



**international
education fairs**

SPRING 2023 TURKEY FAIRS' **OVERVIEW**

March 27 - April 02, 2023

**Thank you for your attendance in a² Spring Turkey 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



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FIGURES FROM SPRING 2023 TURKEY FAIRS

We welcomed **7158 unique visitors**, **100+ institutions** with
over **150+ participants** to a² Turkey Fairs!

Here are the numbers we want to share with you

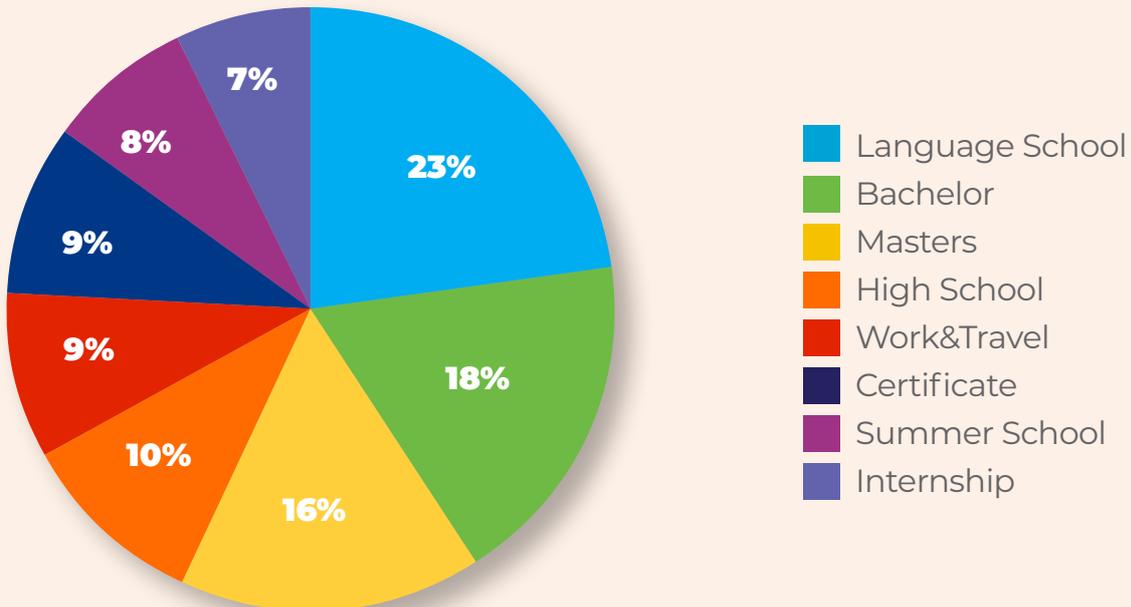


VISITOR FIGURES

7158

ATTENDANCE

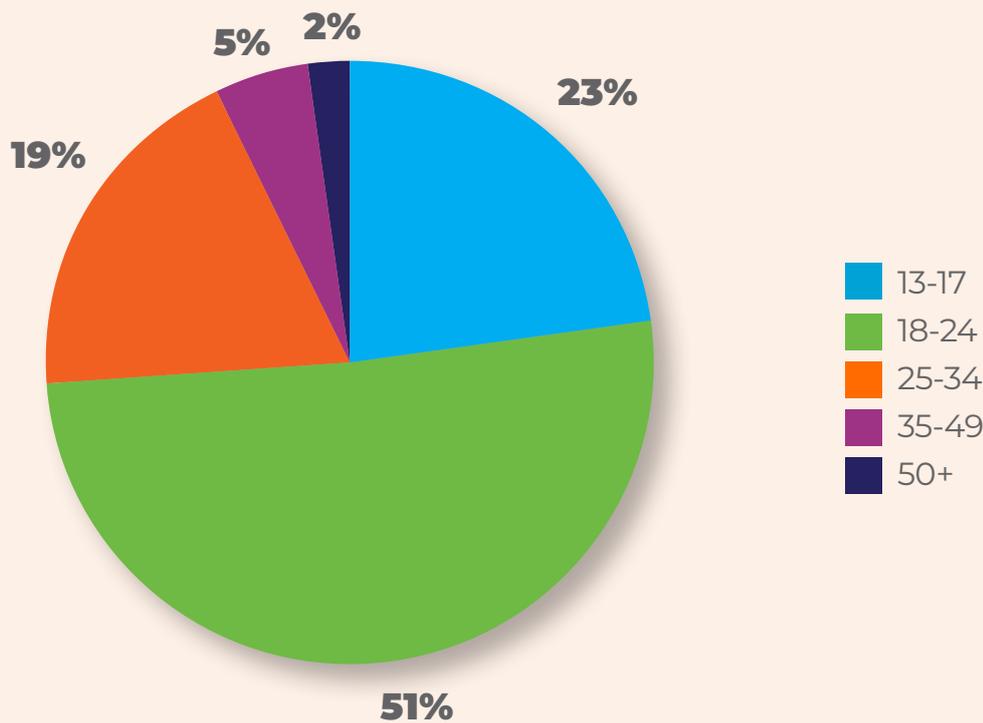
WHAT WERE STUDENTS LOOKING FOR?





