

# Post-Event Report

## Study UK Business Banking and Finance Exhibition

Sunday, 26 November 2017

## Introduction

This is the 4th Business, Banking and Finance Exhibition held by British Council Indonesia. This year, the exhibition was held at the Pullman Hotel Thamrin, Jakarta on 26 November 2017.

The UK remains a favorite destination for those who want to succeed in business field. This is because UK has its long history of education, internationally recognized qualifications, also UK is one of the world's leading business locations and the number one destination for inward investment in Europe, and so the opportunity for students to build their experience is definitely unmatched.

There were 929 visitors registered to the exhibition and 449 visitors attended the Business, Banking and Finance Study UK Exhibition, with 19 UK Exhibitors and partners such as Chevening, UKVI, IELTS and Teaching Centre. The feedbacks from the visitors remain overwhelmingly positive. This year, the day started with a market briefing session for UK exhibitors in the morning where a guest speaker from one of our UK Alumni award winner, Samiaji Adisasmito, delivered a presentation on Indonesia's Recent Business, Banking and Finance Update, Challenges, and Prospects, as well as how it relates to Ecommerce in Indonesia. The sessions for visitors included seminars from UK Universities. In addition, IELTS workshop by the British Council Foundation Exam Team and Chevening Scholarship from British Embassy was well attended by around 70 participants.

The Business, Banking and Finance attracted people from various backgrounds, and there was significant media interest, with reporters from radio and newspapers attending the event, with live reporting and media coverage.

British Council Indonesia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' that can be used as improvement for future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

*Regards,*

**Audrie Adriana Sanova** | Programme Manager

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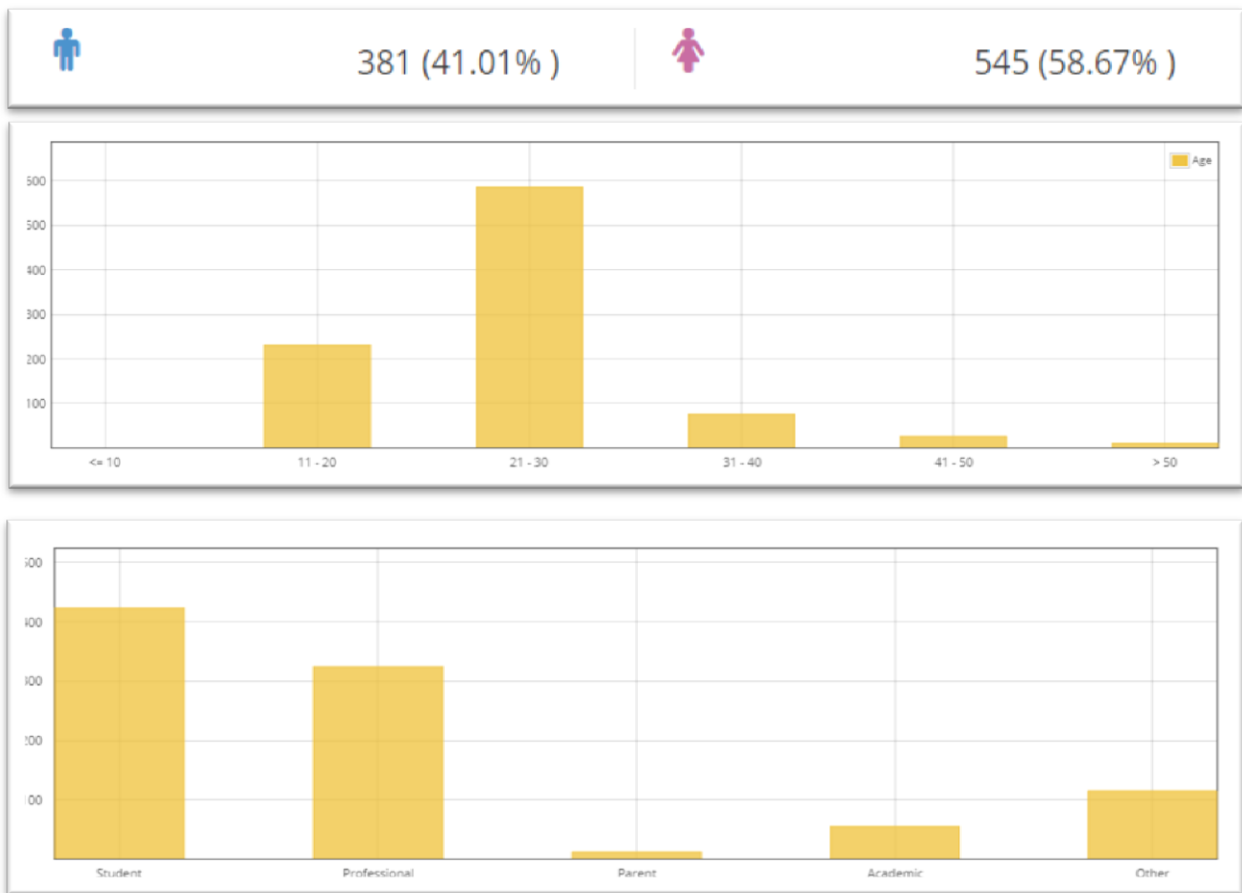
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## Highlights

