



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK Exhibition 2017  
Indonesia:  
Jakarta: 4 - 5 March 2017**

# Introduction

## 3 March 2017, UK Alumni Networking Dinner

As part of the Study UK Exhibition, British Council Indonesia held a UK Alumni Networking Dinner on Friday, 3 March 2017 at Fairmont Jakarta Hotel. In this event, British Council opened the invitation to UK alumni who graduated from 62 UK Institutions that participated at the Study UK Exhibitions and all the UK institutions' representatives.

This event was attended by 112 alumni, institutions' representatives and partners. The dinner aimed to give opportunity for UK alumni to meet and network with their institutions' representatives. , Through this event UK Institutions are encouraged to engage with their alumni to explore any collaboration opportunity.

The Alumni Networking Dinner was opened by Paul Smith, Country Director of British Council Indonesia and remarkable speech from Theresa.O'Mahony-heer, British Embassy Jakarta – Political Counsellor. It was followed with the dinner and opportunity to network, and lastly, it was closed with a group photo session for the UK Alumni and their UK Institutions representatives.

## 4 – 5 March 2017, Jakarta Study UK Exhibition

The Study UK Exhibition 2017 was held at Fairmont Jakarta Hotel.. There was an opening ceremony by Paul Smith, Country Director of British Council Indonesia and Moazzam Malik, the British Ambassador to Indonesia at 12.00 pm. The opening was also attended by our prominent UK alumna, Gita Gutawa, who is also a well know singer and musician in Indonesia.

The event was attended by 2089 students for the two days event. At this exhibition, British Council collaborated with British Embassy Jakarta to hold a UK Education Journey experience for the visitors. The UK Education Journey was being held at the 3<sup>rd</sup> floor, that consisted several activities that increase the engagement with the visitors, such as seminars from UK institutions, talk show with prominent alumni, English and IELTS workshop and exhibition area that display the culture of each country in the UK ; England, Scotland, Wales and Northern Ireland.

There were 62 UK Institutions exhibiting at this exhibition. We also collaborated with our partners, such as Chevening, Cosmo Girl, Fairmont Jakarta Hotel, Garuda Indonesia, IELTS, Jurusanku, myClass, NOW!Jakarta, nusadua, Panorama tour, PPI UK (The Association of Indonesian Students in the United Kingdom), student.com, The Jakarta Post, UK Visas & Immigration, Vooya and What's New Jakarta.

British Council Indonesia received fairly positive feedback regarding the exhibition from the participating UK institutions. Within two days exhibition, several seminars, talk shows and English Lessons were held on various related topics for instance; IELTS Workshop: How to Get Great Scores in IELTS by British Council Indonesia Foundation – Examinations Services which was fully attended.

Followed by the talk show with a special guest speaker – experience sharing session with Gita Gutawa, singer and UK Alumna from University of Birmingham and London School of Economics, experience sharing from Ferdi Hasan, another Indonesian artist who sent his children to study in the UK and other interesting seminar topics. This Study UK exhibition attracted lots of media interest

and coverage, with reporters from leading national newspapers and television 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.

Page 2 – 3

Key **Highlights** of the event including media exposures as well as visitors numbers and profile.

Page 4 – 7

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

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

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

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

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Appendix: **List of exhibitors**

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# Highlights

## 7 online media reporting the event

- Kompas.com  
<http://edukasi.kompas.com/read/2017/03/02/20534071/punya.mimpi.kuliah.di.inggris.ayo.hadiri.pamerannya.pada.4-9.maret>
- cosmogirl.co.id  
<http://www.cosmogirl.co.id/artikel/read/9877/Hal-Hal-yang-Wajib-Kamu-Lakukaan-Saat-Mengunjungi-Pameran-Pendidikan>
- Jakartaglobe.id  
<http://jakartaglobe.id/education/study-uk-exhibition-jakarta-surabaya-yogyakarta/>
- Okezone.com  
<http://news.okezone.com/read/2017/03/03/65/1633164/ini-bukti-inggris-makindiminati-mahasiswa-indonesia>
- Tempo.co  
<https://nasional.tempo.co/read/news/2017/03/04/173852649/duta-besar-inggrisajak->  
<https://nasional.tempo.co/read/news/2017/03/04/173852593/belajar-ke-inggrisbritish->
- Viva.co.id  
<http://life.viva.co.id/news/read/890156-64-institusi-pendidikan-asal-inggris-gelarpameran>
- Cendekiana.com  
<https://www.cendekiana.com/news/duta-besar-inggris-ajak-mahasiswa-lanjutkan-studi-di-inggris.html>

