

EDU *fair*

by *Integraledu*[®]

EDUfair, March 2022 / Hybrid project /

12 March – in-person event in Belgrade

17 March – Virtual event

Post fair report

integraledu.rs



Highlights: This Spring Edufair took place in a hybrid edition – face-to-face event and virtual event

- ✓ **12 March, Hotel Moskva, Belgrade** – top located venue in the heart on Belgrade, one of the most exclusive 5*hotels in Belgrade
- ✓ **17 March, Virtual event** – hosted in a worlds leading platform for virtual recruitment Brazen, simulating real event experience
- ✓ Over 60 represented international and Serbian organizations, incl. universities, business schools, boarding schools, summer camp and language courses providers, representing 13 countries (Serbia, Canada, USA, United Kingdom, France, Germany, Austria, Italy, Switzerland, the Netherlands, Slovenia, Greece, Luxembourg)
- ✓ Total number of unique registrations: 950
- ✓ Total number of attended students – 800
- ✓ Total number of active meetings, chats, incl. video meetings: 776

A user friendly smart lead collection system, which allows the exhibitors to obtain the contact details and the profile of the prospective students by scanning their fair tickets.

- ✓ Less hand written contacts
- ✓ Less lost leads
- ✓ More time to interact with prospective students
- ✓ Easy targeted follow-up process

How does it work:

Visitors register online or on spot prior to attending the event. They fill in their contact details, academic background, preferences for country of study and study programme of interest. Visitors receive a personalized fair ticket with bar code which guides them through the fair and helps them find the universities/programmes matching their interests. After the event is over, the exhibitors receive an export with the database of the collected contacts in order to start the follow-up process and to efficiently stay in contact with prospective students after the fair.

