BEGIN GROUP EDU FAIRS

offline | hybrid | online





ABOUT US



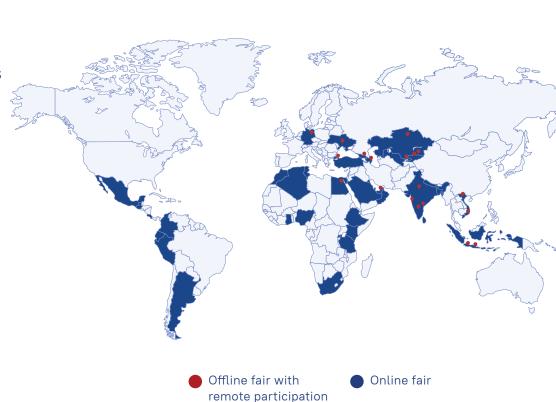
WHO WE ARE

Established in 1999 and based in Germany, Begin Group runs international student recruitment events and tailor-made promotional campaigns worldwide.

With 100+ offline and online events organized annually, Begin Group operations cover 40+ countries in Africa, Asia, Gulf Region, Europe, Indian Subcontinent and Americas.

WHAT WE DO

- International student recruitment fairs
- Lead-generation campaigns
- School visits/webinars/presentations
- Custom student recruitment events

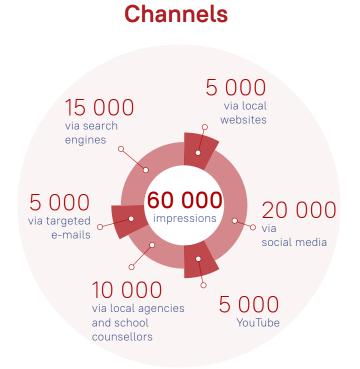


options

OUR APPROACH TO PROMOTION



- 20+ years' experience of promoting educational institutions
- Cost efficient marketing strategy
- Custom made lead generation campaigns for every exhibitor
- Higher conversion rates and target quality of fairs' audience







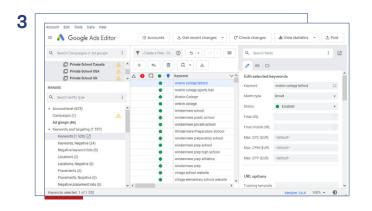
* Minimum number of visitors for participants who booked 2 months prior to the fair (according to statistics of Begin Edu Fairs of 2022)

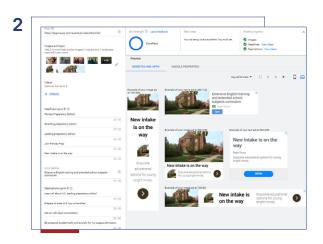
LEAD GENERATION CAMPAIGN

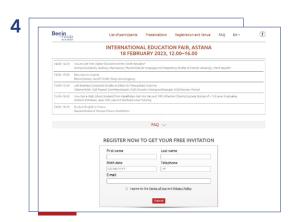


- 1. Three main parameters of the campaign:
 - Name and brand of the institution
 - Academic program`s specifics
 - Campus location
- 2. Careful target audience selection process
- 3. Comprehensive technologies:50+ marketing channelsand platforms
- 4. Two-stage registration process









OFFLINE AND ONLINE FAIRS



Offline fairs

Online fairs

Individual pre-fair lead generation campaign tailored to your institution's specifics and target audience

- Personal stand in a 5-star venue at Begin Group's physical event
- Full logistical and organizational support
- Physical and remote participation options

- Personal virtual stand at Begin Group's platform
- Tutorials, stand set-up

· Zoom presentation, 3-hour chat

100+ leads (contact details, demographics, study interests, etc. of registered attendees to your stand)

OFFLINE FAIRS: PARTICIPATION OPTIONS





IN PERSON

- Live interaction
- Networking opportunities
- Collecting additional QR leads yourself



REMOTE WITH LOCAL AGENT

- Seamless interaction with students
- Support by experts with local expertise
- Leads followed up by local professionals



REMOTE WITH BEGIN GROUP **ASSISTANT**

- Smooth communication via Zoom supported by a local assistant
- All technical and organizational issues covered
- · Leads promptly delivered for fast follow-up

BEGIN GROUP HIGH SCHOOL TOURS



Begin Group offers you an opportunity to meet with region's most talented and motivated student at their place of study during custom-made high school tour.

At every city you will visit 2-3 top local schools spending approximately 45 min in each one having communication with the students at your stand alongside with your colleagues from other universities.

Communication opportunities:

- Access to the top schools of Kazakhstan within arranged period
- Pre-tour promotional campaign tailored to local marketing specifics
- Communication with local educators and counsellors, networking opportunities

Logistic and organisational support:

- Transfers to and between schools
- Freight advice and full preparation assistance



AUTUMN 2024

3 October. Astana, Kazakhstan

4 October. Astana, Kazakhstan

7 October. Almaty, Kazakhstan

9 October. Bishkek, Kyrgyzstan

9 October. Tbilisi, Georgia

11 October. Baku, Azerbaijan

14 October. Istanbul, Türkiye

24 October. Cairo, Egypt

1 November. Jakarta, Indonesia

5 November. Jakarta, Indonesia

6 November. Surabaya, Indonesia

EUR 1200

NET24 AGENT WORKSHOPS FOR EDUCATORS



Begin Group and NET24 partnership allows educational institutions to maximise the impact of their student recruitment activities by combining multiple events into a single trip.

