



**international  
education fairs**

## **SPRING 2023 AZERBAIJAN FAIRS'**

### **OVERVIEW**

**May 06-07, 2023**

**Thank you for your attendance in a² Spring 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](#)**



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## FIGURES FROM SPRING 2023 AZERBAIJAN FAIRS



### VISITOR FIGURES

**2286 students** in 2 days.

### EXHIBITOR FIGURES

**13 institutions** from **9 different countries**

### ORIGIN OF EXHIBITORS

Azerbaijan, France, International, Japan, Latvia,  
Lithuania, USA, Turkey & UK

### VISITOR INTEREST AREAS

- 27%** Master & Postgraduate Degrees
- 23%** Undergraduate Degree
- 22%** Language Programs
- 18%** Summer School & Certificate Degrees
- 10%** High Schools



**VISITOR FIGURES**

**2286**

**ATTENDANCE**



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### 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

a² Fairs promoted its educational events at various websites, online magazines & newspapers



#### SMS & EMAILING

a² Sent out SMS & electronic invitations to its own student database and other sources' customer databases

And much more...

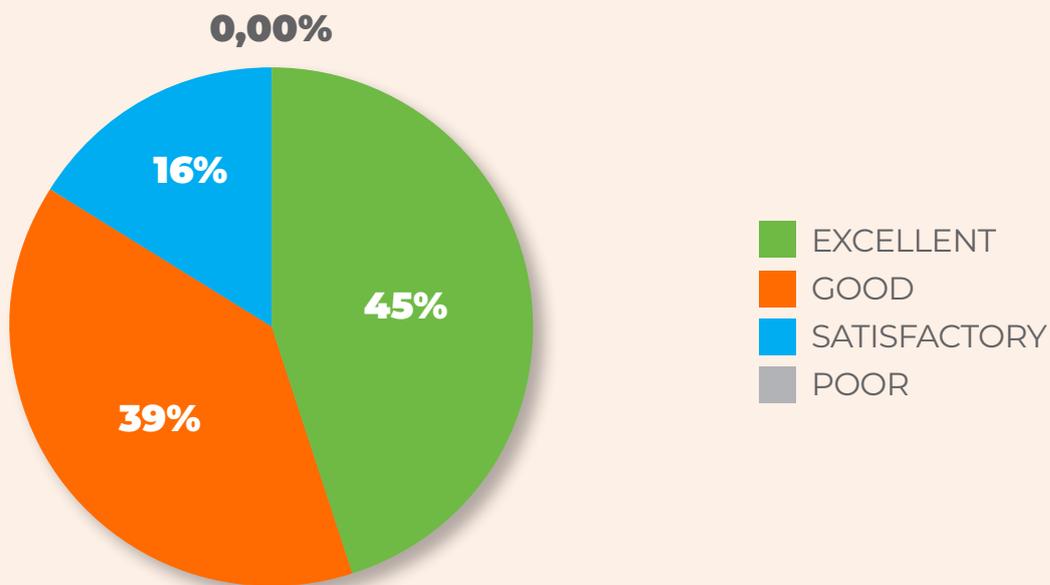




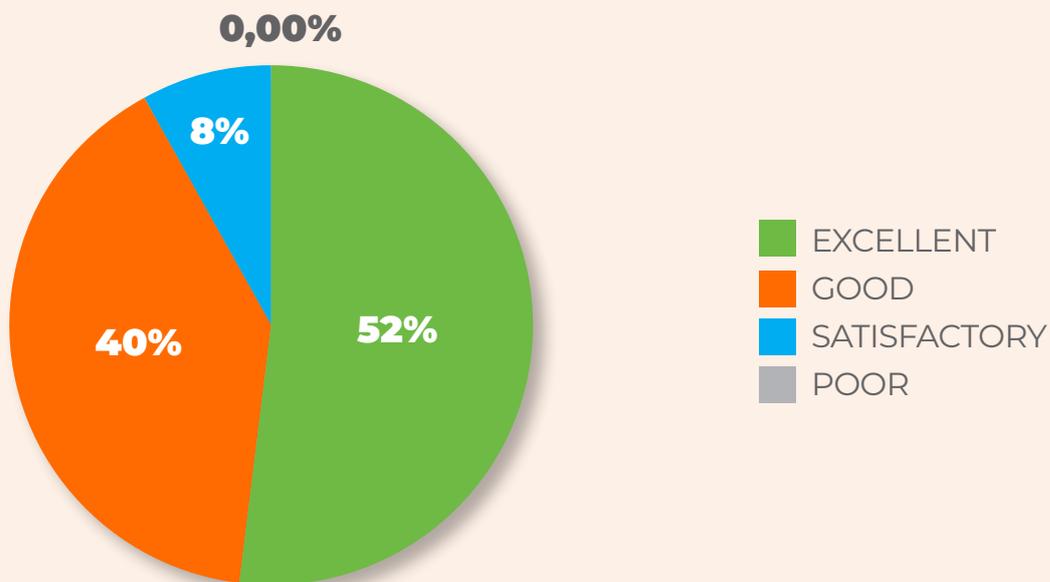
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## HOW DID YOU EVALUATE OUR FAIRS?

