

Dear colleagues,

We would like to finalize the results of the first specialized educational fair **“Higher education abroad”** which took place in Dnepropetrovsk and Kiev on 17-18th of October.

We would like to thank those who took part in the Fair. We did our best to organize the event on the highest level and quantity and quality of visitors confirmed this.

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#### PARTICIPANTS:

Kaplan Aspect; American Graduate School of Business; Study Group; Hanze University Groningen; Griffith University; Lazarski School of Commerce and Law; Schiller International University; INTO; ISM University of Management and Economics; University IFM; Hotel Institute Montreux; European University; Columbia College; International Language Academy of Canada; Cambridge Education Group; Riga International University.

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#### FAIR PROMOTION

Advertising campaign was developed to attract our target audience – students and their parents who understand that higher education abroad has a reputation of the best quality and high educational traditions.

Promotion included:

Leading business and cultural oriented newspapers and magazines (Business, Business Spotlight, What’s on? and many others) – articles on higher education abroad + advertisements.

TV Channel - 5 channel.

Radio Stations - Radio “Kiss FM”, Radio “Europe +”, Radio “Sharmanka” and many others.

Banners on the roads.

Flyers (7000 its) and posters (1000) distributed at higher educational institutions, offices of leading companies, best restaurants, Fitness centers, Beauty Salons and used for direct mail.

In order to raise an interest to the FAIR we conducted the press conference “Higher education abroad – prospects for students” with French Embassy Attache of University and Scientific Co-operation Giyom Golen, Manager, Off-shore European, Ukrainian and Russian admissions of Griffith University Veronika Kustenka, representative of American Councils for International Education: ACTR/ACCELS, Manager of Educational Advising Center Victoria Mikhailenko. Press-conference took place on 10th of October. Natalia Tarchenko also participated at the press conference and emphasized on the wide range of possibilities which gives higher education abroad.

## FAIRS REPORT

Dnepropetrovsk, Ukraine – 500 visitors.

This year the number of fair visitors in Dnepropetrovsk extremely increased compared to previous years. People became more active and open to the opportunities of getting higher education abroad. We have clients from this region and Dnepropetrovsk gives many hopes. DEC has already opened new office in Dnepropetrovsk and we will continue to develop this region in the future.

Kiev, Ukraine – 1000 visitors.

Kiev over justified hopes and 18th of October was the busiest day. Our target audience visited this fair. It was very informed public who came prepared with many questions and a big interest.

### 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.

Keep in touch and I will see you next time!”

Kaplan Aspect, Simon Gooch:

“Having recently attended the Higher Education Fair in Dnipropetrovsk and Kiev, I am looking forward to an increase in the number of Ukrainian students attending Kaplan Aspect. 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. Overall, it was an extremely worthwhile event and we look forward to working even more closely with DEC in the future.”

ILAC, Galina Vladimirova:

“Thanks once again for the possibility to take part in the Educational Fair in Dnepropetrovsk and Kiev.

The organization was perfect! The place for the Fair was ideal. Both Hotels in Kiev and Dnepropetrovsk are located in the city center and easily reached.

I liked the audience. There were motivated prospective students who were interested in University Pathways Programs, Summer & Winter Camps for teens and Language programs at ILAC.

I was more than happy to get in touch with DEC team and to know everybody in person. Thanks for the friendly atmosphere you guys created for your partner schools. Thanks for your service. Hope that due to our mutual and fruitful cooperation Ukrainian students will get excellent opportunities to study in Canada and enjoy it!”

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 where 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.”

ISM University of Management & Economics, Tadas Sarapovas:

“We had very great impressions regarding your warm welcome in Ukraine, very precise and effective organization and logistics during the fair. We feel that the visitors were very targeted and defined – it seems that correct channels were used to inform the public about the fair. I must also mention that you have created a very warm atmosphere between the participants – there was a perfect environment for both formal and informal communication and networking. Rich and diverse Ukrainian kitchen during dinners – this makes the experience unforgettable. THANK YOU and YOUR TEAM! We hope to come again!”



DEC educational consultancy is looking forward for future successful events that will bring all of us clients and the popularity of higher education abroad will continue to conquer Ukrainian market!

Sincerely yours,  
DEC team