



**international
education fairs**

FALL 2023 TURKEY FAIRS'

OVERVIEW

October 07-13, 2023

**Thank you for your attendance in a² Fall Turkey 2023 Fairs!
We were so glad to have you with us.**

**We hope you had a productive fair and enjoyable stay.
You may find the summary of the fair below which you can keep in your
records for your next term's planning.**



[CLICK HERE TO WATCH THE a² FAIRS COVERAGE VIDEO](#)



SUBSCRIBE



international
education fairs

FIGURES FROM FALL 2023 TURKEY FAIRS

We welcomed **9955 unique visitors**, **85+ institutions** with
over **120+ participants** to a² Turkey Fairs!

Here are the numbers we want to share with you

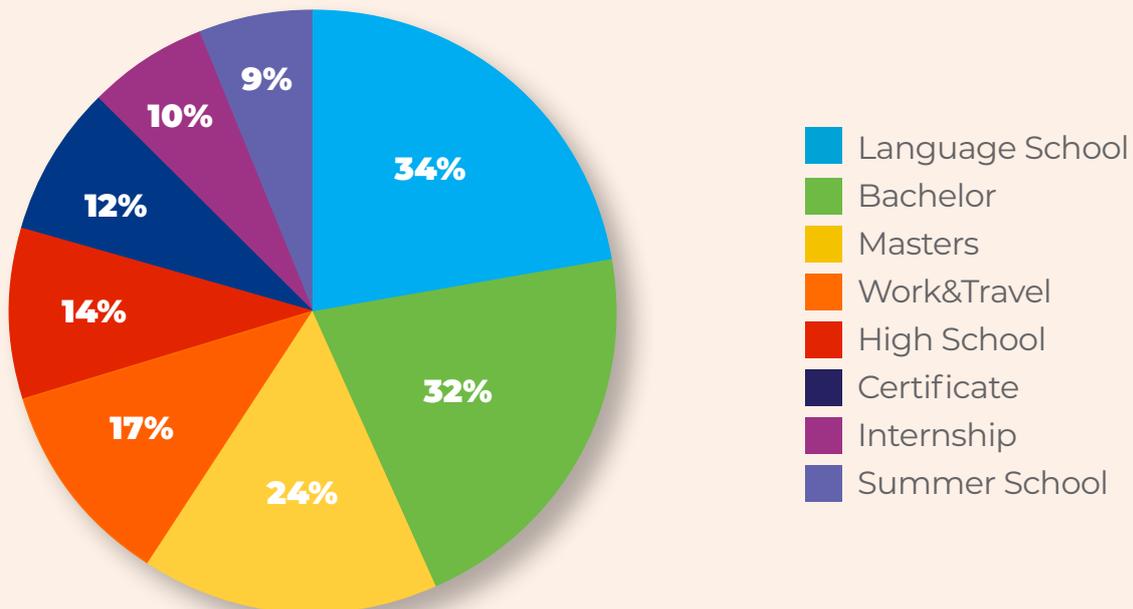


VISITOR FIGURES

9955

ATTENDANCE

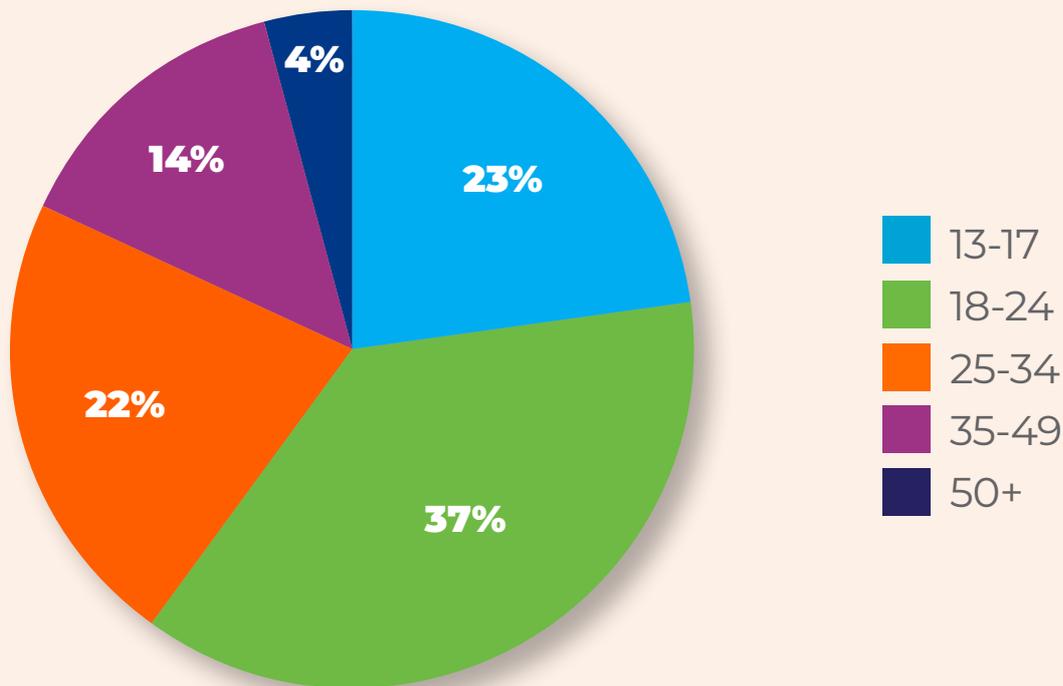
