

# HOW BEGIN ONLINE EDU FAIRS WORK



# ABOUT US



Begin Group is a Germany-based leading provider of edu marketing services and international student recruitment fairs with 23 years' experience. We run online and offline edu fairs across Eurasia, Africa, and Americas.

Since 1999 over 2000 educational institutions of all profiles have participated in our events. Every year we run two seasons of offline edu fairs in Europe, Asia and MENA region. Starting from April 2021 we also offer our exhibitors remote participation option.

Starting from June 2020, we have organized 67 online exhibitions in Eurasia, Africa, and Americas, attracting 118+ thousand visitors for 580+ unique exhibitors from 56 countries.

## **Our services include:**

- Student recruitment online and offline edu fairs
- Custom-made webinars
- Individual promotional campaigns

# OUR EXHIBITORS



**584 institutions from 56 countries**  
have participated in Begin Online Edu Fairs since June 2020

# BEGIN GROUP ONLINE EDU FAIRS



## INDIVIDUAL PROMOTION

---

- Lead generation campaign
- Additional promotion options

## PRE-FAIR PREPARATIONS

---

- Your virtual booth
- Materials and info we shall need from you

## EVENT EXPERIENCE

---

- Options for communication with the students at the fair
- Platform experience
- Participation tips

## RESULTS AND FEES

---

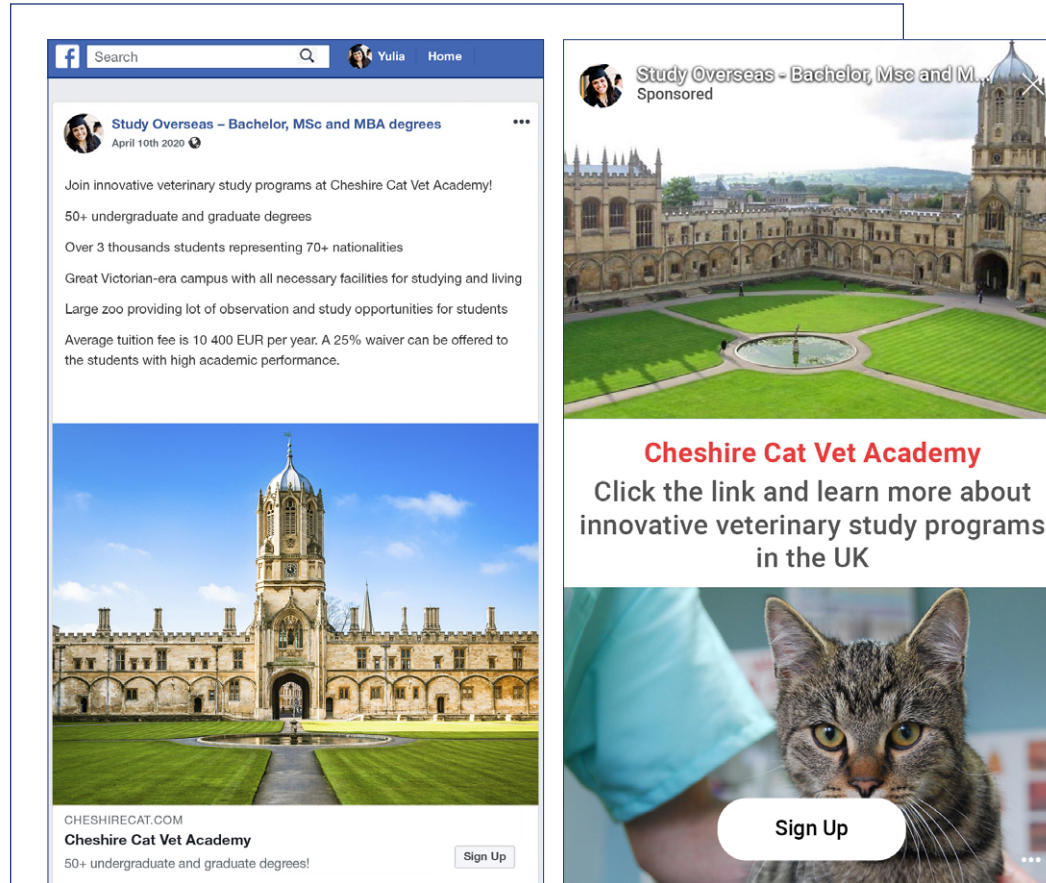
- Leads you receive
- Participation packages



