

After Show Report

Language & Summer Schools Fair 2020

22 February - 1 March 2020
Istanbul, Ankara, Izmir
TURKEY

StudyExpo[®]

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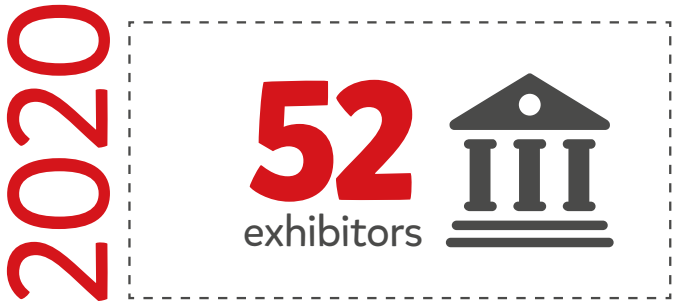


Factsheet

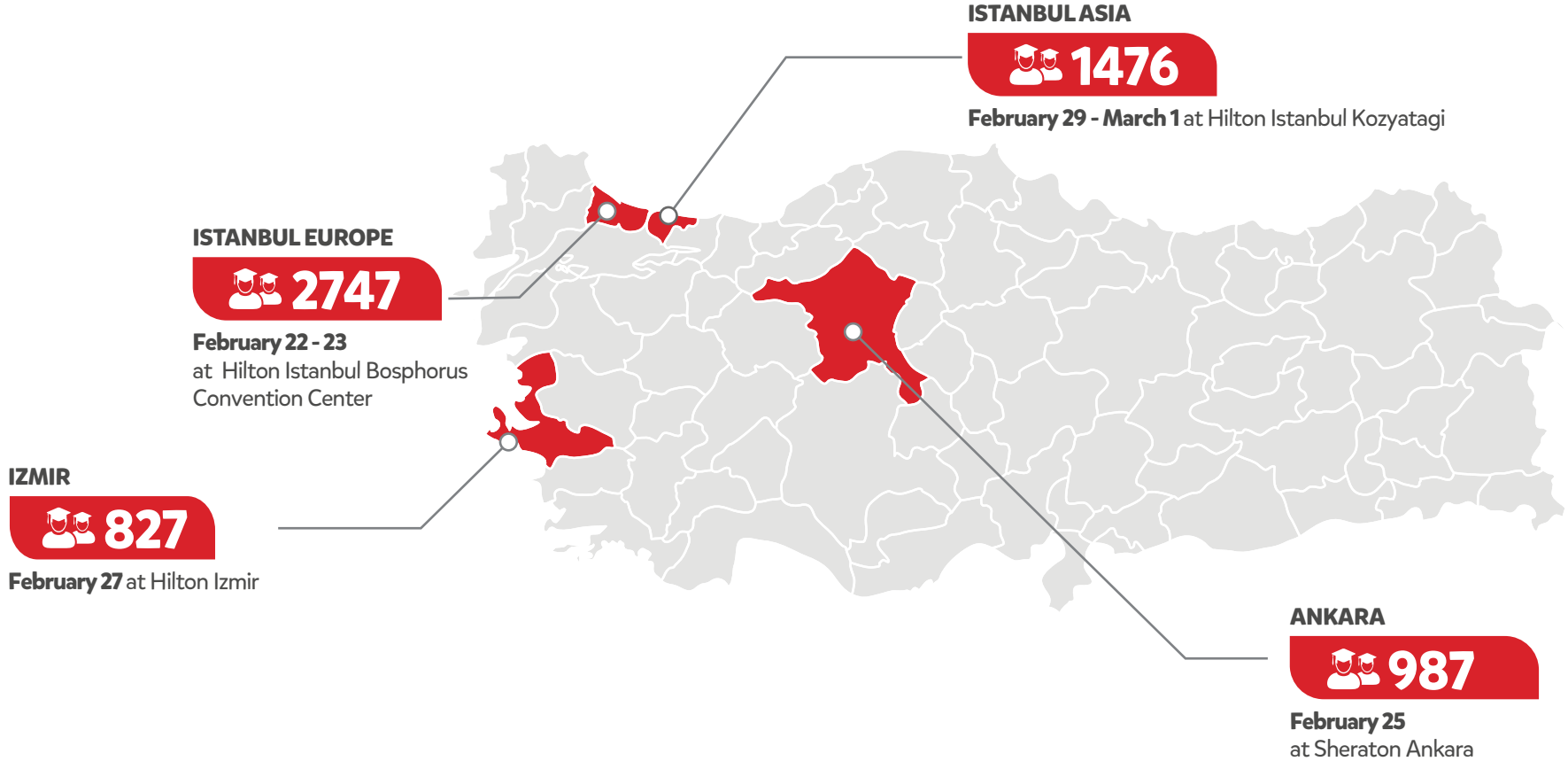


StudyExpo hosted 6 events within the Spring 2020 Language & Summer Schools Fair

Unlike other fairs taking place in the study abroad industry, StudyExpo focused only on language schools and summer schools for its series of events in the spring of 2020. A total of 52 institutions from around the world have participated in StudyExpo.



Number of Visitors for Each Fair Day



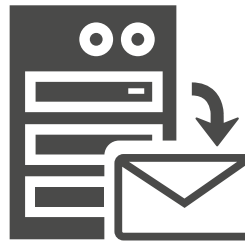
Marketing Activities



Numerous forms of mass **communication**




SMS messages to **students**



Emailing to student and school databases

- Ads on social media including instagram, facebook and youtube
- 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.
- 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 **550+** 

Top ranked selected private and public Secondary and higher education institutions in Turkey



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 booth designs from exhibitor language schools. These booths were used on February 22 & 23 at Hilton Istanbul Bosphorus Convention Center.



📍 We have used these artworks at the Sheraton Ankara, Hilton Izmir and Hilton Istanbul Kozyatagi.



Exhibitors



Exhibitors who attended StudyExpo Language & Summer Schools Fair 2020

- 1 Alpadia Language Schools
- 2 ATC Language Schools
- 3 Bayswater College
- 4 Bell
- 5 Bels Malta
- 6 Berlitz Dublin & Manchester