WHAT WERE STUDENTS LOOKING FOR?





**international
education fairs**

AGE RANGE OF THE VISITORS



EXHIBITOR FIGURES

85+ institutions from over **30 countries**

ORIGIN OF EXHIBITORS

Australia, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Hungary, International, Ireland, Italy, Lithuania, Netherlands, Poland, Scotland, Singapore, Sweden, Turkey, UK, USA

SUPPORTERS & SPONSORS

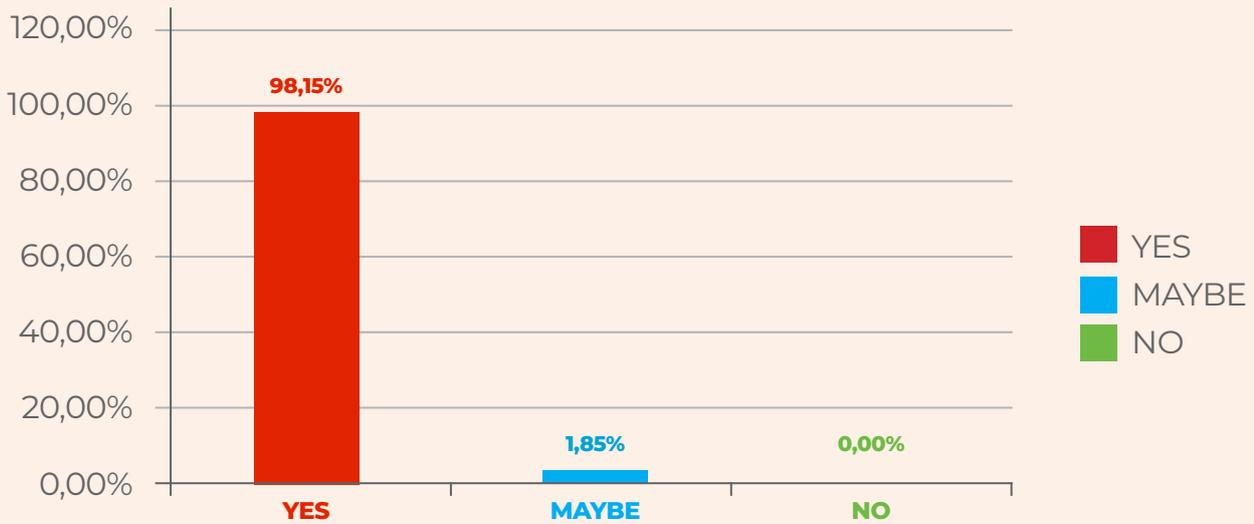
In addition to the international institutions, counseling agencies and the local & international sponsors, British Council IELTS & Study UK, CampusFrance / French Embassy, DAAD, Education USA, Fulbright, Go Britanya, Study in Sweden / Consulate General of Sweden, Stuhomes, Turkish Education Foundation, US Consulate General Istanbul, US Embassy exhibited at a2 Turkey Fairs.



