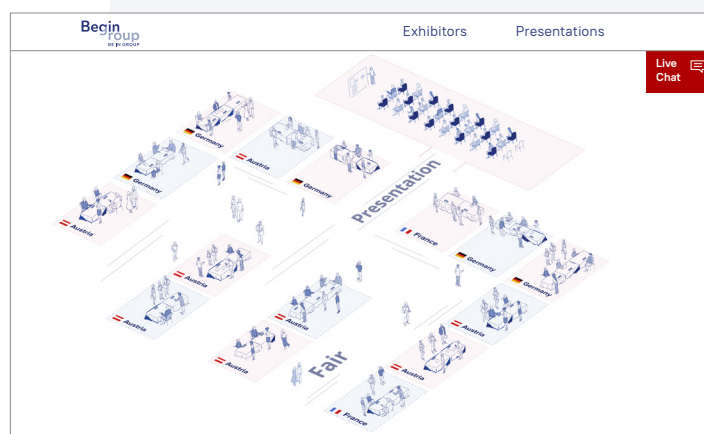


BEGIN GROUP PLATFORM FOR ONLINE EVENTS

Begin Group is a Germany-based leading provider of edu marketing services and international student recruitment fairs with 22 years' experience. We run online and offline edu fairs across Eurasia, Africa, and South America.

Since June 2020 we use a web-based platform of our design for organizing student recruitment online fairs as well as providing it to our partners for conducting online Open Days and other events of this kind.



WHAT WE OFFER

Pre-event preparations

- Individual pre-event online lead-generation campaign for every exhibitor using over 50 marketing channels and platforms (optional, additional budget TBC)
- Preparations and pre-event trainings (tutorials, individual rehearsals, participation tips)
- Customization of the platform (e.g., background color, logos, display photo at the first page at your choice)
- Creation of virtual booths and uploading of all supporting materials (photos, videos, brochures)

Full support during the event

- E-mail and WhatsApp reminders for pre-registered visitors (on request, additional budget TBC)
- Begin Group moderators' support in Live Chats and Zoom conference rooms (optional)
- Interpreters assistance in Live Chats (on request)

What you receive

- Contacts of those who pre-registered to visit your event (in case of ordering lead-generation campaign)
- Contacts of those who left messages in your Live chats
- Contacts of your Zoom presentations viewers

PLATFORM'S FEATURES

- ✓ Easy-to-use platform with a customizable design optimized both for desktop and mobile devices
- ✓ Individual virtual booths (may represent universities, study departments, programs, or any other units of your choice)
- ✓ Live Chats with representatives provided with a number of useful options like Pinned Messages
- ✓ Live Zoom presentations flexibly implemented in the platform's experience

PACKAGE DEALS

Number of virtual booths at the event (departments/faculties/)	Conference rooms	
Up to 6	1 presentation room	EUR 1800
7-15	2 presentation rooms	EUR 3000
16-34	3-4 presentation rooms	EUR 5500
35+	4-5 presentation rooms	EUR 12000

Begin Group

Breite Str. 9, 14199 Berlin, Germany
+49 (30) 3080-7313