- 7 British Council IELTS
- 8 British Study Centres
- 9 CalCC English Language School
- 10 Campus France
- 11 Canadian College
- 12 CES - Centre of English Studies
- 13 CLLC
- 14 Clubclass English Language School
- 15 David Game College - Kensington Academy of English
- 16 Dusemond Study Programmes
- 17 EC English
- 18 EF Education First Uluslararası Dil Kampüsleri
- 19 ELC Brighton / Eastbourne and English in Chester
- 20 ELC Bristol
- 21 ELS Language Centers
- 22 Embassy of Ireland
- 23 Emerald Cultural Institute
- 24 English Language Institute
- 25 ETC International College
- 26 Eurocentres
- 27 F+U Academy of Languages
- 28 Four Ways International Education Centre
- 29 Frances King School of English
- 30 ILAC International Language Academy of Canada
- 31 French in Normandy
- 32 ILSC
- 33 ISI Dublin
- 34 Kaplan International Languages
- 35 Kings English and Kings Young Learners
- 36 LAL Language Centres
- 37 Language Studies International (LSI)
- 38 Liverpool School of English
- 39 Londonist DMC
- 40 MEI - Marketing English in Ireland
- 41 MLA - Move Language Ahead
- 42 New College Group
- 43 Quest Language Studies
- 44 Royal Canadian Institute of International Studies (RCIIS)
- 45 Sprachcaffe/GEOS Languages
- 46 SSLC - Sprott Shaw Language College
- 47 St Clare's, Oxford
- 48 St Giles International
- 49 The Horner School of English
- 50 Turkish Airlines
- 51 Twin Group
- 52 U.S. Consulate General in Istanbul

Our Sponsors



Photos



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

Hope to see you again.

StudyExpo[®]

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