

HOW BEGIN ONLINE EDU FAIRS WORK

Begin
roup
BE IN GROUP



www.begingroup.com/en

www.facebook.com/begingroup

ABOUT US



Begin Group is a Germany-based leading provider of edu marketing services and international student recruitment fairs with 23 years' experience. We run online and offline edu fairs across Eurasia, Africa, and Americas.

Since 1999 over 2000 educational institutions of all profiles have participated in our events. Every year we run two seasons of offline edu fairs in Europe, Asia and MENA region. Starting from April 2021 we also offer our exhibitors remote participation option.

Starting from June 2020, we have organized 67 online exhibitions in Eurasia, Africa, and Americas, attracting 118+ thousand visitors for 580+ unique exhibitors from 56 countries.

Our services include:

- Student recruitment online and offline edu fairs
- Custom-made webinars
- Individual promotional campaigns

ONLINE EDUCATION FAIRS SCHEDULE

2024

Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan)	3 APR	19 NOV
Latin America (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)	6 APR	23 NOV
Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)	16 APR	12 NOV
North Africa (Algeria, Egypt, Morocco, Tunisia)	18 APR	14 NOV
Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)	23 APR	26 NOV
Gulf Region (Bahrain, Kuwait, Oman, Saudi Arabia, Qatar, UAE)	25 APR	28 NOV

OUR EXHIBITORS



584 institutions from 56 countries
have participated in Begin Online Edu Fairs since June 2020

BEGIN GROUP ONLINE EDU FAIRS

INDIVIDUAL PROMOTION

- Lead generation campaign
- Additional promotion options

PRE-FAIR PREPARATIONS

- Your virtual booth
- Materials and info we shall need from you

EVENT EXPERIENCE

- Options for communication with the students at the fair
- Platform experience
- Participation tips

RESULTS AND FEES

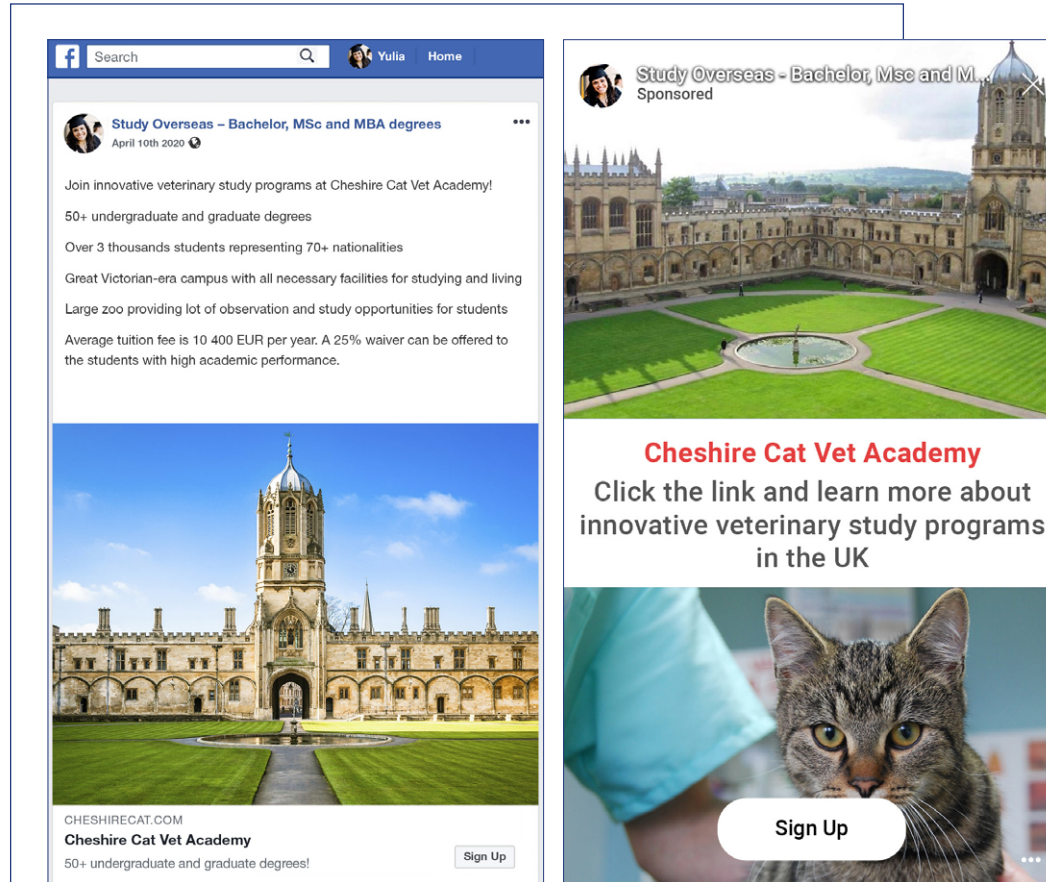
- Leads you receive
- Participation packages