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AGE RANGE OF THE VISITORS



EXHIBITOR FIGURES

100+ institutions from over **25 countries**

ORIGIN OF EXHIBITORS

Australia, Canada, Czech Republic, France, Germany, Hong Kong, Hungary, International, Ireland, Iran, Italy, Lithuania, Malaysia, Malta, Poland, Romania, Spain, Sweden, The Netherlands, Turkey, UK & USA

SUPPORTERS & SPONSORS

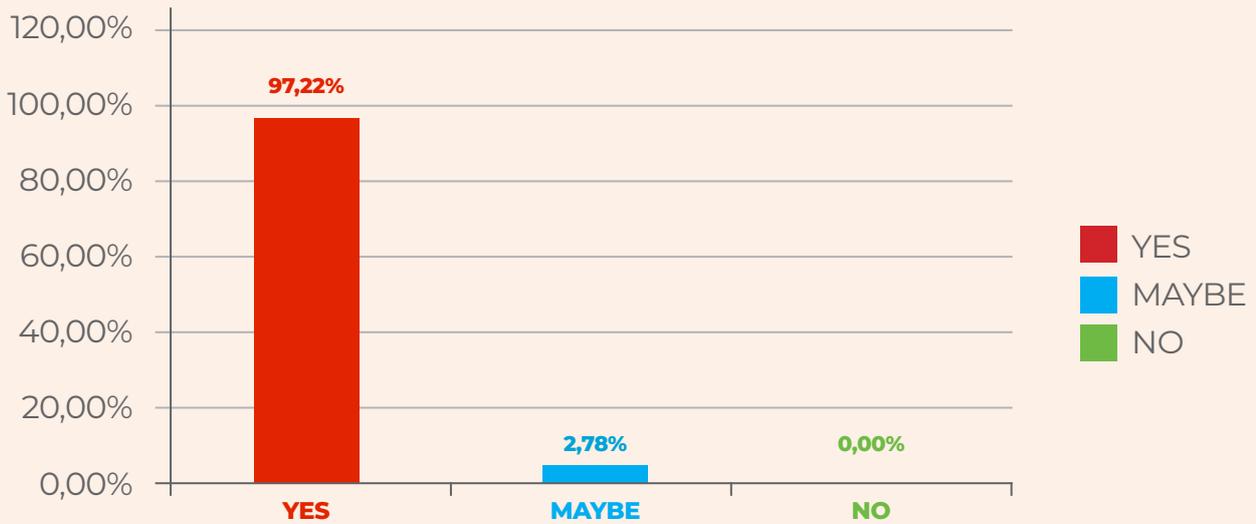
In addition to the international institutions, counseling agencies and the local & international sponsors, British Council IELTS & Study UK, Campus France / French Embassy, DAAD, Education USA, ETS - TOEFL®, Fulbright, Go Britanya, Study in Sweden / Consulate General of Sweden, Stuhomes, Turkish Education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



