

## Summary of a2 Turkey Fairs / March 11-18, 2017

### FIGURES FROM FALL 2016 TURKEY FAIRS:

#### We welcomed 7229 unique students to a2 Turkey Fairs

This number doesn't include the parents, or friends who accompanied these students.

Here are the numbers we want to share with you:

**Visitor figures:** / 7229 students in 3 cities

#### Visitors per city:

**2138** students in Istanbul Asian Side (721 students from Doga High Schools in the morning + 1417 students at a2 Fairs)

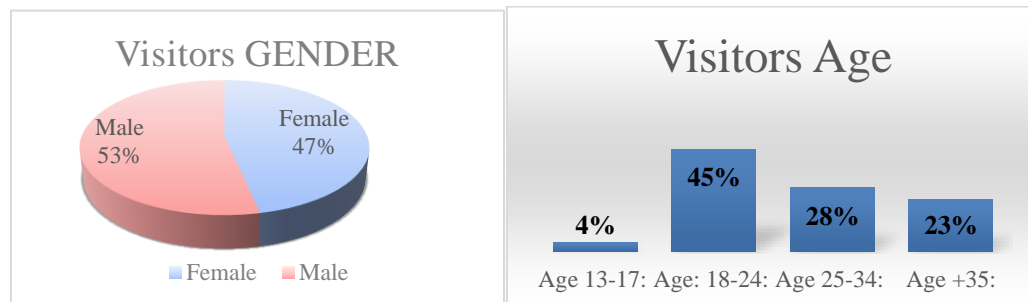
**1997** students in Istanbul European Side

**1603** students in Ankara (220 students from Doga High Schools in the morning + 1383 students at a2 Fairs)

**1491** students in Izmir



#### Visitors Gender & Ages



**Exhibitor figures:** 110 institutions from 20 countries

**Origin of Exhibitors:** Australia, Azerbaijan, Belarus, Canada, France, Germany, Hungary, Ireland, Italy, Kazakhstan, Latvia, Poland, Romania, Russia, Spain, Switzerland, Sweden, Turkey, UK, and USA

In addition to the international institutions, counseling agencies and the local & International sponsors, French Embassy / CampusFrance, US Consulate General Istanbul, Canadian Consulate, Consulate General of Sweden in Istanbul, Education USA, Fulbright, DAAD German Academic Exchange Center exhibited at a2 Turkey Fairs.



## **a2 UNDERGRAD FAIR for DOGA HIGH SCHOOLS**

a2 Fairs has an agreement with “Doga High Schools” Turkey’s largest High Schools Network with 40 campuses in Istanbul alone and 106 campuses in Turkey.

- Due to this partnership, a2 Fairs organized private educational events exclusively for 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> grades of Doga High Schools’ students in Istanbul & Ankara. These 3 hours long undergraduate events took place in Istanbul & Ankara, before a2 Fairs opened to public.
- All a2 universities & colleges participated in these additional half day events for free of charge and met with +700 students in Istanbul and +220 students in Ankara at 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> grades



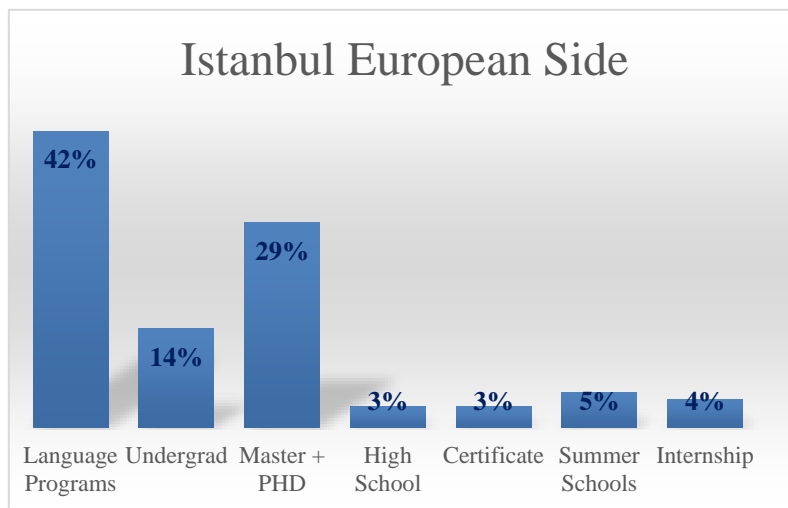
## A2 SEMINARS & WORKSHOPS

More than 40 Seminars & Workshops were held during the a2 Events.