INDIVIDUAL PROMOTION

PRE-FAIR PROMOTIONAL CAMPAIGN

- Individual pre-fair promotional campaign for every exhibitor
- 50+ marketing channels and platforms
- Advertising activity based on three main parameters:
 - Name and brand of the university
 - Academic program's specifics
 - Campus location

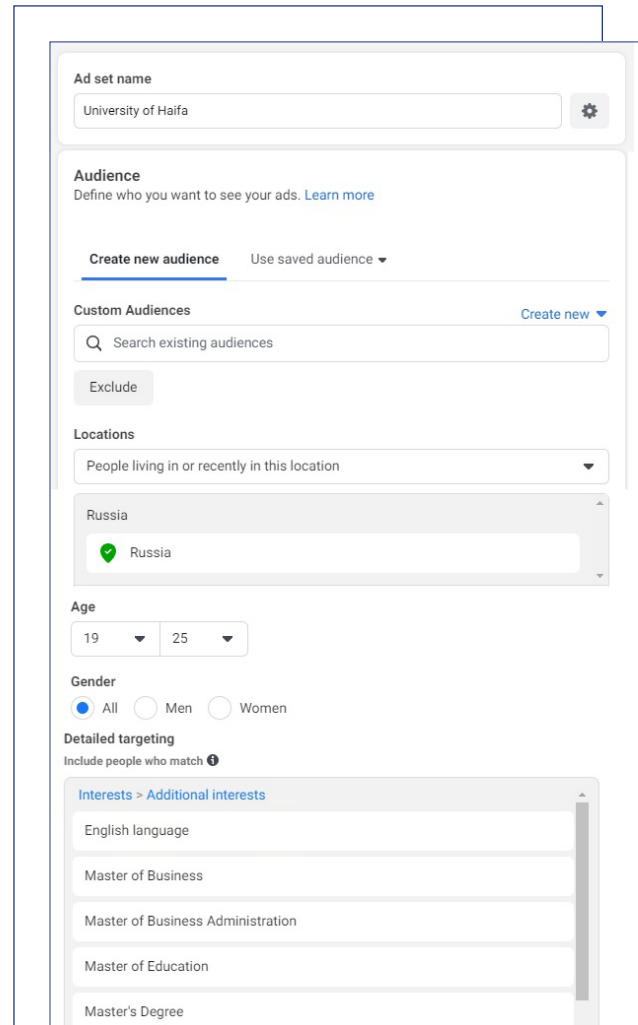


The image shows a Facebook advertisement for Cheshire Cat Vet Academy. The ad is titled "Study Overseas - Bachelor, MSc and MBA degrees" and is dated April 10th 2020. The text describes the academy's offerings, including 50+ undergraduate and graduate degrees, over 3,000 students from 70+ nationalities, a Victorian-era campus, and a large zoo. It also mentions an average tuition fee of 10,400 EUR per year and a 25% waiver for high academic performers. The ad includes a large image of the university's courtyard and a smaller image of a cat being examined by a vet. A "Sign Up" button is visible at the bottom right of the ad.