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



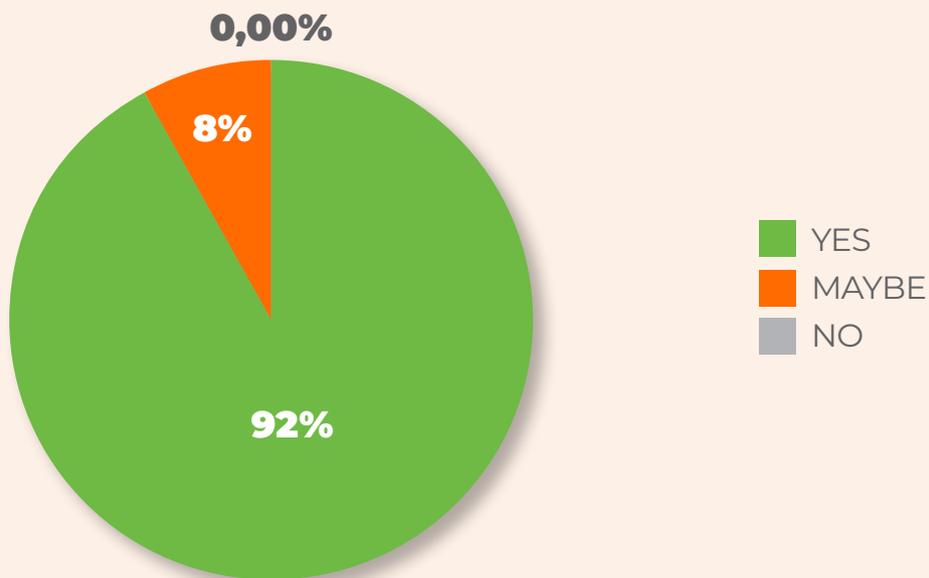
**HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?**





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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
LSI Education	<b>UK</b>
Riga Technical University	<b>LATVIA</b>
Vilnius University Business School	<b>LITHUANIA</b>
BSC Education	<b>UK</b>
Green River College	<b>USA</b>
University of Bristol	<b>UK</b>
Atatürk University	<b>TURKEY</b>
GoBritanya Student Accommodation Agency	<b>UK</b>
Campus France Azerbaijan	<b>FRANCE</b>
EducationUSA AZ	<b>USA</b>
Embassy of Japan in the Republic of Azerbaijan	<b>JAPAN</b>
Mentora College Baku	<b>AZERBAIJAN</b>
57 Colleges	<b>INTERNATIONAL</b>



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## **FALL 2023 AZERBAIJAN FAIRS' SCHEDULE**

**Fall 2023 Azerbaijan Fair - Baku / November 04-05, 2023**

**REGISTER NOW**

## **PROMOTION / DISCOUNT & DEADLINES**



**10% Early Bird Discount for 2023 Fall Fairs**

**Until June 1st, 2023** (Registrations & Payments made by the deadline)



**15% Renewal Discount for 2023 Fall Fairs**

**Until June 1st, 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 a<sup>2</sup> Turkey, Azerbaijan, Morocco Fairs and be with us again in Fall 2023! Our sales team will be happy to assist you.

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