



BEGIN GROUP STUDENT RECRUITMENT EVENTS

public | custom-made

in-person | remote | online

www.begingroup.com

ABOUT US

WHO WE ARE

Established in 1999, Germany-based Begin Group connects educational institutions worldwide with prospective students from 40+ countries through 100+ student recruitment events annually.

WHY BEGIN GROUP

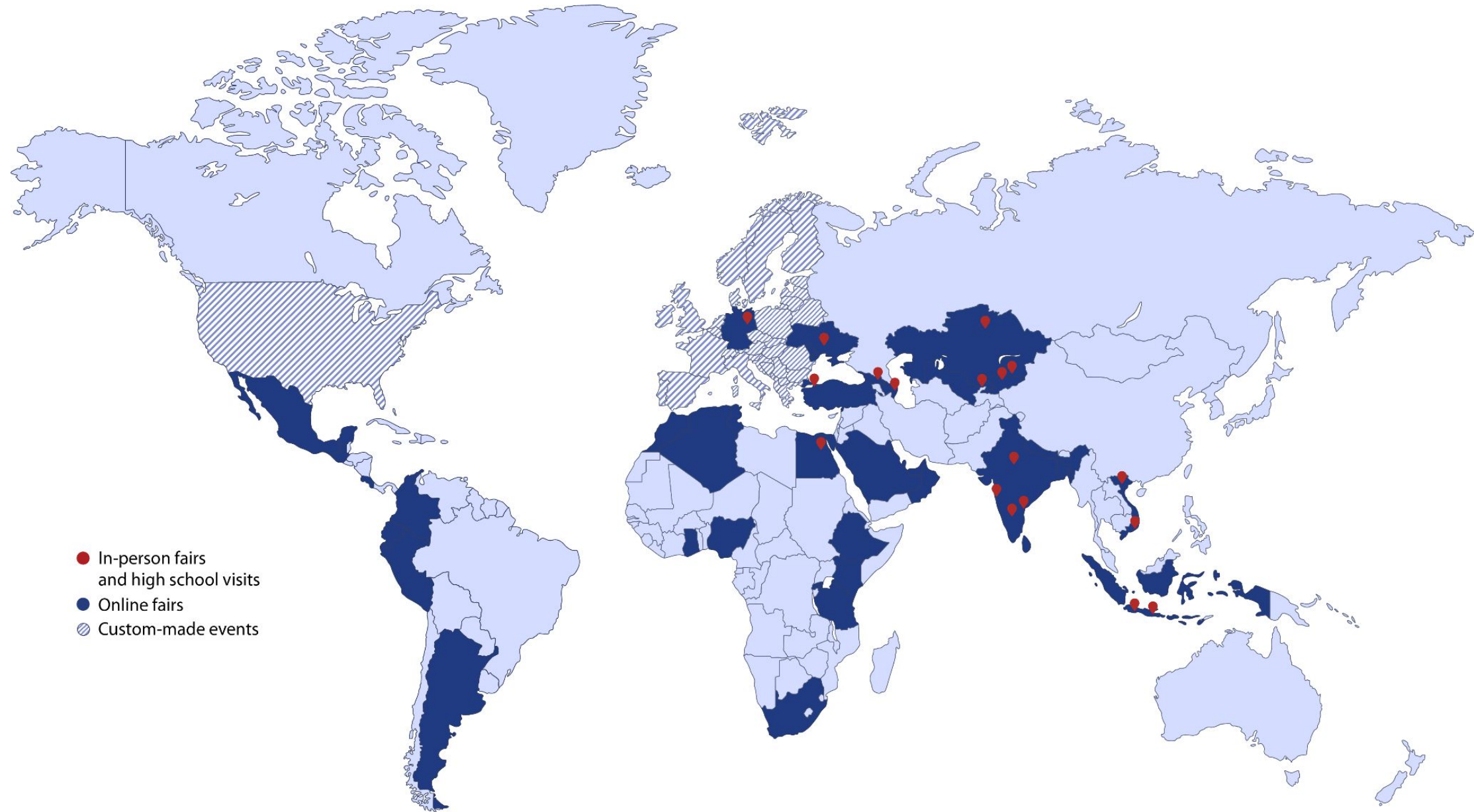
- Over 25 years of industry experience
- 500+ clients annually
- Diverse pool of educational institutions
- In-house marketing team
- 20+ marketing channels for promotion

WHAT WE DO

- In-person education fairs (with remote participation option)
- Online education fairs
- High school visits
- High school university fairs
- B2B meetings with school counsellors
- Custom-made student recruitment events
- Webinars & online promotional campaigns

BEGIN GROUP GEOGRAPHY

- In-person fairs and high school visits
- Online fairs
- ▨ Custom-made events



OUR SERVICES

EDU FAIRS

- In-person & online edu fairs
- Individual promotion campaign
- Lists of pre-registered leads and your stand leads

