



**international
education fairs**

SPRING 2024 AZERBAIJAN FAIRS'

OVERVIEW

March 30-31, 2024

**Thank you for your attendance in a² Spring Azerbaijan 2024 Fairs!
We were so glad to have you with us.**

**As part of the a² International Education Fairs Spring 2024 Azerbaijan,
we visited XXI. Century School, and Dunya School. 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](#)



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FIGURES FROM SPRING 2024 AZERBAIJAN FAIRS



VISITOR FIGURES

2314 students in 2 days.

EXHIBITOR FIGURES

23 institutions from **15 different countries**

ORIGIN OF EXHIBITORS

Azerbaijan, Canada, Europe, France, Germany, Hungary, International, Latvia, Lithuania, Ireland, Qatar, Spain, Turkey, UK, USA

VISITOR INTEREST AREAS

- 32%** Master & Postgraduate Degrees
- 26%** Undergraduate Degree
- 21%** Language Programs
- 19%** Summer School & Certificate Degrees
- 13%** High Schools



VISITOR FIGURES

2314

ATTENDANCE



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HOW DID WE PROMOTE OUR FAIRS?

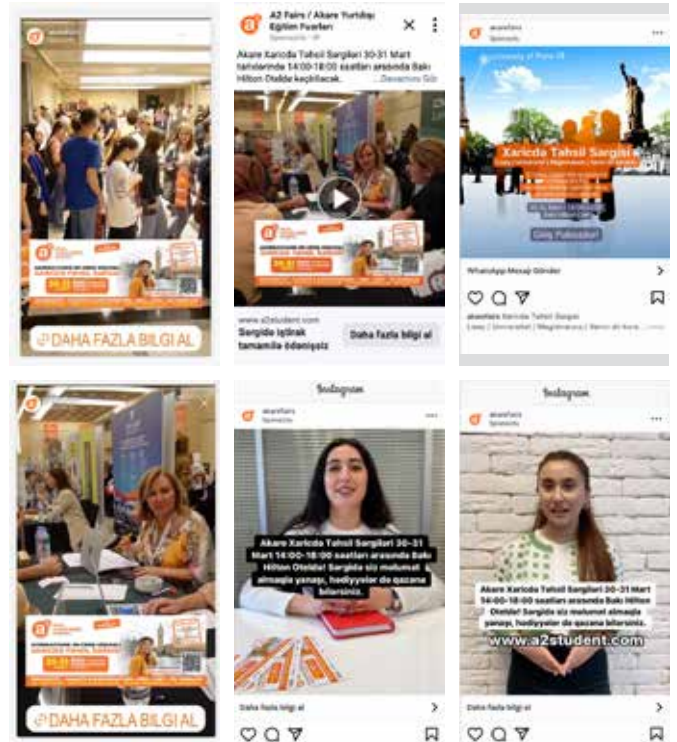
TV

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...