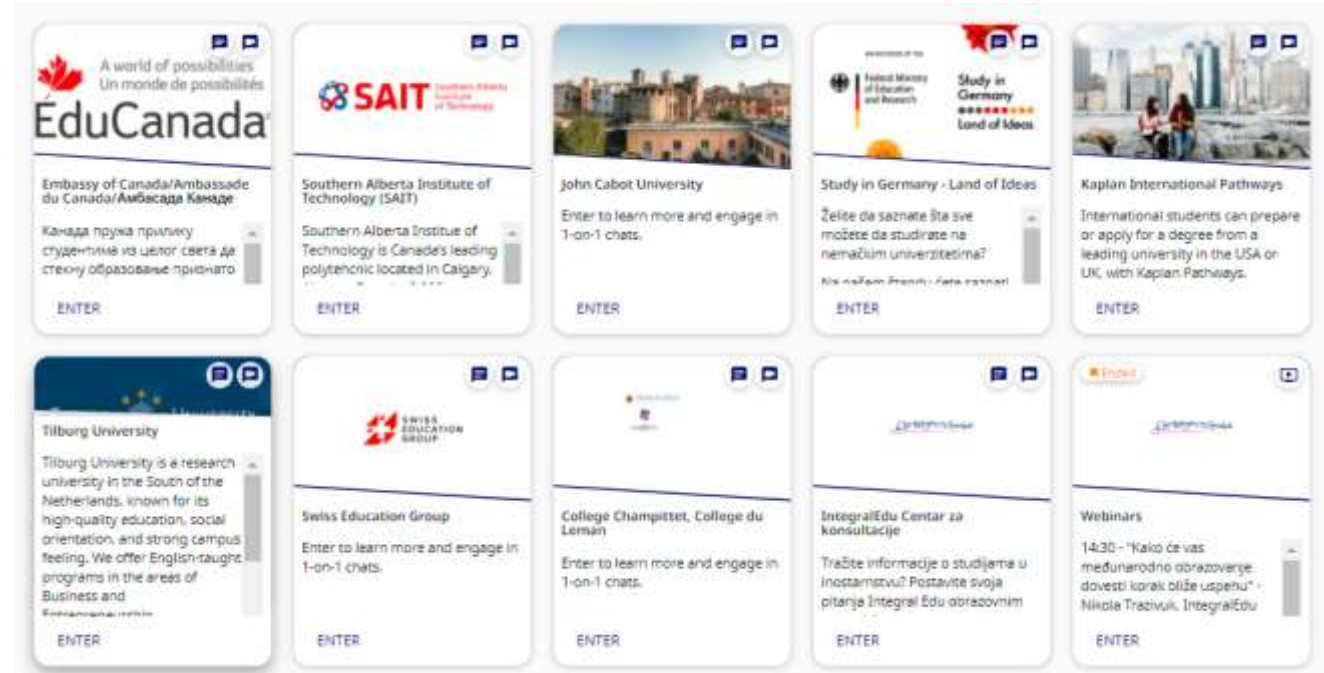




Edufair Virtual is taking place in a virtual environment, using [Brazen](#) - the world's leading virtual event platform

How does it work:

- ✓ SmartQueue tool - qualifying questions that allows the AI behind the platform to allocate your chat time to the students who best fit your criteria
- ✓ Unlimited number of representatives from your institution can host conversations with students – delegates have the option of using text-only, audio or full-video interviews to engage each student. Video chats, like text chats, are timed to keep events flowing smoothly and make conversations efficient yet effective.
- ✓ Before they chat with you, students can visit the virtual chat booth and check the institutions academic profile and promoted courses, electronic brochures, embedded photos and videos
- ✓ The Download Centre allows students to pick up and store prospectuses, online brochures and application forms.
- ✓ The delegates will be able to grade leads, make notes, schedule callbacks with students that sync to their diary, or send direct emails - all from within the platform.
- ✓ Search and invite feature – allows representatives to invite students to a meeting





Most popular areas of study interest in %:

**sum higher than 100 %, as multiple choices of areas available*

Business, Economics and Finance	31.43%
Mathematics / Biological Sciences / Natural Sciences	29.21%
Engineering/STEM	18.10%
Medicine / Health Sciences	15.71%
Computer science and IT	15.24%
Media and Mass Communications	12.38%
Law, politics, international relations	12.22%
Arts and Design	11.75%
Psychology	11.59%
Humanities and Cultural Sciences	10.95%
Languages and Literature	9.05%
Social Sciences	8.41%
Architecture / Civil Engineering / Planning	7.30%
Criminology / Forensic Medicine	6.67%
Tourism / Hotel management / Culinary	6.67%
Sports	4.60%
Ecology / Environmental Science	3.02%
Dietology / Food Nutrition	2.22%
University preparation	2.22%

Top study outgoing destinations / countries of interest:

**sum higher than 100 %, as multiple choices of countries available*

Italy	31.11%
United Kingdom	27.62%
Austria	26.35%
Germany	24.44%
Netherlands	21.59%
Spain	21.27%
USA	21.11%
France	20.32%
Slovenia	17.46%
Canada	16.67%
Switzerland	15.56%
Belgium	13.33%
Sweden	13.17%
Denmark	11.27%
Norway	10.95%
Greece	10.79%
Czech Republic	7.14%
Luxembourg	7.14%

Study level / types of programmes in %:

**sum higher than 100 %, as multiple choices available*

<u>Types of programmes</u>	%
Higher education / university programs	81.27%
Secondary education /College Programs	12.54%
Language Courses / Summer camps	17.94%

<u>Study level</u>	%
Bachelor Programs	51.11%
Bachelor Programs Distance	8.41%
Master Programs	38.25%
Master Programs Distance	8.89%
MBA	5.40%
PHD	8.73%
Preparation Programs	7.46%
Specialist	6.35%
Transfer Programs	10.32%



Used channels:

