



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-Event Report

**Study UK School Tour
2–6 October 2017**

Introduction

Following the success of previous School Tours held in Indonesia, this year British Council Indonesia held its School Tour in Jakarta and Greater Jakarta, visiting 10 reputable schools with both international and national curriculum.

British Council Indonesia collaborated with each of the host schools to hold a mini-exhibition targeting at the students and parents as the key audience.

The host schools were chosen based on the potential and interest of its students to continue undergraduate 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,
- 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 630 students and parents attended the School Tour from 10 host schools in Jakarta and Greater Jakarta. Feedback from the school counsellors and UK institutions' representatives attended the tour in overall was very positive. Presentations on various related topics such as The University of London and a Guide to its Member Institutions; How to apply for the Student Visa; UCAS Application and How to write a personal statement.

British Council Indonesia undertook a review of the School Tour 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.

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Study UK School Tour Marketing and Promotion

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

Most of the schools dedicated certain timing for their students to be able to attend this event, while some schools preferred to merge the British Council School Tour with their internal education and career fairs, which some of them involved other country destinations' institutions. The main reason for the school to merge the event is to give broader choice and opportunity to their students regarding further study options.

One example of the promotional flyer:

E-flyer



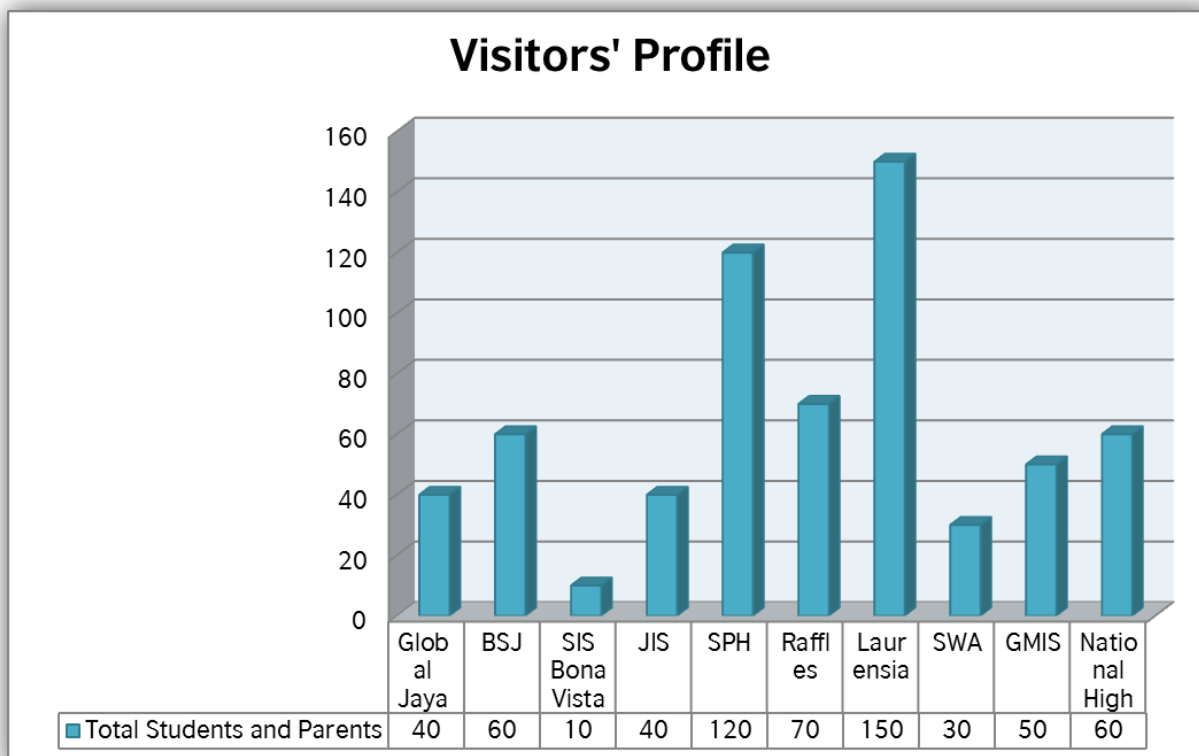
Study UK School Tour, Jakarta and Greater Jakarta

The School Tour was held for 5 days from 2 – 6 October 2017

There were -

**16 UK Participating Institutions, a presentation from the UK
Visas and Immigration,
630 Students and Parents**

Visitors' Profile



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

Counsellors' Feedback

The counsellors and principals agreed that the Study UK School Tour has been very useful for students and their parents. Furthermore, the School Tour has met their expectation and the counsellors are 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 in the future.

