

## Fall 2021 Hybrid Turkey Fair's Overview

November 06-07, 2021

Thank you for your attendance in a2 Fall Turkey 2021 Hybrid Fairs!  
We were so glad to have you with us.

I 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 year's planning.



## FIGURES FROM FALL 2021 TURKEY HYBRID FAIRS

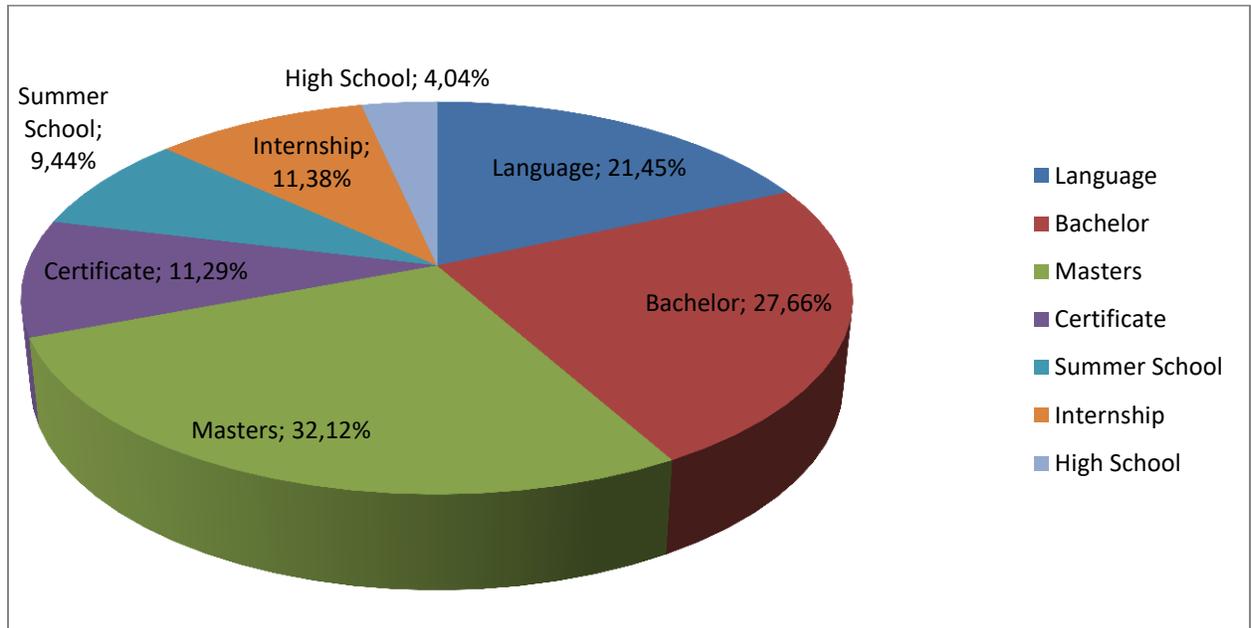
We received 7791 registrations and welcomed 4682 unique visitors, 50 institutions with over 120 participants to a2 Turkey Hybrid Fairs!

This number includes the visitors which attended both physical and online part of the event.

Here are the numbers we want to share with you:

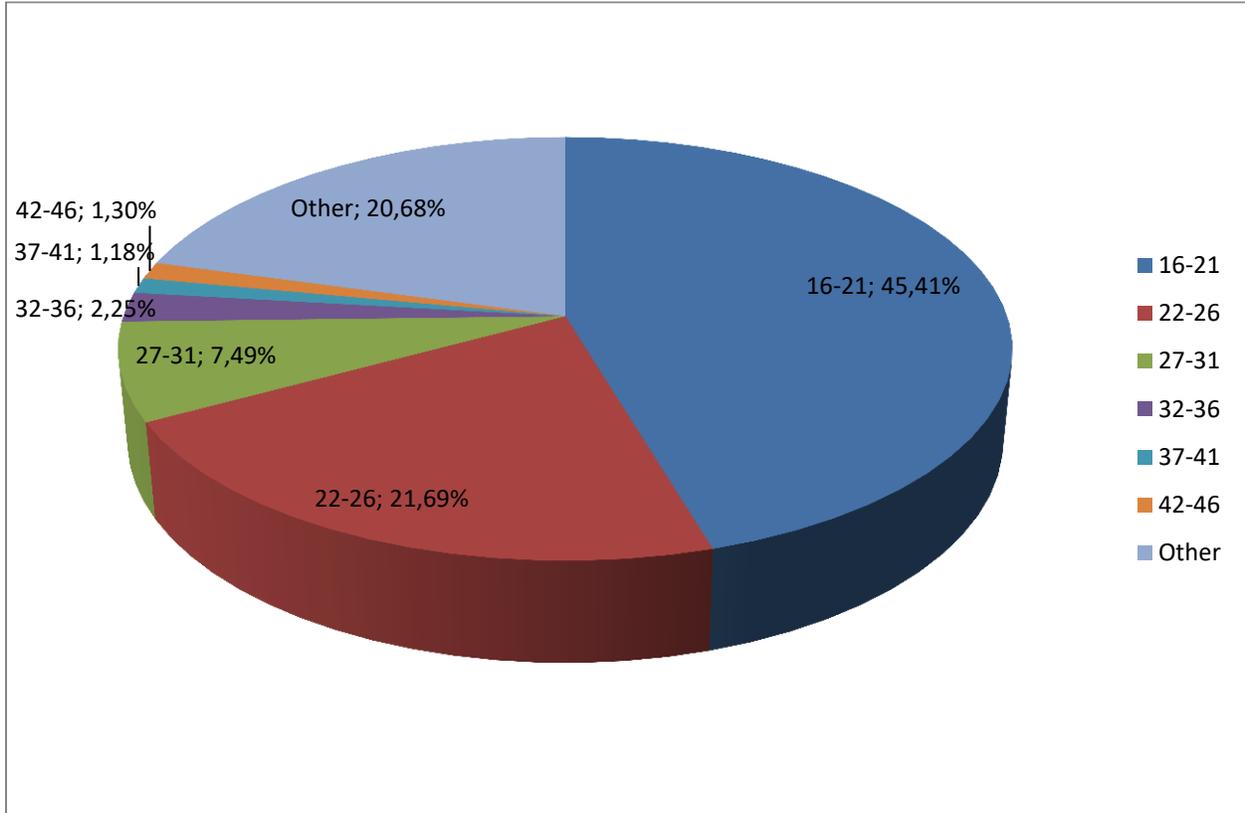
**Visitor Figures:** 7791 registrations / 4682 attendance