# 4 printed media reporting the event

## The Jakarta Post



## Koran Sindo



## Koran Jakarta



## Kompas

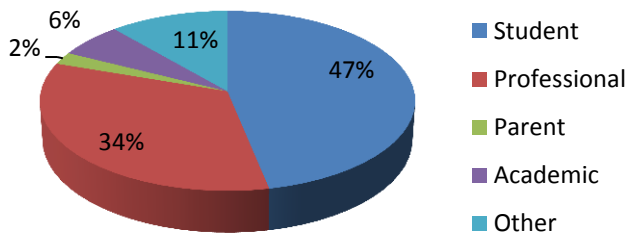


## Jakarta

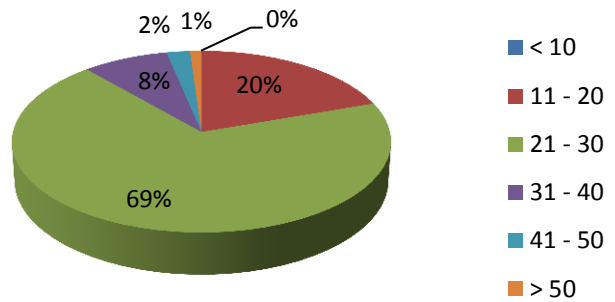
### Visitors' profile

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

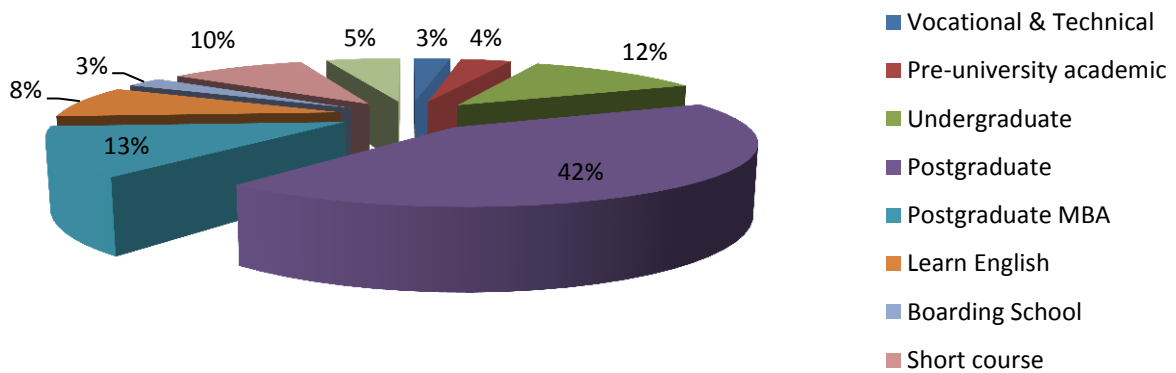
#### Educational background



#### Age Group



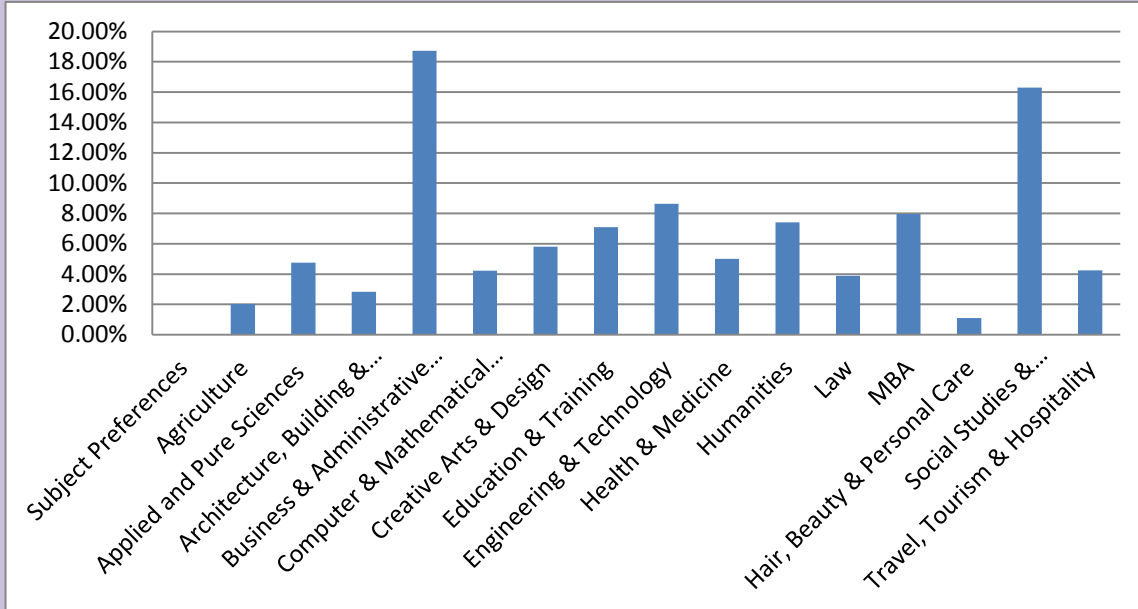
#### Level of Study



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

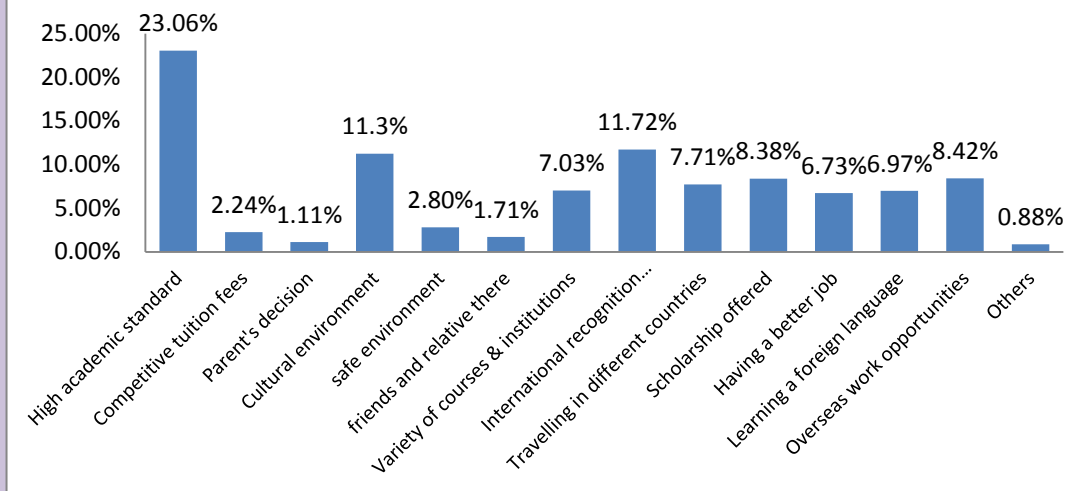
## Visitors' preferences

### Subject preference



Business and administrative studies is still the utmost subject area of preference (18.72%), then similar to previous exhibition a significant increase to Social Studies and Communications (16.3%), followed with Engineering and Technology (8.64%).

### Motivation



**Academic quality** is the most important feature for students in considering UK education.



**We spent around**

**IDR 454 million in Jakarta, Surabaya & Yogyakarta on promotion**

# Jakarta - Promotion

## 1. Outdoor Promotion

T-Banners in 5 strategic areas



Temporary billboard in 4 strategic areas



## 2. Printed Media

Newspaper

The Jakarta Post



Kompas





## Magazine NOW! Jakarta



### 3. Websites

- British Council Indonesia
- British Embassy Jakarta
- The Jakarta Post
- NOW! Jakarta
- What's New Jakarta

