

## Fall 2017 Azerbaijan Fair's Overview



**Visitor figures:** 2817 students in 2 days

**Exhibitor figures:** 27 institutions from 12 countries

**Origin of Countries:** Azerbaijan, France, Germany, Ireland, Latvia, Poland, Romania, Russia, The Netherlands, Turkey, United Kingdom, USA

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

**Visitor interest areas:**

- 46% Language Programs
- 34% Undergraduate Degree
- 17% Master & Postgraduate Degrees
- 14% Summer School & Certificate Degrees
- 10% High Schools



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

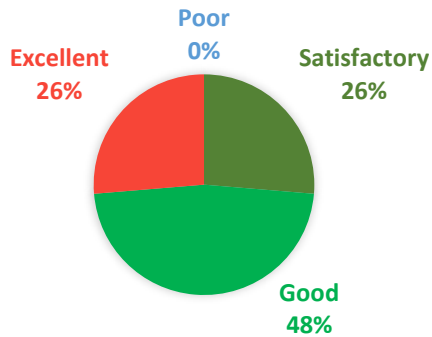


## How we promoted our fairs?

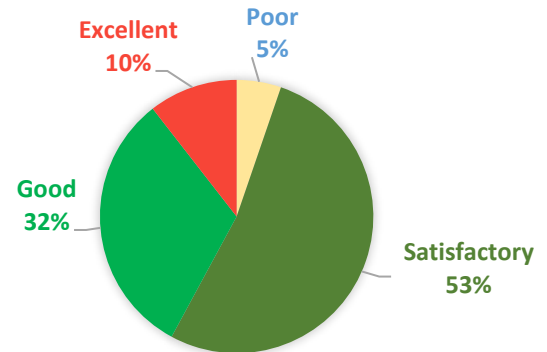
- **TV:** Advertisement on Xazar TV
- **SOCIAL MEDIA:** We used Facebook, Twitter & many web pages.
- **OUTDOOR:** Posters were hung in Baku streets. Flyers were distributed in high schools, colleges, universities, associations, student clubs
- **DIRECT INVITATIONS:** Fair invitations were sent to educational 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?

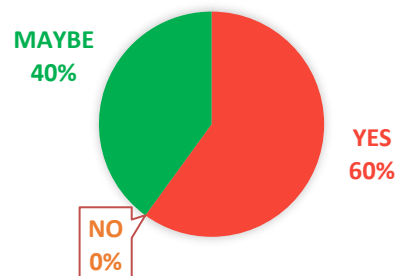
### NUMBER OF STUDENTS



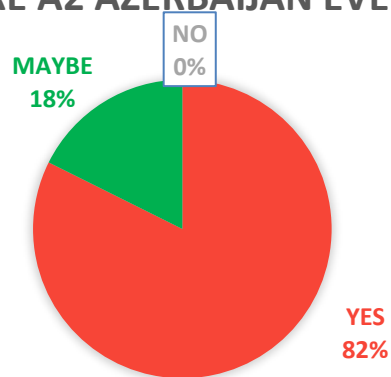
### QUALITY OF STUDENTS



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



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



## Spring/Fall 2018 Azerbaijan Fairs' Schedule

- Spring 2018 Azerbaijan Fair/ Baku / April 14-15, 2018
- Fall 2018 Azerbaijan Fair – Baku / October 20-21, 2018

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

### **PROMOTION/ DISCOUNT & DEADLINES**

- 10% Early bird Discount– Valid until December 15<sup>th</sup>!
- 20% off if you book Spring + Fall 2018 Baku Fairs together – Valid until January 30<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, Kazakhstan, Azerbaijan, Morocco Fairs.