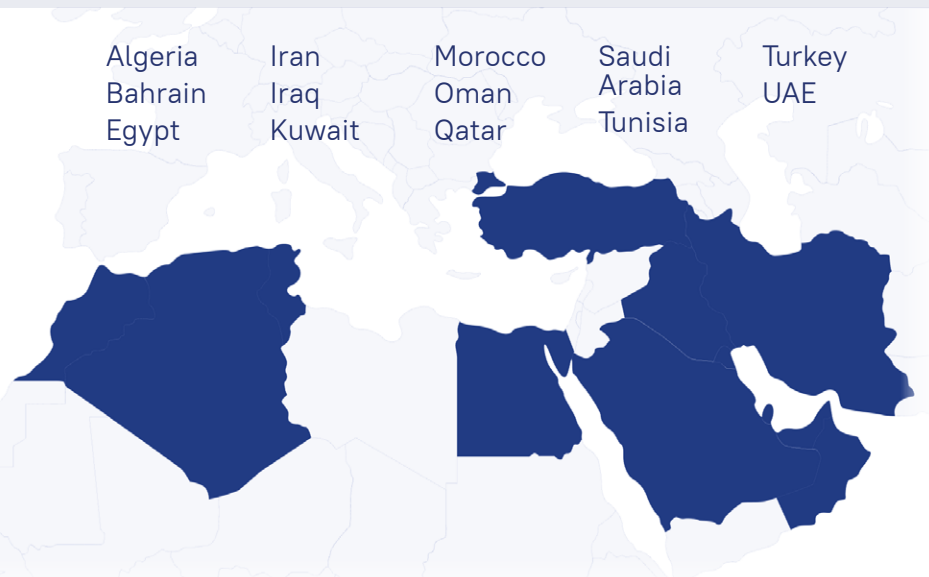


# Begin Custom-Made Events

## STUDY IN JAPAN online fairs in the MENA region:

### A Successful Partnership With J-MENA



#### KEY FIGURES

- 2-day event
- 2-hour webinars
- 14 Japanese universities
- 7,253 registrations
- 2,466 visitors
- 686 peak attendees
- 1,768 chat questions

J-MENA, a Japan Global Network Project in the Middle East and North Africa, entrusted Begin Group as the exclusive provider for their "Study in Japan Online Fair" in 2024.

#### Comprehensive event management:

Begin Group handled all aspects of the two-day online fair, from initial planning to post-event reporting, within a one-month timeframe. This included dedicated advertising campaigns, live presentations with Q&A sessions, and full organisational and technical support for exhibitors.

#### Benefits for exhibitors:

**Increased brand awareness:** Targeted outreach generated significant interest among potential Japanese education seekers

**Rich virtual stands:** A wealth of downloadable materials, including brochures, videos, and useful links to keep students engaged and informed

**Live presentations with chat integration:** The sessions fostered dialogue, addressed audience questions in real-time, and allowed students to submit additional questions through the chat for later response

**Qualified leads:** Each exhibitor received a list of potential students for follow-up, fostering valuable connections

#### Key Event Features

##### Pre-event:

- Detailed media plan
- Custom landing page
- Personalised online promo campaign
- Pre-event registration of visitors
- WhatsApp reminders

##### Event:

- Technical support & moderation
- Recording of the webinar
- Live Q&A session

##### Post-event:

- Recording of the webinar
- Attendee list for further outreach

## List of exhibitors:

- Eikei University of Hiroshima
- Hiroshima University
- Kobe Institute of Computing
- Kyoto University of Advanced Science
- Nagoya University of Commerce and Business: Undergraduate School
- Osaka University
- Ritsumeikan Asia Pacific University
- Ritsumeikan University
- Sophia University
- The University of Tokyo
- Tohoku University
- Tokyo University of Foreign Studies
- University of Tsukuba
- International College of Liberal Arts

// Thanks to the participation of so many people at the fair, we have received positive comments from all the participating universities. We appreciate your support during the short preparation period.

**Satoko Serizawa**

J-MENA (Japan Global Network Project in the Middle East and North Africa)

// We are glad to hear about the good fair stats, and we hope the information could be useful for the students. The platform was quite easy to use, very simple and intuitive.

**Thais Favero**  
Sophia University

**Contact Begin Group** to discuss how we can create a custom-made event for your educational institution or fill out the form to receive a custom offer:  
[begingroup.com/en/on-line.html](https://begingroup.com/en/on-line.html)



Let's Discover Japan! **Study in Japan Fair**  
for Middle East and North Africa

Date \* March 27-28, 2024  
18:00-20:00 JST (UTC+9)

Join us from here



**Day 1 March 27, 2024**  
JST (UTC+9)

18:00-18:15 J-MENA  
18:15-18:30 Kobe Institute of Computing  
18:30-18:45 Nagoya University of Commerce and Business  
18:45-19:00 Eikei University  
19:00-19:15 Tohoku University  
19:15-19:30 Tokyo University of Foreign Studies  
19:30-19:45 Hiroshima University  
19:45-20:00 University of Tsukuba

Join us from here



**Day 2 March 28, 2024**  
JST (UTC+9)

18:00-18:15 J-MENA  
18:15-18:30 Kyoto University of Advanced Science  
18:30-18:45 Ritsumeikan Asia Pacific University  
18:45-19:00 Osaka University  
19:00-19:15 University of Tokyo  
19:15-19:30 Sophia University  
19:30-19:45 Ritsumeikan University  
19:45-20:00 Yamanashi Gakuin University

Join us from here

