



**international
education fairs**

SPRING 2024 TURKEY FAIRS'

OVERVIEW

March 16-22, 2024

**Thank you for your attendance in a² Spring Turkey 2024 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.

As part of the a² International Education Fairs Spring 2024 Turkey, we visited Isik High School Ayazaga Campus, Bahcesehir University Future Campus, with participation from all campuses on the European side of Bahcesehir High School, and Bahcesehir High School Nakkastepe Campus (with all Asian campuses). Prior to our fair, representatives from the schools that participated in the school visits met with students from these two prominent high schools.



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



SUBSCRIBE



FIGURES FROM SPRING 2024 TURKEY FAIRS

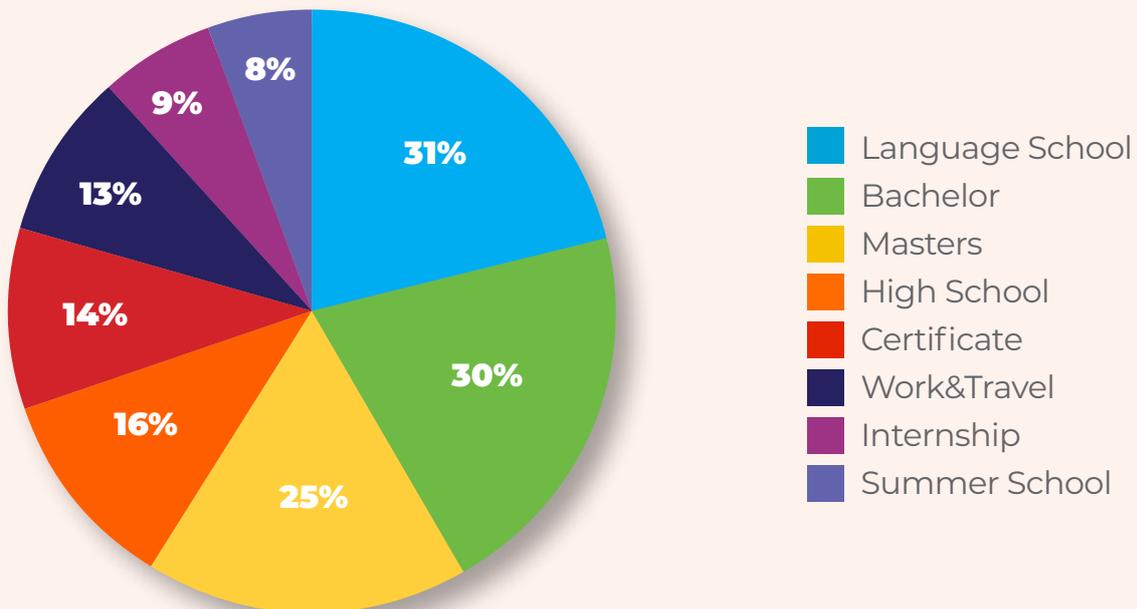
We welcomed **7004 unique visitors**, almost **100 institutions** from 30 countries with over **150 participants** to a² Turkey Fairs!