# INDIVIDUAL PROMOTION

# PRE-FAIR PROMOTIONAL CAMPAIGN

- Individual pre-fair promotional campaign for every exhibitor
- 50+ marketing channels and platforms
- Advertising activity based on three main parameters:
  - Name and brand of the university
  - Academic program's specifics
  - Campus location



The image displays two examples of promotional content for Cheshire Cat Vet Academy. On the left is a Facebook post from the page 'Study Overseas - Bachelor, MSc and MBA degrees', dated April 10th 2020. The post text promotes innovative veterinary study programs, lists 50+ undergraduate and graduate degrees, mentions over 3,000 students from 70+ nationalities, describes the Victorian-era campus and large zoo, and states an average tuition fee of 10,400 EUR per year with a 25% waiver for high academic performance. Below the text is a large image of the academy's main building. The post includes the website 'CHESHIRECAT.COM', the name 'Cheshire Cat Vet Academy', and a 'Sign Up' button. On the right is a sponsored Facebook advertisement. It features a header image of the academy's courtyard with a fountain, followed by the text 'Cheshire Cat Vet Academy' in red, and 'Click the link and learn more about innovative veterinary study programs in the UK'. Below this is an image of a cat being held by a person in a blue lab coat, with a 'Sign Up' button overlaid.

Study Overseas - Bachelor, MSc and MBA degrees  
April 10th 2020

Join innovative veterinary study programs at Cheshire Cat Vet Academy!

50+ undergraduate and graduate degrees

Over 3 thousands students representing 70+ nationalities

Great Victorian-era campus with all necessary facilities for studying and living

Large zoo providing lot of observation and study opportunities for students

Average tuition fee is 10 400 EUR per year. A 25% waiver can be offered to the students with high academic performance.

CHESHIRECAT.COM  
**Cheshire Cat Vet Academy**  
50+ undergraduate and graduate degrees!

Sign Up

Study Overseas - Bachelor, MSc and MBA degrees  
Sponsored

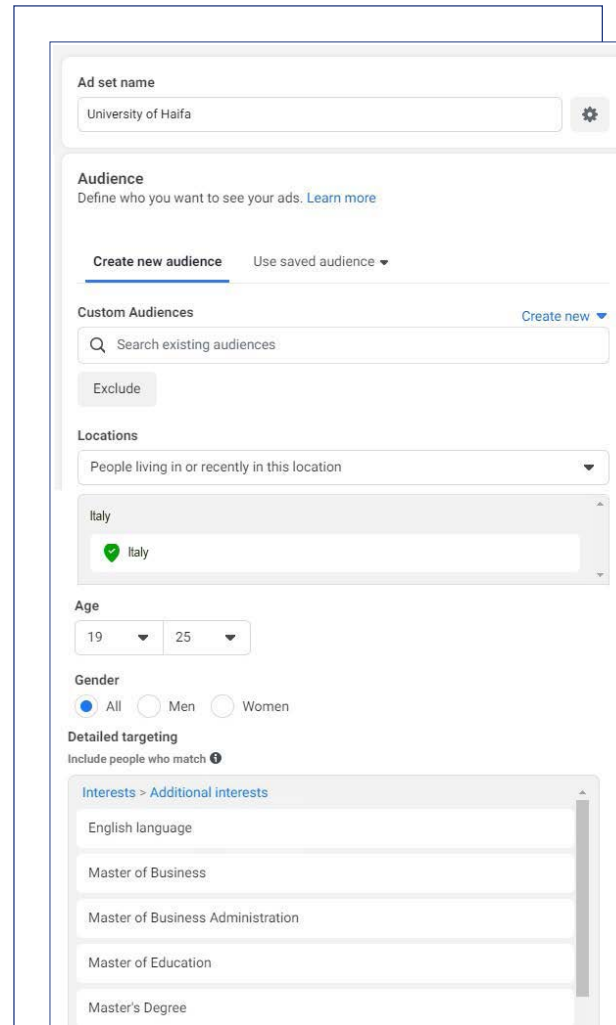
**Cheshire Cat Vet Academy**  
Click the link and learn more about innovative veterinary study programs in the UK