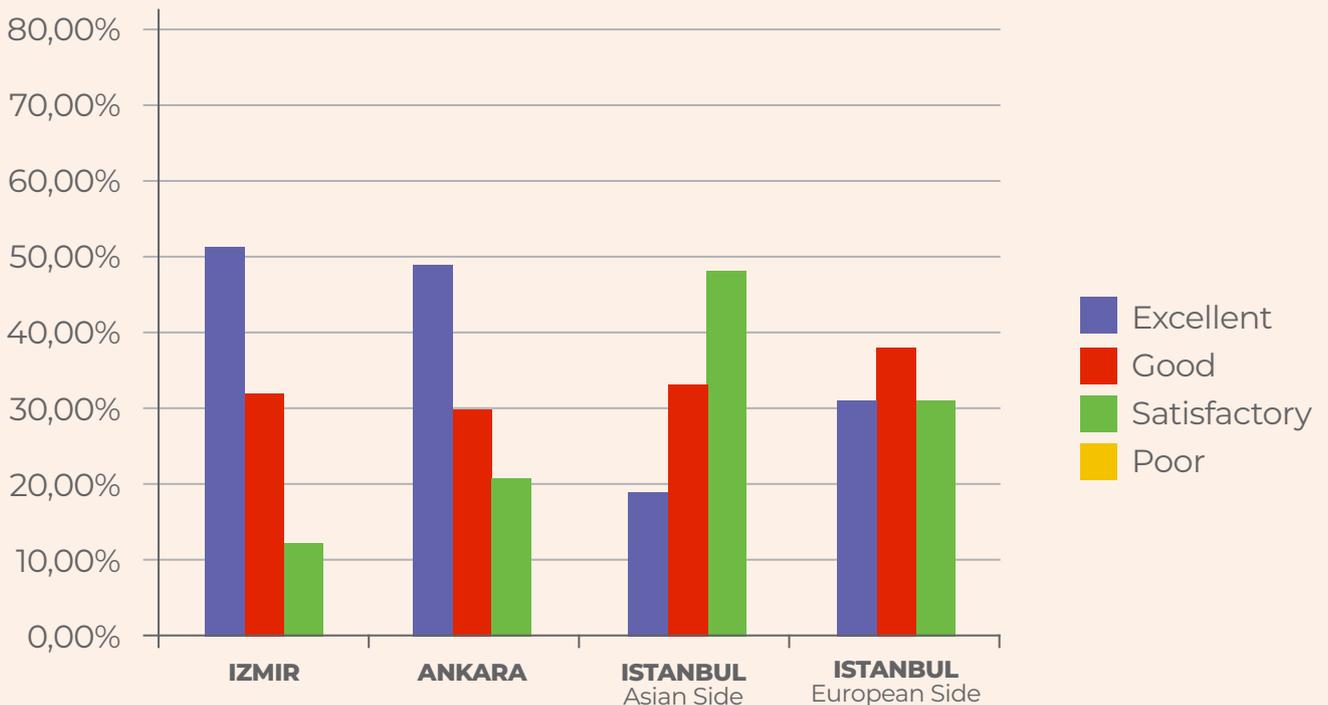
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PARTICIPANTS' FEEDBACKS AND REMARKS

WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN TURKEY?



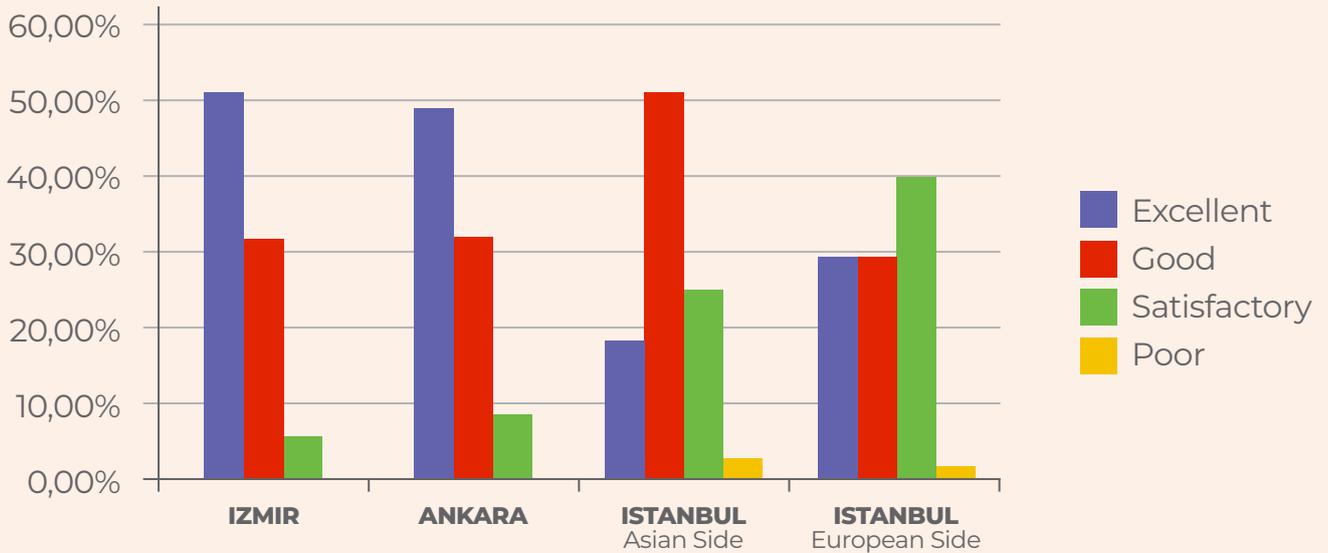
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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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)**

