



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-Event Report

**Study UK Creative Arts
School & University Roadshow**

19–20 October, 2017

Introduction

Due to the increase number of Indonesian students studying creative industry and arts in the UK, this year British Council Indonesia held its first Creative Arts School and University Roadshow in Jakarta. We visited 3 international schools and 1 university who specialized in arts.

British Council Indonesia collaborated with each of the host schools and university to hold several art workshops along with a mini exhibition targeting at the students who are interested to study creative industry and arts in their higher / further education.

The host schools and university were chosen based on the potential and interest of its students to continue undergraduate and postgraduate programme overseas.

The aims of this school tour are as follows:

- To enable students and parents to obtain information directly from the UK Institutions' representatives regarding UK education system in the UK focusing for undergraduate and pathway / foundation programmes which specify in the area of arts and creative industry.
- To enable students to engage and experience directly several specific subjects in creative education by participating at the workshops held by the UK universities.
- To enable UK Institutions to promote their programmes, strengthen their profiles and recruit more Indonesian students to their institutions.
- To strengthen the connection with the host schools by giving supports in providing thorough information regarding UK education system
- To raise awareness of the UK as a chosen study destination with world class education

There were around approximately 300 students attended the Creative Arts Roadshow from 4 host schools and university in Jakarta. Feedback from the school counsellors / university representative overall was very positive while feedback from UK institutions' representatives attended the roadshow was varied. Some believed that they received many potential students from all schools and university, some only received potential

students from 1 / 2 host institutions and one believed that overall it was not a potential activity for them.

British Council Indonesia undertook a review of the roadshow to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and school counsellors, this post-event report presents the results of that review.

Regards,

Audrie Adriana Sanova | Programme Manager

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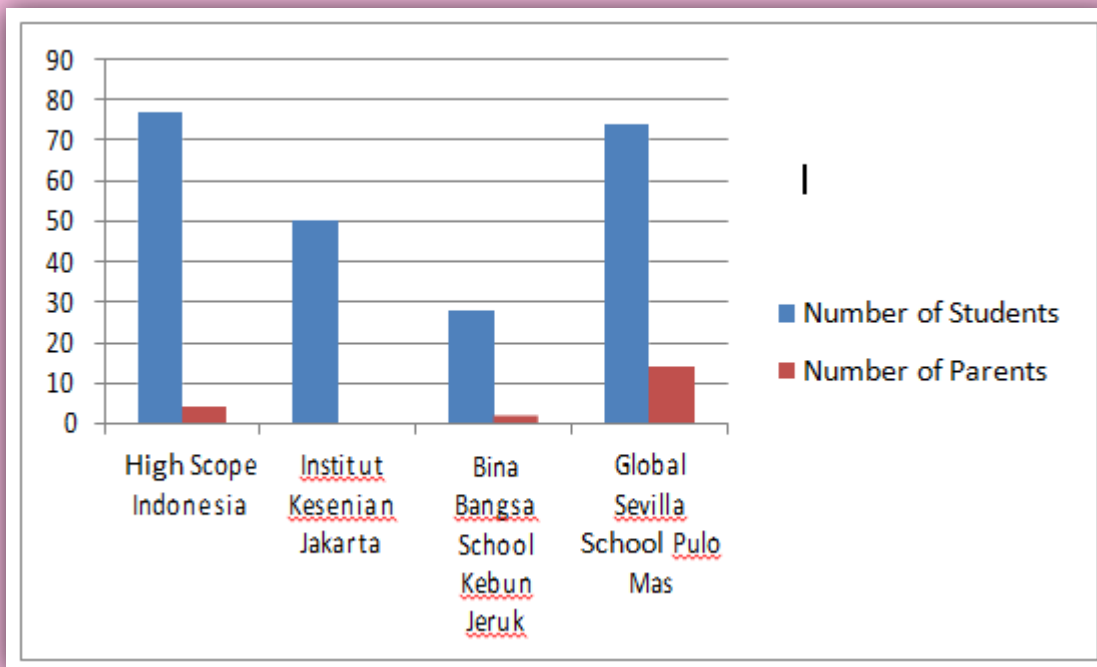
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Highlights

There were -

**6 UK Participating Institutions,
5 workshop titles, and
250 Students**

Visitors' profile



The visitors were mainly students and some parents accompanied by the school / university counsellor(s).