Sign Up

# SOCIAL NETWORKS AUDIENCE

The following filters can be applied to include users who match certain criteria:

- Age
- Country/City
- Program level
- Field of study
- Year of enrollment
- Personal interests

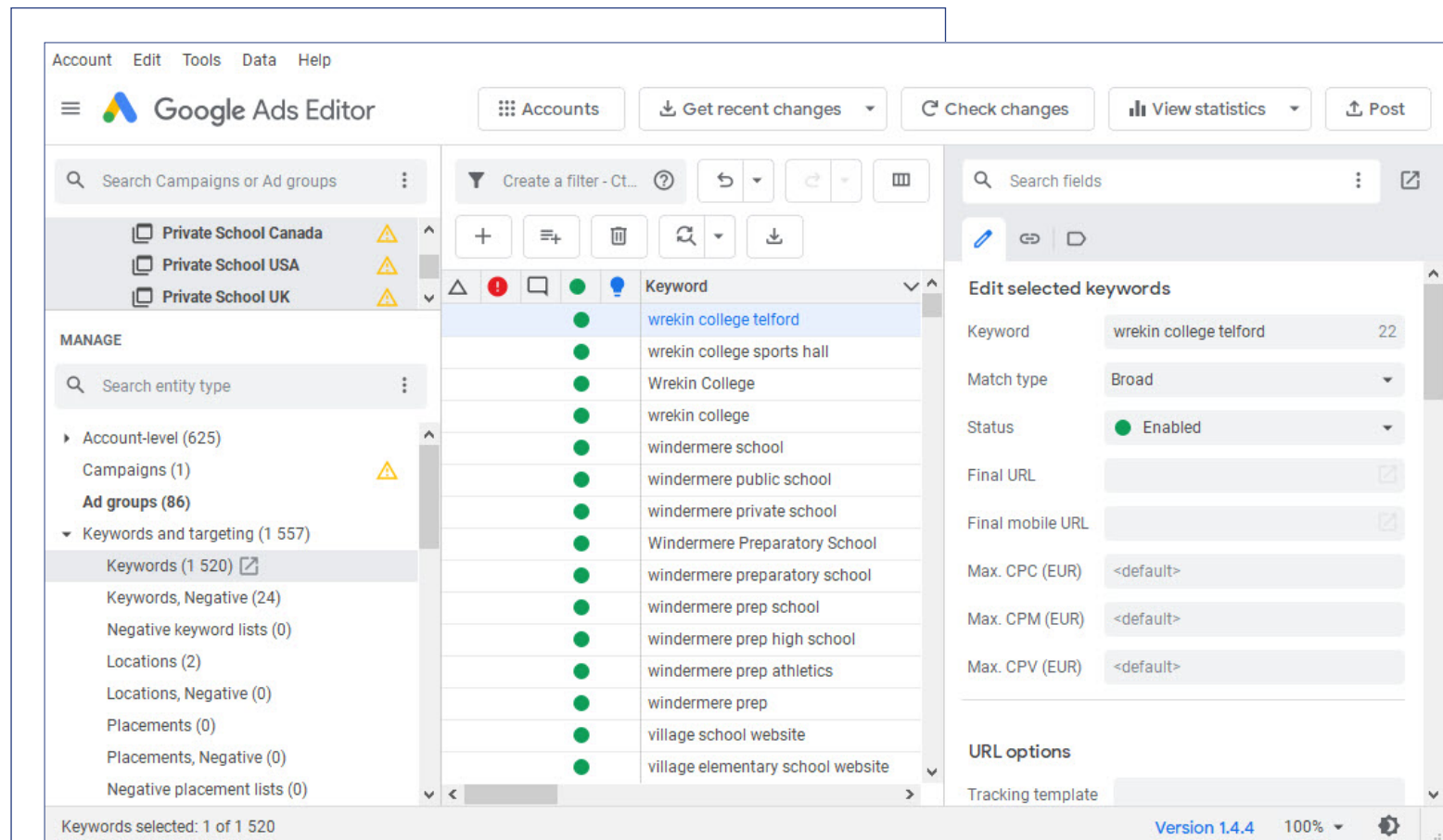


The screenshot displays the Facebook Audience Targeting interface. At the top, the 'Ad set name' field is set to 'University of Haifa'. Below this, the 'Audience' section includes a link to 'Learn more' and options to 'Create new audience' or 'Use saved audience'. The 'Custom Audiences' section features a search bar for 'Search existing audiences' and an 'Exclude' button. The 'Locations' section is set to 'People living in or recently in this location', with a dropdown menu showing 'Italy' selected. The 'Age' section shows a range from 19 to 25. The 'Gender' section has radio buttons for 'All' (selected), 'Men', and 'Women'. The 'Detailed targeting' section includes a link to 'Additional interests' and a list of interests: 'English language', 'Master of Business', 'Master of Business Administration', 'Master of Education', and 'Master's Degree'.



# GOOGLE KEYWORDS

For each school, the semantic core of more than 100 keywords is prepared to be used to display ads on Google Search and Display Network.





# TYPES OF PROGRAMS

## Fields of study

Please, provide us with information about the fields of study and levels of programs you offer.

This information will be used for special filter of exhibitors located at the website of the fair.

- Agriculture, Forestry & Animal Sciences
- Arts, Design & Architecture
- Business, Management & Law
- Engineering, Maths, IT, Sciences & Technologies
- Hospitality, Culinary Arts & Tourism
- Humanities & Social Sciences
- Medicine & Health

## Types of programs

- Secondary Education (GSCE, A-Level, IB)
- Diploma/Certificate
- Bachelor
- Master
- PhD

# RESPONSIVE ADS

Responsive Google Ads consist of several options for images, headings, and texts.