NET24 Agents Workshops for Educators provide an excellent opportunity for educational institutions to connect with verified student recruitment agencies and independent agents through pre-scheduled business meetings and presentations.

Business networking access EUR 2000/2500/3500

- 1 person
- Access to the meeting scheduling system
- A dedicated table for B2B meetings
- Presentations by industry experts
- Coffee break and lunch

Visitor ticket access **EUR 1000**

- 1 person
- Access to the event
- B2B meetings without prior scheduling
- Presentations by industry experts
- Coffee break and lunch



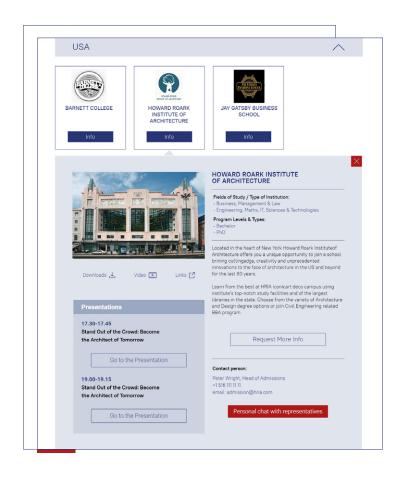
NET24 B2B WORKSHOPS IN 2024

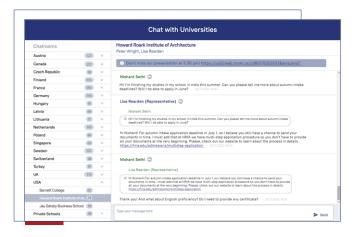
16 May. Kigali, Rwanda 4 October. Astana, Kazakhstan 29-30 October. Warsaw, Poland 11 November. Ho Chi Minh City, Vietnam

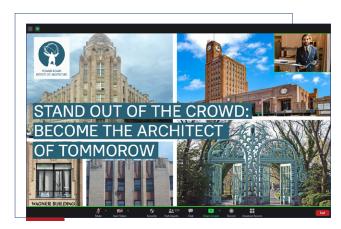
ONLINE FAIRS FORMAT AND PLATFORM



- Major 3-hour student recruitment event
- Live chat with platform's attendees during the entire fair
- 15–30 min Zoom presentation including Q&A with viewers
- Virtual booth with all information about a school including representative contacts and options for contact back requests







OUR EXHIBITORS



National Agencies & Embassies

















Universities













Business Schools











Private Boarding Schools

















Student Recruitment Agencies













Thank you so much for your help and collaboration! We were very happy with the fair: a lot of students came to our booth, all of them very interested and well prepared.

Also, the assistants did a great job in supporting us. I must say that remote participation option is a very good choice!

University of Milan (Italy)

It was a pleasure to meet you and be a part of the event, so thank you very much and the team for putting everything on for us. We met plenty of families and had some strong interest in QE so I am very hopeful we will have a positive outcome.

Queen Ethelburga's College (UK)

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)

PARTICIPATION FEES



OFFLINE FAIRS

Participation Package

Pre-fair promotion and event assistance

- Exhibitor's space at the fair (table set-up*) at a 5-star venue
- Online lead generation campaign with complimentary profile localization
- Contact list of 100+ pre-registered visitors to your stand

Logistics support

- Special hotel rates and accommodation advice
- Visa support and advice
- Freight advice

EUR 2200/2490

fees may vary depending on the chosen fair

Additions

Personal assistant at your stand

+EUR 60/120

depending on the chosen country

25 minute presentation

+EUR 700

100 double-side full colour flyers and roll up banner for your stand

+EUR 200

Additional lead generation campaign

+EUR 2500

Custom-made registration landing and 100+ extra leads

ONLINE FAIRS

Participation Package

Pre-fair promotion and event assistance

- Virtual stand set-up
- Preparations and pre-fair training (tutorials, test fair, individual rehearsals)
- Contact list of 100+ pre-registered visitors to your stand

Event experience

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

EUR 1200

Additions

Extended Package

+EUR 600

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

MULTIPLE BOOKINGS DISCOUNTS

10% discount for 2 fairs 20%

discount for 3 and more fairs

^{*}only one person can be presented via Zoom

BEGIN GROUP EVENTS SCHEDULE



SPRING 2024

FEBRUARY

M		VV		F	S	S	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	(22)	23	24	25	
26	27	(28)	29				

APRIL

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8	9	10	11	12	13	14
15	16) 17 (18	19	20	2
22	23	24 (25	26	27	28
29	30					

MARCH

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4	5	6	7	8	(9)	(10)
(11)	12	13	14	15	(16)	(17)
18	(19)	20	21	(22)	(23)	(24)
25)	26	27	28	29	<u>30</u>	(31)

MAY

Μ	Т	W	Т	F	S	S
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13	14	15	(16)	17	18	19
20	21	22	23	24	25	26
27	28	20	30	21		