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

#### Facebook: What's New Jakarta



#### Facebook: The Jakarta Post Instagram: Fairmont Jakarta



#### Twitter: Kampus Update



#### Twitter: Fairmont Jakarta Hotel



## **5. Radio**

- 102.2 Prambors Radio

## **6. Email Blast**

- British Council database; students, alumni, agents, schools and local universities
- British Council Indonesia Foundation

## **7. Flyering**

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

## **8. Schools Roadshow in Jakarta and Greater Jakarta**

## **9. SMS Blast to 3,000 numbers**

## **10. Invitation**

- Online and printed Media

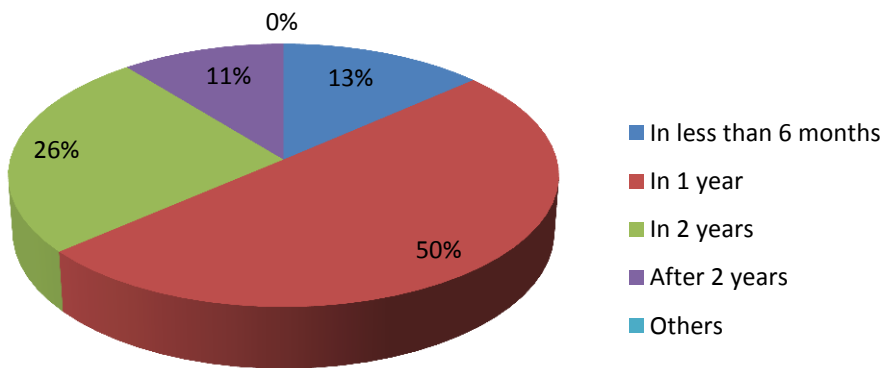
# Visitors' feedback

## Methodology

We distributed an online and printed survey to the visitors during the exhibition to get their feedbacks regarding the exhibition

**50%** 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

- More UK Universities
- The exhibition should be conducted continuously and regularly
- Should be done in other cities in Indonesia
- Longer time for seminar/presentation

### Requested seminar topics

- More training class on IELTS
- More information on how to apply UK Universities
- Presentation by scholarships body
- More session from the UK universities' alumni

# Exhibitors' feedback

## Main inputs

- VRS didn't work properly
- Uncertainty in Indonesian government policies, for example LPDP scholarship
- UK institutions noticed the importance of involving their Indonesian alumni during the exhibition and consider to engage more with their alumni for upcoming exhibition
- British Council Team offer good support
- More exposure and promotion on UK boarding schools and colleges are needed
- Well-organised and professional event
- Market briefing has been useful

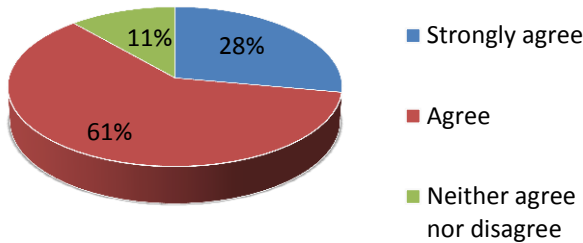
## Recommendations for British Council

- One seminar schedule is more preferable
- Coordinate a school tour in conjunction with the exhibition
- Exhibitors prefer to have lunch/coffee break area that is not too far from the exhibition room.

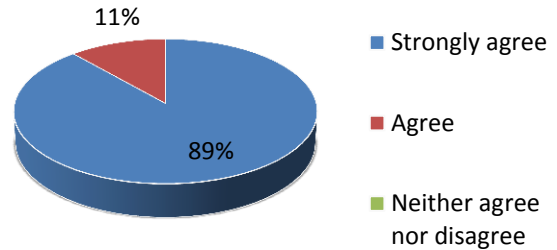
## Visitor's assessment

- The importance of offering scholarships in Indonesia
- The visitors number were low but there were high quality visitors
- Increased interests in Architecture, Arts, Design and Creative subjects
- Jakarta is potential for both UG and PG market
- Visitors' English proficiency have improved and considered quite good
- Increased interest in UG and foundation programmes

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



### How do you rate the quality of actual event 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 coffee break area, seminar, talk show, English lesson class 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. **Solution:** if possible, coffee break can be served in the same exhibition area
- When conducting several parallel seminar sessions, in the future improved crowd management will be done to avoid in unequal number of attendance of the seminar.

