

## **Spring 2022 Turkey Fair's Overview**

### **April 02-09, 2022**

Thank you for your attendance in a2 Spring Turkey 2022 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 SPRING 2022 TURKEY FAIRS

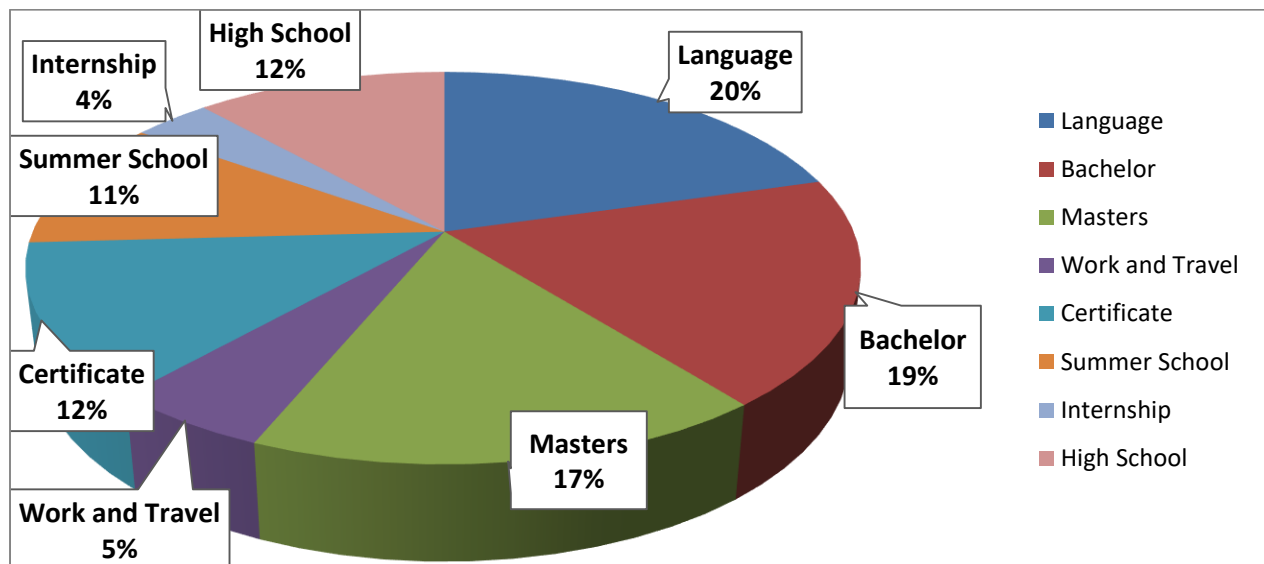
We welcomed 7033 unique visitors, 70+ institutions with over 120 participants to a2 Turkey Fairs! This number includes the visitors which attended both physical and online part of the event.

Here are the numbers we want to share with you:

