



**international  
education fairs**

## **FALL 2023 AZERBAIJAN FAIRS'** **OVERVIEW**

**November 04-05, 2023**

**Thank you for your attendance in a² Fall Azerbaijan 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**

**FIGURES FROM FALL 2023 AZERBAIJAN FAIRS**



**VISITOR FIGURES**

**2761 students** in 2 days.

**EXHIBITOR FIGURES**

**30 institutions** from **10 different countries**

**ORIGIN OF EXHIBITORS**

Azerbaijan, Canada, France, International, Lithuania, Poland, Romania, Turkey, UK, USA

**VISITOR INTEREST AREAS**

- 28%** Master & Postgraduate Degrees
- 26%** Undergraduate Degree
- 21%** Language Programs
- 20%** Summer School & Certificate Degrees
- 9%** High Schools



**VISITOR FIGURES**

**2761**

**ATTENDANCE**

# a<sup>2</sup> international education fairs

## HOW DID WE PROMOTE OUR FAIRS?

### TV

Advertisement on Xazar TV & ATV.az interviews



### SOCIAL MEDIA

We used Facebook, Instagram, Twitter & many web pages



### OUTDOOR

Posters were hung in Baku streets. Flyers were distributed in high schools, colleges, universities, associations, student clubs

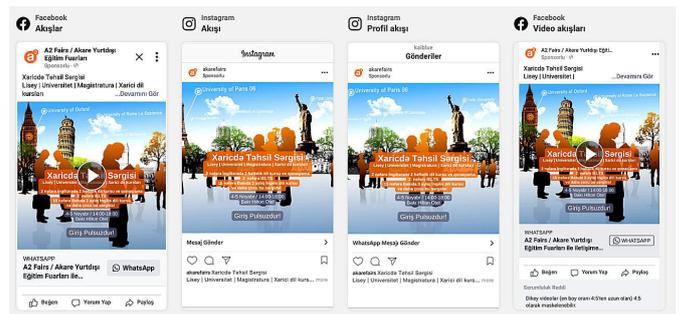
### DIRECT INVITATIONS

Fair invitations were sent to educational institutions & academic advisors



### SCHOOL VISITS & INVITATIONS

Public & private colleges, high schools, universities were invited to the fair



### WEB ADVERTISING

a<sup>2</sup> Fairs promoted its educational events at various websites, online magazines & newspapers

### SMS & EMAILING

a<sup>2</sup> Sent out SMS & electronic invitations to its own student database and other sources' customer databases



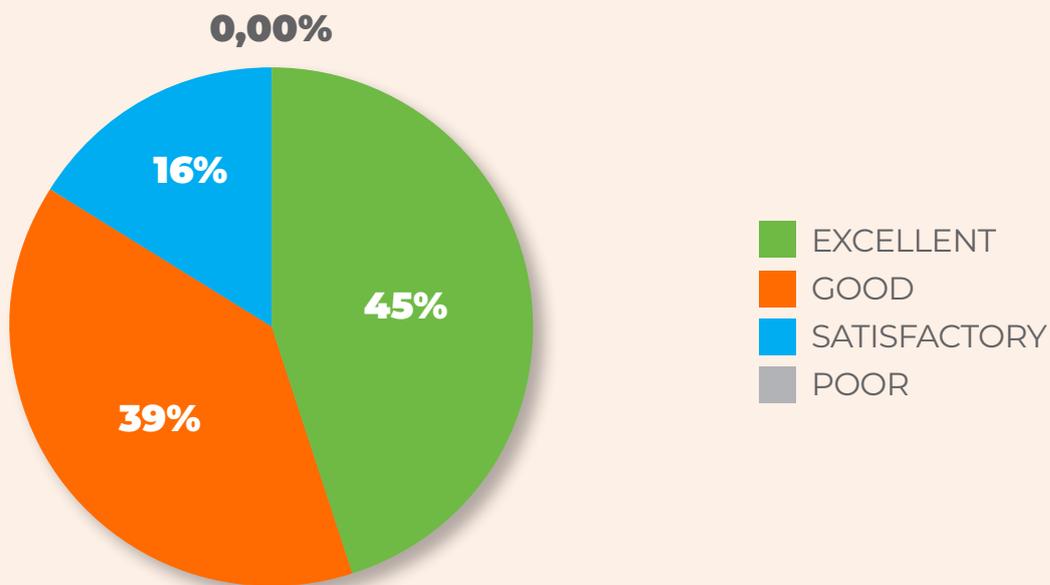
And much more...