There were -

**19 UK Participating Institutions,**  
**9 Seminar sessions from UK Institutions and Partners**  
**449 Visitors attending the Event**

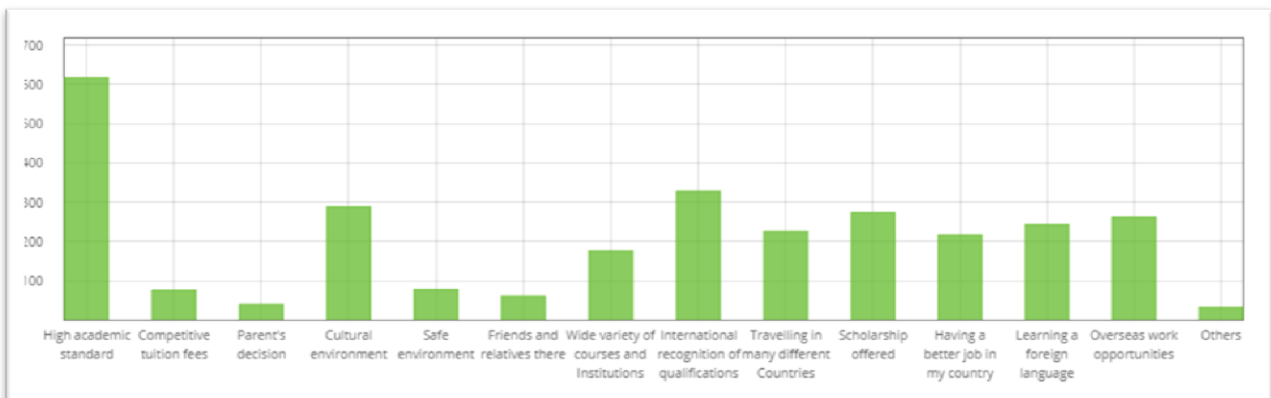
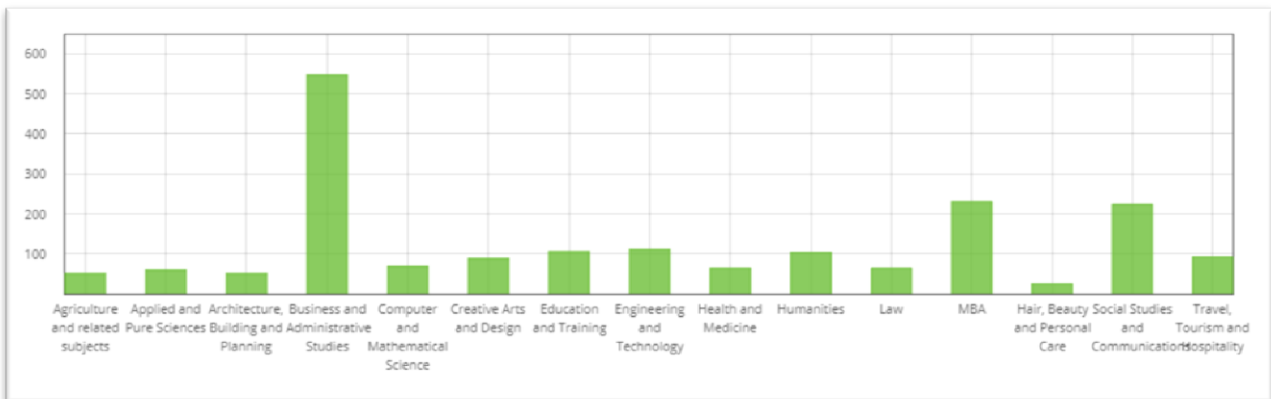
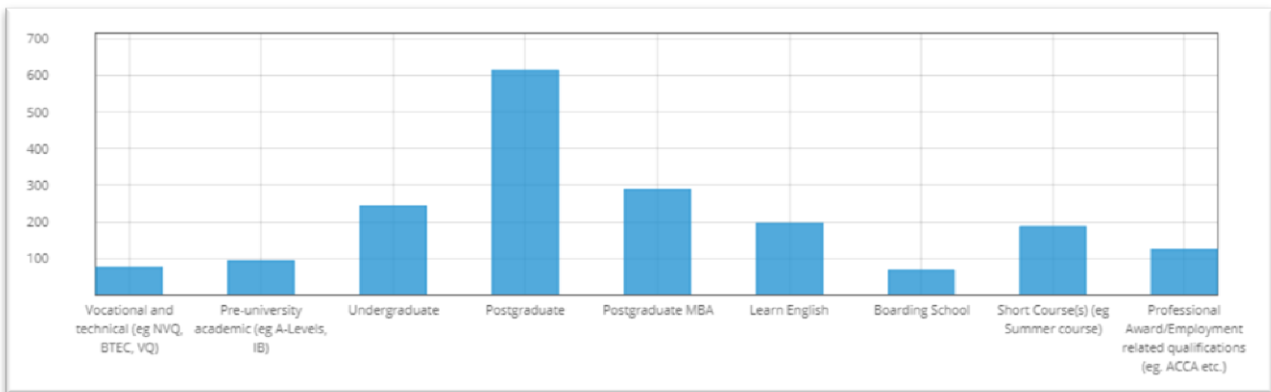
## Visitors' profile



