

After Show Report

StudyExpo
Face to Face
Study Abroad Fair

5-6 October 2024, Istanbul
8 October 2024, Ankara

StudyExpo[®]

studyexpo.com




Factsheet

In Fall 2024 term, we have re-added Ankara event to our itinerary first time after the Covid break, increased the number of our exhibitors and broken our all time and all venues visitor number record in Istanbul Asian side.

StudyExpo Face to Face Study Abroad Fair attended by English Language course providers, English Summer Schools providers, Higher Education Providers, Secondary Education Providers etc.

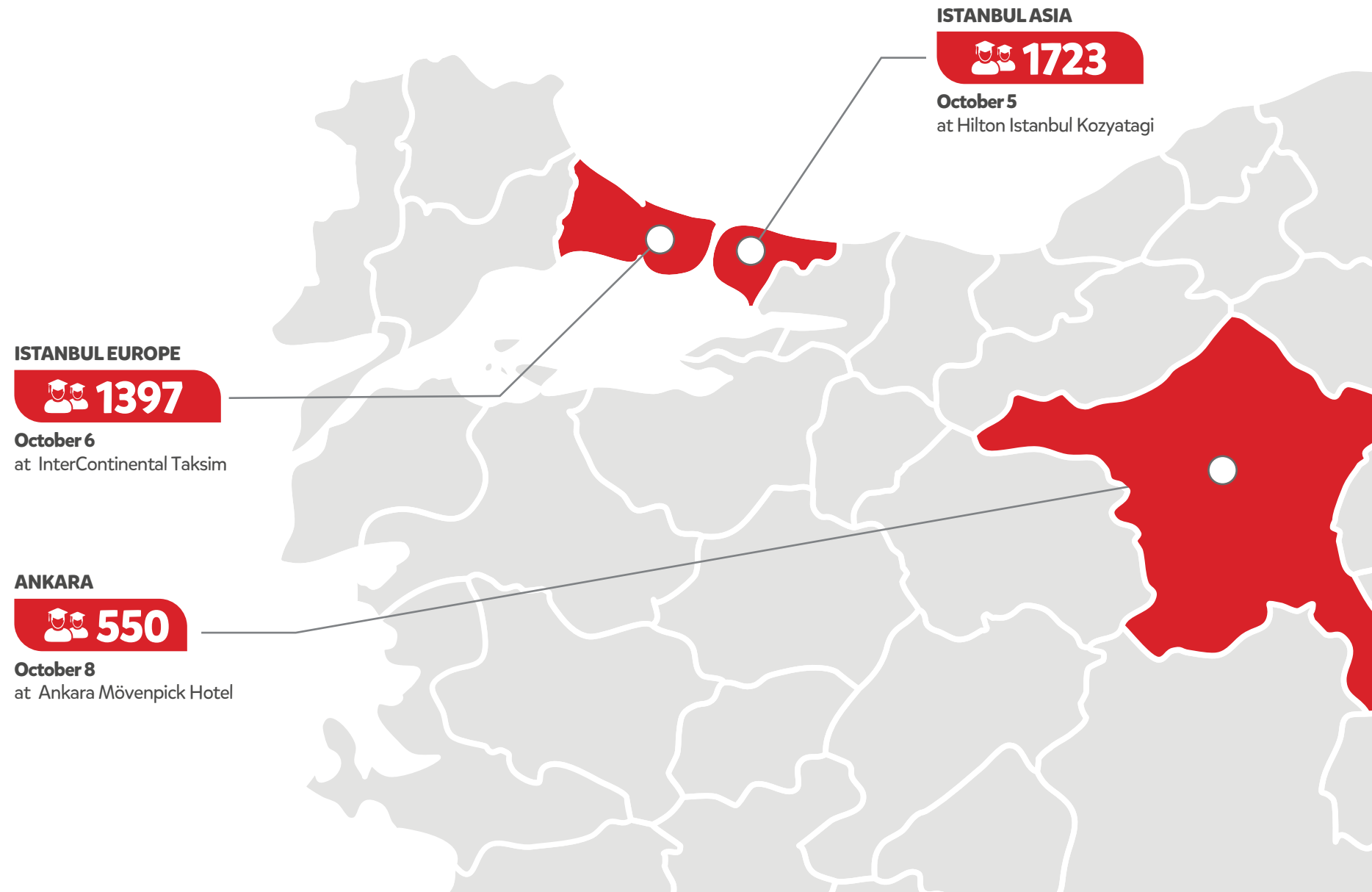
2024

43
exhibitors



Number of
Visitors for
Each Fair Day

Total
3685
visitors



Marketing Activities



- Ads on social media including instagram, facebook and youtube
- Websites in Turkish and in **English** detailing fair schedule, locations and other important information regarding the fair
- Our sponsor Londonist DMC have announced and advertised our fairs on their social media accounts.
- Text and visual based ads with **Google Adwords**
- Performance marketing on online ad networks



Numerous forms of mass **communication**



SMS messages to **students**



Emailing to student and school databases



Social media posts of the 4 organising agencies and other institutions that support the fair



Fair Set-Up

📍 A unique banner design has been used at our events. Artworks provided by exhibitors has been adjusted and printed during the event.



📍 We have used these artworks at the Hilton Istanbul Bosphorus and Hilton Istanbul Kozyatagi



After-Fair Dinners for Exhibitors

After the fairs, dinners were organized for our exhibitors in Istanbul with beautiful Golden Horn and historical peninsula view and in Ankara where our exhibitors experienced some of the most delicious tastes from Turkish cuisine.



Exhibitors



Exhibitors who attended StudyExpo Study Abroad Fair, Fall 2024

- 1 Academies Australasia College Singapore
- 2 American Curriculum Partnership
- 3 Arden University
- 4 Atlas Language School
- 5 Bayswater
- 6 Berlin School of Business and Innovation
- 7 Berlitz Dublin & Manchester
- 8 British Council IELTS
- 9 Campus France Türkiye Fransa Büyükelçiliği
- 10 Centre of English Studies
- 11 Columbia International College
- 12 Concordia University Wisconsin
- 13 DAAD
- 14 Dusemond Study Programmes
- 15 Easy School of Languages
- 16 EC English
- 17 EF International Language Campuses
- 18 English Path
- 19 ES English
- 20 Foothill + De Anza Colleges
- 21 Galileo Global Education France
- 22 GEDU Global Education
- 23 GISMA University of Applied Sciences
- 24 ILAC Education Group
- 25 ILACKISS
- 26 INSA Rouen Normandie
- 27 International School of Management (ISM) Germany

- 28 İtalya'da Üniversite Eğitimi
- 29 Jönköping University
- 30 Kaplan International Languages
- 31 Kaplan International Pathways
- 32 Malvern International
- 33 MPW Schools & Colleges
- 34 Niagara College
- 35 Oxford International Education Group
- 36 Oxford International UK Universities
- 37 Polonya'da Üniversite Eğitimi
- 38 State University of New York (SUNY) Oswego
- 39 St Giles International
- 40 University of Europe for Applied Sciences
- 41 Upper Canada International
- 42 Work and Travel / ABD'de Staj
- 43 United States Consulate General



Photos

We would like to express our sincere thanks to our exhibitors and our sponsor Londonist. Hope to see you at the next fairs !



We would like to thank
all of our **exhibitors** and
sponsors.

Hope to see you again.

StudyExpo[®]

Sogutluceme Cad. No: 88/13
Kadikoy, Istanbul / TURKEY

T: +90 216 212 07 07
F: +90 216 346 83 65



studyexpo.com
info@studyexpo.com