

After Show Report

Secondary & Higher Education Fair 2018

StudyExpo[®]

studyexpo.com



Factsheet



StudyExpo hosted 4 events within the Fall 2018 Secondary & Higher Education Fair

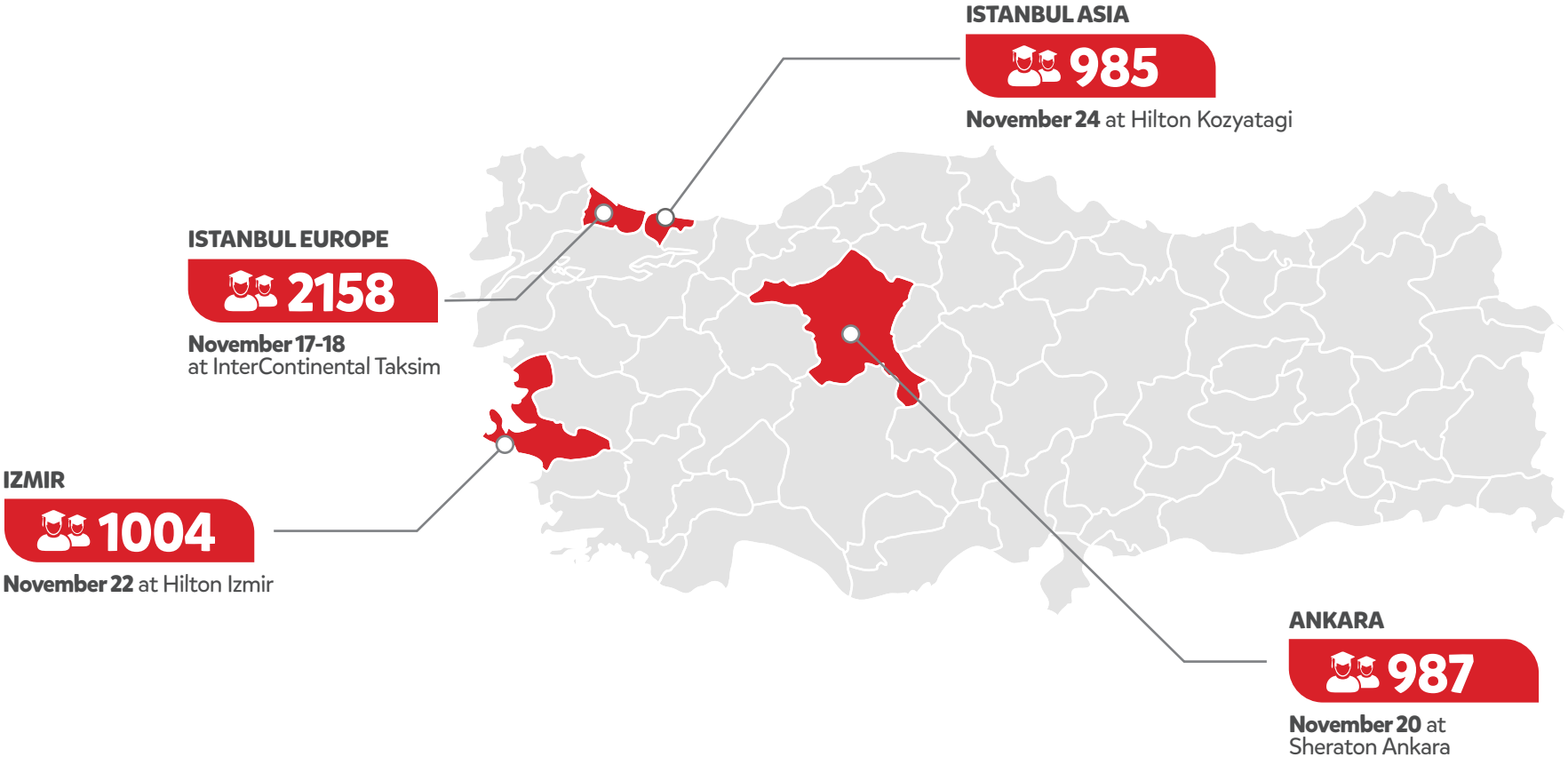
Unlike other fairs taking place in the study abroad industry, StudyExpo focused only on secondary and high schools for its series of events in the fall of 2018. A total of 45 schools from around the world have participated in StudyExpo.

45
exhibitors

Number of Visitors for Each Fair Day

Total
5134
visitors

In 2017, the total number of visitors was **4313**. Total number of visitors has been increasing every year.