HIGH SCHOOL VISITS/ UNIVERSITY FAIRS

- Visiting top local high schools
- Targeted school selection
- Networking with school counsellors

B2B MEETINGS WITH SCHOOL COUNSELLORS

- 5-6 counsellors from top regional high schools
- 15-20 minute one-to-one sessions before Begin Edu Fairs

CUSTOM-MADE EVENTS

- Customised edu fairs
- Webinars & presentations
- Virtual/in-person event series
- Training sessions

WEBINARS

- Customised promotion
- Targeted audience outreach
- Data-driven marketing tools
- Technical support
- List of registered leads

ONLINE PROMOTION

- Goal-oriented campaign
- Custom-made media plans
- Search engine marketing
- Social media marketing
- Email & WhatsApp marketing

IN-PERSON EDU FAIRS

AVERAGE NUMBERS

- 30+ in-person fairs annually
- 40+ exhibitors from 30+ countries (per fair)
- 4,000 pre-registered visitors and 1,000+ attendees at a fair

LOCATIONS

- **Central Asia** (Uzbekistan, Kazakhstan, Kyrgyzstan)
- **Eurasia** (Georgia, Azerbaijan, Türkiye)
- **MENA** (Egypt)
- **India** (New Delhi, Mumbai, Bangalore)
- **South East Asia** (Vietnam, Indonesia)



INDIVIDUAL PROMOTION CAMPAIGN

Custom-made lead generation campaigns for every institution

- 200+ marketing campaigns annually
- In-house marketing team
- 20+ marketing channels and platforms
- Precise target audience selection
- 100,000+ generated leads annually
- 100+ leads with detailed information for every Begin Edu Fairs exhibitor

Key online promotion points:

- Name and brand of the institution
- Academic program's specifics
- Location as an attractive study destination



REMOTE PARTICIPATION

Remote participation allows you to connect with prospective students at Begin Edu Fairs from anywhere in the world.*

OPTION 1: YOUR LOCAL REPRESENTATIVE

Designate a local agent, contractor, an alumni or a student ambassador to be your onsite contact.

OPTION 2: BEGIN GROUP ASSISTANT

Leverage our multilingual assistants to facilitate communication, provide technical support, collect visitor contacts, and assist during presentations.

*We also offer a remote participation option for **high school visits** and **B2B meetings** with school counsellors. Equipment for remote participation is provided only at in-person fairs.



HIGH SCHOOL VISITS

AVERAGE NUMBERS

- Over 20 high school visits annually
- 5-10 education institution per visit
- 100-200 school children per visit

HIGH SCHOOL VISITS FORMAT

- Schools: 2-3 top local international schools
- Duration: 45 minutes – 1 hour
- Target audience: Highly motivated students in their final two years of high school
- Format: Dynamic mini-fair, allowing students to interact with representatives directly
- Organisational support: Guided tour led by our representatives, transfers to and between schools



**Kazakhstan | Kyrgyzstan | Mongolia |
Indonesia | Vietnam | Egypt | Türkiye |
Azerbaijan | Georgia | India**

HIGH SCHOOL UNIVERSITY FAIRS

Begin High School University Fairs are held at selected international high schools, inviting students and parents from 2–3 nearby schools. This focused setting fosters meaningful interactions between institutions, motivated students, their families, and school counsellors.

EVENT FORMAT

- Duration: 2–3 hours
- Venue: A leading international school in each city, hosting students from nearby schools
- Audience: Students in their final years of high school, their parents, and school counsellors
- Expected Attendance: 150–250 participants at each fair
- Setup: Dedicated table in the school hall alongside other educational representatives
- Full logistical support provided by Begin Group, including transfers and on-site coordination



Kazakhstan | Italy | Romania | Bulgaria | Serbia

B2B MEETINGS WITH SCHOOL COUNSELLORS

A unique opportunity to connect with the school counsellors of top regional high schools.

Our B2B meetings are designed to provide the perfect networking with representatives from high schools known for graduating students with a strong international education focus.

B2B MEETING FORMAT

- Duration: 1.5 hours (before Begin Edu Fair)
- Location: Dedicated hall at the Begin Edu Fair venue (a 5-star hotel)
- Format: Smart networking with breakfast and one-on-one meetings
- Focused Meetings: 15-20 minute one-on-one sessions with 5-6 high schools counsellors

**Kazakhstan | Uzbekistan | Kyrgyzstan | India |
Indonesia | Vietnam | Egypt | Türkiye |
Azerbaijan | Georgia**



ONLINE FAIRS

LOCATIONS

- **Sub-Saharan Africa** (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)
- **North Africa** (Algeria, Egypt, Morocco, Tunisia)
- **Central Asia** (Kazakhstan, Kyrgyzstan, Uzbekistan)
- **Latin America** (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)
- **Indian Subcontinent** (Bangladesh, India, Nepal, Sri Lanka)
- **Gulf Region** (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)

AVERAGE NUMBERS

- 12+ online fairs annually
- 15-30 institutions per fair
- 5,000+ pre-registered visitors
- 1,500-2,000 attendees at a fair

“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.”



