



INTERNATIONAL STUDENTS EDU FAIR - 2017

16th Sep. 2017 To 24th Sep. 2017

By: Study Metro Pvt. Ltd.

About STUDY METRO



www.studymetro.com

- ✦ Study Metro is a professional education consultancy firm, extending excellent support and service to students all over India to provide limitless study opportunities across the Globe.
- ✦ Study Metro is an AIRC, NAFSA, ICEF, EAIE, AIEA and QISAN Certified and Members. A Leading Overseas Education Industry with the “Vision is to transform student’s life by making Study Abroad Available to all”.
- ✦ Present in student communities in South India, Central India and Western India with 8 offices in Bangalore, Indore, Mumbai, Ahmedabad, Anand, Surat, Coimbatore and Hyderabad.
- ✦ Established in 2011





Welcome to Study Metro Edu Fair!

We invite you to participate in the 2017 student fair across our cities where Study Metro has a strong presence and reputation. The fair is a great opportunity for universities to:

- ✦ Encourage Indian students and their parents to consider the Study Abroad as their first choice premium study destination.
- ✦ Target students in all the stages of education, allowing them time to gather information and prepare for the next intake.
- ✦ Showcase pathways to all educational sectors: English language, foundation, undergraduate, postgraduate and doctorate.

Target Audience

- ✦ School students (Pursuing 12th & Pass out)
- ✦ College students (UG/PG & Pass out)
- ✦ Students doing technical courses
- ✦ Parents accompanying students
- ✦ Working IT/ Other Professionals

Note: Expecting 700+ Students to participate in each city.





Why Participate ?

- ✦ To recruit Grad, Undergrad and other short term international students from India.
- ✦ To increase branding and visibility among Indian students and families.
- ✦ To create relationships with students with one on one interaction and class presentations.
- ✦ To develop partnerships with local high school and colleges.
- ✦ Cost effective recruitment solution to reach a larger audience and build your partnership with StudyMetro

EDU Fair Benefits

✦ Improved conversion

Promote the benefits of your institution directly to the student, and the opportunity of providing pre-admission letters of offer on the day to counseled students who have submitted an application

✦ Effective use of university officials time

Meeting pre-counseled students in an allocated time session will allow for more individual and tailored counseling by the representatives leading to better use of their time in-country on event day.

✦ Qualified leads

Generate new qualified leads for the 2017 / 2018 intakes. Develop a pipeline of students who will work to meet your academic requirements to get admissions

✦ Showcase for the United States Education

Continue to build your institution's presence in a mature market to recruit across the entire educational spectrum, from pre-university to postgraduate. The event will also emphasize the reputation of the institutions in the United States as high quality teaching and research destinations to both public and private employers, as well as to professional bodies.





Partnership Development

Special Bonus to the fair - **ESTABLISH PARTNERSHIPS WITH INDIAN UNIVERSITIES AND INSTITUTIONS FOR STUDENT EXCHANGE**

Under the new provision, Indian students are now finally allowed to go for an Exchange or Semester/ Year Abroad Program. Meet relevant institutions, exchange proposal in advance before the meeting so meetings can convert in to real business.

Indian School Principals will have the opportunity to meet the International High schools for exchange of students and other forms of mutual collaborations in fields of academics, culture, sports and resources.

Fair Details:

- ✦ September 16th 2017 – September 24th 2017
- ✦ 6 Cities in India, Chennai, Bangalore, Jaipur, Delhi, Indore, Goa.
- ✦ High School/Universities Visits (optional)
- ✦ Dinners with local university officials (optional)
- ✦ Education Fairs arranged in international hotels
- ✦ Live Workshop Presentations
- ✦ Travel/ HotelArrangement



City Events & Registration Details

CITY/DATE	Venue	Early Registration Rates (by June 30st, 2017)	Regular Registration Rates (by July 31st, 2017)	Late Registration Rates (After August 31st, 2017)	Presentation
EDU Fair Event, Chennai, September, 16th 2017	Hyatt Regency, Anna Salai, Chennai	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
EDU Fair Event, Bangalore, September, 17th 2017	The Ritz-Carlton Luxury Hotel, Residency Road Bangalore	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Bangalore (Optional School Visit), September, 18th 2017	Top School and College in Bangalore	USD \$250, Table	USD \$300, Table	USD \$350, Table	USD \$250
EDU Fair Event, Jaipur, September, 19th 2017	Hotel Ramada, Govind Marg Raja Park, Jaipur	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
EDU Fair Event, Delhi, September, 20th 2017	JW Marriott Hotel, New Delhi	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Indore (Optional School Visit), September, 21st 2017	Indore School Visit,	USD \$250, Table	USD \$300, Table	USD \$350, Table	USD \$250
EDU Fair Event, Indore, September, 22nd 2017	Radisson Blu Hotel, Ring Road, Indore	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
EDU Fair Event, Goa, September, 23th 2017	Goa Fair Panjim Community, Centre, Mala, Panjim, Goa	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Goa (optional School Visit), September, 24th 2017	Goa site visit	USD \$250, Table	USD \$300, Table	USD \$350, Table	USD \$250

Great Offers:

Pay for 4 cities and explore 2 more Cities
for free. Thus, visit overall 6cities.

for more information

CONTACT

support@studymetro.com

Deliverables to Participants

Accommodations & Food Details:

- ✦ Reservation in 5/7 Star Leading Hotels.
- ✦ Possibilities are (Vivanta By Taj, Oberoi, Grand Hyatt)
- ✦ Includes international Breakfast
- ✦ Lunch served during Events and School Visits
- ✦ Dinners with Indian universities/School Representatives
- ✦ Banner/Poster/Bulk Email/SMS through out events.