**Visitor Figures:** 7033 attendance

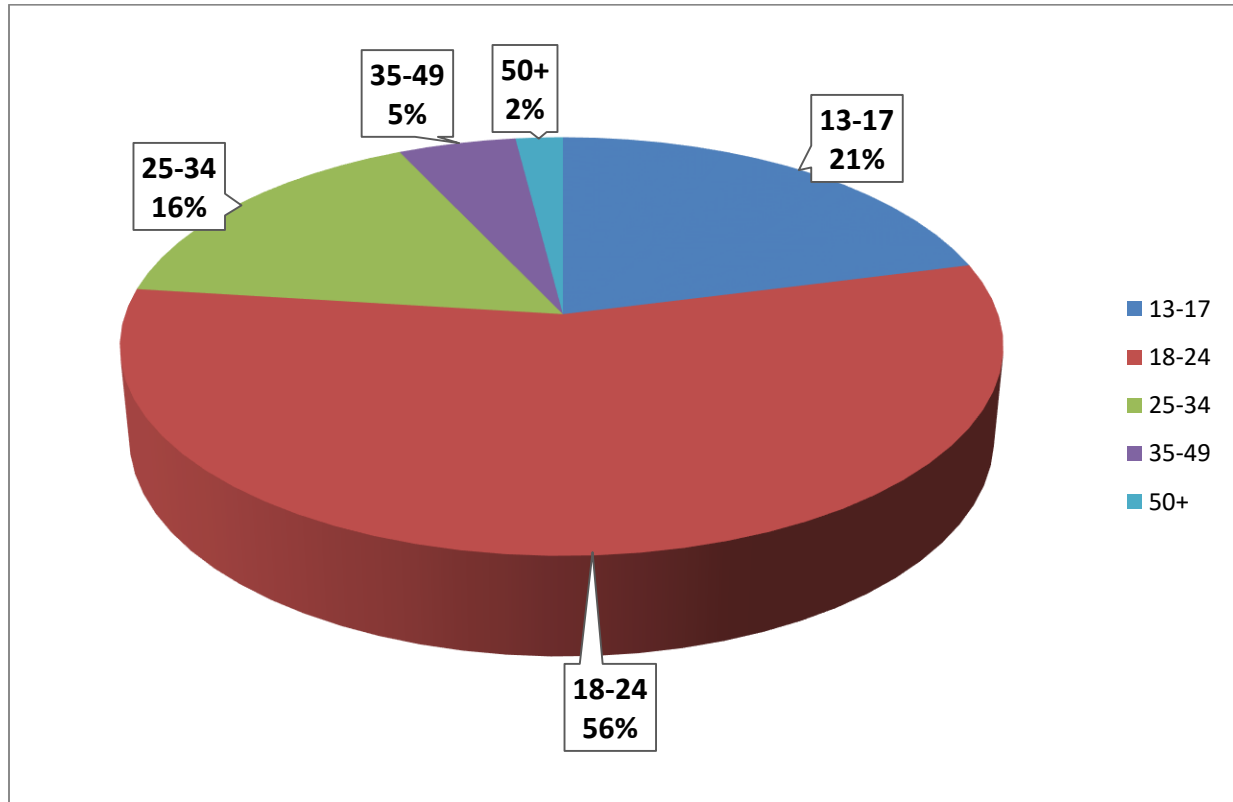
City	Attendance
Istanbul	2800
Ankara	1521
Izmir	1207
Online	1505
<b>TOTAL</b>	<b>7033</b>

## 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



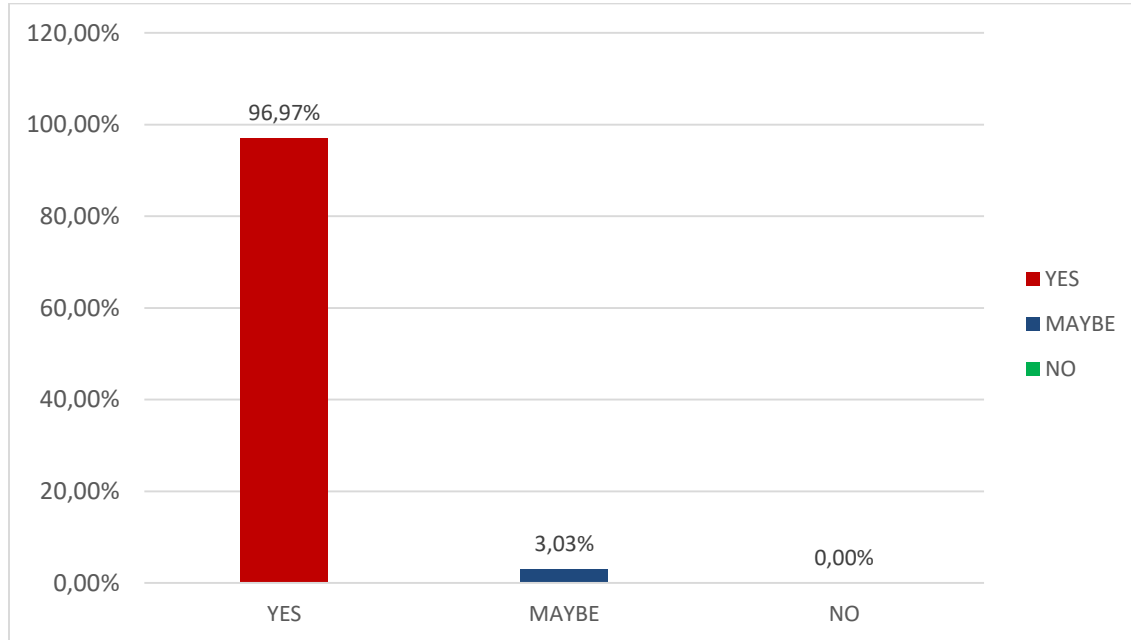
**Exhibitor Figures:** 70+ institutions from over 17 countries