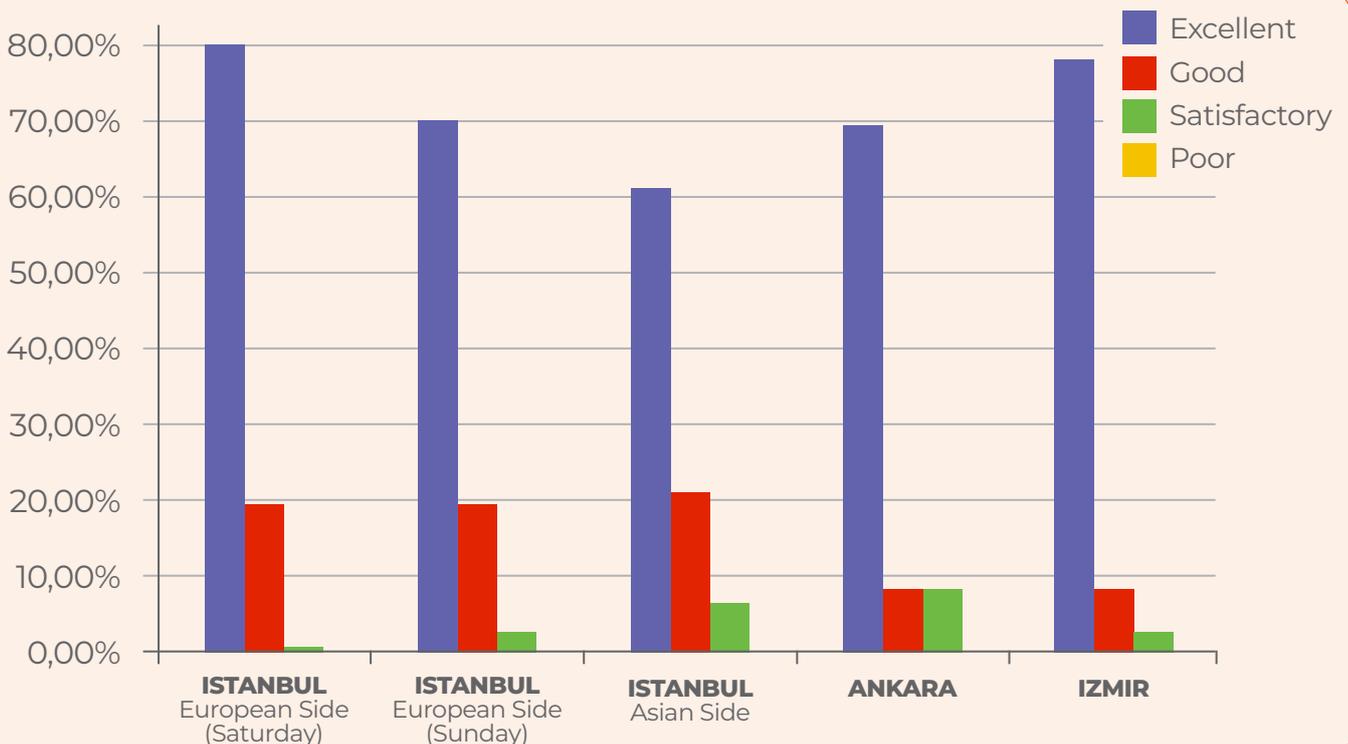
international
education fairs

PARTICIPANTS' FEEDBACKS AND REMARKS

WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN TURKEY?



