



RECRUITING INTERNATIONAL STUDENTS AT LEADING
INTERNATIONAL EDUCATION FAIRS
WORLDWIDE

An Education & Marketing Consultancy Specialising In Undergraduate, Postgraduate & MBA Student Recruitment At **International Education Fairs**



Looking for new students?

Sourcing new students for your institution or organisation can be a time-consuming affair. The student recruitment market is extremely competitive and standing out from the crowd can be difficult.

There are numerous ways to target students and attract them to your range of study programmes and courses, but selecting the best methods to do so, especially on an international level, can be challenging.

If you're looking for new students to join your institution, Studycentral should be your first port of call. We can help you meet your targets of recruiting those all-important, high-achieving students.

Studycentral can help you

Studycentral is an organisation that matches student recruiters with high-performing educational fairs around the world. We provide solutions by specifically targeting the right events so recruiters can meet their requirements.

We make it possible for recruiters to reach high-achieving students by identifying educational fairs in new and established recruitment territories worldwide.

Founded in 2006, we have grown rapidly by working with 160 clients and an increasing number of institutions and organisations to meet their student recruitment targets.

We launched UniversityFairs.com in 2008 to further assist student recruiters by providing them with a unique resource that highlights comprehensive details on leading international education fairs in an informative and accessible way.

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Thanks to Studycentral, the profile of our institution at the numerous education fairs we've attended in the past couple of years has led to an increase in our recruitment of international students.

Tony Conneeley, Leeds Metropolitan University

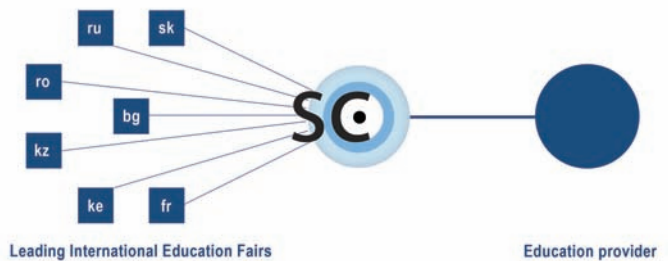
Each fair is carefully selected and offers institutions the opportunity to create new and productive relationships with students, educational professionals and other institutions.

We work with some of the world's best-recognised universities, colleges, business schools, hotel management schools, and professional and government bodies. We provide them with an excellent consultation service, while also helping them to successfully negotiate the international student fair market, and we offer honesty, support and empathy in the process.

The benefits of recruiting at education fairs

There are numerous methods of sourcing and recruiting students, but one of the most effective is the educational fair. Why? Because it's the best way to access your targeted audience of prospective students, and you can promote your programmes and institution to them directly. They also create an excellent opportunity to see a positive return on your investment into attending the events.

Educational fairs do an excellent job of complementing other forms of marketing, but the face-to-face meeting of prospective students can be priceless. You can improve your database of potential applicants, meet and support current applicants, and research cultural differences, within the host city and the country as a whole.



At education fairs, you can also:

- show presentations promoting the benefits of your programmes and institution
- build confidence in your institution on an international basis
- meet parents and build their trust in your institution and its study offerings
- network and form strategic partnerships with other institutions
- research market trends
- improve understanding of consumer demands.

Our portfolio

We have a diverse portfolio of education fairs worldwide that we have sourced and selected as being the most effective for a broad range of institutions. These fairs cover both undergraduate and postgraduate degree programmes alongside language courses.

We can work with you to select the educational fairs, and the relevant countries, that best meet your requirements. To explore our portfolio of student fairs, please visit UniversityFairs.com.

How we provide excellent solutions for you

At Studycentral, we have excellent insider knowledge of the fairs in our diverse portfolio, which have been carefully selected to meet our criteria.

We will work closely with you to select the events that best meet your requirements, rather than position you randomly at any fair. And you can book as many events as necessary.

We can save you time, money and hassle by working with our network of organisers, rather than you spending time sourcing contacts.

Along with our knowledge of a broad range of educational fairs worldwide is our understanding of cultural differences. We will help you break these down so you can successfully meet the student audience your institution requires.

If you require assistance with your advertising to promote your attendance at an event, we offer in-house design support and can consult you on how best to progress with your print and/or online promotions.

You can also book a suitable education fair package online at UniversityFairs.com. Take a look at our portfolio of

educational fairs, select the events that are most relevant, choose your exhibition space and highlight whether you require print and/or online advertising.

We will support your preparations along every step of the way, from the moment you initially contact us, to the conclusion of the fairs you attend.

Working with education fair organisers

We have excellent relationships with education fair organisers to ensure that when you participate at an event, you meet your objectives. We are also contractually partnered with each organiser, meaning you can expect the highest standards from the booking stage to your attendance at any fair.

Organisers value the support and service we provide international exhibitors. We have lots of experience and understanding of the needs and concerns of exhibitors who attend international education fairs. We have established an excellent level of service to ensure your experience is consistent, no matter whether you feature at a fair in Kazakhstan or France.

We will continue to source new fairs and add to our network of organisers. If a fair meets our criteria, adding it to our portfolio is a priority.

Maintaining our high standards of service is very important to us and we will continue to offer leading educational fairs to our customers.

Next steps

Check out our website, UniversityFairs.com, and take a look at our database of global student fairs. Have a look at our institution directory and get in touch if your institution isn't currently featured. Also, join our university network on Facebook, LinkedIn and Twitter. And get in touch with us to discuss how we can provide effective solutions for your student recruitment needs.



Studyrama has successfully worked with Studycentral for 2 years. They are a professional and a reliable partner that promotes our fairs accurately and who always go that extra mile for exhibitors.

Veronique Martinet, Studyrama



Studycentral.

ARGENTINA, ARMENIA, **AZERBAIJAN**, BAHRAIN, BELGIUM, **BULGARIA**, CANADA, CHINA, CROATIA, CYPRUS, ESTONIA, **FRANCE**, GEORGIA, GERMANY, GHANA, GREECE, HONG KONG, **HUNGARY**, INDIA, ITALY, **KAZAKHSTAN**, **KENYA**, KOSOVO, LATVIA, LEBANON, LITHUANIA, **MALAYSIA**, MONGOLIA, **NETHERLANDS**, NORWAY, OMAN, POLAND, **ROMANIA**, **RUSSIA**, SERBIA AND MONTENEGRO, **SLOVAKIA**, SLOVENIA, SOUTH, KOREA, SPAIN, SWITZERLAND, TURKEY, UKRAINE, **UNITED KINGDOM**, VIETNAM AND MANY **MORE** NEW LOCATIONS.

CONTACT US NOW TO ATTEND THE NEXT LEADING INTERNATIONAL EDUCATION FAIR IN YOUR TARGET MARKET OR VISIT:

WWW.UNIVERSITYFAIRS.COM

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