Native ads automatically adapt to the design of the website.

The screenshot displays the Google Ads Responsive Ad Editor interface. On the left, the 'Assets' panel lists various components for the ad, each with a character count and a status icon. The 'Final URL' is set to <https://begin-expo.com/events/private-school-fair>. The 'Assets' panel includes:

- Images and logos:** Add 2 or more high-quality images (1 square and 1 landscape required). [Learn more](#)
- Videos:** Optional, but up to 5. [+ VIDEOS](#)
- Headlines (up to 5):**
  - Pencey Preparatory School (25 / 30)
  - Boarding preparatory school (27 / 30)
  - Leading preparatory school (26 / 30)
  - Join Pencey Prep (16 / 30)
  - New intake is on the way (24 / 30)
- Long headline:**
  - Extensive English training and extended school subjects curriculum. (67 / 90)
- Descriptions (up to 5):**
  - Learn all about U.S. leading preparatory school (47 / 90)
  - Prepare to enter U.S. top universities (38 / 90)
  - Get an individual consultation (30 / 90)
  - Be prepared academically and socially for Ivy League admission. (63 / 90)

On the right, the 'Preview' section shows the ad's performance and asset progress. The 'Ad strength' is 'Excellent'. The 'Next step' is 'Your ad setup looks excellent! You're all set.' The 'Asset progress' shows:

- Images: ☒
- Headlines: ☒ [View ideas](#)
- Descriptions: ☒ [View ideas](#)

The 'Preview' section also shows the ad's appearance on different devices and formats. The 'Key ad formats' dropdown is set to 'Websites and Apps'. The preview shows the ad on a desktop, tablet, and mobile phone. The ad's headline is 'New intake is on the way' and the description is 'Exquisite educational options for young bright minds.' The ad includes a 'New intake is on the way' button.

# CUSTOM-MADE LEAD GENERATION

Registration forms  
can be integrated  
in promotional posts  
in social networks.

It allows to send  
personal reminders  
with direct links  
to the institution's  
chat during the fair.