The screenshot displays the Begin Group online fair interface. At the top, there is a navigation bar with the 'Begin Group' logo, 'Exhibitors', 'Presentations', and a user profile icon. The main content area features a presentation card for the 'UNIVERSITY OF ZAGREB / FACULTY OF MINING, GEOLOGY AND PETROLEUM ENGINEERING'. The card includes an aerial photograph of the university building, a 'Downloads' button, a 'Video' button, and a 'Links' button. Below the photo, there is a 'Presentations' section with a specific presentation titled '17.20-17.40 (Ethiopia time) Master Study Programme Petroleum and Geoenery Engineering and Management (Croatia)'. A 'Go to the Presentation' button is located below this title. To the right of the photo, there is text describing the faculty and the 'Master Study Programme Petroleum and Geoenery Engineering and Management (PGEM)'. At the bottom right of the card, there is a 'Request More Info' button.

CUSTOM-MADE EVENTS

Begin Group offers a dynamic range of custom-made event solutions designed to help you achieve your student recruitment goals.

FORMAT OPTIONS

- Webinars
- Dedicated in-person presentations
- Customised online/in-person education fairs
- Country blocks at Begin in-person edu fairs
- Virtual/in-person event series
- Training sessions on student recruitment
- Open days

We tailor the event format and services to your objectives and budget, offering support from full-service management to individual elements.



WEBINARS

Through custom-made webinars tailored to your specific needs, we help you engage your ideal audience and expand your reach.

COMPREHENSIVE SUPPORT

Pre-webinar:

- Detailed media plan
- Custom landing page
- Personalised promo campaign
- Data-driven campaign optimisation

During webinar:

- Technical support & moderation
- Live Q&A session

Post-webinar:

- Recording of the webinar
- Attendee statistics
- Attendee list for further outreach



- Targeting up to 5 countries within a region in a standard package
- 1 week setup, 3 weeks pre-webinar promotion

ONLINE PROMOTION

We offer comprehensive online promotion solutions designed to attract the perfect student demographic for your institution, programmes or events.

PROVEN MARKETING CAPABILITIES

- In-house marketing team
- 200+ marketing campaigns annually
- Diverse pool of educational institutions
- 20+ marketing channels and platforms
- 100,000+ generated leads annually

Using various marketing channels and precise targeting strategies, we boost exposure to students and families across diverse markets, expanding your network and supporting your targets.



OUR MARKETING SERVICES

- Custom-made media plans
- Search engine marketing
- Social media marketing
- Email marketing
- WhatsApp marketing

PARTICIPATION FEES

IN-PERSON FAIRS

Standard Package

EUR 2,200/2,490 (depends on the chosen fair)

Extended Package

+EUR 2,500

ONLINE FAIRS

Standard package

EUR 1,200

Extended Package

+EUR 600

HIGH SCHOOL VISITS

EUR 1,200 per city

HIGH SCHOOL UNIVERSITY FAIRS

EUR 1,450 per city

B2B MEETINGS WITH SCHOOL COUNSELLORS

EUR 700 per city

Multiple booking discounts:

10% discount for 2 events

20% discount for 3 and more events

CUSTOM-MADE EVENTS

WEBINARS

ONLINE PROMOTION

From EUR 2,500 per event

ADDITIONAL SERVICES FOR IN-PERSON FAIRS

SERVICE	FEE
25-minute presentation at in-person edu fair	EUR 700
Personal assistant/interpreter at in-person edu fair	+EUR 60/120 (depending on the chosen country)
Remote participation support including a personal assistant, laptop and additional equipment for Zoom call	EUR 120
Local printing service: 100 double-sided full-color flyers and a roll-up banner delivered directly to your stand	EUR 200
WhatsApp and Email Marketing for communication with prospective students	From EUR 200

OUR PARTICIPANTS

IN-PERSON FAIRS



HIGH SCHOOL VISITS



ONLINE FAIRS



WEBINARS



TESTIMONIALS

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

I want to express my highly appreciation for the qualified number of parents and students attended the Fair. Thank you to Begin Group for a wonderful event. We are truly grateful for your partnership and look forward to the opportunity to collaborate again in the future.

Viet Duong Edu, Vietnam



It was a wonderful experience participating in this event hosted by Begin Group! Thank you for giving us the opportunity to showcase our offerings. The attendees to the fair were truly amazing.

MJM School, France

Thank you!

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