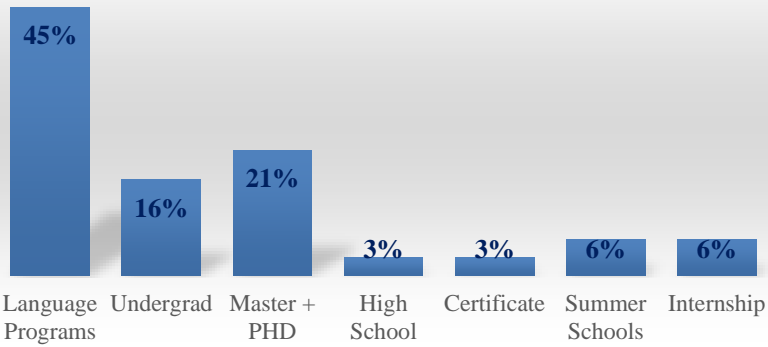
- The workshops were organized in each city by a2 Fairs' sponsor CVYolla.com and certificates were given to each participant.
- a2 Participating schools & institutions **gave** presentations to public to better explain their schools' programs & vision.
- Education or visa section of Consulates, Embassies, cultural centers, and student counsellors gave presentations on study, work and career opportunities abroad.



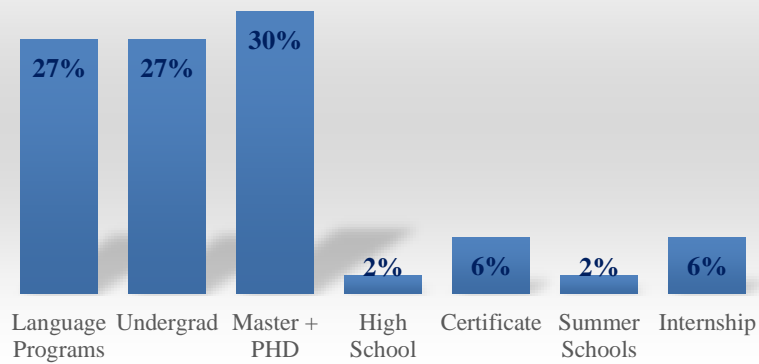
## WHAT WERE STUDENTS LOOKING FOR?



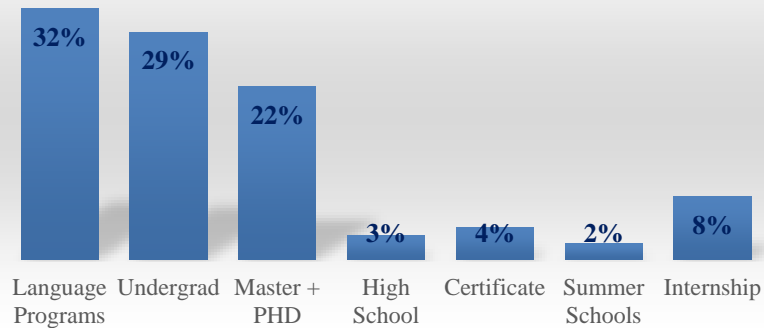
## Istanbul Asian Side



## Ankara Fair



## Izmir Fair



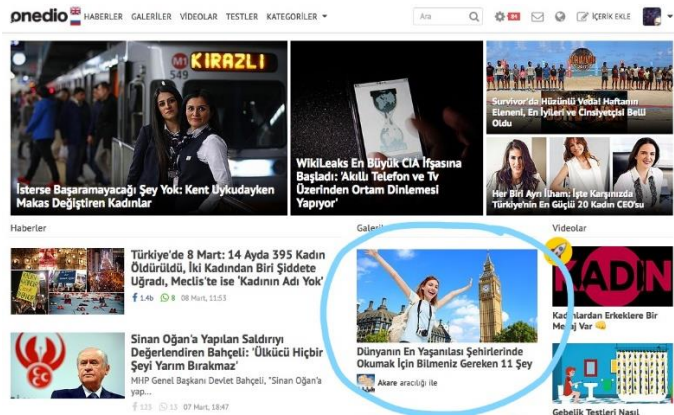


## HOW DID WE PROMOTE OUR FAIRS?

**MEDIA BROADCAST:** Fair information & invitation were aired on major Radio station, major newspapers & webpages.



**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 Facebook, Twitter, and Instagram accounts.



**OUTDOOR:** Street banners and posters were hung at strategic points throughout the major cities, particularly within and around high school and university campuses. Mobile advertising was used in Ankara.



**DIRECT INVITATIONS:** Over 500,000 Flyers and posters were distributed in high schools, colleges, universities, associations, student clubs, shopping centers and key locations in Istanbul, Ankara, Izmir. Fair invitations were sent to educational institutions and academic advisors. This information was then forwarded to students and parents.

**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.



## FALL 2017 TURKEY FAIRS SCHEDULE

### a<sup>2</sup> Spring 2017 Turkey Fairs / October 12-19, 2017

Istanbul Fair (Asian Side) / October 12  
Istanbul Fairs (European Side) / October 14-15  
Ankara Fair / October 17  
Izmir Fair / October 19

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

- 10% Early bird Discount until June 15<sup>th</sup>
- 10% Additional Discount to Spring 2017 Turkey Fairs Exhibitors until June 15<sup>th</sup>!

Please contact our sales & marketing team if you want to participate in a2 Turkey, Kazakhstan, Azerbaijan, Morocco, Ukraine Fairs.



It was really so nice to have you with us in Turkey and we are looking forward to welcoming you again!

Best Regards,

**Serena Cizmecigil**

General Manager

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