The image displays three sequential screenshots illustrating a custom-made lead generation process:

- Facebook Post:** A promotional post for "Study Overseas - Bachelor, MSc and MBA degrees" by Cheshire Cat Vet Academy. The post includes text about the academy's history and offerings, a photo of a building, and a "SIGN UP" button. A registration form is overlaid on the post.
- Registration Form:** A "Contact Information" form with fields for "First name", "Last name", "Phone number", "Email", and "Date of birth". Each field has a placeholder "Enter your answer." and a "Next" button at the bottom.
- WhatsApp Chat:** A chat interface with "Begin Group". It shows a message with a Zoom link (<https://us02web.zoom.us/j/83677874910>) and a confirmation message: "Lesia, you have been registered for...". A date separator shows "22.07.2020". Another message says "Hello Lesia You have been registered for... which starts in 1 day. Date: July 23th, 18.00 (Cairo time zone). Get connected! Link to the webinar in ZOOM - <https://us02web.zoom.us/j/84782730598>". A second date separator shows "23.07.2020". A final message says "You are missed at the fair! Representatives of Cheshire Cat Vet Academy <https://online.begin-expo.com/exhibitions/online-edu-fair-test-04122021/#chat457> and many other institutions are waiting for you in their personal chats!".



# PRE-FAIR PREPARATIONS

# MATERIALS FOR YOUR PROMOTIONAL CAMPAIGN

You are more than welcome to share your institution's promotional materials which can be used by our marketing team during your pre-fair promotional campaign.

- Fields of study and levels of programs you offer
- Information about your institution, programs and its main features
- Professionally made photos representing your institution in the best way possible

Find full requirements in [Getting Ready](#).

# EXHIBITOR'S PROFILE

## You can add to your profile:

- Short description of your institution (up to 1200 characters)
- PDF brochures
- Promo videos
- External links
- Representatives' direct contacts

Find full requirements in [Getting Ready](#).

The screenshot shows a web interface for the USA exhibitor profile. At the top, there's a 'USA' tab. Below it, three institution cards are displayed: Barnett College, Howard Roark Institute of Architecture, and Jay Gatsby Business School. Each card has an 'Info' button. The main content area features a large image of the Howard Roark Institute of Architecture building. To the right of the image, the text reads: 'HOWARD ROARK INSTITUTE OF ARCHITECTURE', 'Fields of Study / Type of Institution: - Business, Management & Law - Engineering, Maths, IT, Sciences & Technologies', 'Program Levels & Types: - Bachelor - PhD', and a paragraph about the institute's location and offerings. Below the image, there are links for 'Downloads', 'Video', and 'Links'. A 'Presentations' section lists two events: '17.30-17.45 Stand Out of the Crowd: Become the Architect of Tomorrow' and '19.00-19.15 Stand Out of the Crowd: Become the Architect of Tomorrow', each with a 'Go to the Presentation' button. On the right side of the main content area, there is a 'Request More Info' button, contact information for Peter Wright (Head of Admissions), and a 'Personal chat with representatives' button.

“ Thanks for the great support and service before and during the EduFair in Kiev.

– **ÖSD-Österreichisches Sprachdiplom Deutsch (Germany)**

It was very well organised with the Zoom trainings, thank you.

– **University of Pécs (Hungary)**

As before, I was very impressed with the efficiency and thoughtfulness with which the fair was organized and run, particularly the thorough instructions and handy reminders sent both ahead of time and at key moments throughout the actual event.

– **Ovidius University of Constanta (Romania)**



# EVENT EXPERIENCE



# PERSONAL 4-HOUR CHAT

- Available throughout all 4 hours of the fair
- Only written communication
- Provided interpreter from local languages
- No limit for the number of representatives (but up to 4 recommended)

### Chat with Universities

Chatrooms		
Austria	127	▼
Canada	221	▼
Czech Republic	78	▼
Finland	105	▼
France	189	▼
Germany	144	▼
Hungary	91	▼
Latvia	68	▼
Lithuania	77	▼
Netherlands	193	▼
Poland	85	▼
Singapore	63	▼
Sweden	132	▼
Switzerland	98	▼
Turkey	81	▼
UK	174	▼
USA		^
Barnett College	62	
Howard Roark Institute of Ar...	74	
Jay Gatsby Business School	54	
Private Schools	49	▼

#### Howard Roark Institute of Architecture

Peter Wright, Lisa Rearden

📌 Don't miss our presentation at 5.30 pm! <https://us02web.zoom.us/j/88370262932&camp=>

**Nishant Sethi** 🔄

Hi! I'm finishing my studies in my school in India this summer. Can you please tell me more about autumn intake deadlines? Will I be able to apply in June? 20.11.2022 18:44

**Lisa Rearden (Representative)** 🔄

Nishant Sethi

📌 Hi! I'm finishing my studies in my school in India this summer. Can you please tell me more about autumn intake deadlines? Will I be able to apply in June?