The visitors were mainly female compared to male.

Mostly were university students aged 21-30 years, followed by students aged 11-20 years.

There were few numbers of parents and academics also attended the event.



1. Figure shows that most visitors were looking for both Postgraduate and MBA studies, followed by undergraduate studies and short courses.
2. Although it was a Study UK Business Banking and Finance Exhibition, there were also some visitors who expect to get information regarding other study choices, such as social studies and communication.
3. Main motivation for the visitors to Study in UK is their belief that UK has a high academic standard.

Marketing

We promoted the exhibition in various ways. Here are some pictures for the Exhibition Promotion:

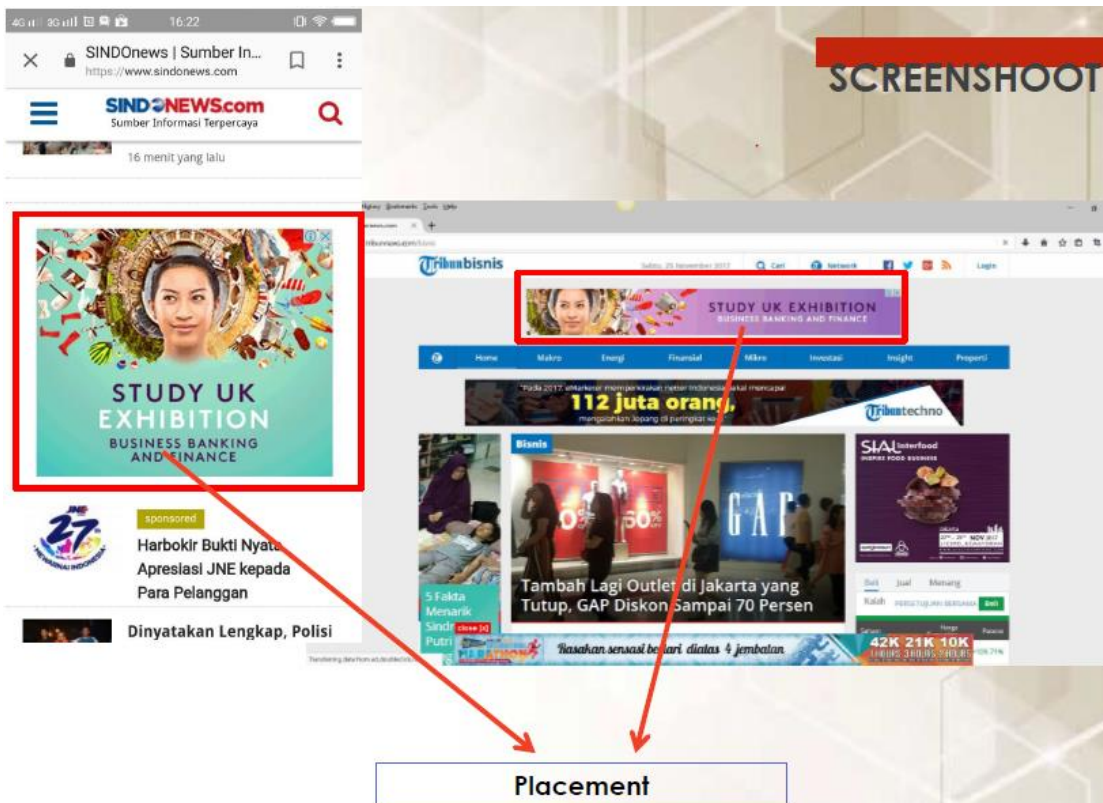
1. Printed Media

a) Jakarta Post Newspaper (85,000 Reach)



2. Digital Marketing

a) Google Display Network



b) Google Paid Search

www.britishcouncil.org/siem

## 3. Social Media

### a) British Council Indonesia Twitter (25.3K Follower) and Facebook (70,420 Followers)

**British Council Indonesia**  
November 26 at 9:00am · 🌐

Study UK Exhibition Business, Banking, and Finance akan diadakan hari ini. Jangan lewatkan kesempatan untuk mendapatkan beragam informasi pendidikan UK. Ayo datang dan ajak juga yang lain!... See More



A. Like Comment Share

**British Council - ID** @idBritish · Nov 25

Sebentar lg #StudyUK Exhibition Business, Banking, and Finance di Hotel Pullman Jkt Ayo dtg! 1300-1900 Free entry bit.ly/StudyUKID-B8F17