Exhibitors' feedback

Main compliments

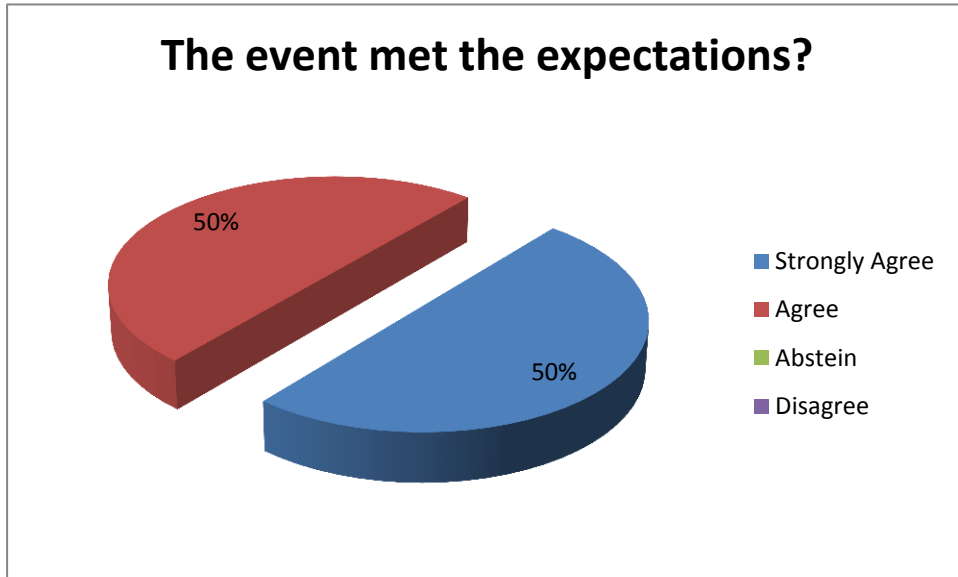
- Increasing interest from self-funded students
- Received good quality of queries from parents and students
- The planning was very thorough
- The quality of event management, logistical arrangement and venue are very good
- British Council Staffs are helpful and supportive

Main inputs and recommendation

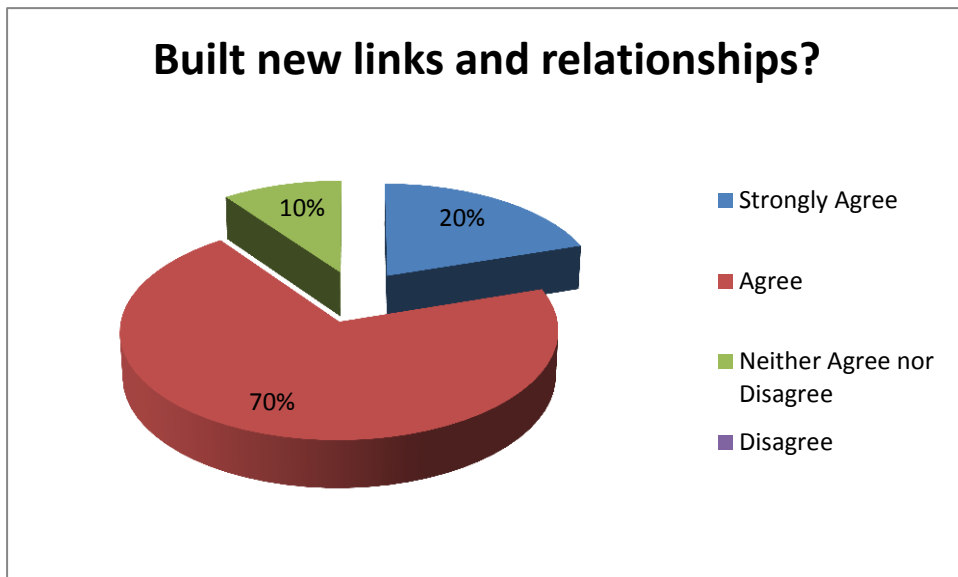
- Invite more Education Agents to the welcome dinner event
- Less waiting time between schools
- Avoid school who is having semester break
- School Counsellor should provide brief summary on the school curriculum prior to the exhibition

Exhibitors' Feedback

We have received 10 feedbacks out of 15 UK Exhibitors for the Study UK School Tour 2017.