SOCIAL NETWORKS AUDIENCE

The following filters can be applied to include users who match certain criteria:

- Age
- Country/City
- Program level
- Field of study
- Year of enrollment
- Personal interests



The screenshot displays the Facebook Audience Targeting interface. At the top, the 'Ad set name' is 'University of Haifa'. The 'Audience' section is active, showing 'Create new audience' and 'Use saved audience' options. Below this, there is a search bar for 'Custom Audiences' and an 'Exclude' button. The 'Locations' section is set to 'People living in or recently in this location', with 'Russia' selected. The 'Age' range is set from 19 to 25. The 'Gender' section has 'All' selected. The 'Detailed targeting' section is expanded to show 'Interests > Additional interests', with a list of interests including 'English language', 'Master of Business', 'Master of Business Administration', 'Master of Education', and 'Master's Degree'.

GOOGLE KEYWORDS

For each school, the semantic core of more than 100 keywords is prepared to be used to display ads on Google Search and Display Network.

The screenshot displays the Google Ads Editor interface. The top navigation bar includes 'Account', 'Edit', 'Tools', 'Data', and 'Help'. The main header shows 'Google Ads Editor' with buttons for 'Accounts', 'Get recent changes', 'Check changes', 'View statistics', and 'Post'. The left sidebar contains a search bar for 'Search Campaigns or Ad groups' and a list of campaigns: 'Private School Canada', 'Private School USA', and 'Private School UK'. Below this is a 'MANAGE' section with a search bar for 'Search entity type' and a list of entity types: 'Account-level (625)', 'Campaigns (1)', 'Ad groups (86)', 'Keywords and targeting (1 557)', 'Keywords (1 520)', 'Keywords, Negative (24)', 'Negative keyword lists (0)', 'Locations (2)', 'Locations, Negative (0)', 'Placements (0)', 'Placements, Negative (0)', and 'Negative placement lists (0)'. The main content area shows a list of keywords under the heading 'Keyword'. The first keyword, 'wrekin college telford', is selected. The list includes: 'wrekin college telford', 'wrekin college sports hall', 'Wrekin College', 'wrekin college', 'windermere school', 'windermere public school', 'windermere private school', 'Windermere Preparatory School', 'windermere preparatory school', 'windermere prep school', 'windermere prep high school', 'windermere prep athletics', 'windermere prep', 'village school website', and 'village elementary school website'. The right sidebar shows the 'Edit selected keywords' panel for 'wrekin college telford', with fields for 'Keyword', 'Match type' (Broad), 'Status' (Enabled), 'Final URL', 'Final mobile URL', 'Max. CPC (EUR)', 'Max. CPM (EUR)', 'Max. CPV (EUR)', and 'URL options' (Tracking template). The bottom status bar indicates 'Keywords selected: 1 of 1 520' and 'Version 1.4.4 100%'.

TYPES OF PROGRAMS

Fields of study

Please, provide us with information about the fields of study and levels of programs you offer.

This information will be used for special filter of exhibitors located at the website of the fair.

- Agriculture, Forestry & Animal Sciences
- Arts, Design & Architecture
- Business, Management & Law
- Engineering, Maths, IT, Sciences & Technologies
- Hospitality, Culinary Arts & Tourism
- Humanities & Social Sciences
- Medicine & Health

Types of programs

- Secondary Education (GSCE, A-Level, IB)
- Diploma/Certificate
- Bachelor
- Master
- PhD

RESPONSIVE ADS

Responsive Google Ads consist of several options for images, headings, and texts.

Native ads automatically adapt to the design of the website.