Event Details:

- ✦ Study Metro will be responsible for providing utilities necessary for successful completion of Event
- ✦ Student Registration information provided.
- ✦ Fully-Integrated Online Student Lead Management will be Provided
- ✦ Meeting rooms for Private Sessions with Students for one-to-one Interactions
- ✦ Included 360-Degree promotional Plan & Digital Marketing



A 360-Degree Marketing Plan

The Study Metro Edu fair is backed by a huge Media Plan, which includes Print, Internet, Radio, Television, Mobile hoarding, Bill board, Road shows, SMS etc.

Print- Print Ads would be released 7 to 10 days before the event dates in publications like:

- ✦ Times of India
- ✦ The Hindu
- ✦ Regional Paper
- ✦ Pre event and Post Event Coverage in the editorial columns of News Papers.
- ✦ Radio - 100 slots each on Radio for 1 week before the date of the fair.
- ✦ Online- An online banner of India Edu fair will be there on home page of Prominent website a week before the event
- ✦ E-mailers will be sent to target groups, specified by the participants in Edu fair
- ✦ SMS blasts will be send to prospective candidates from the Indian Students database
- ✦ BTL Marketing
- ✦ A Handbook with all the details on Education Abroad and all the participate to be given away to every student at the venue.
- ✦ Promotion drive through in-campus promotion in schools/universities

Digital Marketing (2.5 M +Students)

- ✦ Facebook Target Ads
- ✦ Post on Study Abroad Facebook Pages & Groups.
- ✦ LinkedIn and Twitter Ads
- ✦ Google AdWords & Bing Ads





Term and Conditions for Participation

- ✦ An educational institution may choose to send multiple travelers on a tour. Additional travelers will pay Travel and Accommodations Charges.
- ✦ The Institution must give written notice and if this notice is given prior to 60 days of the commencement of the event, a 30% cancellation fee will be applied. b) the Institution must give written notice and if this notice is given prior to 30 days of the commencement of the event, a 50% cancellation fee will be applied. c) if the Institution gives notice of cancellation within 30 days of commencement of the event, no cancellation will be permitted and the full amount will remain either payable or no refund will be offered on monies previously paid.
- ✦ Institution acknowledges and agrees that Study Metro shall not be liable for any loss, injury, delay or damage from any cause beyond its control.
- ✦ Study Metro is not responsible for personal or travel and health insurance and recommends that travelers purchase appropriate insurance and plan for contingencies.
- ✦ In case a university changes the individual(s) traveling, cancellation and rebooking charges will be billed to the participating University.

Photo Gallery





Testimonial



Tyler King
Lewis University

"Thanks again to you and your team for all of your hard work. It was a wonderful experience thanks to your efforts. I really look forward to working with Study Metro."



Dr. Ryan D. Dye
St. Ambrose University

"I want to thank you for an excellent experience. Although we only participated at Vadodara and Indore this time, I was very pleased with the quality of the students and the excellent work of the Study Metro staff. Please give to them my regards."



Jan Jones
The University of Alabama

"Thank you everyone for a pleasant visit to India. I very much enjoyed meeting everyone. Event planning is tricky. Keeping a bunch of people all happy even trickier. Overall well done. Thanks again for all of the hard work StudyMetro. Goodjob!"



Vincent Konchellah
California State University, Bakersfield

"It was nice meeting you in India and thank you for organizing the fair and inviting us. We had fun and I personally had fun meeting both of you. We look forward to working with you and your team."



Kirsten L. Feddersen
Southern New Hampshire University

"Thanks for your email and all your hard work during the fairs. I can't imagine how many hours of planning went into that so thank you again!"



John Evans
Point Park University

"Jetty advised that the event was a tremendous success. Very pleased to hear it! Well done to you and your team".

Looking forward to See you in India

CONTACT US

our below team for any Assistance

Michael Iacovazzi-Pau

Director of University Relations,
+1-312-218-8883 (also on what's app)
Email: michael@studymetro.com
skype: miacovazzipau_sus

Abhishek Bajaj

Managing Director,
91-8892182127 (also on what's app)
Email: abbieb@studymetro.com
Skype – "htir.wsp"

Abhinav Bajaj

VP of International Operations,
91-8962253248 (also on what's app)
Email: abhishek@studymetro.com
Skype "abbie.studymetro"





Thanks For Watching