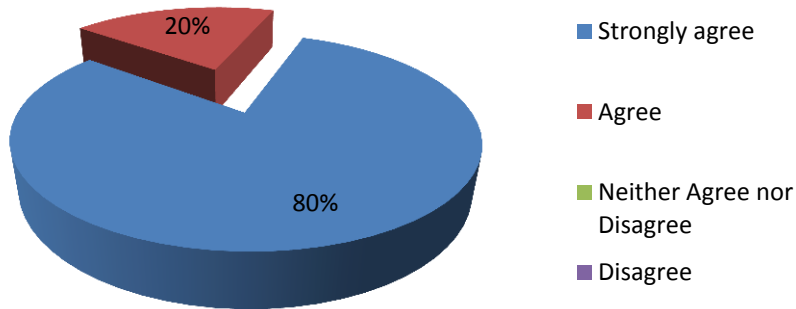


The Exhibitors are strongly agreed and agreed that the British Council School Tour has met their expectation.



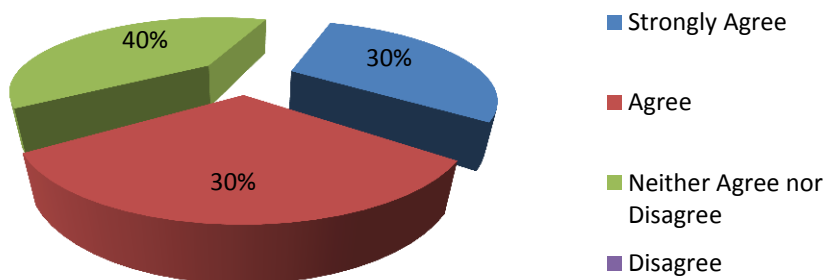
The Exhibitors are mostly agreed that they have built new links and relationships.

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



The Exhibitors are strongly agreed with the good supports given by the British Council before and during the tour.

Will you be attending this event next year?



The Exhibitors are more positive about attending next year's event, however, there are some that neither agree which will require follow-up from us..

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 tour. 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
- We have received direct request from the school (SIS Bona Vista) management for conducting school tour on their semester break. Unfortunately the turnout number was not as expected. In the future, British Council will exclude school that are having their semester breaks.
- It is very challenging to set time due to the unpredictable Jakarta traffic especially during rainy season and MRT/LRT construction. In order to avoid any delay in arriving on time, we needed to give a spare time for the travel time.

UK institutions

- All exhibitors should comply with the policies and deadlines given by the British Council for the tour (eg. Returned the forms).
- 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 school tour schedule due to unpredictable traffic and unforeseen circumstances.

Appendix 1 - List of Exhibitors

No.	UK Institutions
1	Aberystwyth University
2	Aston University
3	Cardiff University
4	De Montfort University
5	Heriot-Watt University
6	Hult International Business School
7	Leeds Arts University
8	Liverpool John Moores University
9	Queen Mary University of London
10	Queen's University Belfast
11	Ulster University
12	University of Birmingham
13	University of Kent
14	University of Lincoln
15	University of Plymouth
16	University of Surrey

Appendix 2 - List of Counsellor's Contacts

No.	School Name	Counsellor	Email	Phone No.
1	Global Jaya School	Ingrid Joice Sakul	ingrid@globaljaya.com	+6221 7457562
2	British Intercultural School	Rachel Duce	rachel_duce@bis.or.id	+6221 7451670
3	SIS Bona Vista	Dana Guest	dana.guest@sisschools.org	+62 21 759114421
4	Jakarta Intercultural School	Michelle Burlock	mburlock@jisedu.or.id	+62 21 7692555 ext 81342
5	Sekolah Pelita Harapan (SPH)	Angeline Ang	angeline.ang@sph.ac.id	+62 21 5460234 ext. 114410
6	Raffles Christian School Pondok Indah	Inggar Anggita	inggar@raffles-international.org	+62 21 75903342
7	SMA Santa Laurensia	Catherine I. Sofjan	catherinesofjan@yahoo.com	+62 21 5398888
8	Sinarmas World Academy	Stanislav K. Sousek	stanislav_sousek@swa-jkt.com	+62 21 53161400
9	Gandhi Memorial Intercontinental School	Dr. Manish Semwal	semwalmanish@yahoo.com	+62 21 65865667
10	National High Jakarta School	Hetty Hamonangan	hettyhamonangan@nh.piagetacademy.org	+62 21 58902962