Hi Nishant! For autumn intake application deadline in July 1, so I believe you still have a chance to send your documents in time. I must add that at HRIA we have multi-step application procedure so you don't have to provide all your documents at the very beginning. Please, check out our website to learn about the process in details <https://hria.edu/admissions/multistep-application> 20.11.2022 18:47

**Nishant Sethi** 🔄

Lisa Rearden (Representative)

📌 Hi Nishant! For autumn intake application deadline in July 1, so I believe you still have a chance to send your documents in time. I must add that at HRIA we have multi-step application procedure so you don't have to provide all your documents at the very beginning. Please, check out our website to learn about the process in details <https://hria.edu/admissions/multistep-application>

Thank you! And what about English proficiency? Do I need to provide any certificate? 20.11.2022 18:51

Type your message here ➤ Send


# PINNED MESSAGE

We strongly advise you to use the **pinned message option**. It allows you to highlight the important information in your personal chat.

## You can use it to:

- Briefly present your programs (level, fields of study, costs)
- Remind attendees about your presentation at the fair
- Invite students to your future events (online open days or webinars)

We kindly ask you to follow the **180 characters limit** in your pinned message.

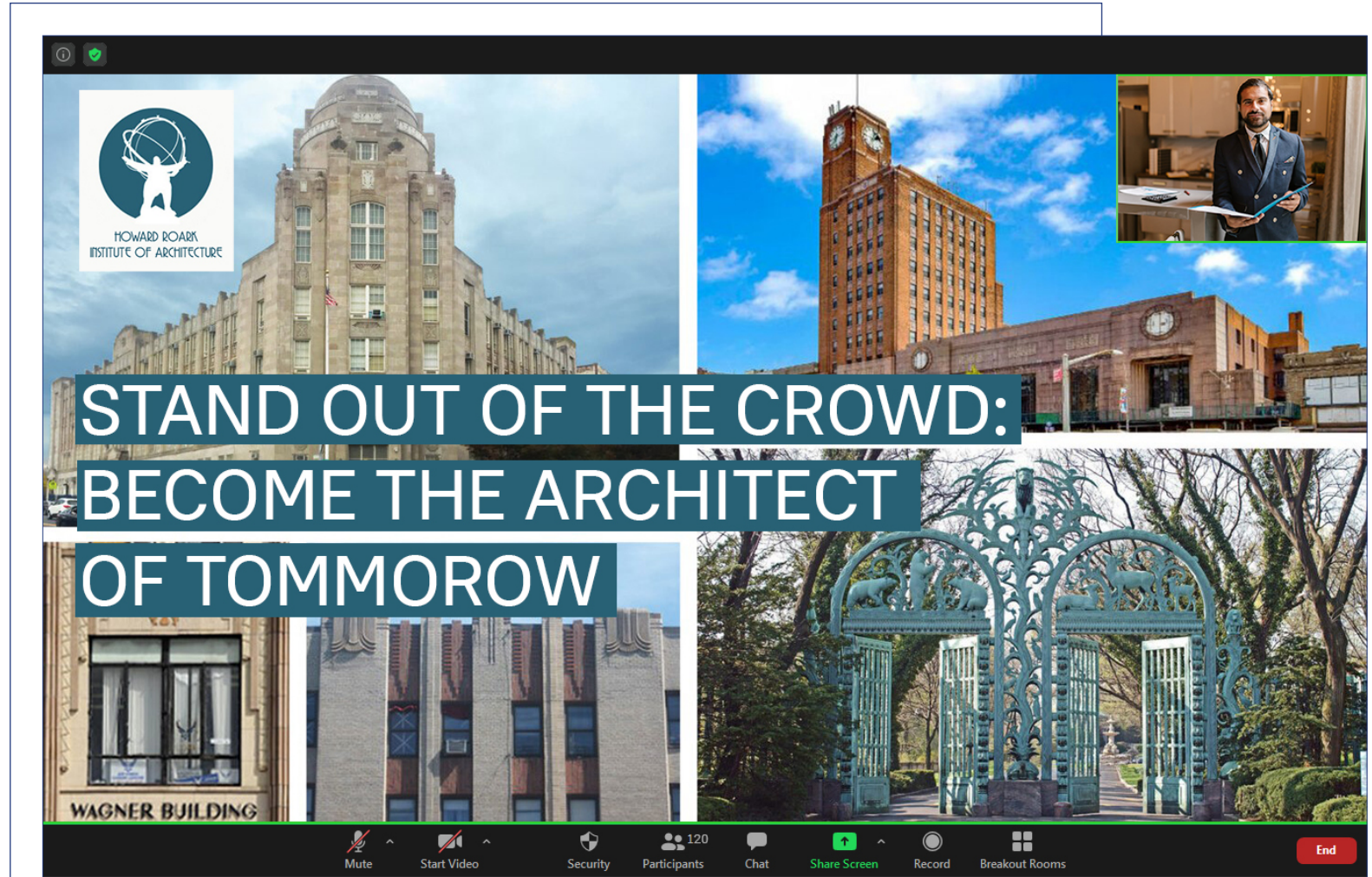
 BS management – 2100 EUR, BSIT (Programming) – 2500 EUR, Master of Business Administration – 2200 EUR. Information about admission: [\[redacted\]](#)