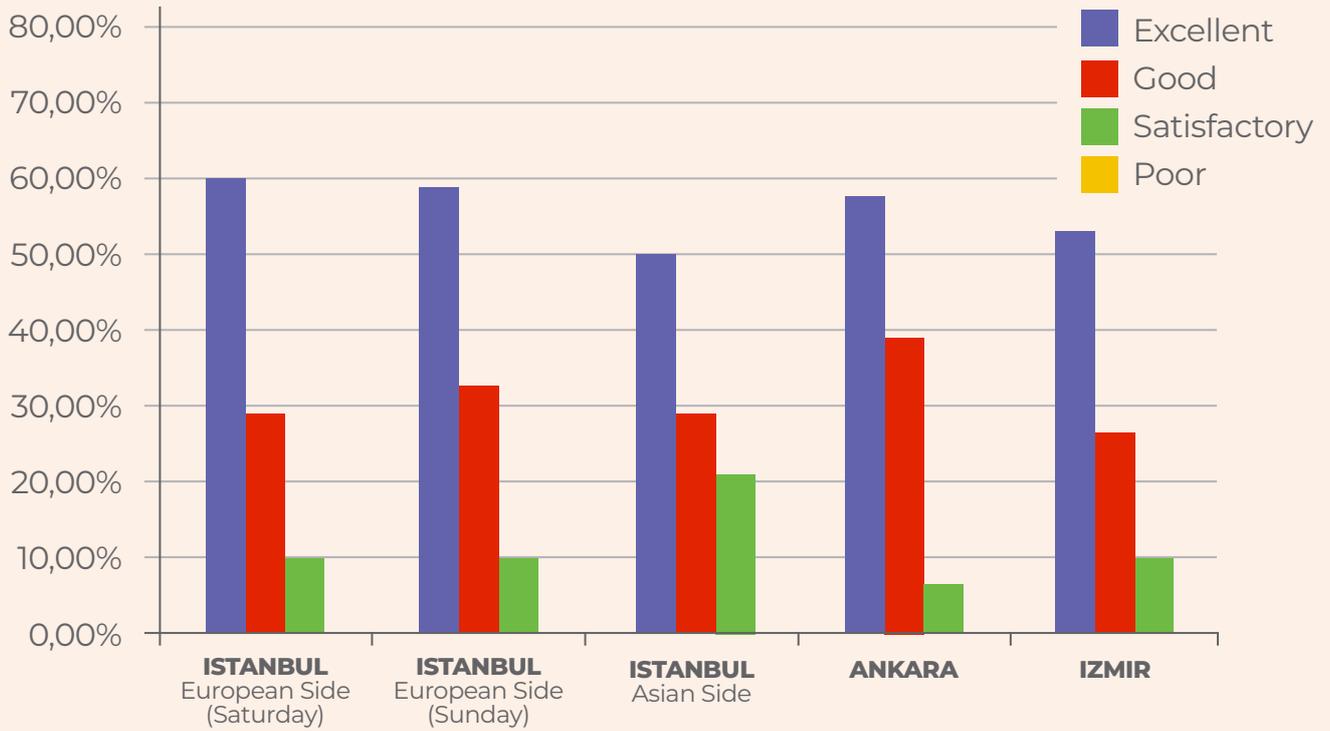
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





international education fairs

HOW DO YOU RATE THE QUALITY OF STUDENTS ATTENDING THE FAIR?



**HOW WELL DID THIS EVENT MEET YOUR EXPECTATIONS?
(STUDENT WISE)**

3.90/4 ★

average rating



**PLEASE RATE YOUR OVERALL EXPERIENCE WITH THE a² FAIRS?
(ORGANISATION WISE)**

3.89/4 ★

average rating





**international
education fairs**

THE LIST OF THE PARTICIPATING INSTITUTIONS

SECTION	PARTICIPANT INSTITUTION
AUSTRALIA	Greenwich College
	International House Sydney
	Kaplan Business School Australia
	Macquarie University
	Monash University
BELGIUM	KdG University of Applied Sciences & Arts
CANADA	Algonquin College
	Capilano University
	Centennial College
	Centre for Entertainment Arts
	Douglas College
	Fanshawe College of Applied Arts and Technology
	George Brown College
	Georgian College
	ILAC - International Language Academy of Canada
	Seneca Polytechnic
	Sheridan College
Trent University	
DENMARK	Aarhus University
FINLAND	Aalto University
	University of Helsinki
FRANCE	Burgundy School of Business
	Campus France Turkey
	Consulate General of France
GERMANY	Berlin School of Business and Innovation
	DAAD Türkiye
	University of Europe for Applied Sciences
HONG KONG	The Hong Kong Polytechnic University
HUNGARY	University of Debrecen, Hungary
INTERNATIONAL	AIESEC
	ELS & ILSC EDUCATION GROUP
	GEDU Global Education
	Hult International Business School
	Istituto Marangoni
	Kaplan International Languages
	LSI Education
	Sprachcaffe Languages Plus