3.5/4 ★
average rating



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

3.9/4 ★
average rating





THE LIST OF THE PARTICIPATING INSTITUTIONS

| COUNTRY | SCHOOL |
|--|---|
| AUSTRALIA | Greenwich College |
| | Macquarie University |
| CANADA | Blyth Academy |
| | Centennial College |
| | Centre for Entertainment Arts |
| | Cornerstone International Community College of Canada |
| | ILAC Education Group |
| | Kaplan International Pathways |
| | Langara College |
| | Niagara College Canada |
| | Prontoitalia Educazione |
| | SELC College |
| | Seneca College |
| | Sprachcaffe / Geos Language Plus |
| | University Canada West |
| | Upper Madison College - UMC High School |
| York University School of Continuing Studies | |
| CZECH REPUBLIC | Masaryk University |
| FRANCE | Campus France Turkey |
| | EM Normandie Business School |
| | ESAIP - Graduate School of Engineering |
| GERMANY | DAAD Turkey |
| | GISMA Business School |
| | XU Exponential University of Applied Sciences GmbH |
| HONG KONG | Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) |
| HUNGARY | Budapest Metropolitan University |
| IRAN | Study in Iran |
| FRANCE | Campus France Turkey |
| | EM Normandie Business School |
| | ESAIP - Graduate School of Engineering |
| GERMANY | DAAD Turkey |
| | GISMA Business School |
| | XU Exponential University of Applied Sciences GmbH |
| HONG KONG | Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) |
| HUNGARY | Budapest Metropolitan University |
| IRAN | Study in Iran |
| IRELAND | Berlitz Dublin and Manchester |
| | Dublin International Foundation College |
| | Trinity College Dublin, The University of Dublin |
| | University College Dublin |
| | University of Galway |



THE LIST OF THE PARTICIPATING INSTITUTIONS

| COUNTRY | SCHOOL |
|-------------------------------------|---|
| ITALY | Eduitalia |
| LITHUANIA | Vilnius University |
| MALAYSIA | Education Malaysia |
| MALTA | EC English |
| | Sprachcaffe / Geos Language Plus |
| POLAND | Think Poland |
| | WSB University |
| ROMANIA | “Gheorghe Asachi” Technical University of Iași |
| | “Ion Mincu” University of Architecture and Urban Planning |
| | “Victor Babes” University of Medicine and Pharmacy from Timisoara |
| | Bucharest University of Economic Studies |
| | Dunarea de Jos University of Galati |
| | National University of Theatre and Film “I.L. Caragiale” Bucharest |
| | Romanian-American University |
| | Transilvania University of Brasov |
| | University of Agronomic Sciences and Veterinary Medicine of Bucharest |
| University Politehnica of Bucharest | |
| SPAIN | Hablo & Valencia Polytechnic University |
| SWEDEN | Jönköping University |
| | Study in Sweden |
| THE NETHERLANDS | Eindhoven University of Technology |
| TURKEY | Academix Study Abroad Services |
| | Asba Study Abroad |
| | Atlas Study Abroad |
| | Edcon Study Abroad |
| | Eğitimal Education Counselling Services |
| | LÖSEV |
| | Orbis Study Abroad |
| | Ozman Yurtdışı Eğitim ve Kariyer |
| | 57 Colleges |
| | TEV (Türk Eğitim Vakfı) |
| UK | Berlitz Dublin and Manchester |
| | British Council IELTS ve Study UK |
| | British Study Centres |
| | CATS Education & Stafford House |
| | English Path & GBS |
| | GoBritanya Student Accommodation Agency |
| | Kaplan International Languages |
| | Kaplan International Pathways |
| | Mander Portman Woodward (MPW) |

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THE LIST OF THE PARTICIPATING INSTITUTIONS

| COUNTRY | SCHOOL |
|--|---|
| UK | Sprachcaffe / Geos Language Plus |
| | St Giles International |
| | Study Group |
| | The University of Huddersfield |
| | The University of Manchester |
| | University of Bradford |
| | University of Essex |
| | University of Hull |
| USA | University of Law |
| | Edmonds College |
| | ETS - TOEFL® |
| | Kaplan International Pathways |
| | Queens College, New York / Navitas |
| | Rider University |
| | Sprachcaffe / Geos Language Plus |
| | Turkish Fulbright Commission & EducationUSA |
| U.S. Embassy & U.S. Consulate General Istanbul | |

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

Advertisement on Turkey's biggest TVs (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, Ankara and Izmir streets, Metro, Metrobus & Marmaray stations and in the trains in Istanbul, Ankara & Izmir



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FALL 2023 FAIRS

► **Fall Turkey Fairs - Istanbul, Ankara, Izmir / Oct. 07-13**

€ 6,200 (5 Fair days, 4 locations)

- Istanbul Fairs (European Side) - Istanbul Congress Center / October 07-08
- Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / October 09
- Ankara Fair - Sheraton Hotel / October 11
- Izmir Fair - TBC / October 13

• **Single Prices**

Istanbul (European Side)

€ 3,500

Istanbul (Asian Side) / Ankara

€ 1,400 (each location)

• **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 2023 Fall Fairs

Until June 1st, 2023 (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 2023! Our sales team
will be happy to assist you.