Marketing

The roadshow was mainly promoted in collaboration with the host schools / university. E-flyers, flyers, posters, email blast and x-banners were used at each of the host school / university to promote the event.

Most of the schools / university dedicated certain timing for their students to be able to attend this event, while some schools preferred to handpicked students who are only interested in studying arts and creative industry in University.

One example of the promotional **E-flyer**;



Talk to representatives from top UK arts universities and join a free art workshop

SEKOLAH HIGH SCOPE INDONESIA
THURSDAY 19 OCTOBER 2017, 10.20-11.50

Choose from these workshops:

UK UNIVERSITY	PRESENTER	TOPIC	TIME
De Montfort University	Rachel Granger	Co-Creative Network	10.20-11.20
Goldsmiths, University of London	Greg Chen	Portfolio Preparation	10.20-11.20
University of Kent	Maurizio Cinquegnani	London in Film	10.20-11.20
University of Gloucestershire	David Booth	Sustainability in Landscape Architecture	10.20-11.20
University of Gloucestershire	Fiona Curran	The Familiar - Story, Family, and the Outsider in Film, TV and Animation	10.20-11.20

Participating UK universities:
De Montfort University, Goldsmiths, University of London, Liverpool John Moores University, University of Gloucestershire, University of Kent and University of Southampton

Councillor's Feedback

The counsellors and principals agreed that the Study UK Creative Arts Roadshow has been very useful for students, especially those who are considering arts as their major in Undergraduate and Further studies. Furthermore, the event has met their expectation and the counsellors strongly agreed that they had built new links and relationships with UK Institutions.

They are expecting that the British Council and UK Universities will continue to visit their schools / university in the future.

Exhibitor's Feedback

We received all six feedback forms from the six UK Institutions who attended the roadshow;

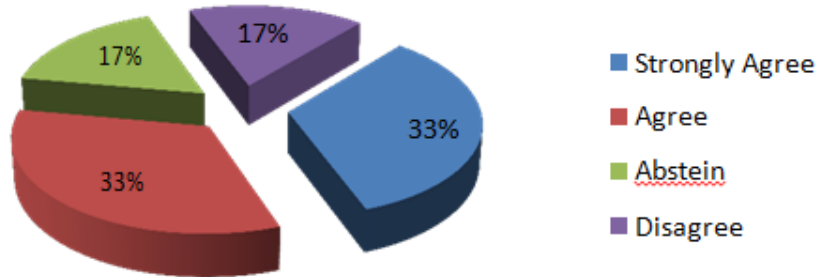
Main compliments;

- Increasing interest from students who wanted to study films
- Received good quality and numbers of queries from potential students
- The quality of event management, logistical arrangement and venue are very good
- British Council Staffs are helpful and supportive

Main inputs and recommendation;

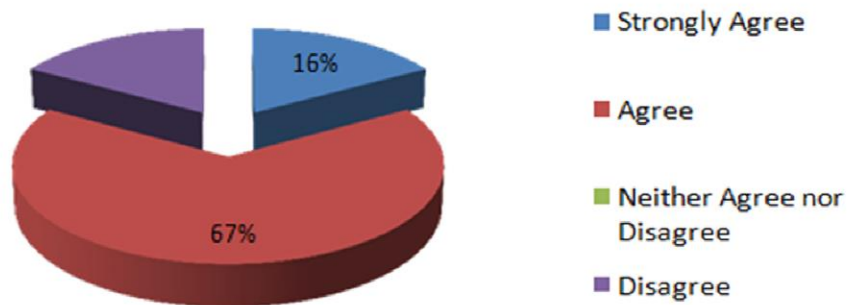
- More exposure and branding is needed
- Clear need of scholarship promotion
- A more targeted audience for the workshop

The event met the expectations?



