

Begin Group Student Recruitment Events

Begin
group
BE IN GROUP

SPRING 2026

- online event
- offline event

Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)

- **25 February.** Pune. Begin Edu Fair EUR 2790
- **26 February.** Pune. High School Visits EUR 1450
- **27 February.** Mumbai. High School Visits EUR 1450
- **28 February.** Mumbai, Begin Edu Fair EUR 2790
- **28 February.** Mumbai, B2B Meetings with School Counsellors EUR 850
- **1 March.** New Delhi, Begin Edu Fair EUR 2790
- **1 March.** New Delhi, B2B Meetings with School Counsellors EUR 850
- **2 March.** New Delhi. High School Visits EUR 1450
- **30 April.** Begin Online Edu Fair EUR 1200

Central Asia (Kazakhstan, Kyrgyzstan, Mongolia, Uzbekistan)

- **10 March.** Tashkent, Uzbekistan. Begin Edu Fair EUR 2790
- **10 March.** Tashkent, Uzbekistan. B2B Meetings with School Counsellors EUR 850
- **12 March.** Astana, Kazakhstan. High School Visits - Haileybury Astana EUR 1450
- **12 March.** Astana, Kazakhstan. University Visits EUR 1450
- **13 March.** Astana, Kazakhstan. High School Visits EUR 1450
- **14 March.** Astana, Kazakhstan. Begin Edu Fair EUR 2790
- **14 March.** Astana, Kazakhstan. B2B Meetings with School Counsellors EUR 850
- **15 March.** Almaty, Kazakhstan. Begin Edu Fair EUR 2790
- **15 March.** Almaty, Kazakhstan. B2B Meetings with School Counsellors EUR 850
- **16 March.** Almaty, Kazakhstan. High School Visits EUR 1450
- **17 March.** Almaty, Kazakhstan. University Visits EUR 1450
- **18 March.** Bishkek, Kyrgyzstan. Begin Edu Fair EUR 2450
- **18 March.** Bishkek, Kyrgyzstan. B2B Meetings with School Counsellors EUR 850
- **19 March.** Bishkek, Kyrgyzstan. High School Visits EUR 1450
- **31 March.** Aktau, Kazakhstan. High School Visits EUR 1450
- **1 April.** Atyrau, Kazakhstan. High School Visits EUR 1450
- **15 April.** Ulaanbaatar, Mongolia. High School Visits EUR 1450
- **25 April.** Begin Online Edu Fair EUR 1200

Southeast Asia (Indonesia, Thailand, Vietnam)

- **20 March.** Hanoi, Vietnam. High School Visits EUR 1450
- **21 March.** Hanoi, Vietnam. Begin Edu Fair EUR 2790
- **21 March.** Hanoi, Vietnam. B2B Meetings with School Counsellors EUR 850
- **22 March.** Ho Chi Minh City, Vietnam. Begin Edu Fair EUR 2790
- **22 March.** Ho Chi Minh City, Vietnam. B2B Meetings with School Counsellors EUR 850
- **23 March.** Ho Chi Minh City, Vietnam. High School Visits EUR 1450
- **25 March.** Bangkok, Thailand. High School Visits EUR 1450
- **27 March.** Jakarta, Indonesia. High School Visits EUR 1450
- **28 March.** Jakarta, Indonesia. Begin Edu Fair EUR 2790
- **28 March.** Jakarta, Indonesia. B2B Meetings with School Counsellors EUR 850
- **29 March.** Medan, Indonesia. Begin Edu Fair EUR 2450
- **29 March.** Medan, Indonesia. B2B Meetings with School Counsellors EUR 850

Eurasia (Azerbaijan, Georgia, Türkiye)

