

## Spring 2018 Azerbaijan Fair's Overview



**Visitor figures:** 3012 students in 2 days

**Exhibitor figures:** 47 institutions from 16 countries

**Origin of Countries:** Azerbaijan, Canada, France, Germany, International, Ireland, Jordan, Latvia, Pakistan, Poland, Russia, The Netherlands, TRNC, Turkey, UK & USA

**Supporters:** DAAD - German Academic Exchange Service, French Embassy in Baku, CampusFrance, Embassy of the Netherlands in Azerbaijan, British Council, Aiesec, Education USA supported & exhibited at a2 Baku Fair.

**Visitor interest areas:**

- 13% Language Programs
- 23% Undergraduate Degree
- 40% Master & Postgraduate Degrees
- 20% Summer School & Certificate Degrees
- 4% High Schools

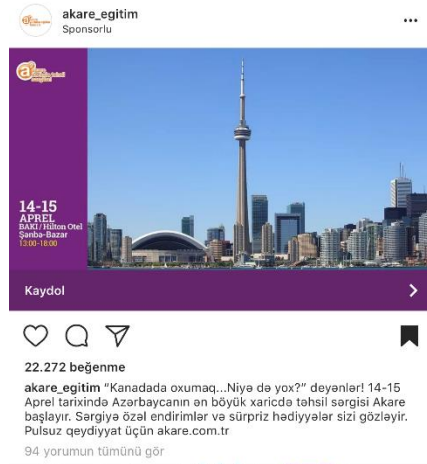
*\*As the questionnaire was a multiple choice one, the total of percentage may exceed one hundred percent.*





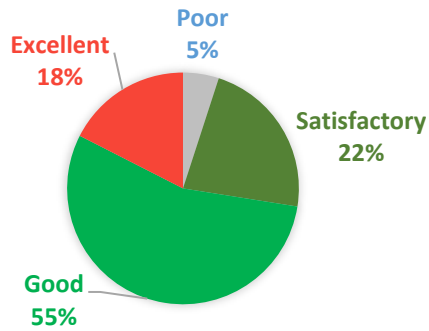
## How we promoted our fairs?

- **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...**

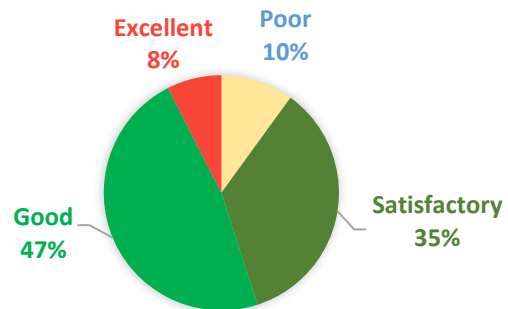


## How did you evaluate our fairs?

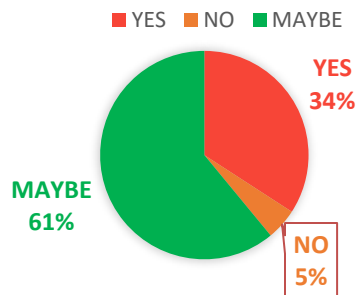
### NUMBER OF STUDENTS



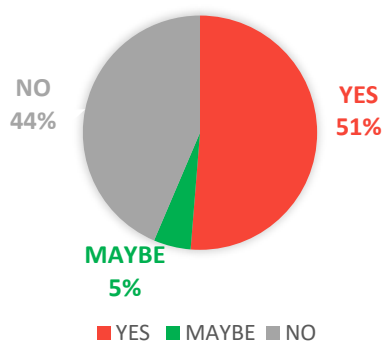
### QUALITY OF STUDENTS



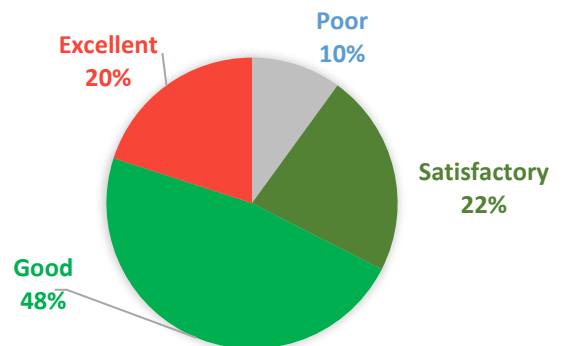
### DO YOU THINK THAT YOU'LL RECRUIT STUDENTS AS A RESULT OF FALL 2017 AZERBAIJAN FAIR?



### WOULD YOU CONSIDER ATTENDING FUTURE A2 AZERBAIJAN EVENTS?



### HOW WELL DID THESE EVENTS MEET YOUR EXPECTATIONS (STUDENT WISE)?



## Fall 2018/Spring 2019 Azerbaijan Fairs' Schedule

- Fall 2018 Azerbaijan Fair – Baku / November 30-December 02, 2018
- Spring 2019 Azerbaijan Fair/ Baku / April 13-14, 2019

Registrations are already open at [www.a2fairs.com](http://www.a2fairs.com)

### PROMOTION/ DISCOUNT & DEADLINES

- 10% Early bird Discount– Valid until June 15<sup>th</sup>!
- 15% Renewal Discount – Valid until June 15<sup>th</sup>!
- 20% off if you book Spring + Fall 2018 Baku Fairs together – Valid until July 15<sup>th</sup>!
- **UP TO 30% Multiple Country Discount** (Visit our website or contact our sales team for details)

Please contact our sales & marketing team for future a2 Turkey, Morocco, UK & Poland Fairs.



We are looking forward to welcoming you again!

Best Regards,

**Sera Sandra ARPACI**

Sales & Marketing Manager

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