B.

### b) British Embassy Instagram (23.1K Followers), Twitter (25.7K Followers) and Facebook (63,383 Followers)

**British Embassy Jakarta** added 2 new photos.  
November 22 at 4:40pm · 🌐

Hadiri Pameran Sekolah Inggris di bidang Business, Banking, dan Finance tanggal 26 November 2017, 13.00 - 19.00 WIB, di Ballroom Hotel Pullman Jalan M.H. Thamrin 59, Jakarta. Ada presentasi mengenai #BeasiswaChevening dan bagaimana mendaftar visa pelajar ke Inggris. Pendaftaran GRATIS dan terbuka untuk umum! Silahkan mendaftar saat datang di lokasi atau daftar online melalui <http://bit.ly/2hZTFDH> #SekolahDIUK #EducationIsGREAT #UKinIndonesia #UKID British Council Indonesia



UK in Indonesia Retweeted

**British Council - ID** @idBritish · Nov 26

Ada app seru yang bisa kamu download di Google Play ataupun AppStore. "Study UK Exhibition" Seperti apa? Simak video singkat dari salah satu UK Alumni Fibri #StudyUK



1 7 9



**ukinindonesia** Follow

ukinindonesia Hadiri Pameran Sekolah Inggris di bidang Business, Banking, dan Finance tanggal 26 November 2017, 13.00 - 19.00 WIB, di Ballroom Hotel Pullman Jalan M.H. Thamrin 59, Jakarta. Ada presentasi mengenai #BeasiswaChevening dan bagaimana mendaftar visa pelajar ke Inggris.

Pendaftaran GRATIS dan terbuka untuk umum! Silahkan mendaftar saat datang di lokasi atau daftar online melalui

359 likes

NOVEMBER 22

Log in to like or comment.