- ✓ Outdoor - billboards
- ✓ Social media – Organic and paid ads, incl. Facebook and Instagram, LinkedIn
- ✓ Google Network - Search , Google Display network – banners, YouTube
- ✓ Direct mailings / newsletters
- ✓ Collaboration with high schools and teachers network
- ✓ Collaboration with student associations, incl. ESTIEM, AISEEC, BEST, OSSI
- ✓ PR in selected media
- ✓ TV and Radio appearance (Radio Belgrade)
- ✓ Phone call campaign, incl. pre-screen candidates
- ✓ Bulk SMS

✓ 10 billboards in Belgrade for 2 weeks in the period 27.02. – 12.03.2022

Locations:

<http://aqmext.almaquattro.rs/Campaigns/Index/91518>

Kraljice Marije, pre raskrsnice sa Ruzveltovom, ispred Mašinskog fakulteta

Bul. vojvode Mišića, preko puta Sajma

Maksima Gorkog, raskrsnica sa Cara Nikolaja II, Čuburski park

Autoput (Bul. Arsenija Čarnojevića), kod Arene, ispred prve kružne petlje

Milentija Popovića, pre raskrsnice sa Bul. Milutina Milankovića

Cvijićeva, raskrsnica sa Vladetinom, prekoputa TC ZIRA

Ustanička, raskrsnica sa Vojislava Ilića

Bul. Oslobođenja, razdelno ostrvo, ispred fakulteta FON

Omladinskih brigada, kružni tok, opština Novi Beograd

Požeška, kod Šumarskog fakulteta



Contest Best Teacher of Serbia 2022 / Omiljeni profesor Srbije 2022 (part of EUDfair project)

- ✓ Over 500 students from all across Serbia nominated their favorite teacher
- ✓ 25 teachers from 15 schools were nominated
- ✓ Top 5 teachers, selected in the second stage:
 - Dragana Marinković - Gimnazija u Lazarevcu
 - Ana Tadić - Savremena Gimnazija
 - Irena Filipović - Ekonomsko - trgovinska škola Bor
 - Tatjana Vilček - International School, Serbia
 - Aleksandra Zdravković - Gimnazija Pirot
- ✓ **Winner “Omiljeni profesor Srbije 2022”**
 - Tatjana Vilček - International School, Serbia

Highlight of Eudfair, 12 March, Giving the award to the Best Teacher of Serbia

<https://www.youtube.com/watch?v=PINpMM5aG20&t=33s>



12. MART
HOTEL MOSKVA



Tatjana Vilček
International School, Serbia
Omiljeni profesor Srbije 2022

” Moj stil rada je na granici između strogog i nečega što je blisko njima. “



5 newsletter campaigns, sent to database with 2151 contacts,
Target group: high schools, high school teachers, principals
Recipients: 2151
Average open rate: 23,23 %

11 newsletter campaigns, sent to database with 9097 contacts
Target groups:
➤ high schools students – 11 and 12 graders
➤ University students
➤ Parents with early school-age children, preteens and teenagers (06-17 years)
Average open rate : 19,27 %

Šta studirati? Koji univerzitet izabrati? Koji su koraci neophodni za uspešan prijem?

Sve odgovore ćete naći na edukativnom **EDUfair**, koji će se održati u **Beogradu, 12. marta u hotelu Moskva**.

- Preko **40 popularnih univerziteta iz Srbije i inostranstva**, koji nude najpopularnije etablirane i moderne smerove, kao što su računarstvo, biznis, psihologija ili inženjerstvo, medicina i veterina
- Raznovrsne obrazovne destinacije koje možete da upoznate i uporedite – Srbija, Holandija, Velika Britanija, Nemačka, Austrija, Luksemburg, SAD, Belgija, Švajcarska, Španija, Irska, Grčka.
- Lični razgovori sa univerzitetima iz Srbije, inostranstva i Evrope
- Zanimljive prezentacije stručnih konsultanata Integraledu za konkurisanje u inostranstvu
- Ekskluzivni popusti za pripreme kurseve i testove koji će vam pomoći da odaberete prave specijalizacije i upišete se na željeni univerzitet.