### WHAT WERE STUDENTS LOOKING FOR?



*\*As the questionnaire was a multiple choice one, the total of percentage may exceed one hundred percent.*

## AGE RANGE OF THE VISITORS



**Exhibitor Figures:** 50 institutions from over 15 countries

**Origin of Countries:** Australia, Canada, France, Hungary, International, Israel, Italy, Poland, Romania, Sweden, The Netherlands, Turkey, United Arab Emirates, UK & USA

**SUPPORTERS & SPONSORS:** In addition to the international institutions, counseling agencies and the local & International sponsors, CampusFrance / French Embassy, Canadian Consulate, Study in Holland - Consulate General of The Netherlands, Study in Sweden/Consulate General of Sweden, British Council IELTS & Study UK, Turkish Airlines, YFU-Youth For Understanding exhibited at a2 Hybrid Turkey Fairs.

## The List of the Participating Institutions

Academix Study Abroad Services	Turkey
Algonquin College	Canada
ASBA Education Consulting	Turkey
Atlas International Education Consultancy	Turkey
British Council IELTS & Study UK	UK
BSC - British Study Centres	UK
Campus France Turkey / French Embassy	France
Celtic English Academy	UK
Clark University Graduate Studies	USA
Edcon Education Consultancy	Turkey
EğitimAl Foreign Education Consultancy Services	Turkey
Eindhoven University of Technology	The Netherlands
EME Professionals Corp. Immigration Lawyers	Canada
English Path Language Schools	International
ETS - TOEFL®	International
EU Business School	International
Georgian College Applied Arts and Technology	Canada
International Language Schools of Canada / ILSC	Canada
Kaplan International Pathways	UK
Kings Education	UK
Liverpool John Moores University	UK
Middlesex University, London	UK
Monash University	Australia
MPW (Mander Portman Woodward) Colleges	UK
PTE Academic	UK
Royal Holloway, University of London	UK
Seneca College	Canada
Södertörn University	Sweden
St Giles International	International
Study in Holland-Consulate General of The Netherlands	The Netherlands
Study in Sweden	Sweden
Technion - Israel Institute of Technology	Israel
Tecnical University of Civil Engineering Bucharest	Romania
The University of Liverpool	UK
The University of Manchester	UK
The University of Melbourne & Trinity College	Australia
The University of Sydney	Australia

Turkish Airlines	International
Università Cattolica del Sacro Cuore	Italy
University of Bristol	UK
University of East Anglia	UK
University of Essex	UK
University of Kent	UK
University of Pécs	Hungary
University of Warwick	UK
University of Westminster	UK
University of Wollongong in Dubai	UAE
VanWest College	Canada
Warsaw School of Economics	Poland
YFU Turkey - Youth For Understanding	Turkey

## 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, Twitter 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.

**TV:** Advertisement on Turkey's most popular talk show on CNN Turk TV @Tarafsiz Bolge where the program guest was the Minister of Education



**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:** Posters were hung in all around Istanbul streets.



## 2022 DATES and FEES

### a2 International Education Fairs / Spring 2022

- ✓ **Spring Turkey Fairs - Istanbul, Ankara, Izmir / April 02-09, 2022**
  - Istanbul Fairs (European Side) - The Marmara Hotel, Taksim / April 02-03
  - Ankara Fair - Sheraton Hotel / April 05
  - Izmir Fair - TBC / April 07
  - Online Fair - All Turkey / April 09

### a2 International Education Fairs / Fall 2022

- ✓ **Fall Turkey Fairs - Istanbul, Ankara, Izmir / November 12-18, 2022**
  - Istanbul Fairs (European Side) - Istanbul Congress Center / November 12-13
  - Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / November 14
  - Ankara Fair - Sheraton Hotel / November 16
  - Izmir Fair - TBC / November 18

## PROMOTION / DISCOUNT & DEADLINES

\*\*10% Early Bird Discount for 2022 Fairs: Until December 31st, 2021 (Registrations & Payments made by the deadline)

[Contact us](#) to learn about our recruitment fairs in a2 Turkey, Azerbaijan, Morocco Fairs and be with us again in 2022! Our [sales team](#) will be happy to assist you.