The screenshot displays the Google Ads Responsive Ad Editor interface. On the left, the 'Final URL' is <https://begin-expo.com/events/private-school-fair>. The 'Images and logos' section shows a grid of images with a '+10' button. The 'Videos' section is optional, with a '+ VIDEOS' button. The 'Headlines (up to 5)' section lists several headlines with their respective character counts: 'Pencey Preparatory School' (25/30), 'Boarding preparatory school' (27/30), 'Leading preparatory school' (26/30), 'Join Pencey Prep' (16/30), 'New intake is on the way' (24/30), 'Long headline' 'Extensive English training and extended school subjects curriculum.' (67/90), 'Descriptions (up to 5)' 'Learn all about U.S. leading preparatory school' (47/90), 'Prepare to enter U.S. top universities' (38/90), 'Get an individual consultation' (30/90), and 'Be prepared academically and socially for Ivy League admission.' (63/90).

The right side of the interface shows the 'Ad strength' as 'Excellent' and the 'Next step' as 'Your ad setup looks excellent! You're all set.' The 'Asset progress' section indicates that 'Images', 'Headlines', and 'Descriptions' are all complete. The 'Preview' section shows three ad formats: 'WEBSITES AND APPS' and 'GOOGLE PROPERTIES'. The 'Key ad formats' dropdown is set to 'GOOGLE PROPERTIES'. The preview shows three examples of responsive ads: 'Example of your image ad at 160x600', 'Example of your native ad at 480x120', and 'Example of your image ad at 300x250'. The native ad example shows a large image of a school building with the headline 'New intake is on the way' and the text 'Exquisite educational options for young bright minds.' The text ad example shows the same headline and text with a blue 'OPEN' button. The image ad example shows the same headline and text with a large image of a school building and a right arrow button.

CUSTOM-MADE LEAD GENERATION

Registration forms can be integrated in promotional posts in social networks.

It allows to send personal reminders with direct links to the institution's chat during the fair.

The image displays a sequence of three mobile device screenshots illustrating a lead generation process:

- Left Screenshot:** A Facebook post for "Study Overseas - Bachelor, MSc and MBA degrees" sponsored by Cheshire Cat Vet Academy. The post includes text about the academy's history and offerings, and a "SIGN UP" button.
- Middle Screenshot:** A registration form overlay on the Facebook post. The form is titled "Contact Information" and includes fields for "First name", "Last name", "Phone number", "Email", and "Date of birth", each with a "Next" button at the bottom.
- Right Screenshot:** A WhatsApp chat conversation with "Begin Group". The messages include a Zoom link, a confirmation of registration, a reminder to connect, and a message about missing the fair with a link to an online exhibition.



PRE-FAIR PREPARATIONS

MATERIALS FOR YOUR PROMOTIONAL CAMPAIGN

You are more than welcome to share your institution's promotional materials which can be used by our marketing team during your pre-fair promotional campaign.

- Fields of study and levels of programs you offer
- Information about your institution, programs and its main features
- Professionally made photos representing your institution in the best way possible

Find full requirements in [Getting Ready](#).

EXHIBITOR'S PROFILE

You can add to your profile:

- Short description of your institution (up to 1200 characters)
- PDF brochures
- Promo videos
- External links
- Representatives' direct contacts

Find full requirements in [Getting Ready](#).

USA

BARNETT COLLEGE

HOWARD ROARK INSTITUTE OF ARCHITECTURE

JAY GATSBY BUSINESS SCHOOL

Info

Info

Info

HOWARD ROARK INSTITUTE OF ARCHITECTURE

Fields of Study / Type of Institution:

- Business, Management & Law
- Engineering, Maths, IT, Sciences & Technologies

Program Levels & Types:

- Bachelor
- PhD

Located in the heart of New York Howard Roark Institute of Architecture offers you a unique opportunity to join a school bringing cutting edge, creativity and unprecedented innovations to the face of architecture in the US and beyond for the last 80 years.