 Don't miss the opportunity to watch the presentation of [\[redacted\]](#) at 13:45 ([\[redacted\]](#)).

 [\[redacted\] Upcoming webinars and workshops](#)

# LIVE ZOOM PRESENTATION

- 15 min presentation for each exhibitor
- One presentation can be run by several speakers
- Q&A session during the presentation on your decision



# ACTIVITY ON THE PLATFORM

**2,62**

**clicks on links**  
per attendee

**2,07**

**brochure downloads**  
per attendee

**7**

**video views**  
per attendee

**1,08**

**use of study programs' filter**  
per attendee

# THINGS TO KEEP IN MIND

## Website interactions

- Check your spam folder in case you don't find your login and password email in a regular folder
- Always use "Reply" button when answering questions in the chat room
- Prepare links to your programs, admission requirements, or any other relevant information and feel free to share them in chat

## Zoom presentations

- Choose a catchy name for your presentation summarizing your offer in a few words
- Invite your colleagues, students or alumni to maximize the impact
- Rehearse and record your presentation to know you follow the time limit



I enjoyed the platform in general, really well structured. The presentation system worked perfectly. I also appreciated the constant work of our translator, especially during Central Asia Fair.

— **Università di Pavia (Italy)**

The concept of Virtual fair is really great, it was well organized and one can participate without any difficulty.

— **Montpellier Business School (France)**

Thank you for the extremely well-organised online event! We were impressed by the overall look of the fair platform, the user experience was great and the interactions with students were also made very easy to manage.

— **Tallinn University (Estonia)**



## RESULTS & FEES

# LEADS YOU RECEIVE

## After the event you will receive several lists of leads including:

- People who pre-registered to visit your virtual booth
- Attendees who left messages in your personal chatroom
- Attendees who used “Request more info” button at your virtual booth

### + Extended Package

- People who pre-registered via custom-made registration landings in social networks
- The hottest leads – people who registered to visit only your virtual booth at the fair

We recommend you to contact your leads as soon as possible.

In case you haven't yet built a strong presence in the region getting assistance from a local agent might be a good idea.



