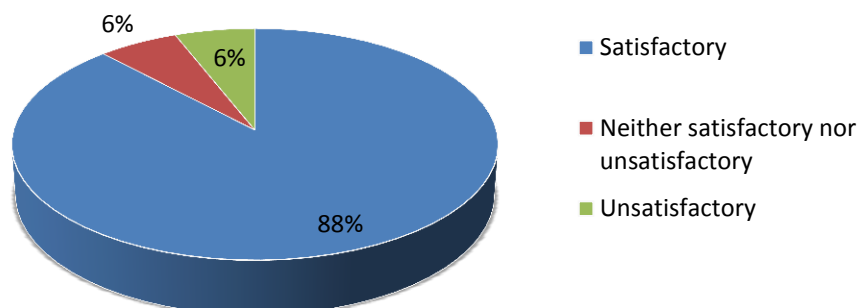
- There is a market for English language course in Medan
- Great work for the committee
- Growing interest for Public Health, Humanities, Education and Agriculture programme at UG and PG level
- Increasing number of teachers coming to the exhibition

## Recommendations

- British Council should also focus on ELT
- Visitors have done less research than other cities
- Interest in scholarship is quite significant

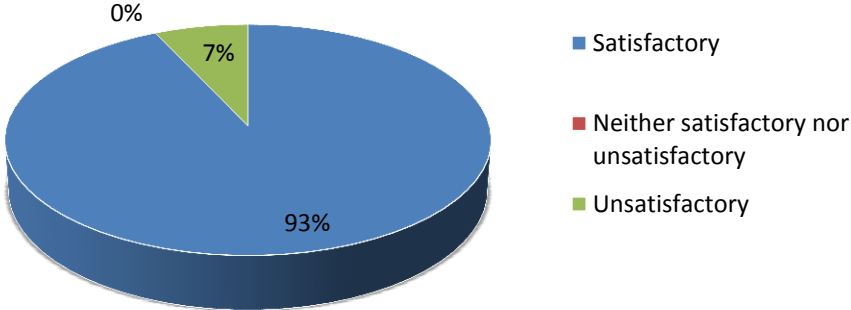
We have received 16 feedbacks from UK Exhibitors for the Education UK Exhibition March 2016 in Medan.

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



The Exhibitors are mostly satisfied (88%), neutral point of view (6%) and unsatisfied (6%) with the good supports given by the British Council before and during the exhibition.

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



The Exhibitors are mostly satisfied (93%) and unsatisfied (7%) with 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 will continue conducting the schools, universities and education agents' roadshow prior to the exhibition to attract students, parents, schools' counselor and education agents to come and visit the exhibition.
- In order to facilitate the collaboration between UK and Indonesia institutions, British Council will keep holding the networking lunch or a facilitated networking session.
- British Council will maintain and broaden our relationship with local schools, universities, education agents 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. Parents are still the decision maker for their children's future and they often required details information such as the living costs and tuition fees for a year in Indonesia currency. Exhibitors were expected to have this kind of information.

## Appendix: List of exhibitors

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		

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

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	