**Origin of Exhibitors:** Australia, Belarus, Canada, France, Hong Kong, International, Ireland, Italy, Romania, Russia, Spain, Sweden, Switzerland, The Netherlands, Turkey, UK & USA

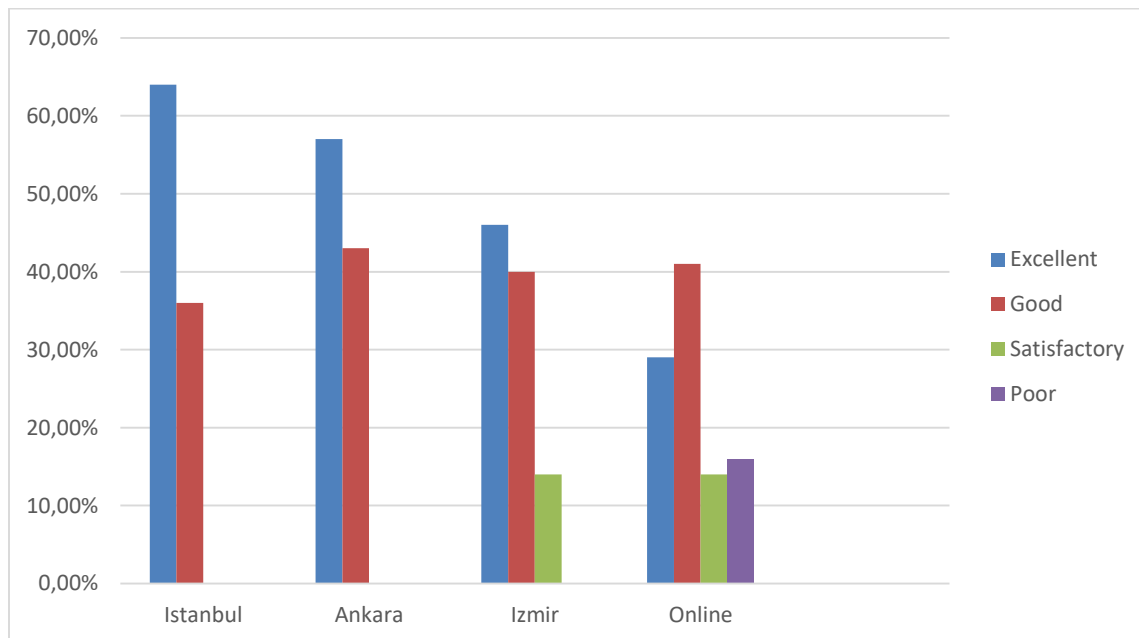
**SUPPORTERS & SPONSORS:** In addition to the international institutions, counseling agencies and the local & international sponsors, ETS - TOEFL®, Fulbright, CampusFrance / French Embassy, Study in Sweden/Consulate General of Sweden, British Council IELTS & Study UK, Jean Monnet Scholarship Programme, Go Britanya, Stu Homes, Turkish Airlines, YFU-Youth For Understanding exhibited at a2 Turkey Fairs.

