

AFTER SHOW REPORT

Secondary & Higher Education Fair

11 - 18 November 2017

ISTANBUL - IZMIR - ANKARA

StudyExpo[®]



www.studyexpo.com

StudyExpo hosted 4 events within the Fall 2017 Secondary & Higher Education Schools Fair:

11th-12th November 2017, INTERCONTINENTAL ISTANBUL HOTEL TAKSIM, ISTANBUL EUROPE

14th November 2017, HILTON HOTEL, IZMIR

16th November 2017, SHERATON HOTEL, ANKARA

18th November 2017, HILTON KOZYATAGI HOTEL, ISTANBUL ASIA

Unlike other fairs taking place in the study-abroad industry, StudyExpo focused only on secondary and higher education students and their families for its series of events in the fall of 2017.

Number of Visitors for Each Fair Day:

November 11 at Intercontinental Istanbul Taksim: 812

November 12 at Intercontinental Taksim: 907

November 14 at Hilton İzmir: 705

November 16 at Sheraton Ankara: 986

November 18 at Hilton Istanbul Kozyatagi: 903

Total number of visitors: **4.313**

As well as local visitors, we have hosted international visitors coming from neighbour countries for the event.

A total of 53 institutions from around the world have participated in StudyExpo.

StudyExpo Fall 2017 Secondary & Higher Education Fair, about which both the exhibitors and visitors have expressed their satisfaction, have left its mark in the industry.

- Numerous forms of mass communication.
- Outdoor activities; banners and posters in key locations and in universities.
- Flyer distribution and poster placement at universities' campuses
- Collaboration with student associations from Istanbul, Ankara and Izmir universities
- Poster placement in 450 private middle schools, high schools and Anatolian high schools
- Websites in Turkish and in English detailing fair schedule, locations and other important information regarding the fair.
- Ads on Facebook, Instagram and Twitter.
- Posts on the Facebook page of EduMag, a study-abroad web portal with 105.000 followers
- Press releases
- Links on many leading internet portals.
- Text and visual based ads with Google Adwords
- SMS messages to students.
- Mailshots to student and school databases.
- Banners on the websites of 4 organising agencies, emails and text messages to the addresses and numbers in their databases.
- Social media posts of the 4 organising agencies and other institutions that support the fair
- Our sponsors, Sennheiser, British Council IELTS, Campus France, IDP IELTS have announced and advertised our fairs on their social media accounts. Our sponsors also sent SMS text messages to their databases, announcing our fairs.
- Our exhibitors AIESEC and Cvbenim have announced our fairs on their social media accounts. They have sent SMS text messages to their databases as well.

Poster placement in 450 private middle schools, high schools and Anatolian high schools

Geleceğini Sen Seç!
Bir Adım Öne Geç.

StudyExpo[®]
**YURTDIŐI LİSE ve
ÜNİVERSİTELER FUARI**

11-12 Kasım İSTANBUL AVRUPA Intercontinental Taksim
14 Kasım İZMİR Hilton
16 Kasım ANKARA Sheraton
18 Kasım İSTANBUL ANADOLU Hilton Kozyatađı



FUARA GİRİŐ ÜCRETSİZDİR!
Online Kayıt ve Davetiye için: www.studyexpo.com.tr

We have used artworks to print banners, which were 200cm x 200cm.



SPONSORS



Exhibitors who have attended StudyExpo Fall 2017 Secondary & Higher Education Fairs so far (in alphabetical order);

1. AIESEC
2. Bellerbys College
3. British Council IELTS
4. British Council STUDY UK
5. Bodwell High School
6. Brockenhurst College
7. Bronte College
8. Campus France
9. CATS Academy Boston
10. CATS College UK
11. Cambridge School of Visual & Performing Arts
12. Charles Sturt University
13. Columbia International College
14. Cvbenim.com
15. Dukes Education
16. ELS International Pathways
17. ETC International College, Business University Foundation
18. European College of Malta NCUK Delivery Centre
19. European University Business School
20. Galway Business School
21. Georgian College
22. Green River College
23. Greystone College
24. Hult International Business School
25. IDP IELTS
26. ILAC University Pathways
27. Istituto Europeo di Design – IED
28. JAMK University of Applied Sciences
29. Kings Education, High School and University Pathways
30. Kingston University London ISC
31. Les Roches International School of Hotel Management
32. Glion Institute of Higher Education
33. London School of Business and Finance
34. Londonist
35. National University
36. Niagara College Canada
37. New European College
38. Normandie Universities
39. OnCampus UK
40. OnCampus USA
41. Sheridan College
42. St. Lawrence College
43. Student Management Group – SMG
44. Study Group
45. Swiss Education Group
46. The University of Sheffield IC
47. Universidad Católica San Antonio de Murcia – UCAM
48. University of Alabama
49. University of Debrecen
50. University of Sussex ISC
51. University of Worcester International College
52. VanWest College
53. Viva College

Sheridan College

"I believe Sheridan College will benefit from being here. The venue here is very good. We have a steady stream of interested students. We've had a chance to present these students with information regarding our programs and opportunities."

Gabriela Facchini - Manager

IED Istituto Europeo di Design

"The students visiting the fair have been asking the right and focused questions. Students stopping by at our table know what they are interested in and are prepared."

Ivan Mielzarek - Area Manager

Dukes Education

"Fair has a very good size. Number of agents were also beneficial as students are able to spend more time at each stall without feeling pressure to move on. I will definitely be recommending it to my colleagues when I return."

Gianluca Polidori - Sales Director

European College of Malta

"The location, setup, volume and the quality of the students are very good. What I find particularly unique is having a partner agent sitting with you at your desk. The agent can speak to a student directly in the student's native language and this makes a huge difference. It is a very beneficial thing. The organisation, venue, the setup at the fair area, all are spot-on. I am looking forward to the next StudyExpo event!"

Peter Gauci-Maistre - Business Development Director

Bronte College

"The location is great and the hospitality we receive here is amazing. The organisation is excellent. The student profile is very pleasing."

Padraig Hynes - Academic Coordinator

Bronte College

"I have met quite a number of students and families, and they have been the type of the audience we have been looking for. It was easy to converse with the families in English. It has been very easy for me to interact with them. The venue is an ideal and accessible place to hold the event."

Clarence McNie - Marketing Manager

Niagara College Canada

"It is very nice when everything is done for the recruiters, so that they can concentrate on the students. We didn't have to bring banners or brochures, which is amazing. You can't beat the venues in Istanbul, Izmir or Ankara. They're the best venues you can get in town. The English levels among students are very good, which makes us happy as a college. Altogether, I am very impressed with the fair."

Matthew Marois - Marketing and Strategic Enrollment

European University Business School

"The students visiting the fair have been asking the right and focused questions. Students stopping by at our table know what they are interested in and are prepared."

Katja Misimovic - Recruitment Manager





StudyExpo®

Bilimevi
Yurtdışı Eğitim Danışmanlığı

GKR
GKR
YURTDIŞI
EĞİTİM
DANIŞMANLIĞI

idealist
yurtdışı eğitim

KARYA
YURTDIŞI EĞİTİM
INTERNATIONAL

Address : Sogutluceme Cad. No:88/13
Kadikoy, Istanbul / TURKEY
Phone : +90 216 212 07 07
Fax : +90 216 346 83 65
Website : www.studyexpo.com
E-Mail : info@studyexpo.com
Facebook: www.facebook.com/studyexpo
Twitter : www.twitter.com/studyexpo
Instagram: www.instagram.com/study_expo