Udaljeni ste samo nekoliko klikova od Svetskog sajma obrazovanja! Prijavite se sada kako biste izbegli čekanje na ulaz!

OVDE SE REGISTRovati

NAJBOLJI SRPSKI I INOSTRANI FAKULTETI ĆE NA SAJMU DAVATI

Tražite najbolji akademski put za svoje dete?

Elitni internati iz Švajcarske, Nemačke, Velike Britanije očekuju Vas za individualne susrete uživo u srcu Beograda! Pridružite se **EDUfair-u 12. marta** i saznajte sve o karakteristikama i prednostima srednjeg obrazovanja u inostranstvu.

- Individualni sastanci sa sa **elitnim internatima iz Švajcarske, Velike Britanije, Nemačke!** (UPOZNAJTE IZLAGAČE)
- Ekskluzivni popusti na letnje kampove tokom EDUfair-a.
- **Tematske prezentacije** stručnjaka u obrazovanju sa aktuelnim, detaljnim i tačnim informacijama.
- **Specijalizovani štandovi** za prijavljivanje na školovanje u inostranstvu.

Udaljeni ste samo nekoliko klikova od Svetskog sajma obrazovanja! Prijavite se sada kako biste izbegli čekanje na ulaz!

OVDE SE REGISTRovati

Koliko će vam EDUfair biti od koristi?

- Na jednom mestu ćete naći najsvobuhvatnije informacije o: **školarinama, stipendijama, akademskim programima** i rezultatima ispita, kursevima jezika, vannastavnim aktivnostima
- Pronaći ćete ažurirane informacije o naknadama za internat, **planovima**



8 campaigns – lead generation/ awareness, conversion, video thru play

21 ad sets, 47 ads – videos and video messages, static ads (incl. dynamic creative)

- ✓ **3 242 746 total impressions**
- ✓ **787 067 reach**
- ✓ **6 441 clicks**

Campaigns Optimized for:

- ✓ Link Clicks
- ✓ Conversions
- ✓ Video Views
- ✓ Landing Page views
- ✓ Leads
- ✓ Engagement
- ✓ Event responses

Type of adverts:

- ✓ Video
- ✓ Lead subscription form
- ✓ Post
- ✓ Event
- ✓ Instagram posts and stories
- ✓ Facebook posts and stories
- ✓ Shared articles and advertorials

Targeting:

- ✓ School Students **13 – 18**, m/w, Serbia
- ✓ University students **19-26**, m/w, Serbia
- ✓ Parents (**30-55**) with kids aged **8-17**, m/w, Serbia

Coverage:

- ✓ **Over 60** dedicated posts, incl. videos in 2 Facebook pages, Instagram account including Facebook and Instagram Stories, reels

Campaign

	2022 / EDufair free test / prospecting...
	2022 / EDUfair Spring / remar...
	2022 / EDufair /BPA paid campaign /...
	2022 / EDUfair Spring / awareness
	2022 / EDUfair Spring / reach
	2022 / EDUfair Spring / conversion
	2022 / EDUfair March / video/ thruplay
	2022 / EDUfair Omiljeni Profesor / vo...

Results from 8 campaigns ⓘ





- ✓ **Google Search campaigns** – keywords related to higher education
- ✓ 17 ad sets, over 170 variations of keywords, 34 responsive ad texts, incl. responsive display ads
 - 3 790 clicks on ads
 - 69 403 Impressions
- ✓ **Google display campaign**, incl. responsive ads ,optimized for reach and awareness/ targeting with placement (big Serbian web portals)
 - 5 sizes display banners, incl. placements in the biggest Serbian web portals
 - 3 607 clicks on banners
 - 3135 040 impressions on banners
- ✓ **YouTube promo campaign**
EDUfair video place in YouTube channels of famous Serbian bloggers, relevant for the target group
 - 111 302 Impressions
 - 12 718 Views

