

BEGIN GROUP EDU FAIRS

offline | hybrid | online

Begin
roup
BE IN GROUP



www.begingroup.com

[in linkedin.com/company/begin-group](https://www.linkedin.com/company/begin-group)

ABOUT US

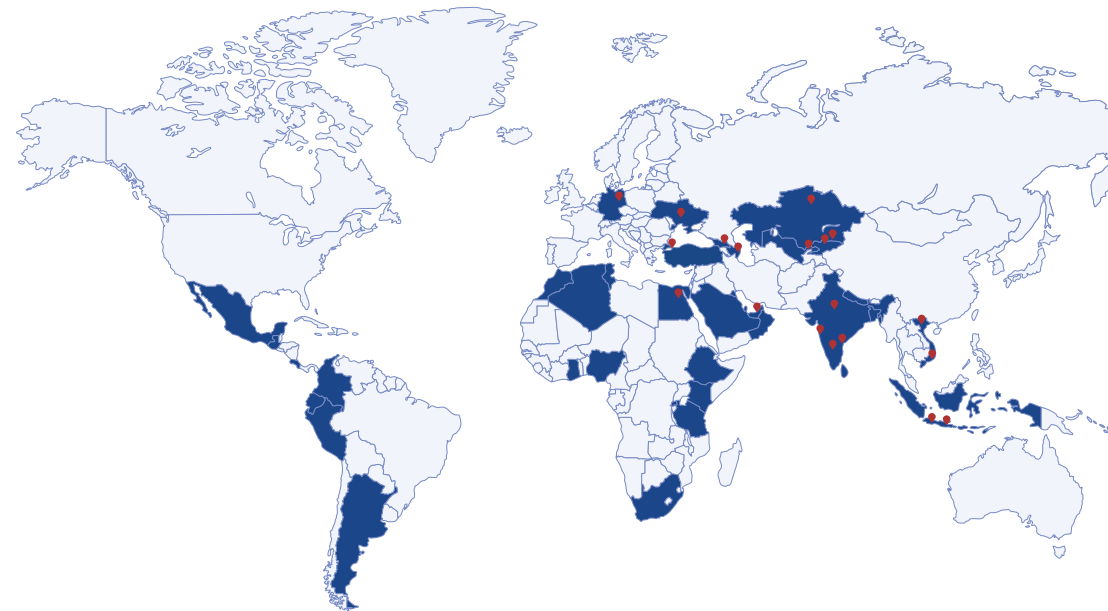
WHO WE ARE

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

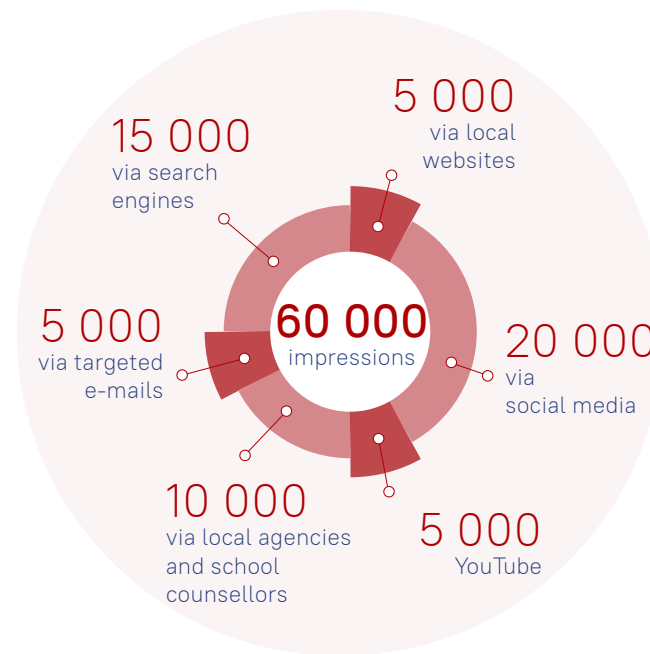


● Offline fair with remote participation options ● Online fair

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

Channels



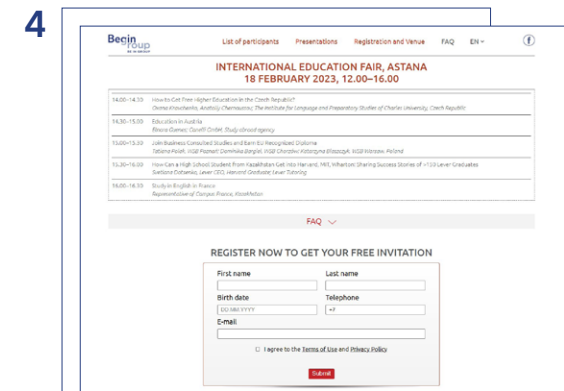
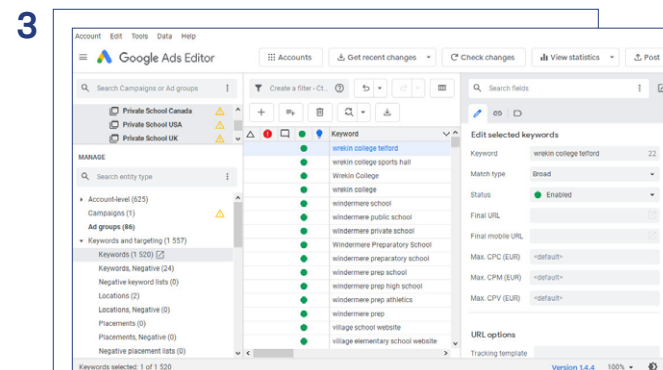
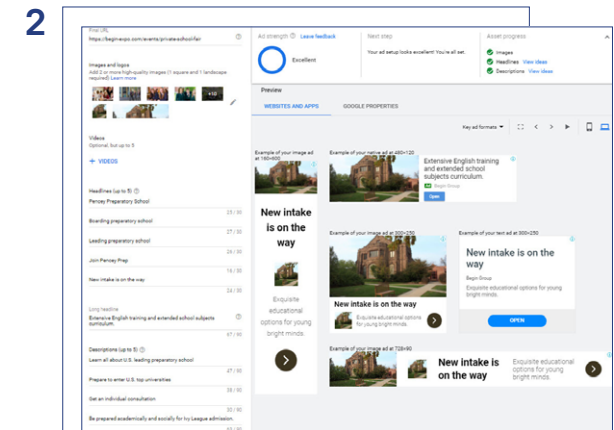
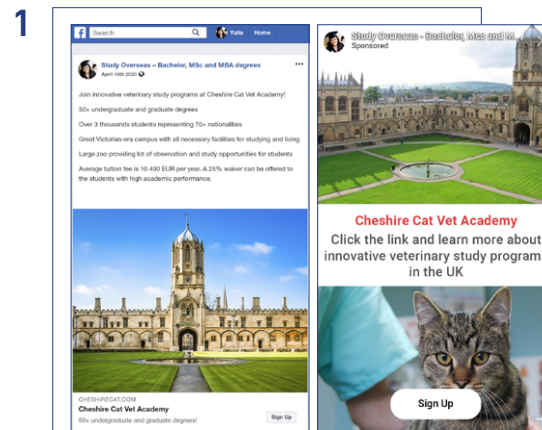
Outcome