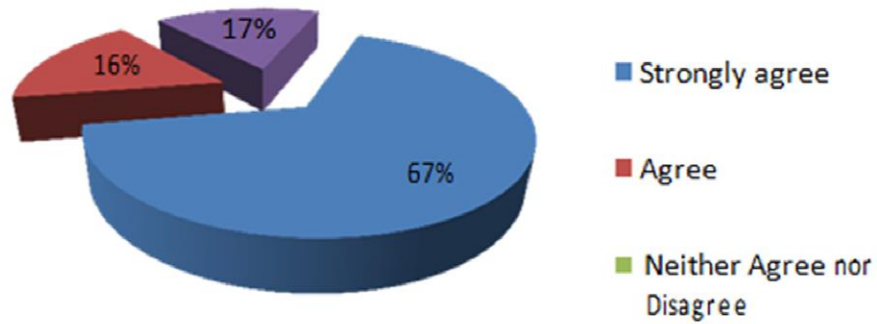
Most exhibitors strongly agreed and agreed that the roadshow has met their expectation

Built new links and relationships?



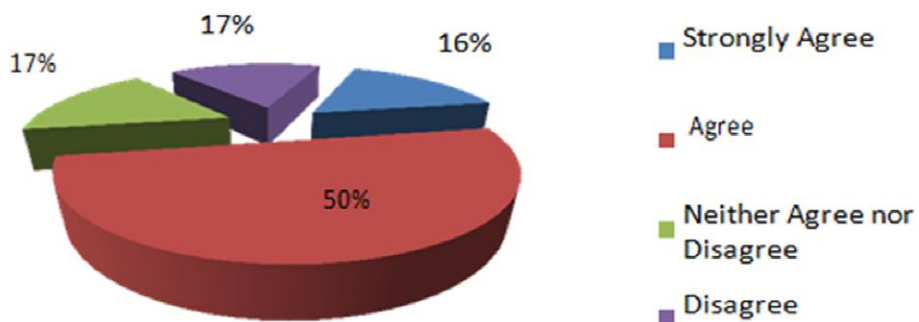
Most exhibitors mostly agreed that they have built new links and relationships

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



Most exhibitors strongly agreed that British Council provide good supports before and during the tour

Will you be attending this event on next year?



Most exhibitors agreed to attend this event 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 roadshow. The main findings and recommended next steps are outlined below:

British Council

- British Council will take into account all the suggestions and recommendations from the Institutions.
- British Council will emphasize to host school and university that students who attend workshop should be interested in the topic.
- British Council will discuss the possibility to insert art installation in the host school / university in the future.
- British Council will re-evaluate host schools / university, if they are potential for future visits.

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the roadshow (eg. not make any sudden change of plan and submit all forms according to deadline given).
- All exhibitors should attend at all the host schools, except there is an advance notification so that we can have enough time to inform the host school.
- All exhibitors should follow the roadshow schedule due to unpredictable traffic and unforeseen circumstances.

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!

Appendix 1

List of exhibitors

No.	UK Institutions
1	University Of Kent
2	De Montfort University
3	Goldsmiths, University Of London
4	University Of Southampton
5	Liverpool John Moores University
6	University Of Gloucestershire

Appendix 2

List of Contacts

No.	Institution	Contact Person	Position	Email	Phone
1	High Scope Indonesia	Ms. Dian Anggraeni	School Counsellor	dian.a@highscope.or.id	+62811898113
2	Institut Kesenian Jakarta	Ms. Suryana Paramita	Vice Dean for Partnership	suryanaparamita@gmail.com	+6285695272701
3	Bina Bangsa School Kebun Jeruk	Mr. Hardi Lie	School Counsellor	hardi.kjs@binabangschool.com	+628179807132
4	Global Sevilla School Pulo Mas	Mr. Budi Darmawan	School Counsellor	budi.darmawan@globalsevilla.org	+622147882288

End of Report