Learn from the best at HRIA iconic art deco campus using institute's top-notch study facilities and of the largest libraries in the state. Choose from the variety of Architecture and Design degree options or join Civil Engineering related BBA program.

Downloads ↓ Video Video Links ↗

Presentations

17.30-17.45
Stand Out of the Crowd: Become the Architect of Tomorrow

Go to the Presentation

19.00-19.15
Stand Out of the Crowd: Become the Architect of Tomorrow

Go to the Presentation

Request More Info

Contact person:
Peter Wright, Head of Admissions
+1 516 111 11 11
email: admission@hria.com

Personal chat with representatives

“ Thanks for the great support and service before and during the EduFair in Kiev.

– **ÖSD-Österreichisches Sprachdiplom Deutsch (Germany)**

It was very well organised with the Zoom trainings, thank you.

– **University of Pécs (Hungary)**

As before, I was very impressed with the efficiency and thoughtfulness with which the fair was organized and run, particularly the thorough instructions and handy reminders sent both ahead of time and at key moments throughout the actual event.

– **Ovidius University of Constanta (Romania)**



EVENT EXPERIENCE

PERSONAL 3-HOUR CHAT

- Available throughout all 3 hours of the fair
- Only written communication
- Provided interpreter from local languages
- No limit for the number of representatives (but up to 4 recommended)

Chat with Universities

Chatrooms	Howard Roark Institute of Architecture Peter Wright, Lisa Rearden
Austria 127 ▼	<div style="background-color: #e6e6fa; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;"> <p>📌 Don't miss our presentation at 5.30 pm! https://us02web.zoom.us/j/88370262932&camp=</p> </div> <p>Nishant Sethi 🗨️</p> <p>Hi! I'm finishing my studies in my school in India this summer. Can you please tell me more about autumn intake deadlines? Will I be able to apply in June? 20.11.2022 18:44</p> <hr/> <p>Lisa Rearden (Representative) 🗨️</p> <p style="margin-left: 20px; font-size: small;">Nishant Sethi</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; margin: 5px 0;"> <p>🗨️ Hi! I'm finishing my studies in my school in India this summer. Can you please tell me more about autumn intake deadlines? Will I be able to apply in June?</p> </div> <p>Hi Nishant! For autumn intake application deadline in July 1, so I believe you still have a chance to send your documents in time. I must add that at HRIA we have multi-step application procedure so you don't have to provide all your documents at the very beginning. Please, check out our website to learn about the process in details https://hria.edu/admissions/multistep-application 20.11.2022 18:47</p> <hr/> <p>Nishant Sethi 🗨️</p> <p style="margin-left: 20px; font-size: small;">Lisa Rearden (Representative)</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; margin: 5px 0;"> <p>🗨️ Hi Nishant! For autumn intake application deadline in July 1, so I believe you still have a chance to send your documents in time. I must add that at HRIA we have multi-step application procedure so you don't have to provide all your documents at the very beginning. Please, check out our website to learn about the process in details https://hria.edu/admissions/multistep-application</p> </div> <p>Thank you! And what about English proficiency? Do I need to provide any certificate? 20.11.2022 18:51</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>Type your message here ➤ Send</p> </div>
Canada 221 ▼	
Czech Republic 78 ▼	
Finland 105 ▼	
France 189 ▼	
Germany 144 ▼	
Hungary 91 ▼	
Latvia 68 ▼	
Lithuania 77 ▼	
Netherlands 193 ▼	
Poland 85 ▼	
Singapore 63 ▼	
Sweden 132 ▼	
Switzerland 98 ▼	
Turkey 81 ▼	
UK 174 ▼	
USA ^	
Barnett College 62	
Howard Roark Institute of Ar... 74	
Jay Gatsby Business School 54	
Private Schools 49 ▼	

PINNED MESSAGE

We strongly advise you to use the **pinned message option**. It allows you to highlight the important information in your personal chat.