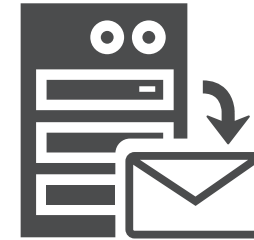
Marketing Activities



Numerous forms of mass **communication**



SMS messages to **students**



Emailing to student and school databases

- Collaboration with student associations from **Istanbul, Ankara and Izmir** universities
- Websites in Turkish and in English detailing fair schedule, locations and other important information regarding the fair
- Our sponsors have announced and advertised our fairs on their social media accounts. Our sponsors also sent SMS text messages to their databases, announcing our fairs.
- Ads on many leading internet portals, including **hurriyet.com, milliyet.com** etc.
- Text and visual based ads with **Google Adwords**
- Performance marketing on online ad networks
- **Banners on the websites of 4 organising agencies, emails and text messages to the addresses and numbers in their databases**
- Press releases

Poster placement in

450

private middle schools, high schools and Anatolian high schools



Social media posts of the 4 organising agencies and other institutions that support the fair



Ads on Social Media

Fair Set-Up

📍 We have received artworks for the banner designs from exhibitors. They were printed and applied on an area of **200x200cm**. These banners were used on each fair at Istanbul, Ankara and Izmir.



Exhibitors

Exhibitors who attended StudyExpo Secondary & Higher Education Fair 2018



1. AIESEC
2. Algonquin College
3. Amadeus International School Vienna
4. Bayswater College
5. Blyth Academy
6. Bronte College
7. Campus France
8. CATS Academy Boston
9. CESI Ecole d'Ingénieurs
10. Charles Sturt University
11. Columbia International College
12. DAAD
13. Edith Cowan University
14. ELS International Services
15. Embassy English & Pathways
16. ESIGELEC
17. ETC International College
18. EU Business School
19. Fanshawe College
20. Foothill and De Anza Colleges
21. French in Normandy
22. Global University Systems
23. Greystone College
24. Guangdong Technion - Israel Institute of Technology
25. Humber College
26. IDP IELTS
27. ILAC International College
28. JAMK University of Applied Sciences
29. Kaplan International Pathways & MPW
30. London International Academy
31. Londonist DMC
32. Niagara College Canada
33. Nuffic Neso Turkey
34. Oxford Brookes University
35. Sheridan College
36. STONAR /ICS
37. Student Management Group
38. Study in Sweden
39. The Learning House International
40. The Liverpool Institute for Performing Arts
41. Trent College
42. University of Alabama
43. VanWest College
44. Wilfrid Laurier University
45. Wittenborg University of Applied Sciences

Testimonials

 **Jennifer Ebner-Daigle**
Amadeus International School Vienna

I think your organization was really great, the contact with fair organizers was excellent, they were very much top of their organization, so contacting us regularly, getting everything done, getting everything settled, what we got here, really the communication was impeccable. Once we got here the fair set up also quite nice, the size is very manageable for the families, there is a lot of traffic, a lot of interest, also in higher education. The fact that the banners are prepared, everything is set up is excellent as well, because it is very unique form and presentation which is unusual for the fair actually. So overall, really in terms of your organizations very professional, excellent communication and a lot of traffic.

 **Pavlos Tarasanski**
JAMK University of Applied Sciences

First of all it is very nice to be back the StudyExpo fair. We were here last year and we really liked it.

The organisation was really fantastic and it gave us the opportunity to enter the Turkish market, because we are really looking forward receive Turkish students in Finland and this year we can say that thinks have even improved , so there are more students coming, more interest and we are of course happy to see their organisers and our agent who work with us in Turkey and we really looking forward to attending all cities, because last year unfortunately we attended only to Istanbul and really really looking forward to getting students to study in Finland.

 **Sabine Beilborn**
CESI

This is the first time I come to StudyExpo in Istanbul and I am just absolutely amazed by organization, we have been wonderful taken care for. In advance during the stay, we feel perfectly comfortable and well look after. The students and families seems to be very kind and I am impressed by the level of English of the students, so we had no problems in communicating with them.

 **Jenni Denniston**
Blyth Academy

I am really thrilled to be here at StudyExpo, it is incredibly well organized and I have met a number of great families looking to send their children to Canada to study High School. I really look forward to continuing conversations with families later today and we will likely be back next year because of the great connections we have made.

Testimonials



Yulia Goltsman

Guandon Technion- Israel Institute of Technology

I am very happy to be here today. I must admit it I am pleasantly surprised by StudyExpo. You see it is the third hour of the exhibition and you still have so much movement. People are coming and asking very precise questions, it seems they have done their homework, their research before, obviously they had the program they should provide them, so they came prepared, they have quite good English, so it is very easy to communicate.



Cyntia Bratan

Wilfrid Laurier University

It is my first time here in Istanbul and I have a great time at StudyExpo this weekend. I was very impressed how well organized the whole event was with the amount of people that showed up and great conversations that I have had with students, parents and as well with some agents around the Istanbul. Although, I am only attending the Istanbul section of the fair, I look forward to attending many more in the future.



Georgina Sanders

Trent college

It has been a really worth well experience. We met some really lovely families they are really interested on school. It has been very well organized. I thought like, everyone is really helpful and friendly, the quality of the students that have been at the fair asked about the school is being quiet high, so that is really positive. I think it is definitely worth it, I will definitely attend again. We have thought it would be a good idea to come to this fair to judge whether to whether will market for British boarding school in Turkey and based what I have seen in the last day I would say it is the definitely is a market there and I am definitely like to attend in the future, it has been really worth experience.

Our Sponsors



Photos



We would like to thank
all of our **exhibitors** and
sponsors.

Hope to see you again.

StudyExpo[®]

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