Here are the numbers we want to share with you



7004
ATTENDANCE

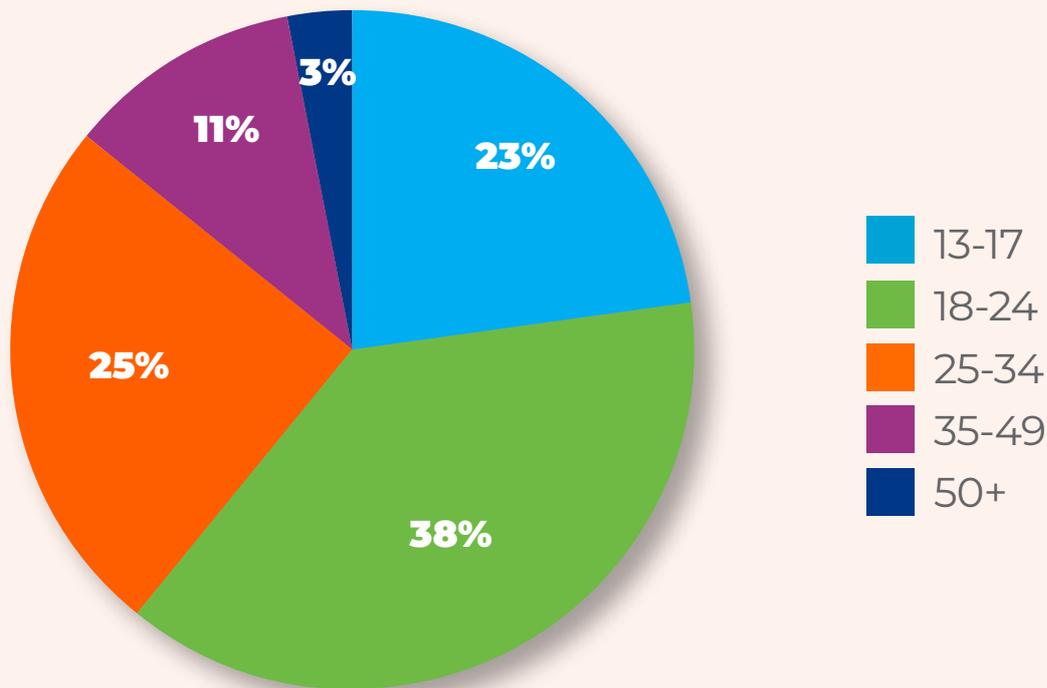
WHAT WERE STUDENTS LOOKING FOR?





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AGE RANGE OF THE VISITORS



EXHIBITOR FIGURES

Almost **100 institutions** from **30 countries**

ORIGIN OF EXHIBITORS

Australia, Belgium, Canada, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, International, Ireland, Italy, Latvia, Lithuania, Malaysia, Malta, New Zealand, North Macedonia, People's Republic of China, Romania, South Africa, Singapore, Spain, Sweden, Turkey, UAE, United Kingdom, USA.

SUPPORTERS & SPONSORS

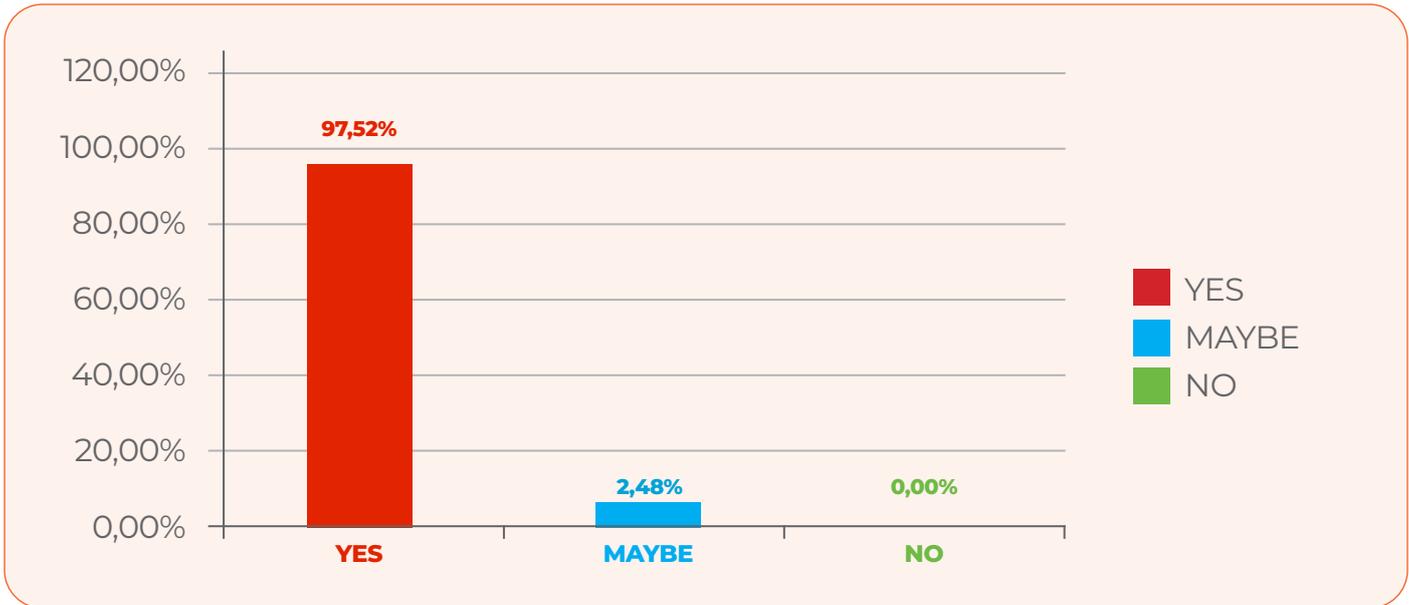
In addition to the international institutions, counseling agencies and the local & international sponsors, British Council IELTS & Study UK, CampusFrance / French Embassy, DAAD, Education USA, Fulbright, Go Britanya, Study in Sweden / Consulate General of Sweden, Stuhomes, Turkish Education Foundation,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



