

Summary for a2 Morocco Fairs & School visits

Spring 2018

Dear Colleague,

Thank you for joining Spring 2018 a2 Morocco Fairs & School Visits that took places in Casablanca & Marrakesh. We were glad to have you with us.

I am pleased to share some figures & statistics about our recent events in Morocco.

Total number of students: 4111 students in 2 cities

Total number of exhibitors: 26 institutions from 13 countries

Origin of Exhibitors: Canada, China, France, Hungary, Italy, Kazakhstan, Malaysia, Morocco, Poland, Turkey, UK, Ukraine & USA.



Mini College Fairs & School Visits in Casablanca / February 16, 2018

Number of schools visited: We visited 4 high schools in Casablanca in 1 day

Total Number of students attended: 594 students

Students Profile: 10, 11th & 12th grades
Mostly interested in Undergrad studies

Names of Schools visited & Number of students met

- ✓ Groupe Scolaire Berrada / 189 students
- ✓ Casablanca American School / 45 students
- ✓ Groupe Scolaire Kamil / 137 students
- ✓ Groupe Scolaire Charif Idrisi / 223 students



Student Fair in Casablanca / February 17, 2018

Visitor figures: 2239 students attended the a2 Casablanca Fair in 1 day

(Parents are not included in the numbers)

Exhibitor figures: 26 institutions from 13 countries



Mini College Fairs & School Visits in Marrakesh / February 19, 2018

Number of schools visited: We visited 3 high schools in Marrakesh in 1 day

Total Number of students attended: 274 students

Students Profile: 10, 11th & 12th grades
Mostly interested in Undergrad studies

Names of Schools visited & Number of students met

- ✓ Groupe Assam Najah / 74 students
- ✓ Groupe Scolaire Al Irfane / 65 students
- ✓ Groupe Scolaire l'Arganier / 135 students

Student Fair in Marrakesh / February 20, 2018

Visitor figures: 1004 students visited a2 Marrakesh Fair in 1 day
(Parents are not included in the numbers)

Exhibitor figures: 26 institutions from 13 countries



List of institutions attended the Spring 2018 a2 Morocco Fairs

ALPADIA Language Schools	Switzerland
Altinbas University	Turkey
Amideast	USA
Asia Pacific University	Malaysia
Atlas Study in Turkey	Turkey
British Council	UK
Ca' Foscari University of Venice	Italy
Canadian Embassy	Canada
Concordia University	Canada
Embry-Riddle Aeronautical University	USA
FlexyClass	Morocco
Internationnal Institute of Innovative Educational Technologies LCC	Ukraine
IPAG Business School	France
Lazarski University	Poland
Okan University	Turkey
SAS JALYAS Informatique	France
Study in China	China
Study in Poland	Poland
Süleyman Demirel Üniversity	Kazakhstan
SWPS University of Social Sciences and Humanities	Poland
University of Pécs	Hungary
University of Wroclaw	Poland
Vincent Pol University	Poland
Webster University	USA
Wroclaw University of Technology	Poland
WSB Universities	Poland

HOW DID WE PROMOTE OUR FAIRS?

RADIO: a2 fairs advertised in Morocco's most popular radio station.

SOCIAL MEDIA: We used Facebook, Twitter & many web pages.

OUTDOOR: a2 posters & fair invitations are placed near to local schools, university campuses. Flyers and posters were distributed in high schools, colleges, universities...

DIRECT INVITATIONS: Fair invitations were sent to educational institutions & academic advisors.

SCHOOL VISITS & INVITATIONS: a2 local partner who is responsible for the local publicity contacted public & private colleges, high schools, universities & invited their students to the fair.

SMS: a2 Fairs current database + barter and sponsorship SMS

DIRECT MAILING: In addition to a2 Fairs student databases, a2 sponsors & supporters sent out a2 Fairs' invitations to their contact databases.

WEB ADVERTISING: a2 Fairs promoted its educational events at various websites, online magazines & newspapers.

Fall 2018 MOROCCO Fairs Schedule

Fall Morocco Fairs - Casablanca, Tangier / November 16 - 20, 2018
High School Visits & College Fair in Casablanca / November 16, 2018
Student Fair in Casablanca / February 17, 2018
High School Visits & College Fair in Tangier / November 19, 2018
Student Fair in Tangier / November 20, 2018

DISCOUNT FOR SPRING 2018 EXHIBITORS

15% RENEWAL discount is offered to Spring 2018 Morocco Fairs exhibitors when registering for the Fall 2018 Morocco Fairs – April 15

20% discount will be offered if you book for Fall 2018 + Fall 2019 Morocco Fairs. The promotion is valid until June 15th.

Contact us to learn about our recruitment fairs in Turkey, Europe, CIS, North Africa.

Our sales team will be happy to assist you.



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