

ВЕДУЩЕЕ АГЕНТСТВО
ПО ОБРАЗОВАНИЮ ЗА РУБЕЖОМ

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Second specialized mini-fair "Higher Education Abroad"

Dnepropetrovsk, 9th of October 2009
Kiev, 10th of October 2009



Winner
Agency Eastern Europe 2008

Detailed Information

About DEC agency

Educational agency DEC has been operating in the field of international education since 1999 and now is a leading agency on Ukrainian, Moldovan and Azerbaijan markets with four offices in Kiev, Dnepropetrovsk (Ukraine), Chisinau (Moldova) and Baku (Azerbaijan). All cities represent a big potential for international educational providers.

We have sound knowledge of the study abroad market and broad experience in enrolling students. We conduct an aggressive marketing strategy including organizing of annual fairs, seminars, presentations, large promotional campaign, PR articles and others. During the years of our existence we managed to develop a wide network of subagents all-over Ukraine and significantly increased the total number of recruited students for study abroad programs.

In September 2008 DEC was nominated as best agency in Eastern Europe by the Language Travel Magazine Star Awards.

Mini-fair concept and Promotion of the event

The well-being of Ukrainian people is getting better and better with every year. And more and more people decide to send their children to study abroad. In view of this we are organizing the **SECOND** annual educational mini-fair "**HIGHER EDUCATION ABROAD**" which will take place on:

- **9th of October 2009 (Friday) in Dnepropetrovsk, (to be confirmed)**
- **10th of October 2009 (Saturday) in Kiev, Premier Palace Hotel**

The fairs take place at centrally located, top class hotels which underline the premium nature and as well as the personal atmosphere of the fairs.

We are inviting maximum 12-17 higher educational institutions.

Promotion of the event will be developed in a way to reach the target audience. It will not be a mass event. In contrast to many other fairs we target at wealthy families who are very serious in sending their children to study abroad. Advertisements will be hold in the form of educational articles about education abroad, which will be placed in the leading newspapers and business magazines. In addition, the invitations will be distributed in banks, offices and business centres. We will attract radio channels, TV channel and the most renown Internet information agency to inform about the mini-fair.

Furthermore, every visitor will get a catalogue – "Higher Education Abroad" in Russian, with detailed information about all participating institutions (2000 pieces will be published).

Basing on our experience we are sure that such kind of "mini-fair" will bring much bigger result to higher educational institutions comparing to big massive international fairs.

Mini-fair 2008

In October 2008 we conducted the first mini-fair in Kiev and Dnepropetrovsk, Ukraine which turned to be very successful. The following educators from different educational sectors attended mini-fairs: Kaplan Aspect; American Graduate School of Business; Study Group; Hanze University Groningen; Griffith University; Lazarski School of Business and Law; Schiller International University; INTO; ISM University of Management and Economics; University IFM; Hotel Institute Montreux; European University; Columbia College; ILAC; Cambridge Educational Group; Riga International University.

Testimonials

Hanze University Groningen, Jolande op De Woerd: "... I would like to give a compliment for your great work! During both days at the fair I have spoken a lot with potential students. The students were very focused on study abroad. So you have recruited very good students to the fair and I hope that I have recruited some of the students to Hanze..."

Kaplan Aspect, Simon Gooch: "...The organization of the event by DEC was superb. I was also extremely impressed with the quality and quantity of the student leads at the fair – the prospective students who attended the events were very well-informed and highly motivated to continue their education overseas..."

American Graduate School of Business, Aryn Lalani: "The fair was very professional done and very well organized, from the arrival to finish. I will definitely attend your next fair. The quality of students were also well presented who were serious..."

Griffith University, Veronika Kustenka: "I would like to thank to everybody in DEC team for the fantastic and very dynamic event. It was so busy and no time for coffee which is certainly a good (and healthy) thing). Well done for attracting quality visitors (I was particularly impressed by a number of students interested in study science) and thank you for all your support. Looking forward to attend the next event."

Passive Participation and the Catalogue

For those who are unable to participate in the fair there are two options:

- to place information on educational institution in the catalogue "Higher Education Abroad" (with the edition of 2000 pieces) which will be distributed in Ukraine and Moldova during the mini-fair. Also, the rest will be handed out at regular educational fairs in both countries, at our offices and sent out to our clients and interested students.
- to participate passively – someone from our office will be fully acquainted with your programs and your institution and will represent you at the booth.

Booking for the Fair

Please find enclosed booking form and participation fees. Receipt of your booking will be confirmed within 24 hours. Booking rates start from 700 Euro in one city and includes fair participation fee, information in the brochure (A4), interpreter services, refreshments, gala dinner.

Don't lose a great opportunity to promote your institution in Ukraine!

Contact the Fair Team:

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