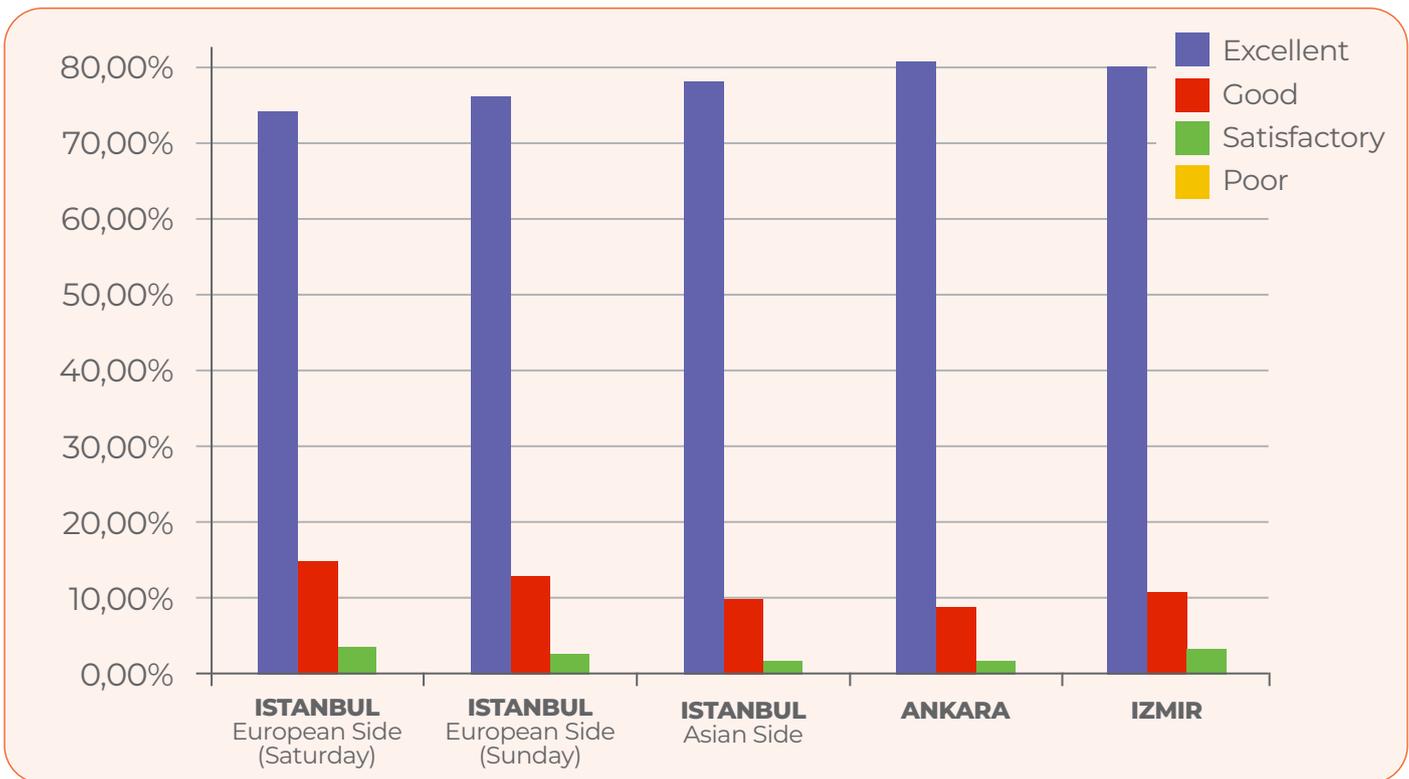
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PARTICIPANTS' FEEDBACKS AND REMARKS

WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN TURKEY?