- **7 April.** Tbilisi, Georgia. High School Visits EUR 1450
- **8 April.** Tbilisi, Georgia. Begin Edu Fair EUR 2450
- **8 April.** Tbilisi, Georgia. B2B Meetings with School Counsellors EUR 850
- **10 April.** Istanbul, Türkiye. High School Visits EUR 1450
- **11 April.** Istanbul, Türkiye. Begin Edu Fair EUR 2790
- **11 April.** Istanbul, Türkiye. B2B Meetings with School Counsellors EUR 850
- **12 April.** Baku, Azerbaijan. Begin Edu Fair EUR 2790
- **12 April.** Baku, Azerbaijan. B2B Meetings with School Counsellors EUR 850
- **13 April.** Baku, Azerbaijan. High School Visits EUR 1450

MENA (Algeria, Bahrain, Egypt, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE)

- **20 April.** Alexandria, Egypt. High School Visits EUR 1450
- **22 April.** Cairo, Egypt. High School Visits EUR 1450
- **23 April.** Cairo, Egypt. Begin Edu Fair EUR 2450
- **23 April.** Cairo, Egypt. B2B Meetings with School Counsellors EUR 850
- **12 May.** Algeria, Egypt, Morocco, Tunisia. Begin Online Edu Fair EUR 1200
- **28 April.** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE. Begin Online Edu Fair EUR 1200

Europe (Bulgaria, France, Germany, Italy, Romania, Serbia, Spain)

- **3 February.** Madrid, Spain. High School Visits EUR 1450
- **4 February.** Seville, Spain. High School Visits EUR 1450
- **5 February.** Valbonne, France. High School Visits EUR 1450
- **6 February.** Loches, France. High School Visits EUR 1450
- **10 February.** Sofia, Bulgaria. University Visits EUR 1450
- **11 February.** Sofia, Bulgaria. High School Visits EUR 1450
- **12 February.** Bucharest, Romania. High School Visits EUR 1450
- **13 February.** Bucharest, Romania. University Visits EUR 1450
- **16 February.** Belgrade, Serbia. High School Visits EUR 1450
- **19, 20 February.** Rome, Italy. High School Visits EUR 1450
- **5 March.** Frankfurt, Germany. High School Visits EUR 1450

Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

- **23 February.** Addis Ababa, Ethiopia. Online High School Visits EUR 1450
- **14 May.** Begin Online Edu Fair EUR 1200

Latin America (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

- **16 May.** Begin Online Edu Fair EUR 1200
- **TBC June.** Mexico City, Mexico. High School Visits EUR 1450
- **TBC June.** Monterrey, Mexico. High School Visits EUR 1450
- **TBC June.** Bogota, Columbia. High School Visits EUR 1450
- **TBC June.** Medellin, Columbia. High School Visits EUR 1450

PACKAGE DEAL DISCOUNTS: 10% off for 2 fairs 20% off for 3+ fairs

Begin Group Student Recruitment Events

- online event
- offline event

AUTUMN 2026

Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan)

- **6 October.** Tashkent, Uzbekistan. Begin Edu Fair EUR 2790
- **6 October.** Tashkent, Uzbekistan. B2B Meetings with School Counsellors EUR 850
- **8 October.** Astana, Kazakhstan. High School Visits - Haileybury Astana EUR 1450
- **8 October.** Astana, Kazakhstan. University Visits EUR 1450
- **9 October.** Astana, Kazakhstan. High School Visits EUR 1450
- **10 October.** Astana, Kazakhstan. Begin Edu Fair EUR 2790
- **10 October.** Astana, Kazakhstan. B2B Meetings with School Counsellors EUR 850
- **11 October.** Almaty, Kazakhstan. Begin Edu Fair EUR 2790
- **11 October.** Almaty, Kazakhstan. B2B Meetings with School Counsellors EUR 850
- **12 October.** Almaty, Kazakhstan. High School Visits EUR 1450
- **13 October.** Almaty, Kazakhstan. University Visits EUR 1450
- **14 October.** Bishkek, Kyrgyzstan. Begin Edu Fair EUR 2450
- **14 October.** Bishkek, Kyrgyzstan. B2B Meetings with School Counsellors EUR 850
- **15 October.** Bishkek, Kyrgyzstan. High School Visits EUR 1450
- **24 November.** Kazakhstan, Kyrgyzstan, Uzbekistan. Begin Online Edu Fair EUR 1200