## PARTICIPANTS' FEEDBACKS AND REMARKS

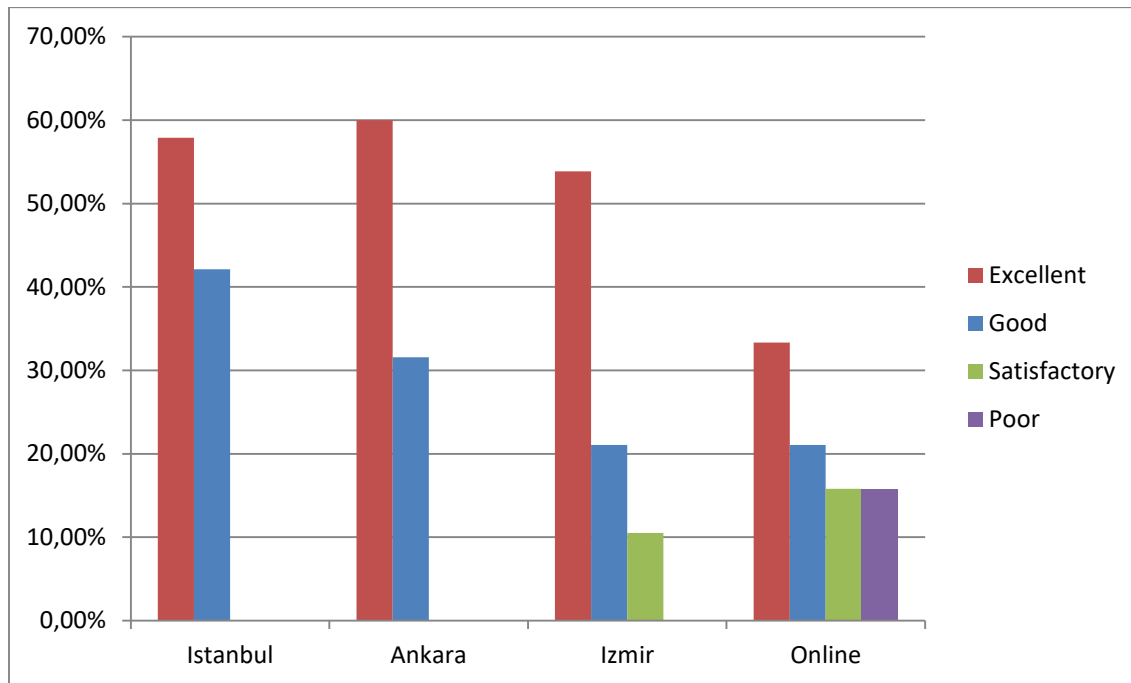
Would you consider attending future a2 Fairs in Turkey?



How do you rate the number of students attending the fair?



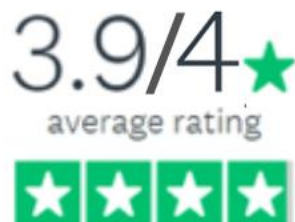
**How do you rate the quality of students attending the fair?**



**How well did this event meet your expectations? (Student wise)**



**Please rate your overall experience with the a<sup>2</sup> Fairs? (Organisation wise)**



## The List of the Participating Institutions

Academix Study Abroad Services	Turkey
AIESEC	Turkey
ASBA Education Consulting	Turkey
Atlas International Education Consultancy	Turkey
Audencia Business School	International
Bayswater Education	International
Belarusian State University of Informatics and Radioelectronics	Belarus
Berlin School of Business and Innovation	International
Berlitz Dublin & Manchester	Ireland
BRIVE - Study Abroad	International
British Council IELTS ve Study UK	UK
British Study Centres	UK
Brockenhurst College	UK
Buckinghamshire New University	UK
Campus France Turkey / French Embassy	France
Centre for English Studies	International
City University in Canada	Canada
DAAD Istanbul	Germany
David Game College	UK
Dublin Business School (DBS)	Ireland
Edcon Education Consultancy	Turkey
Education in Ireland	Ireland
EğitimAl Foreign Education Consultancy Services	Turkey
Eindhoven University of Technology	The Netherlands
ELI Schools	Ireland
Embassy of Ireland	Ireland
English Path Language Schools	International
ETS - TOEFL®	International
EU Business School	International
GoBritanya Student Accommodation Agency	UK
Goldsmiths University of London	UK
Griffith College	Ireland
Hong Kong Economic and Trade Office, Brussels	Hong Kong