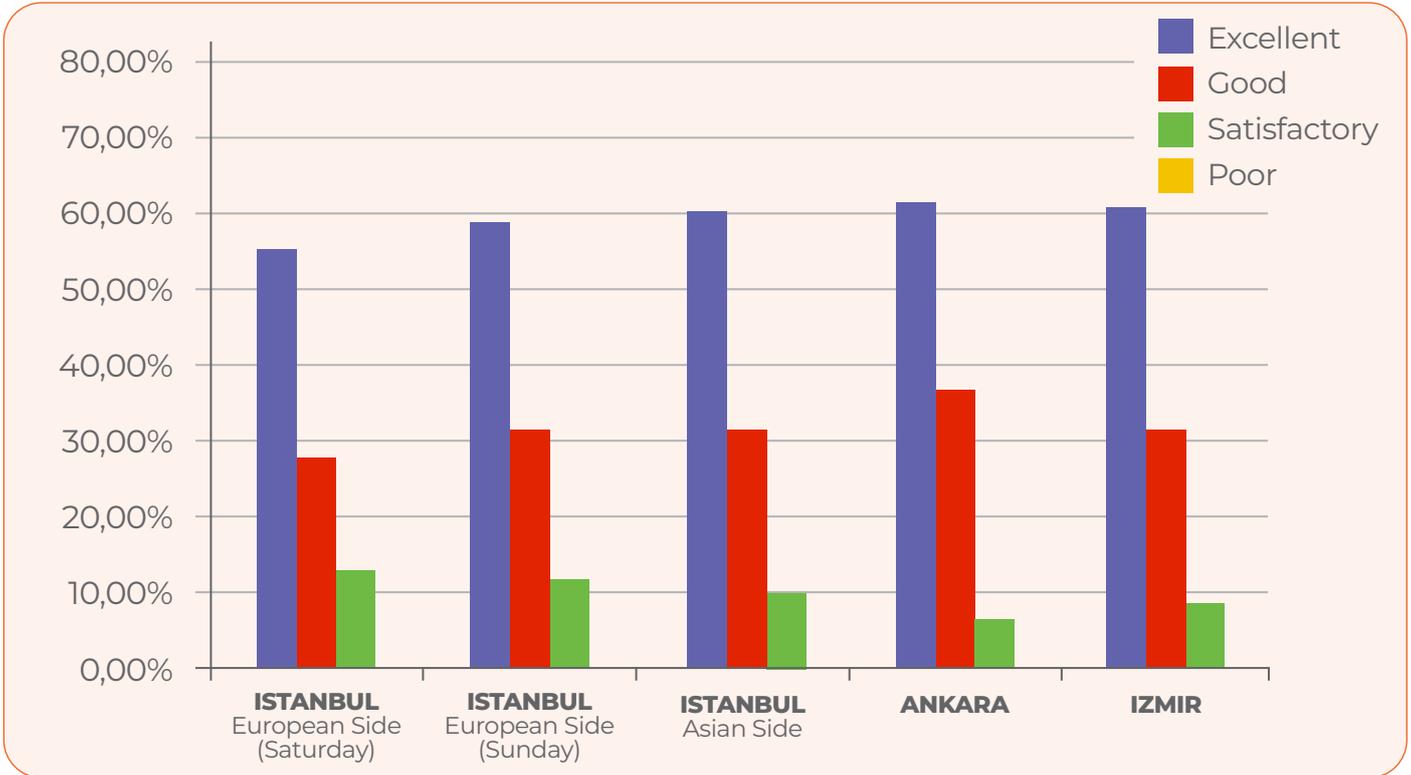
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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