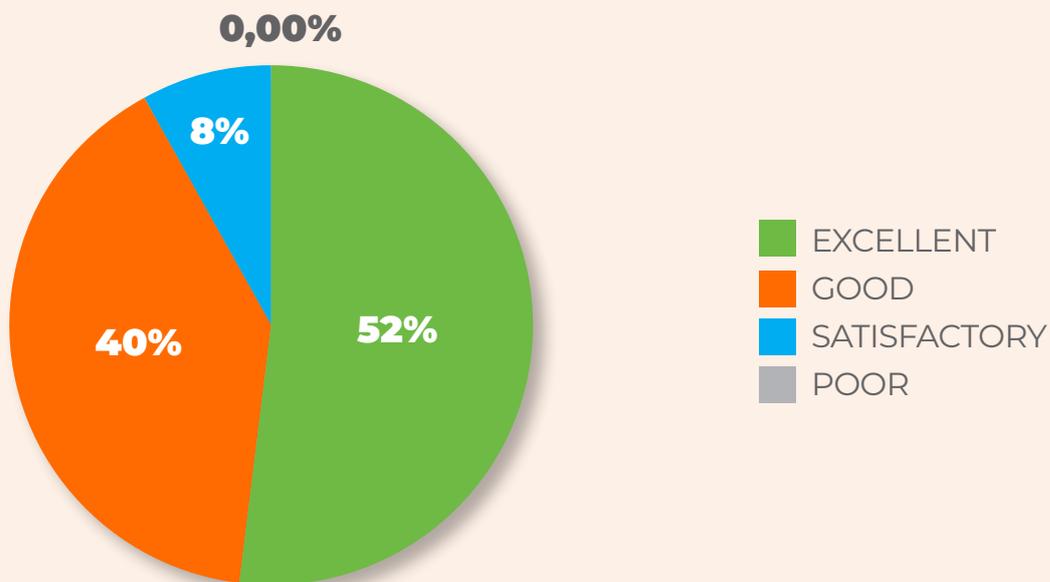
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## HOW DID YOU EVALUATE OUR FAIRS?

**HOW WOULD YOU RATE THE QUALITY OF STUDENTS ATTENDING THE FAIR?**



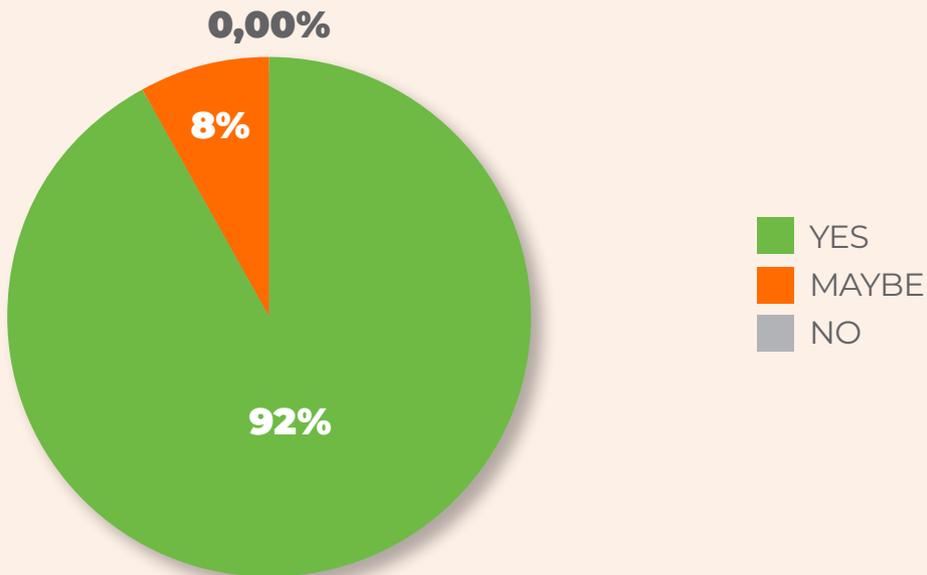
**HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?**





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**WOULD YOU CONSIDER ATTENDING FUTURE a<sup>2</sup> FAIRS IN AZERBAIJAN?**



**PLEASE RATE YOUR  
OVERALL EXPERIENCE WITH  
THE a<sup>2</sup> FAIRS?**

4.0 ★

average rating





## THE LIST OF THE PARTICIPATING INSTITUTIONS

INSTITUTION NAME	COUNTRY
ADA University	AZERBAIJAN
AIESEC Azerbaijan	AZERBAIJAN
Akare AZ	INTERNATIONAL
Arizona State University	USA
Atatürk University	TURKEY
British Council	UK
Campus France Azerbaijan	FRANCE
Centennial College	CANADA
Collegium Da Vinci	POLAND
Cracow University Of Technology	POLAND
EducationUSA AZ	USA
Jagiellonian University in Krakow	POLAND
Krakow University Of Economics	POLAND
Lazarski University	POLAND
Lodz University Of Technology	POLAND
Maria Curie-Sklodowska University in Lublin	POLAND
Medical University Of Warsaw	POLAND
Perspektywy Education Foundation	POLAND
Poznan University Of Technology	POLAND
Silesian University Of Technology	POLAND
The University of Manchester	UK
Universitatea Babeş-Bolyai	ROMANIA
University Of Gdansk	POLAND
University of Lodz	POLAND
University of Victoria	CANADA
Vilnius University	LITHUANIA
Vilnius University Business School	LITHUANIA
WSB University	POLAND
Zafer Dershanesi	AZERBAIJAN



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## **SPRING 2024 AZERBAIJAN FAIRS' SCHEDULE**

**Spring 2024 Azerbaijan Fair - Baku / March 30-31, 2024**

**REGISTER NOW**

## **PROMOTION / DISCOUNT & DEADLINES**



**10% Early Bird Discount for 2024 Spring Fairs**

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



**15% Renewal Discount for 2024 Spring Fairs**

**Until December 31st, 2023** (The discount is only offered to the institutions who attended the Spring 2023 Azerbaijan Fairs)

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

**We are looking forward to welcoming you again!**