Institute of Technology Carlow	Ireland
International House Sydney / Bondi / Darwin / Melbourne / Gold Coast / Byron Bay & Business College at IH	Australia
Jean Monnet Burs Programı	Turkey
Kaplan International Languages	International
Kaplan International Pathways	UK
Middlesex University London	UK
MPW Schools and Colleges	UK
National College of Ireland	Ireland
National University of Ireland, Galway	Ireland
Navitas	International
Niagara College - Toronto	Canada
Orbis Education Consulting	Turkey
Oxford Brookes University	UK
Oxford International Education Group	International
Peter the Great Saint Petersburg Polytechnic University	Russia
Pronto Italia Educazione	Italy
QA	UK
Regent's University London	UK
Romanian-American University	Romania
Royal Holloway, University of London	UK
SAIT - Southern Alberta Institute of Technology	Canada
SELC College	Canada
Seneca College	Canada
Shannon College of Hotel Management	Ireland
St. Andrew's College, Cambridge	UK
Study in Sweden	Sweden
Swiss Education Group	Switzerland
Technological University of the Shannon: Midlands Midwest (TUS)	Ireland
The University of Law	UK
The University of Manchester	UK
Trinity College Dublin, The University of Dublin	Ireland
Turkish Airlines	International
Turkish Fulbright Commission & EducationUSA	USA
Univeristy of Bradford	UK

University College Cork, Ireland	Ireland
University College Dublin	Ireland
University of East Anglia	UK
University of Exeter	UK
University of Limerick	Ireland
University of Reading	UK
University of Surrey	UK
UPV (Polytechnic University of Valencia) - HABLO	Spain
Vanwest College	Canada
YFU - Youth For Understanding	International
York University School of Continuing Studies	Canada

## 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.

**TV:** Advertisement on Turkey's biggest news agency @AA (Click on the image to watch the interview)



**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 and university campuses



## SUMMER 2022 FAIR

### ► Online Turkey Clearance Fair - All Turkey / July 27

€ 1,000

## FALL 2022 FAIRS

### ► Fall Turkey Fairs - Istanbul, Ankara, Izmir / November 12-18

€ 5,250 (5 Fair days, 4 locations)

- 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 - IzQ Innovation Center / November 18

#### • Single Prices

Istanbul (European Side)

€ 3,250

Istanbul (Asian Side) / Ankara / Izmir

€ 1,100 (each location)

#### • Package Prices

Istanbul (European & Asian Sides) + Ankara + Izmir

€ 5,250 (instead € 6,550) Full Tour (4 locations)

Istanbul (European & Asian Sides) + Ankara or Izmir

€ 4,750 (instead € 5,450) 3 locations

Istanbul European Side + Ankara + Izmir

€ 4,750 (instead € 5,450) 3 locations

Istanbul (European Side) + Istanbul (Asian Side) or Ankara or Izmir

€ 4,000 (instead € 4,350) 2 locations

### ► Fall Morocco Fairs - Casablanca, El Jadida, Marrakesh / November 24-28

€ 3,950 (4 days, 3 locations)

- Casablanca - College & High School Visits / November 24
- El Jadida - Student Recruitment Fair / November 25
- Casablanca - Student Recruitment Fair / November 26
- Marrakesh - Student Recruitment Fair / November 28

#### • Single Prices

Casablanca - College and High School

€ 1,000

El Jadida - Student Recruitment Fair

€ 1,100

Casablanca - Student Recruitment Fair

€ 2,300

Marrakesh - Student Recruitment Fair

€ 1,100

### ► Fall Azerbaijan Fairs - Baku / December 03-04

€ 3,250

- Student Fairs - Baku Hilton Hotel / December 03-04

## PROMOTION / DISCOUNT & DEADLINES

- **5% Renewal Discount** (This discount is only offered to the institutions who attended the Spring 2022 Turkey Fairs – Available until May 5th)
- **10% Early Bird Discount** for 2022 Fall Fairs: Until June 1st, 2022 (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 Summer & Fall 2022! Our [sales team](#) will be happy to assist you.