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

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c) Tirto.id Instagram (111K Followers), Twitter (82.3K Followers) and Facebook (240,127 Followers)



4. Website

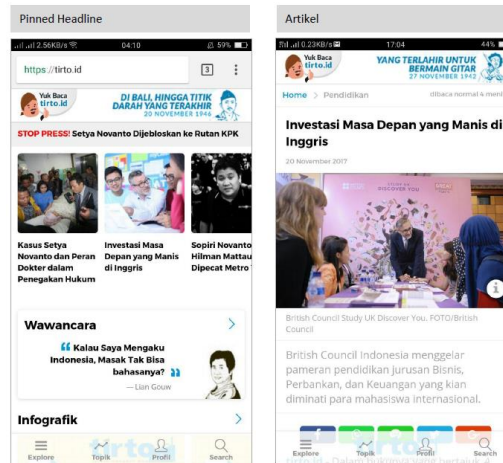
a) British Council Website



Study UK Exhibition: Business, Banking, and Finance



b) Tirto.id Website





## 5. Email Blast Distribution

a) British Council Newsletter - **Total Reach: 19,968 person (12.85% Open and 0.42% or 8386 person Click the Registration link)**

b) British Council School Counsellors Database - **Total reach: 120 persons**

## 6. Radio Promotion

a) Hard Rock FM Radio Adlibs and Talk Show - **Total Reach: 113,300 listeners**

b) Motion FM Radio Adlibs and Talk Show - **Total Reach: 282,000 listeners**

## 7. Outdoor Promotion

a) Temporary Billboard



Baliho BSD



Baliho Pondok Indah

b) T- Banners



T-banners at Jl H. Agus Salim

c) Flyer and Poster Distribution to Schools and Universities in Jakarta greater area

**High Schools: 100 (International Schools and Private Schools)**  
**Universities : 20**

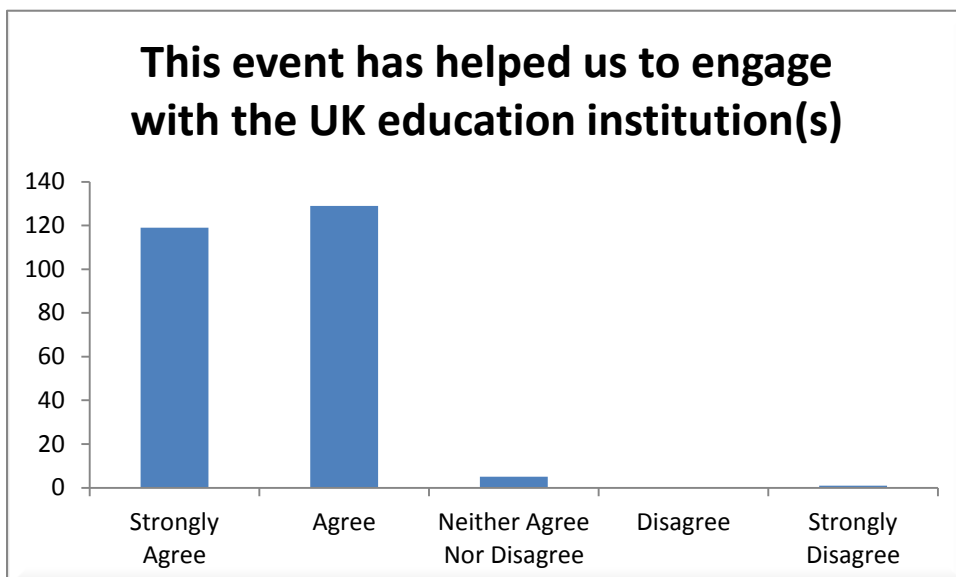
Visitor's Feedback

The visitors were asked to fill in a paper based survey after they finished visiting the exhibition hall and foyer area. In return for their participation in this survey, we offered them exciting British Council merchandise.