You can use it to:

- Briefly present your programs (level, fields of study, costs)
- Remind attendees about your presentation at the fair
- Invite students to your future events (online open days or webinars)

We kindly ask you to follow the **180 characters limit** in your pinned message.

i BS management – 2100 EUR, BSIT (Programming) – 2500 EUR, Master of Business Administration – 2200 EUR. Information about admission: [\[redacted\]](#)

i Don't miss the opportunity to watch the presentation of [\[redacted\]](#) at 13:45 ([\[redacted\]](#)).

i [\[redacted\] Upcoming webinars and workshops](#)

LIVE ZOOM PRESENTATION

- 15 min presentation for each exhibitor
- One presentation can be run by several speakers
- Q&A session during the presentation on your decision

The image shows a Zoom meeting interface. The main content area displays a presentation slide with the following elements:

- Logo:** A circular logo featuring a stylized figure holding a globe, with the text "HOWARD ROARK INSTITUTE OF ARCHITECTURE" below it.
- Background Images:** A collage of architectural photos, including a large classical building with a dome, a tall brick building with a clock tower, a modern building facade, and an ornate wrought-iron gate.
- Text Overlay:** A dark teal banner with white text that reads: "STAND OUT OF THE CROWD: BECOME THE ARCHITECT OF TOMMOROW".
- Inset Video:** A small video window in the top right corner shows a man in a dark suit and tie, holding a blue folder or tablet.
- Zoom Controls:** At the bottom of the screen, the Zoom control bar is visible, showing icons for Mute, Start Video, Security, Participants (120), Chat, Share Screen, Record, Breakout Rooms, and an End button.

ACTIVITY ON THE PLATFORM

2,62

clicks on links
per attendee

2,07

brochure downloads
per attendee

7

video views
per attendee

1,08

use of study programs' filter
per attendee

THINGS TO KEEP IN MIND

Website interactions

- Check your spam folder in case you don't find your login and password email in a regular folder
- Always use "Reply" button when answering questions in the chat room
- Prepare links to your programs, admission requirements, or any other relevant information and feel free to share them in chat

Zoom presentations

- Choose a catchy name for your presentation summarizing your offer in a few words
- Invite your colleagues, students or alumni to maximize the impact
- Rehearse and record your presentation to know you follow the time limit



I enjoyed the platform in general, really well structured. The presentation system worked perfectly. I also appreciated the constant work of our translator, especially during Central Asia Fair.

– **Università di Pavia (Italy)**

The concept of Virtual fair is really great, it was well organized and one can participate without any difficulty.

– **Montpellier Business School (France)**

Thank you for the extremely well-organised online event! We were impressed by the overall look of the fair platform, the user experience was great and the interactions with students were also made very easy to manage.

– **Tallinn University (Estonia)**



RESULTS & FEES

LEADS YOU RECEIVE

After the event you will receive several lists of leads including:

- People who pre-registered to visit your virtual booth
- Attendees who left messages in your personal chatroom
- Attendees who used “Request more info” button at your virtual booth

+ Extended Package

- People who pre-registered via custom-made registration landings in social networks
- The hottest leads – people who registered to visit only your virtual booth at the fair

We recommend you to contact your leads as soon as possible.

In case you haven't yet built a strong presence in the region getting assistance from a local agent might be a good idea.