THE LIST OF THE PARTICIPATING INSTITUTIONS

SECTION	PARTICIPANT INSTITUTION
IRELAND	Embassy of Ireland - Visa Section
ITALY	Prontoitalia Educazione
	Universita Cattolica del Sacro Cuore
LITHUANIA	Vilnius University
NETHERLANDS	Wittenborg University of Applied Sciences
POLAND	WSB Merito University in Poznań
SCOTLAND	University of St Andrews
SINGAPORE	Singapore Management University
SWEDEN	Jönköping University
TURKEY	Academix Study Abroad Services
	ASBA Education Consulting
	Atlas Work & Travel
	Atlas International Education Consultancy
	CEO Education
	Edcon Education Consultancy
	EğitimAl Foreign Education Consultancy Services
	Orbis Education Consulting
	Rotaract Club
UK	Bayswater Education
	Berlitz Dublin & Manchester
	Bournemouth University
	British Council IELTS ve Study UK
	CATS Global Schools
	Dukes Education
	Kaplan International Pathways
	Malvern International
	Mander Portman Woodward
	Middlesex University, London
	QA Higher Education
	Regent's University London
	St Giles International
	Swansea University
	Twin Group
University of East Anglia	
University of East London	
University of Essex	

a² international education fairs

THE LIST OF THE PARTICIPATING INSTITUTIONS

SECTION	PARTICIPANT INSTITUTION
UK	University of Greenwich
	University of Stirling
	University of Warwick
	University of Westminster
	University of Worcester
USA	Kings Education
	San Diego State University
	EducationUSA
	Turkish Fulbright Commission
	U.S. Consulate General Istanbul
	U.S. Embassy
	UCLA Extension
	Webster University
Wellspring International Education	

HOW DID WE PROMOTE OUR FAIRS?

ONLINE ADVERTISING

a² events were promoted on various websites, online magazines, and news outlets. a² Fairs promoted its fairs using all social media channels such as Instagram, Facebook, Google etc. In addition, sponsors and supporters posted a² Fairs' invitations on their social media accounts.

MEDIA BROADCAST

Fair information & invitation were aired on major webpages & social media networks.



a² international education fairs



TV
Our fair was featured on two prominent TV channels in Turkey, Fox TV Main News and Star TV, both of which are the most watched channel in Turkey.

SMS
a² Fairs sent text alerts to its contact database as well as its sponsors' databases.

DIRECT MAILING
In addition to the a² Fairs database, our sponsors and supporters sent a² Fairs' invitations to their contacts.



OUTDOOR
Flyers were distributed to doors in luxury neighborhoods. In addition, flyers were distributed on streets in central areas where students are concentrated. Posters were hung in both private & public high schools and universities.



**international
education fairs**

SPRING 2024 FAIRS

► **Spring Turkey Fairs - Istanbul, Ankara, Izmir / March 16-22** € 6,200 (5 Fair days, 4 locations)

- Istanbul Fairs (European Side) - Istanbul Congress Center / March 16-17
- Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / March 18
- Ankara Fair - Sheraton Hotel / March 20
- Izmir Fair - Ege Palas Business Otel / March 22

• **Single Prices**

Istanbul (European Side)	€ 3,500
Istanbul (Asian Side) / Ankara	€ 1,400 (each location)
Izmir (only available with full tour registrations)	

• **Package Prices**

Istanbul (European & Asian Sides) + Ankara + Izmir	€ 6,200 (instead € 7,700) Full Tour (4 locations)
Istanbul (European & Asian Sides) + Ankara	€ 5,500 (instead € 6,300) 3 locations
Istanbul (European Side) + Istanbul (Asian Side) or Ankara	€ 4,500 (instead € 4,900) 2 locations

REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2024 Spring Fairs

Until December 31st, 2023 (Registrations & Payments made by the deadline)

Contact us to learn about our recruitment fairs
in a² Turkey, Azerbaijan, Tunisia & Morocco Fairs and be with
us again in Spring 2024! Our sales team
will be happy to assist you.