AUTUMN 2024

SEPTEMBER

Μ	Т	W	Т	F	S	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

NOVEMBER

Μ	Т	W	Т	F	S	S
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4						
11)	12	13	14	15	16	17
18	19	20	21	22	23)	24
25	<u>26</u>	27	28)	29	30	

OCTOBER

М	Т	W	Т	F	S	S
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7	8	$\widecheck{9}$	$\widecheck{10}$	(1)	(12)	(13
14	<u>(15)</u>	16	17	18	<u>(19</u>	<u>20</u>
21	22	23	24	25	26	27
28	29	(30)	31			

DECEMBER

М	Т	W	Т	F	S	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Offline edu fairs

Central Asia

20 Feb. Bishkek, Kyrgyzstan
22 Feb. Tashkent, Uzbekistan
24 Feb. Almaty, Kazakhstan
25 Feb. Astana, Kazakhstan
MENA + Türkiye
1 Mar Istanbul, Türkiye

2 Mar. Cairo, Egypt Furasia

9 Mar. Tbilisi. Georgia 10 Mar. Baku. Azerbaijan

India

16 Mar. New Delhi 17 Mar. Mumbai 19 Mar. Bangalore

Southeast Asia

23 Mar. Jakarta. Indonesia 24 Mar. Surabaya, Indonesia 30 Mar. Hanoi, Vietnam

31 Mar. Ho Chi Minh City, Vietnam

EUR 2490/2200

Offline edu fairs Central Asia

2 Oct. Tashkent, Uzbekistar	٦
5 Oct. Astana, Kazakhstan	
6 Oct. Almaty, Kazakhstan	
8 Oct. Bishkek, Kyrgyzstan	

Eurasia + Türkive

10 Oct. Tbilisi, Georgia 12 Oct. Baku, Azerbaijan 13 Oct. Istanbul, Türkiye 15 Oct. Kyiv, Ukraine

India

19 Oct. New Delhi 20 Oct. Mumbai. 22 Oct. Chennai

EUR 2490/2200

MENA

26 Oct. Cairo, Egypt Southeast Asia 4 Nov. Jakarta, Indonesia

7 Nov. Surabaya, Indonesia 9 Nov. Hanoi, Vietnam 10 Nov. Ho Chi Minh City, Vietnam

EUR 1200 EUR 2500/3500

Additional events

Central Asia

19 Feb. Bishkek, Kyrgyzstan. High School Tour 23 Feb. Almaty, Kazakhstan, High School Tour 26 Feb. Astana, Kazakhstan, High School Tour

MENA + Türkive

26-29 Feb. Istanbul, Türkive, 9th Annual Eurasia Higher Education Summit (B2B)

1 Mar. Istanbul, Türkiye. NET24 Workshop (B2B) 3 Mar. Cairo, Egypt. High School Tour

11 Mar. Baku, Azerbaijan. High School Tour

Southeast Asia

22 Mar. Jakarta, Indonesia. High School Tour 25 Mar. Surabaya, Indonesia. High School Tour

Sub-Saharan Africa

16 May. Kigali, Rwanda. NET24 Workshop (B2B)

EUR 2000/2500

Additional events

Central Asia

3-4 Oct. **Astana, Kazakhstan**. High School Tour 4 Oct. Astana, Kazakhstan. NET24 Workshop (B2B) 7 Oct. Almaty, Kazakhstan. High School Tour 9 Oct. Bishkek, Kyrgyzstan. High School Tour

Eurasia + Türkive

9 Oct. Tbilisi, Georgia. High School Tour 11 Oct. Baku, Azerbaijan. High School Tour 14 Oct. Istanbul, Türkiye. High School Tour 29-30 Oct. Warsaw, Poland. NET24 Global Conference (B2B)

MENA

24 Oct. Cairo, Egypt. High School Tour

Southeast Asia

1 Nov. **Jakarta, Indonesia**. High School Tour 5 Nov. **Jakarta, Indonesia**. High School Tour 6 Nov. Surabaya, Indonesia. High School Tour 6 Nov. Surabaya, Indonesia. NET24 Workshop (B2B)

11 Nov. Ho Chi Minh City, Vietnam. NET24 Workshop (B2B)

Online edu fairs

3 Apr. Central Asia . (Kazakhstan, Kyrgyzstan, Uzbekistan)

6 Apr. Latin America

(Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

16 Apr. Sub-Saharan Africa

(Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

18 Apr. North Africa

(Algeria, Egypt, Morocco, Tunisia) 23 Apr. Indian Subcontinent

(Bangladesh, India, Nepal, Sri Lanka)

25 Apr. Gulf Region (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)

EUR 1200

Online edu fairs

12 Nov. Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

14 Nov. **North Africa**

(Algeria, Egypt, Morocco, Tunisia)

19 Nov. Central Asia

(Kazakhstan, Kyrgyzstan, Uzbekistan)

23 Nov. Latin America

(Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

26 Nov. Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)

28 Nov. Gulf Region (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)

EUR 1200



THANK YOU FOR WORKING WITH BEGIN GROUP!

info@begingroup.com