PROSPECTIVE STUDENTS' INFO

We will provide you not only with future applicants' contacts but also with the information about:

- Types of programs they are interested in
- The year they plan to start their studies
- Planned budget for their studies
- TOEFL or IELTS certificate
- Additional academic achievements

Email	Phone	Birth Date	Country	What kind of program are you looking for?	What field(s) of study are you interested in the most?	When are you planning to apply?	How much are you planning to spend on your studies?	Do you have an English language certificate?	Do you have any additional achievements?
yaghmour2016@gmail.com	21366512013	12/16/2001	Algeria	Master studies	Engineering, Maths, IT, Sciences & Technologies	In 2023	From 5000 to 15000 EUR per year	No	I am a national/international contest (academic/sports/etc.) prize winner
benamrech@gmail.com	213667147382	4/5/1998	Algeria	Master studies	Humanities & Social Sciences	In 2023	Up to 5000 EUR per year	No	No
yfihicouahmed@gmail.com	21366511980	6/26/1996	Algeria	Master studies	Engineering, Maths, IT, Sciences & Technologies	In 2022	Up to 5000 EUR per year	No	I am a national/international contest (academic/sports/etc.) prize winner
benahmedhassan2004@gmail.com	213665117662	4/2/2002	Algeria	Other	Engineering, Maths, IT, Sciences & Technologies, Humanities & Social Sciences	In 2022	Up to 5000 EUR per year	No	No
Wahassag@gmail.com	21366217832	6/14/1999	Morocco	Master studies	Medicine & Health	In 2022	Up to 5000 EUR per year	I am about to receive my certificate soon	I have a certificate of merit
ToubaImahmed@gmail.com	21366511769	2/21/1999	Tunisia	Master studies	Business, Management & Law	In 2022	From 5000 to 15000 EUR per year	I am about to receive my certificate soon	I have a certificate of merit
ayme.h@gmail.com	213675711867	3/11/2004	Morocco	Bachelor studies	Humanities & Social Sciences, Medicine & Health	In 2022	Up to 5000 EUR per year	I am about to receive my certificate soon	I have a certificate of merit
Elhadad20@gmail.com	21366719865	9/1/1995	Algeria	Other	Medicine & Health	In 2022	From 5000 to 15000 EUR per year	I am about to receive my certificate soon	I am a national/international contest (academic/sports/etc.) prize winner
jalilicouahd@gmail.com	21366512881	4/16/1999	Tunisia	Master studies	Business, Management & Law	In 2023	From 5000 to 15000 EUR per year	No	I have a certificate of merit
Alimaymoub@gmail.com	21366440154	4/27/1993	Algeria	Master studies	Medicine & Health	In 2023	Over 15000 EUR per year	No	No
awadrouf@gmail.com	21367118462	6/6/1999	Algeria	Bachelor studies	Engineering, Maths, IT, Sciences & Technologies, Humanities & Social Sciences	In 2022	Up to 5000 EUR per year	No	I have a certificate of merit
elamrouf.ahmed@univ-bes.com	21369483476	5/18/1991	Tunisia	Master studies	Medicine & Health	In 2024	Up to 5000 EUR per year	No	No
Youssef@univ-bes.com	213716542770	5/5/1988	Algeria	Other	Engineering, Maths, IT, Sciences & Technologies	In 2022	From 5000 to 15000 EUR per year	No	I have a certificate of merit

Standard Package

EUR 1200

Pre-fair lead generation campaign

Preparations and pre-fair training
(tutorials, test fair, individual
rehearsals)

Virtual stand set-up

3-hour Q&A chat with attendees
15 min Zoom presentation

100+ pre-registered target leads
Lists of all who communicated
with you via the platform during
the event

Extended Package

EUR 1800

Add some extra features to your
Standard Package:

- Additional lead generation campaign with custom-made registration landings
- 15 min additional presentation time
- 80+ pre-registered extra leads



FOR ONE ONLINE EDU FAIR

30-100 exhibitors
1000-4000 visitors

3000-9000
registrations

THE FOLLOWING MULTIPLE BOOKINGS DISCOUNTS ARE AVAILABLE:

10%
discount for 2 fairs

20%
discount for 3 and more fairs

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Gulf Region (Bahrain, Kuwait, Oman, Saudi Arabia, Qatar, UAE)	25 APR	28 NOV

THANK YOU FOR WORKING
WITH BEGIN GROUP!

info@begingroup.com