### UK Institutions

- From the visitor's survey result, we received feedbacks that most of the visitors would find it useful if the institution can bring along their UK alumni to share their experience to the visitors and to have a translator assist at the booth, so that people with lower English proficiency can still get adequate information.
- To avoid any trouble occurred for the logistic arrangement, exhibitors who do not use the shipment company which was appointed by British Council, should make sure with their shipment company that the cost that they agree includes the custom clearance cost.

## Appendix: List of exhibitors

No.	PARTICIPATING UK INSTITUTIONS	CITY		
1	Aberystwyth University	Jakarta		
2	Aston University	Jakarta		
3	Bell Educational Services	Jakarta		
4	Bellerbys College	Jakarta		
5	BPP University		Surabaya	Yogyakarta
6	Cardiff Sixth Form College	Jakarta	Surabaya	Yogyakarta
7	Cardiff University	Jakarta		
8	Coventry University	Jakarta		
9	Cranfield University	Jakarta		
10	De Montfort University	Jakarta		
11	Edinburgh Napier University	Jakarta		
12	Goldsmiths, University of London	Jakarta		
13	Harper Adams University	Jakarta		
14	Heriot-Watt University	Jakarta	Surabaya	
15	Istituto Marangoni London	Jakarta	Surabaya	
16	King's College London	Jakarta	Surabaya	
17	Lancaster University	Jakarta		
18	Leeds Beckett University	Jakarta	Surabaya	Yogyakarta
19	Leeds College of Art	Jakarta		
20	Liverpool John Moores University	Jakarta	Surabaya	
21	Manchester Metropolitan University	Jakarta	Surabaya	
22	Mander Portman Woodward	Jakarta		
23	Newcastle University	Jakarta		
24	Nottingham Trent University	Jakarta		
25	Oxford International College	Jakarta		
26	Plymouth University	Jakarta	Surabaya	



27	Queen Mary University of London	Jakarta		
28	Queen's University Belfast	Jakarta	Surabaya	
29	Royal Holloway, University of London	Jakarta		
30	Ruthin School	Jakarta		
31	Sheffield Hallam University	Jakarta		
32	SOAS, University of London	Jakarta		
33	Swansea University	Jakarta		
34	Teesside University	Jakarta		
35	The Glasgow School of Arts	Jakarta		Yogyakarta
36	The Royal Agricultural University	Jakarta	Surabaya	Yogyakarta
37	The University of Edinburgh	Jakarta		Yogyakarta
38	The University of Manchester	Jakarta	Surabaya	Yogyakarta
39	The University of Nottingham	Jakarta	Surabaya	
40	The University of York	Jakarta		
41	University College Birmingham	Jakarta	Surabaya	
42	University College London	Jakarta	Surabaya	Yogyakarta
43	University of Aberdeen	Jakarta	Surabaya	Yogyakarta
44	University of Bath	Jakarta		
45	University of Birmingham	Jakarta	Surabaya	Yogyakarta
46	University of Bristol	Jakarta	Surabaya	Yogyakarta
47	University of Essex	Jakarta		
48	University of Exeter	Jakarta		
49	University of Glasgow	Jakarta	Surabaya	Yogyakarta
50	University of Gloucestershire	Jakarta		Yogyakarta
51	University of Kent	Jakarta	Surabaya	Yogyakarta
52	University of Leeds	Jakarta		
53	University of Portsmouth	Jakarta		

54	University of Southampton	Jakarta	Surabaya	Yogyakarta
55	University of St Andrews	Jakarta	Surabaya	Yogyakarta
56	University of Stirling	Jakarta	Surabaya	Yogyakarta
57	University of Strathclyde	Jakarta	Surabaya	
58	University of Suffolk	Jakarta		
59	University of Surrey	Jakarta		
60	University of Sussex	Jakarta		Yogyakarta
61	University of The Highlands and Islands		Surabaya	
62	University of Warwick	Jakarta	Surabaya	Yogyakarta
63	University of Westminster	Jakarta		
64	University of Wolverhampton	Jakarta	Surabaya	