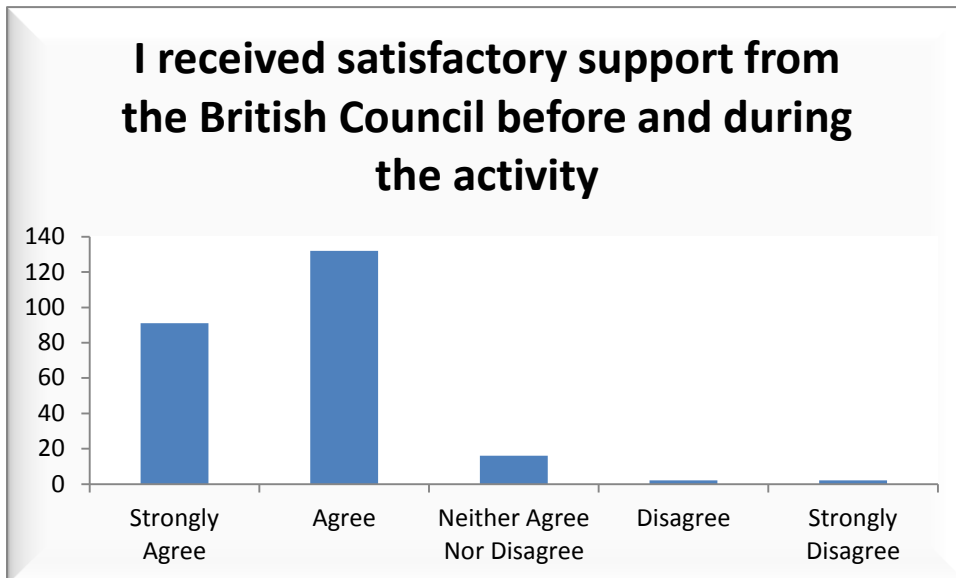
Here are 236 samples taken from the survey results from the Exhibition. There were 90 male and 146 female participants.



Almost 95% of the visitors either agreed or strongly agreed that the Business Banking and Finance Exhibition is well manage and organized.



99% of visitors believe that this exhibition allows them to engage with the UK education institutions.



Approximately 85% of the visitors stated that they have received adequate support from the British Council staff during the exhibition.

### Exhibitor's Feedback

We received 16 feedback forms from the 16 UK Institutions who attended the event;

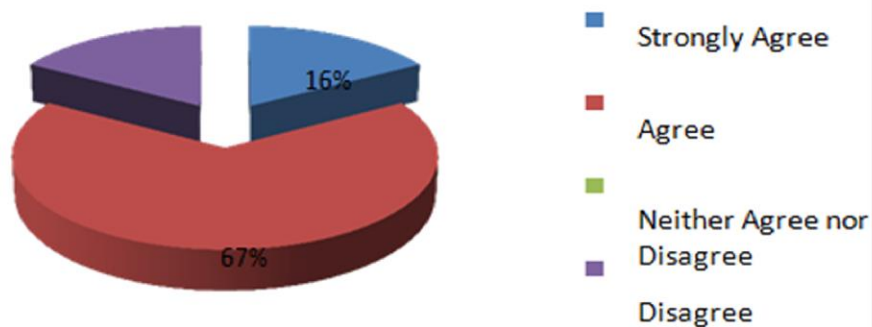
#### Main compliments:

- Indonesia is a potential growing market for PG recruitment
- There has been an increase in UG and Foundation degree market as well
- The exhibition was well organized and well-arranged
- The market briefing session along with the guest speaker were very useful
- Most exhibitors claimed that the quality of visitors was good

