

After Show Report

StudyExpo
Face to Face
Study Abroad Fair

22-23 February 2025, Istanbul
25 February 2025, Ankara

StudyExpo[®]

studyexpo.com




Factsheet

In Fall 2025 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.

2025

46
exhibitors



Number of
Visitors for
Each Fair Day

Total
3286
visitors



ISTANBUL EUROPE

1023

October 6
at InterContinental Taksim

ANKARA

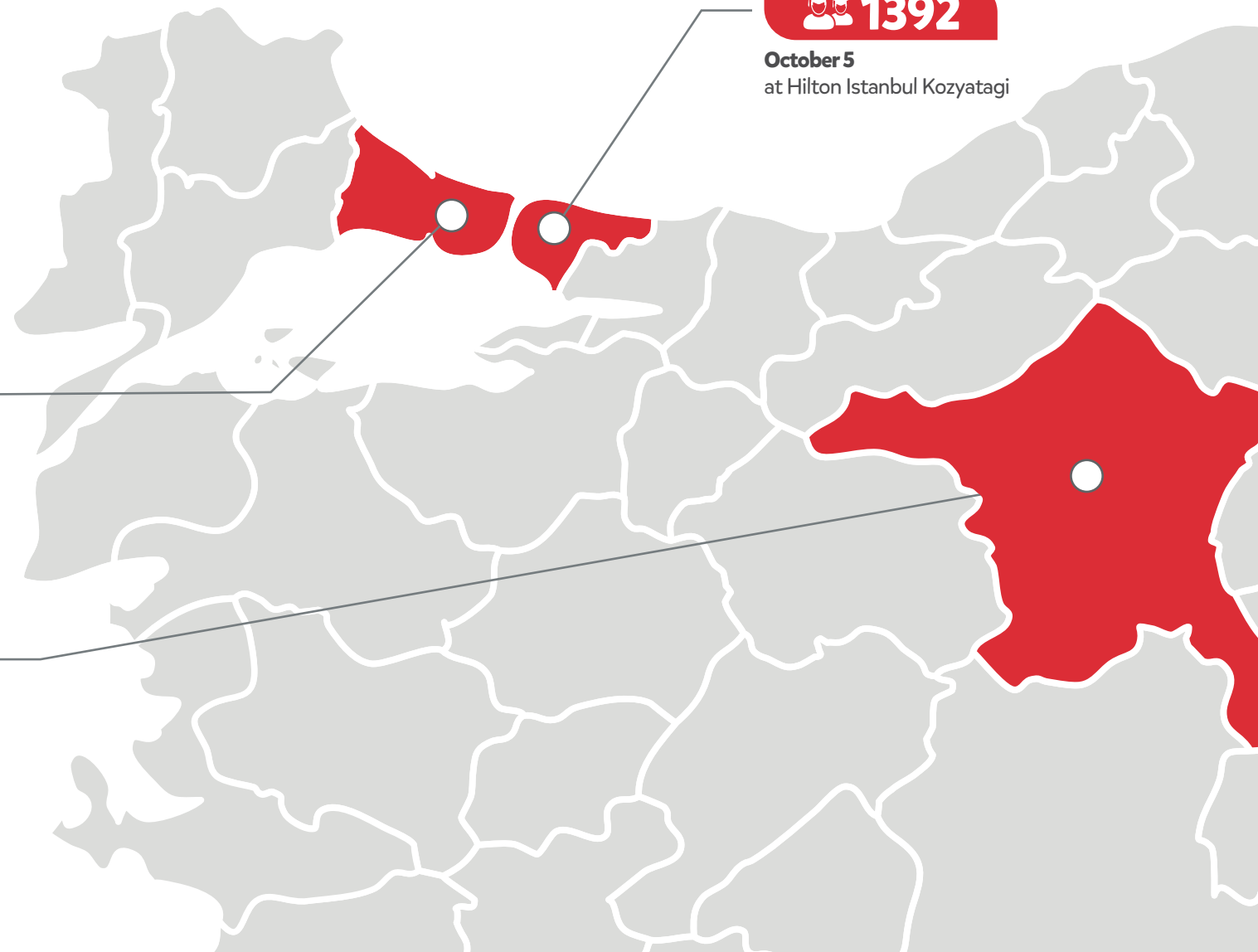
871

October 8
at Ankara Mövenpick Hotel

ISTANBUL ASIA

1392

October 5
at Hilton Istanbul Kozyatagi



Marketing Activities



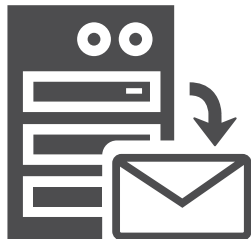
- Ads on social media including instagram, facebook and youtube
- Websites in Turkish and in **English** detailing fair schedule, locations and other important information regarding the fair
- Our sponsor Londonist DMC have announced and advertised our fairs on their social media accounts.
- Text and 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, Spring 25

- 1 Academy of Languages
- 2 Atlas Language School
- 3 Bayswater
- 4 Bell
- 5 Berlitz UK & Ireland
- 6 Bilimevi Study Abroad Consultancy
- 7 British Council IELTS
- 8 BSC Education
- 9 Campus France Türkiye -Embassy of France
- 10 Centre of English Studies
- 11 EF International Language Campuses
- 12 English Path
- 13 Es English
- 14 ETS TOEFL
- 15 Foothill + De Anza Colleges
- 16 French in Normandy
- 17 Gedu Global Education
- 18 GKR Study Abroad Consultancy
- 19 Good Hope Studies
- 20 Higher Education in Germany
- 21 Higher Education in the UK
- 22 Higher Education in Ireland
- 23 Higher Education in Italy
- 24 Higher Education in Hungary
- 25 Idealist Study Abroad
- 26 ILAC Education Group
- 27 International House London
- 28 International School Of Management (ISM) Germany
- 29 IST-PAY
- 30 Jönköping University
- 31 Kaplan International Languages
- 32 Kaplan International Pathways
- 33 Karya International Study Abroad
- 34 Kings Education
- 35 Malvern International
- 36 Oxford Brookes University
- 37 Preparation Courses for International Academic Exams
- 38 Socar-Baku Higher Oil School
- 39 Study Group
- 40 The Turkish Fulbright Commission
- 41 Türkiye Is Bank
- 42 Twin Group
- 43 United States Consulate General
- 44 University of Europe For Applied Sciences
- 45 Work And Travel / Internships in the US
- 46 Internships Abroad



Photos



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

Hope to see you again.

StudyExpo[®]

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