Eurasia (Azerbaijan, Georgia)

- **18 October.** Baku, Azerbaijan. Begin Edu Fair EUR 2790
- **18 October.** Baku, Azerbaijan. B2B Meetings with School Counsellors EUR 850
- **19 October.** Baku, Azerbaijan. High School Visits EUR 1450
- **21 October.** Tbilisi, Georgia. Begin Edu Fair EUR 2450
- **21 October.** Tbilisi, Georgia. B2B Meetings with School Counsellors EUR 850
- **22 October.** Tbilisi, Georgia. High School Visits EUR 1450

Southeast Asia (Indonesia, Thailand, Vietnam)

- **24 October.** Medan, Indonesia. Begin Edu Fair EUR 2450
- **24 October.** Medan, Indonesia. B2B Meetings with School Counsellors EUR 850
- **25 October.** Jakarta, Indonesia. Begin Edu Fair EUR 2790
- **26 October.** Jakarta, Indonesia. B2B Meetings with School Counsellors EUR 850
- **26 October.** Jakarta, Indonesia. High School Visits EUR 1450
- **28 October.** Bangkok, Thailand. High School Visits EUR 1450
- **30 October.** Hanoi, Vietnam. High School Visits EUR 1450
- **31 October.** Hanoi, Vietnam. Begin Edu Fair EUR 2790
- **31 October.** Hanoi, Vietnam. B2B Meetings with School Counsellors EUR 850
- **1 November.** Ho Chi Minh City, Vietnam. Begin Edu Fair EUR 2790
- **1 November.** Ho Chi Minh City, Vietnam. B2B Meetings with School Counsellors EUR 850
- **2 November.** Ho Chi Minh City, Vietnam. High School Visits EUR 1450

Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)

- **6 November.** New Delhi, High School Visits EUR 1450
- **7 November.** New Delhi, Begin Edu Fair EUR 2790
- **7 November.** New Delhi, B2B Meetings with School Counsellors EUR 850
- **8 November.** Mumbai, Begin Edu Fair EUR 2790
- **8 November.** Mumbai, B2B Meetings with School Counsellors EUR 850
- **9 November.** Mumbai, High School Visits EUR 1450
- **10 November.** Bangalore, Begin Edu Fair EUR 2790
- **10 November.** Bangalore, B2B Meetings with School Counsellors EUR 850
- **11 November.** Bangalore, High School Visits EUR 1450
- **26 November.** Bangladesh, India, Nepal, Sri Lanka. Begin Online Edu Fair EUR 1200

MENA (Algeria, Bahrain, Egypt, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE)

- **14 November.** Cairo, Egypt. Begin Edu Fair EUR 2450
- **15, 16 November.** Cairo, Egypt. High School Visits EUR 1450
- **19 November.** Algeria, Egypt, Morocco, Tunisia. Begin Online Edu Fair EUR 1200
- **1 December.** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE. Begin Online Edu Fair EUR 1200

Türkiye and Mongolia

- **20 November.** Istanbul, Türkiye. High School Visits EUR 1450
- **21 November.** Istanbul, Türkiye. Begin Edu Fair EUR 2790
- **21 November.** Istanbul, Türkiye. B2B Meetings with School Counsellors EUR 850
- **24 November.** Ulaanbaatar, Mongolia. High School Visits EUR 1450

Europe (Bulgaria, Germany, Italy, Romania, Serbia, Spain)

- **TBC November.** Sofia, Bulgaria. High School Visits EUR 1450
- **TBC November.** Bucharest, Romania. High School Visits EUR 1450
- **TBC November.** Belgrade, Serbia. High School Visits EUR 1450
- **TBC December.** Madrid, Spain. High School Visits EUR 1450
- **TBC December.** Seville, Spain. High School Visits EUR 1450
- **TBC December.** Ferrara, Italy. High School Visits EUR 1450
- **TBC December.** Frankfurt, Germany. High School Visits EUR 1450

Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

- **17 November.** Begin Online Edu Fair EUR 1200

Latin America (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

- **28 November.** Begin Online Edu Fair EUR 1200

PACKAGE DEAL DISCOUNTS: 10% off for 2 fairs 20% off for 3+ fairs

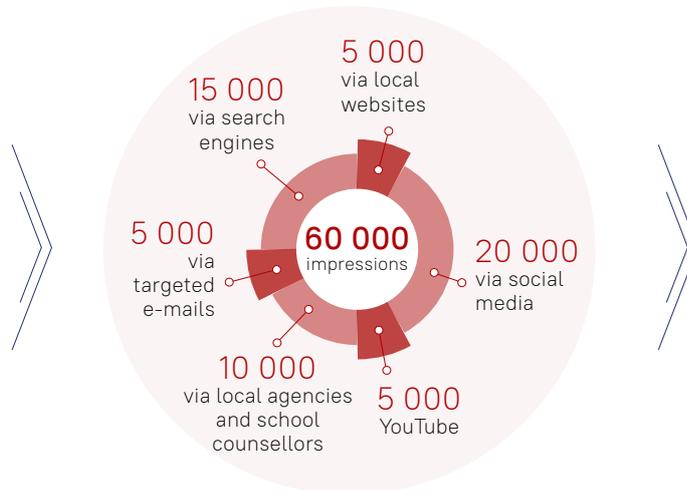
LEAD GENERATION CAMPAIGN

WE RUN ONLINE PROMOTIONAL CAMPAIGNS FOR EACH FAIR PARTICIPANT INDIVIDUALLY

Campaign Setup

- Institution's name & brand
- Fields of study and degrees offered
- Country of origin, campus location
- Alumni video interview

Channels



Outcome



* Minimum number of visitors for participants who booked 2 months prior to the fair

SOCIAL NETWORKS

Placement

- Feeds
 - Right column
 - Stories
- Feeds
 - Stories
 - IGTV
- Inbox
 - Stories

Targeting

- Age
- Gender
- City/Location
- Languages
- Interests
- Behaviors
- Lookalike
- Retargeting

Outcome



LEAD GENERATION CAMPAIGN

VIDEO

Placement

-  **YouTube**
- TrueView In-Stream
- TrueView Video Discovery

Targeting

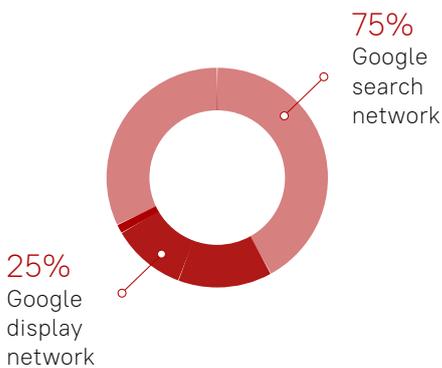
- Household Income
- Topics
- Placements (channels)
- Similar audiences
- Remarketing

Outcome



SEARCH ENGINES

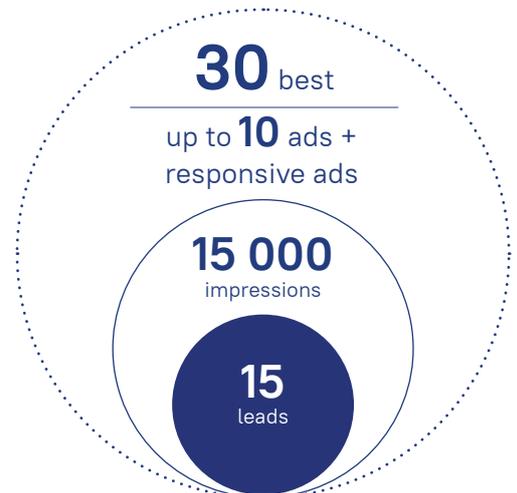
Placement



Targeting

- Semantic core
100 key words
- Age
 - Gender
 - Parental Status
 - City/Location
 - Languages
 - Affinity audiences

Outcome



ADDITIONAL CHANNELS

Placement

- Targeted e-mails
- News articles and ads on local edu websites

Targeting

- Age
- City/Location
- Parental Status
- Interests

Outcome

