



# International Student EDU Fair - 2017

APRIL 2<sup>ND</sup> 2017 – APRIL 10<sup>TH</sup> 2017  
BY: STUDY METRO PVT. LTD.

## ABOUT STUDY METRO

- ✦ 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:

- ✦ April 2<sup>nd</sup> to April 10<sup>th</sup>, 2017
- ✦ 5 Cities in India, Bangalore, Mumbai, Vadodara, Ahmedabad, Indore.
- ✦ High School/Universities Visits (optional)
- ✦ Dinners with local university officials (optional)
- ✦ Education Fairs arranged in international hotels
- ✦ Live Workshop Presentations
- ✦ Travel/ HotelArrangement



# SAMPLE AGENDA PER CITY

## **April 1st 2017 (Saturday) – Universities Registration and Welcome Dinner @ Vivanta by Taj, Bangalore**

- ✦ Universities Registration from 18:00 hours to 21:00 Hours.
- ✦ Welcome Dinner at 20:00 Hours

## **April 2nd 2017 (Sunday) – Education Fair @ Vivanta by Taj, Bangalore**

- ✦ Student Registration from 09:00 hours to 10:00 Hours
- ✦ Welcome Speech from Director, Study Metro (10:00 Hours to 10:30 Hours)
- ✦ Beginning of Event from 10:30 Hours to 13:00 Hours
- ✦ Lunch from 13:00 Hours to 14:00 Hours
- ✦ Event Continuation from 14:00 Hours to 17:00 Hours
- ✦ 5 Concurrent Sessions by University Officials and Industrial Experts, each of 30 Minutes
- ✦ Closure Speech
- ✦ Networking Dinner with Indian Universities/Schools Director and Principle from 20:00 Hours to 23:00 Hours.

## **April 3rd 2016 (Monday) :**

- ✦ School Visits from 10:00 hours to 16:00 Hours
- ✦ Lunch will be Served @ 13:00 hours
- ✦ Evening Flight from Bangalore to Mumbai at 18:00 Hours

# CITY EVENTS & REGISTRATION DETAILS

**Great Offers: Pay for 3 cities and explore 2 more Cities for free. Thus, visit overall 5 cities. Contact [support@studymetro.com](mailto:support@studymetro.com) for more information.**

CITY/DATE	Venue	Early Registration Rates (by January 31st, 2017)	Regular Registration Rates (by February 24th, 2017)	Late Registration Rates (After February 24th, 2017)	Presentation
EDU Fair Event, Bangalore, April, 2nd 2017	Vivanta by Taj Bangalore	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Bangalore(Optional School Visit), April, 3rd 2017	Top School and College in Bangalore	USD \$250, Table	USD \$300, Table	USD \$350, Table	USD \$250
EDU Fair Event, Mumbai, April, 4th 2017	Sheraton, Mumbai Hotel	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Mumbai (Optional School Visit), April, 5th 2017	Top School and College in Mumbai	USD \$250, Table	USD \$300, Table	USD \$350, Table	USD \$250
EDU Fair Event, Ahmedabad, April, 6th 2017	Novotel, Ahmedabad	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Sight Seeing Tour, April, 7th 2017	City Tour	Free	Free	Free	
EDU Fair Event, Vadodara, April, 8th 2017	Surya, Hotel	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
EDU Fair Event, Indore, April, 9th 2017	Sayaji, Hotel	USD \$999, Table	USD \$1200, Table	USD \$1500, Table	USD \$250
Indore (optional School Visit), April, 10th 2017	Top School and College in Indore	USD \$250, Table	USD \$300, Table	USD \$350, Table	USD \$250
Travel /Accommodation Package	First City to End City	USD \$2,000	USD \$2,500	USD \$3,000	

# TRAVEL & ACCOMMODATIONS

- ✦ We take care of you from the moment you arrive in the first city on the tour!
- ✦ Remove the stress and hassle of travel planning by selecting one of our popular Travel Packages throughout our regional recruiting tours. This gives you the benefit of our group rates with hotels, airlines, and affordable airport transfers by traveling with the rest of the group on safe and air-conditioned buses. You can rely on our experienced staff to make all of your travel arrangements so you can focus your time connecting with candidates and develop peer relationships with other school admissions officers

## **Travel Packages Include:**

- ✦ Airfare from the first city to the last city within the travel package
- ✦ Single room accommodations in 4-5 star hotels with full breakfast and internet
- ✦ Airport transfers during group travel, including airport taxes where applicable

# NIGHT SUMMIT

- ✦ The Magic Began Basically after the conference was over in the evening.
- ✦ Meeting with One to One with Indian School/ College Representative
- ✦ Drink and Networking with Attendees.
- ✦ Discussion on Student Exchange/ Faculty exchange and Summer Programs.

# 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.

# DELIVERABLES TO PARTICIPANTS

## **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 sent to prospective candidates from the Indian Students database
- ✦ BTL Marketing
- ✦ A Handbook with all the details on Education Abroad and all the participants 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.

# LOOKING FORWARD TO SEE YOU IN INDIA

## CONTACT US

### OUR BELOW TEAM FOR ANY ASSISTANCE

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