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

3.88/4 ★
average rating



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

3.90/4 ★
average rating





THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	PARTICIPANTS
AUSTRALIA	International House Sydney Training Services
	Macquarie University
BELGIUM	University of Antwerp
CANADA	Conestoga College
	Douglas College
	Global University Systems Canada
	Langara College
	Niagara College Canada
	Seneca Polytechnic
	Sheridan
	The Sun Education Counseling Services
	Trent University
	UMC High School
Urban International School	
CHINA	University of Science and Technology of China
CZECH REPUBLIC	Masaryk University
DENMARK	University of Southern Denmark
FRANCE	Campus France Turkiye / France Embassy
	EM Normandie Business School
GERMANY	Berlin School of Business and Innovation
	DAAD Turkiye
	University of Europe for Applied Sciences
HONG KONG	HKETO Brussels (Hong Kong Economic and Trade Office in Brussels)
HUNGARY	Budapest Metropolitan University
	University of Debrecen
	University of Pécs
INTERNATIONAL	AIESEC
	CATS Global Schools
	EC English
	ES English
	ETS TOEFL IBT
	Hult International Business School
	Kaplan International Languages
	LSI Education
	SP Jain School of Global Management
	Sprachcaffe / Geos Languages Plus



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COUNTRY	PARTICIPANTS
IRELAND	Atlantic Technological University
	Dublin Business School
	Dublin City University
	Education in Ireland
	Embassy of Ireland - Visa Section
	University College Dublin (UCD)
	University of Galway
ITALY	Accademia del Lusso
	Prontoitalia Educazione
LATVIA	TSI, University of Applied Sciences
LITHUANIA	Vilnius University
MALAYSIA	Education Malaysia
	Universiti Teknologi Petronas (UTP)
NORTH MACEDONIA	Ss. Cyril and Methodius University in Skopje
ROMANIA	"Iuliu Hațieganu" University of Medicine and Pharmacy Cluj - Napoca
	Grigore T. Popa University of Medicine and Pharmacy of Iași
	National University of Science and Technology POLITEHNICA Bucharest
	Politehnica University of Timisoara
	Romanian - American University
	Technical University of Cluj - Napoca
	Transilvania University of Brasov
	University of Agronomic Sciences and Veterinary Medicine of Bucharest
	University of Bucharest
West University of Timisoara	
SPAIN	Hablo & Valencia Technic University
SWEDEN	Jönköping University
TURKIYE	Academix Study Abroad Services
	Asba Study Abroad
	Atlas Study Abroad
	CEO Education
	Edcon Study Abroad
	Eğitimal Study Abroad
	Konuşma Kulübü
	Orbis Study Abroad
	STUDYLAB Study Abroad & Exam Coaching
	Youthall

THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	PARTICIPANTS
UK	Bournemouth University
	British Council IELTS ve Study UK
	Brunel University London
	Central Film School
	Centre of English Studies
	Cranfield University
	GEDU Global Education
	GoBritanya Student Accommodation
	InvestIN Education Ltd
	Kaplan International Pathways
	Mander Portman Woodward (MPW)
	Study Group
	University of Bradford
	University of Brighton
	University of Chester
	University of East Anglia
	University of Lincoln
	University of St Andrews
University of the West of England, Bristol	
University of Warwick	
University of Worcester	
USA	EducationUSA
	Kings Education
	Turkish Fulbright Commission
	U.S. Consulate General Istanbul
	U.S. Embassy
	Webster University

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.





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TV

Our fair was featured on two prominent TV channels in Turkey, Now 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.



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FALL 2024 FAIRS

► **Fall Turkey Fairs - Istanbul, Ankara, Izmir / October 19-25** € 6,200 (5 Fair days, 4 locations)

- Istanbul Fairs (European Side) - Istanbul Congress Center / October 19-20
- Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / October 21
- Ankara Fair - Sheraton Hotel / October 23
- Izmir Fair - Ege Palas Business Otel / October 25

• **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 Fall Fairs

Until June 15th, 2024 (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 Fall 2024! Our sales team
will be happy to assist you.