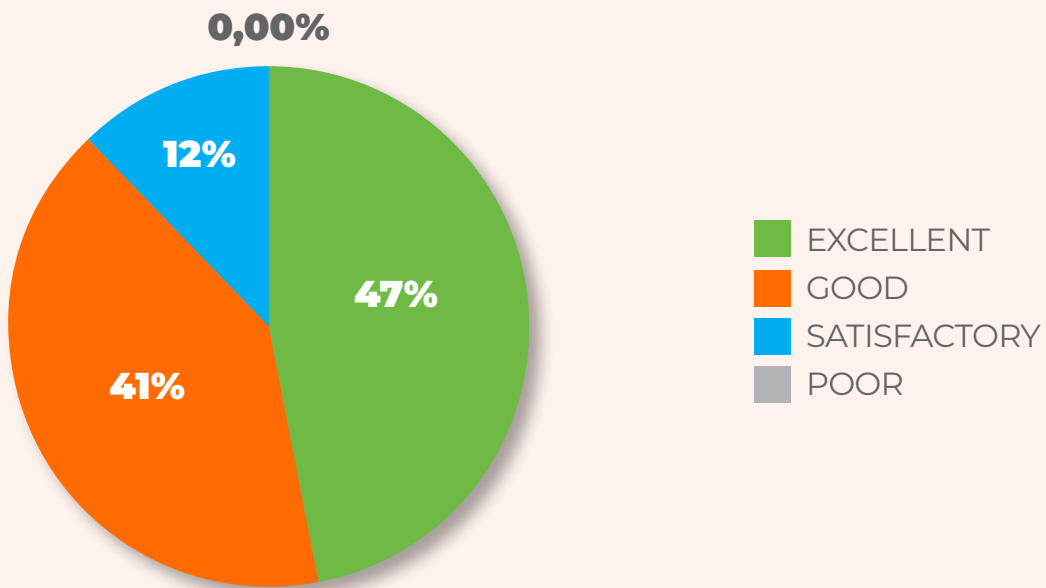




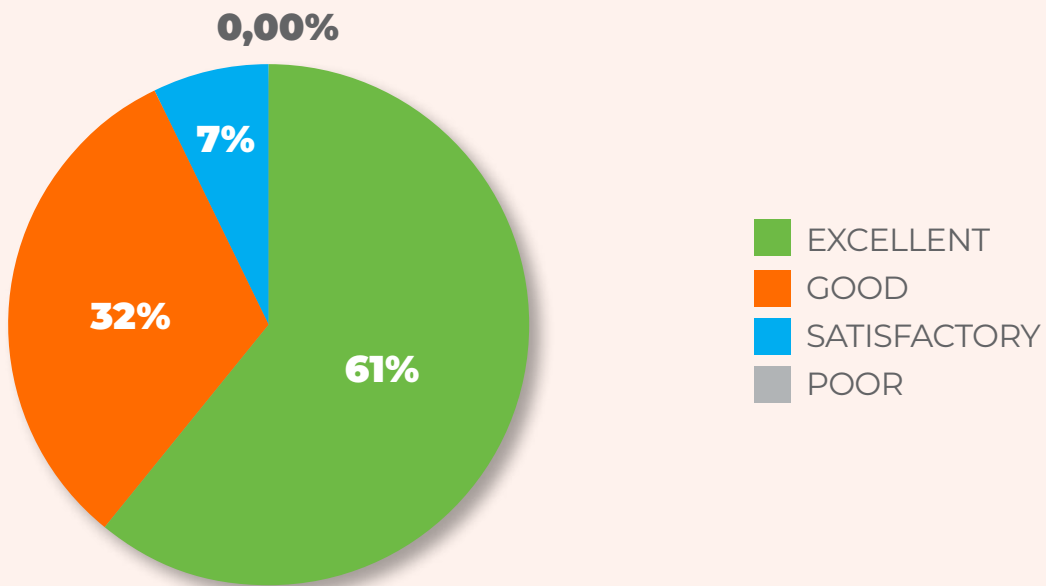
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HOW DID YOU EVALUATE OUR FAIRS?

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



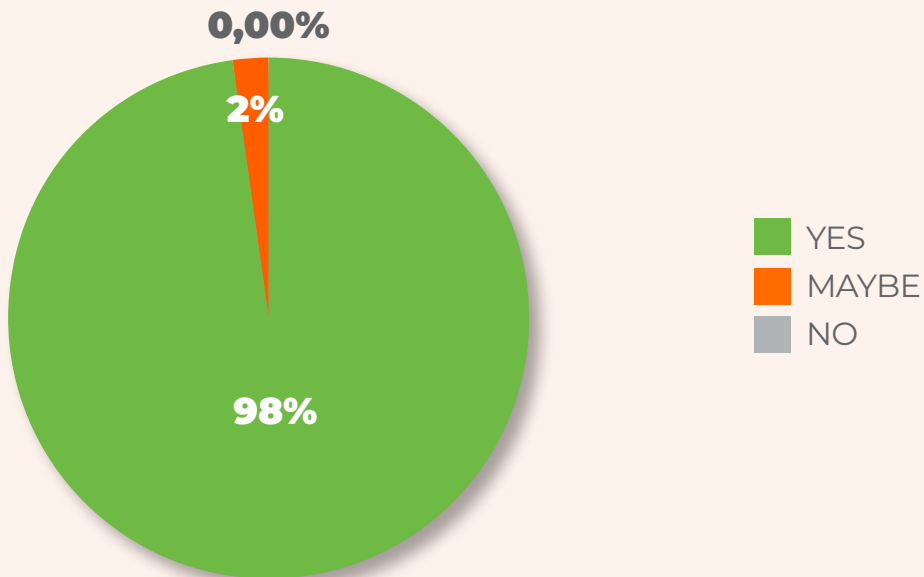
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN AZERBAIJAN?



**PLEASE RATE YOUR
OVERALL EXPERIENCE WITH
THE a² FAIRS?**

3.90/4 ★

average rating





THE LIST OF THE PARTICIPATING INSTITUTIONS

INSTITUTION NAME	COUNTRY
AIIESEC Azerbaijan	AZERBAIJAN
Akare AZ	AZERBAIJAN
ARIU with University of Derby	QATAR
Arizona State University	USA
Ataturk Universitesi	TR
Atlantic Technological University Ireland	IRELAND
Avila University; Concordia University Chicago	USA
British Council	UK
Budapest University of Technology and Economics	HUNGARY
Campus France Azerbaijan	FRANCE
CBS International Business School	GERMANY
EducationUSA AZ	USA
ESN Azerbaijan	INTERNATIONAL
Kaplan International Pathways	UK
Hablo & Valencia Texniki Universiteti	SPAIN
Study in Europe (Italy, Poland, Germany)	EUROPE
Study in UK	UK
Study in USA	USA
TSI, Transport and Telecommunication Institute	LATVIA
University of the West of England, Bristol	UK
University of Victoria	CANADA
Vytautas Magnus University	LITHUANIA
Zafer Dersanesi	AZERBAIJAN



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FALL 2024 AZERBAIJAN FAIRS' SCHEDULE

Fall 2024 Azerbaijan Fair - Baku / Nov. 30-Dec. 01, 2024

REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2024 Fall Fairs

Until June 15th, 2024 (Registrations & Payments made by the deadline)



15% Renewal Discount for 2024 Fall Fairs

Until June 15th, 2024 (The discount is only offered to the institutions who attended the Spring 2024 Azerbaijan Fairs)

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

We are looking forward to welcoming you again!