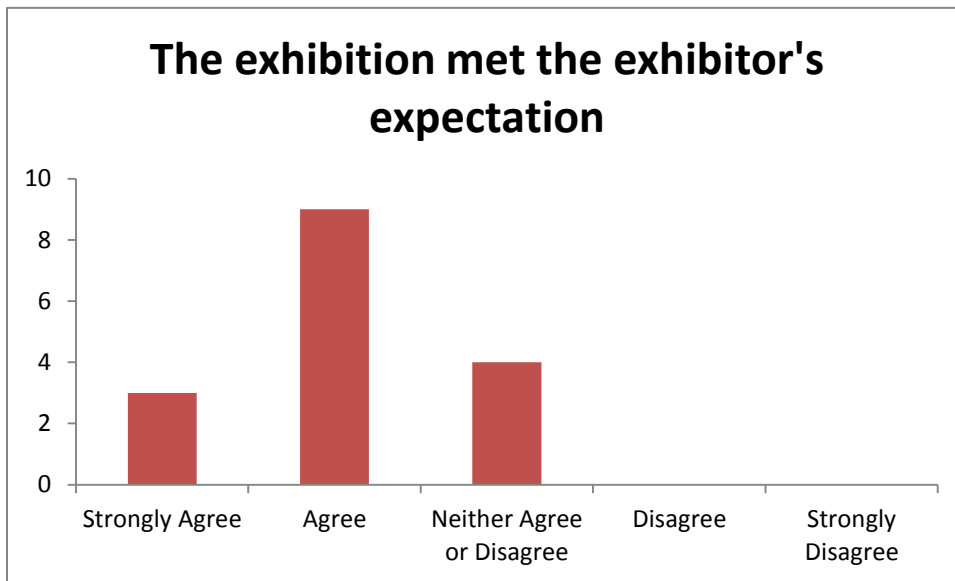
**Main inputs and recommendation:**

- Lower number of UK institutions compared to previous year might influence the number of visitors coming
- Add other activities such as networking events with agents, school counsellors and Alumni
- Possibility to reduce participation fee
- Increase the number of full-funded visitors

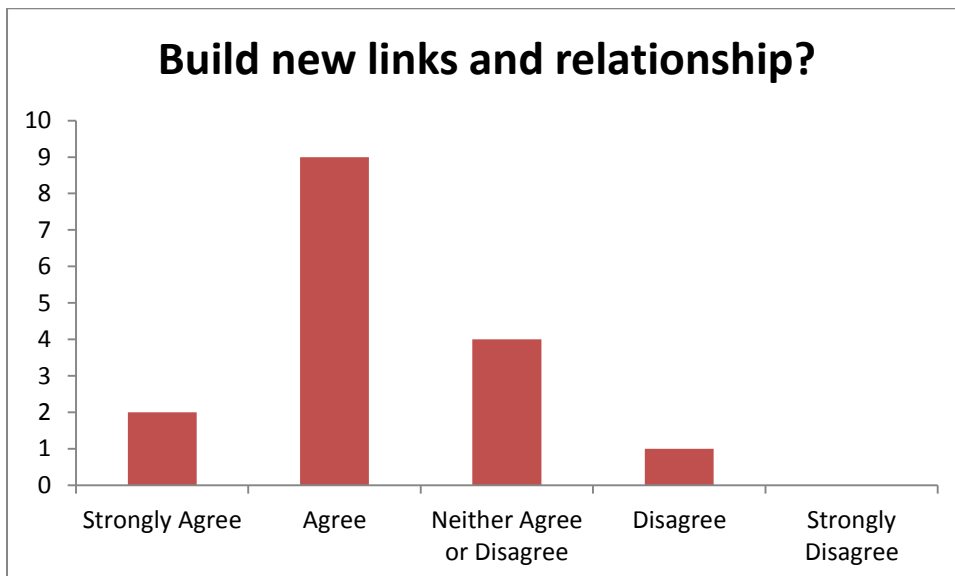
**Built new links and relationships?**



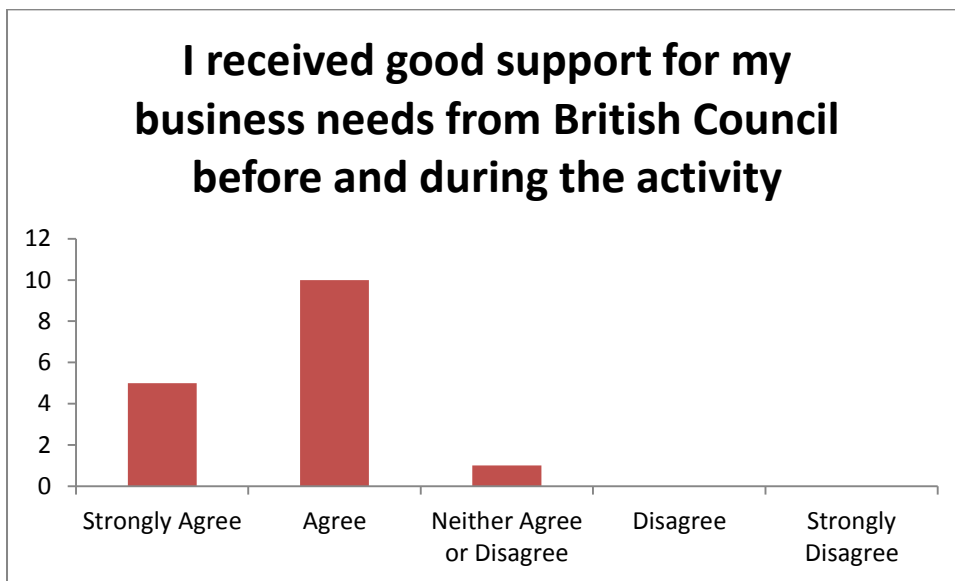
Most exhibitors mostly agreed that they have built new links and relationships