<https://www.youtube.com/watch?v=kHO5PuLB1Xk>

Ad group
blic.rs
kurir.rs
mondo.rs
novosti.rs
informer.rs
espresso.co.rs
Viber (Apple)
b92.net
srbijadanas.com
naslovi.net
objektiv.rs
nationalgeographic.r
nedeljnik.rs
rt.rs
lepisreca.rs



Example of your skippable-in-stream ad on YouTube





Media	Publication
TV N1 - Interview with the Best Teacher	Tri tačke: Tanja Nikolić Čičanović, Boris Šribar, Tatjana Vilček... (n1info.com)
TV N1 - Interview with the Best Teacher	(90) Tri tačke: Tanja Nikolić Čičanović, Boris Šribar, Tatjana Vilček... - YouTube
nedeljnik.rs	https://www.nedeljnik.rs/u-susret-sajmu-obrazovanja-edufair-daci-izabrali-najbolju-nastavnicu-srbije-zasto-je-tatjana-vilcek-nastavnica-buducnosti/
nedeljnik.rs	https://www.nedeljnik.rs/zasto-je-tatjana-vilcek-nastavnica-buducnosti/
euronews.rs	Srednjoškolci izabrali najbolju nastavnicu Srbije: "Mnoge škole i dalje rade sa decom po modelu iz 19. veka" (euronews.rs)
euronews.rs	https://www.euronews.rs/srbija/drustvo/39901/srednjoskolci-izabrali-najbolju-nastavnicu-srbije-mnoge-skole-i-dalje-rade-sa-decom-po-modelu-iz-19-veka/vest
naslovi.net	Zašto je Tatjana Vilček "nastavnica budućnosti"? - Naslovi.net
srpskaekonomija.rs	https://srpskaekonomija.rs/vesti/10/1/Nastavnic/24644/Za%C5%A1to-je-Tatjana-Vil%C4%8Dek-nastavnica-budu%C4%87nosti
nova.rs	Podcast (nova.rs)
blic.rs	"MOBILNE TELEFONE I GEJMING UVESTI U NASTAVU" Tatjana je ponela titulu najbolje nastavnice u Srbiji: "Žao mi je što mnoge škole rade po modelu iz 19. veka" (blic.rs)
naslovi.net	"Mobilne telefone i gejming uvesti u nastavu": Tatjana je ponela titulu najbolje nastavnice u Srbiji: "Žao mi je što mnoge škole rade po modelu iz 19. veka" - Naslovi.net
vesti.rs	'MOBILNE TELEFONE I GEJMING UVESTI U NASTAVU' Tatjana je ponela titulu najbolje nastavnice u Srbiji: 'Žao mi je što mnoge škole rade po modelu iz 19. veka'
nova.rs	Upoznajte najbolju nastavnicu Srbije: Predaje biznis i prati trendove (nova.rs)
nova.rs	(103) Kako se zaslužuje titula najbolje nastavnice Srbije? - YouTube
link Group	https://www.link.co.rs/blog/izuzetan-uspeh-za-linkgroup-profesorka-international-schoola-dobitnica-priznanja-%E2%80%9Eomiljeni
time.rs	"MOBILNE TELEFONE I GEJMING UVESTI U NASTAVU" Tatjana je ponela titulu najbolje nastavnice u Srbiji: "Žao mi je što mnoge škole rade po modelu iz 19. veka" (time.rs)
startuj.com	https://startuj.com/vesti/U-susret-sajmu-obrazovanja-EduFair-daci-izabrali-Najbolju-nastavnicu-Srbije-6864

Thank you for being part of EDUfair March 2022!



Fair dates for Fall 2022 and Spring 2023 confirmed
Full fair schedule at www.iwef.eu

Thank you!

Book you next fair with Integral at www.iwef.eu
Or contact EDUfair team at: info@integraledu.rs or call +359 884 080 068 (WhatsApp available)