# PROSPECTIVE STUDENTS' INFO

We will provide you not only with future applicants' contacts but also with the information about:

- Types of programs they are interested in
- The year they plan to start their studies
- Planned budget for their studies
- TOEFL or IELTS certificate
- Additional academic achievements

Email	Phone	Birth Date	Country	What kind of program are you looking for?	What field(s) of study are you interested in the most?	When are you planning to apply?	How much are you planning to spend on your studies?	Do you have an English language certificate?	Do you have any additional achievements?
yaghmour@univ-algeria.dz	21366510013	12/16/2001	Algeria	Master studies	Engineering, Maths, IT, Sciences & Technologies	In 2023	From 5000 to 15000 EUR per year	No	I am a national/international contest (academic/sports/etc.) prize winner
benamane@univ-algeria.dz	213667047302	4/5/1998	Algeria	Master studies	Humanities & Social Sciences	In 2023	Up to 5000 EUR per year	No	No
cythiloual@univ-algeria.dz	21366610080	6/26/1996	Algeria	Master studies	Engineering, Maths, IT, Sciences & Technologies	In 2022	Up to 5000 EUR per year	No	I am a national/international contest (academic/sports/etc.) prize winner
benchebba@univ-algeria.dz	213678017062	4/2/2002	Algeria	Other	Engineering, Maths, IT, Sciences & Technologies, Humanities & Social Sciences	In 2022	Up to 5000 EUR per year	No	No
Wahassaghi@gmail.com	212662178532	6/14/1999	Morocco	Master studies	Medicine & Health	In 2022	Up to 5000 EUR per year	I am about to receive my certificate soon	I have a certificate of merit
Touba@univ-algeria.dz	21628319769	2/21/1999	Tunisia	Master studies	Business, Management & Law	In 2022	From 5000 to 15000 EUR per year	I am about to receive my certificate soon	I have a certificate of merit
ayto.rah@gmail.com	212675711867	3/11/2004	Morocco	Bachelor studies	Humanities & Social Sciences, Medicine & Health	In 2022	Up to 5000 EUR per year	I am about to receive my certificate soon	I have a certificate of merit
sharouel@univ-algeria.dz	21366709605	9/1/1995	Algeria	Other	Medicine & Health	In 2022	From 5000 to 15000 EUR per year	I am about to receive my certificate soon	I am a national/international contest (academic/sports/etc.) prize winner
jalila.mahdi@gmail.com	21688013851	4/16/1999	Tunisia	Master studies	Business, Management & Law	In 2023	From 5000 to 15000 EUR per year	No	I have a certificate of merit
Alimaymoud@gmail.com	213664401054	4/27/1993	Algeria	Master studies	Business, Management & Law, Medicine & Health	In 2023	Over 15000 EUR per year	No	No
azoual@univ-algeria.dz	213677018462	6/6/1999	Algeria	Bachelor studies	Engineering, Maths, IT, Sciences & Technologies, Humanities & Social Sciences	In 2022	Up to 5000 EUR per year	No	I have a certificate of merit
chaneel@univ-algeria.dz	21638483476	5/18/1991	Tunisia	Master studies	Medicine & Health	In 2024	Up to 5000 EUR per year	No	No
Inda.rah@univ-algeria.dz	21370542770	5/5/1988	Algeria	Other	Engineering, Maths, IT, Sciences & Technologies	In 2022	From 5000 to 15000 EUR per year	No	I have a certificate of merit

# FIGURES & FEES

## Standard Package

EUR 1200

Pre-fair lead generation campaign

Preparations and pre-fair training  
(tutorials, test fair, individual  
rehearsals)

Virtual stand set-up

4-hour Q&A chat with attendees  
15 min Zoom presentation

100+ pre-registered target leads  
Lists of all who communicated  
with you via the platform during  
the event

## Extended Package

EUR 1800

Add some extra features to your  
Standard Package:

- Additional lead generation campaign with custom-made registration landings
- 15 min additional presentation time
- 80+ pre-registered extra leads



**FOR ONE ONLINE EDU FAIR**

**30–100** exhibitors    **1000–4000** visitors

**THE FOLLOWING MULTIPLE BOOKINGS DISCOUNTS ARE AVAILABLE:**

**10%**  
discount for 2 fairs

**20%**  
discount for 3 and more fairs

**3000–9000**  
registrations



**THANK YOU FOR WORKING  
WITH BEGIN GROUP!**

[info@begingroup.com](mailto:info@begingroup.com)