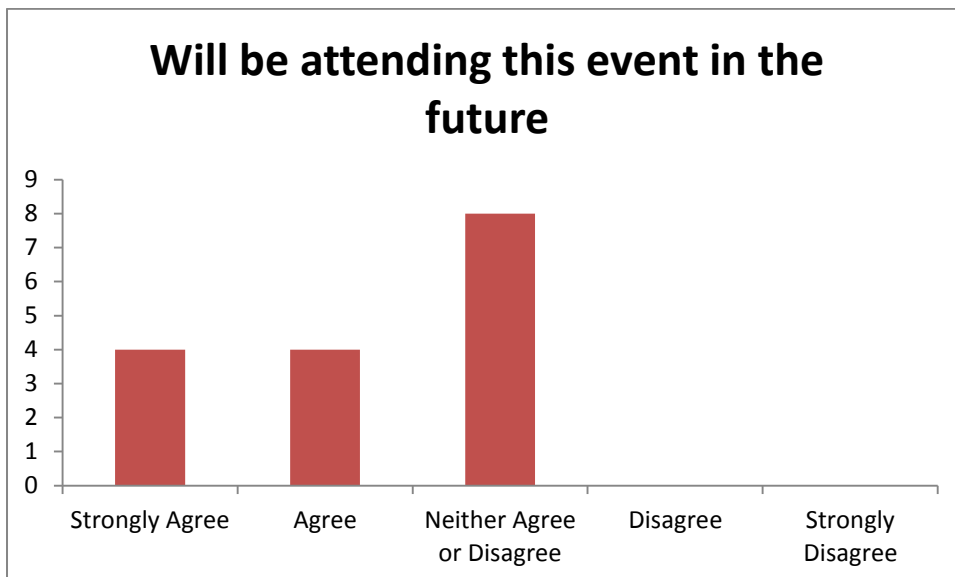
Most exhibitors agreed that the roadshow has met their expectation. The group who choose neither agree or disagree will decide once their leads turn into application.



Most exhibitors mostly agreed that they have built new links and relationships, especially those who are first timer in Indonesia market. In fact, one exhibitor that choose disagree was found to have regularly join our events in Indonesia.



Most exhibitors stated that they receive good support from British Council during the event.



Most exhibitors chose neither agree nor disagree if they will join this event next year. They stated that it will depend on the result of the leads that they gather. If it turns into applications then most likely they will join again. In addition, some also claimed that it depends on the university marketing budget for next year.

## 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 take into account all the suggestions and recommendations stated in the feedback form from the Institutions.
- British Council will consider arranging other minor events during the Exhibition, such as Alumni dinner or Counsellor/Agent networking lunch in the future.
- British Council will re-evaluate the promotional activities used to promote this event. This is to know the effectiveness of each tool for future reference.

### UK institutions

- All exhibitors should read the handbook and joining instruction given by British Council. Moreover, it would be helpful to comply with the policies and deadlines given for the exhibition.
- British Council encourage all Exhibitors to join the market briefing session as it will be useful to gain more insight about the Indonesian market and recent trends.
- Exhibitors should make sure that they have enough time to ship their equipment's so it will arrive before the event.
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.
- Exhibitors should communicate any amendments or queries about arrangements with the British Council prior the Exhibition.
- It is suggested that institutions can bring along their alumni to attend the exhibition and share their life experiences of studying in the UK with the visitors.

The above points, though important, should not detract from what was a successful event. Next year's event will build upon the lessons learned here and hopefully, prove even more popular.

### **We hope to see you there!**

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## Appendix 1

## List of exhibitors

No	UK Institutions
1	Birmingham City University
2	Cass Business School
3	De Montfort University
4	Hult International Business School
5	Lancaster University
6	Leeds University Business School
7	Middlesex University
8	Northumbria University
9	The University of Hull
10	The University of Northampton
11	University of Bath
12	University of Birmingham
13	University of Glasgow
14	University of Lincoln
15	University of London International Programmes
16	University of Salford
17	University of Southampton
18	University of St Andrews
19	University of York

## End of Report