* 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 channels and 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

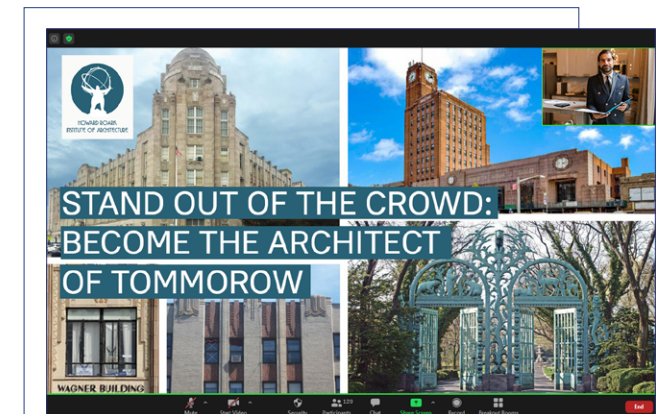
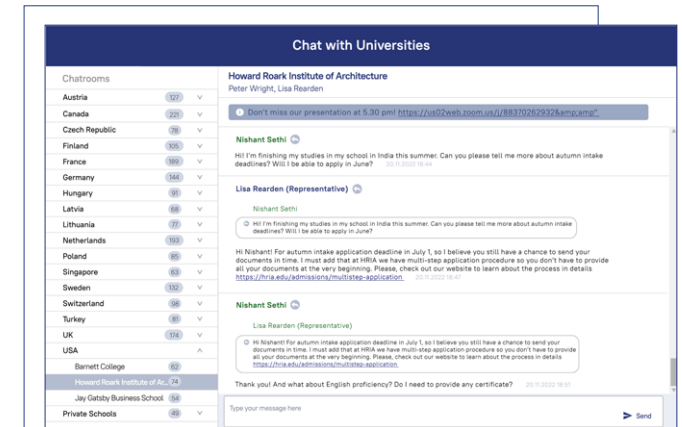
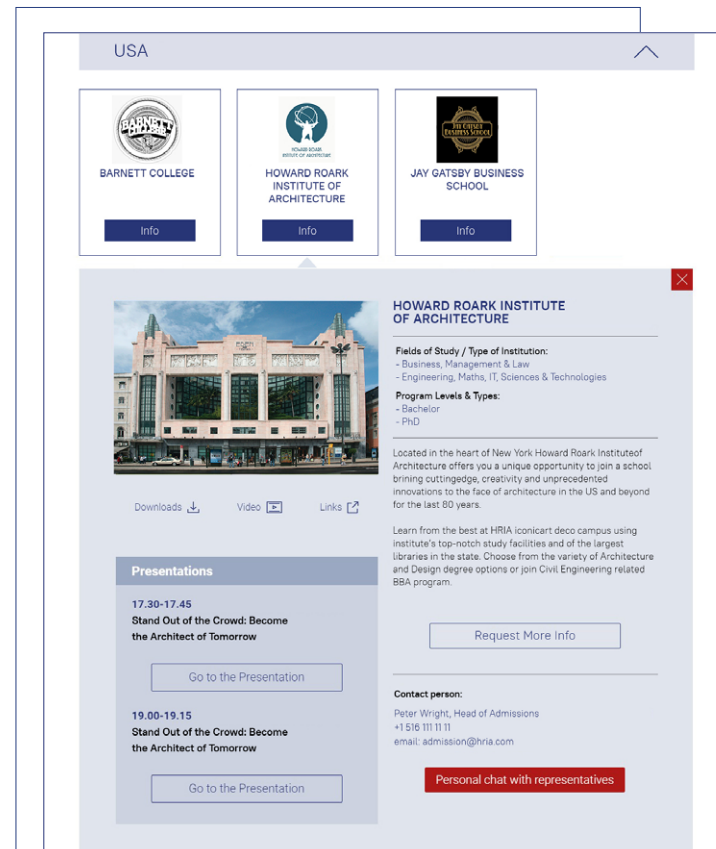
4 October. Astana, Kazakhstan

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

*only one person can be presented via Zoom

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

THANK YOU FOR WORKING
WITH BEGIN GROUP!

info@begingroup.com