

Begin Custom-Made Events

STUDY IN ITALY Fairs In India: A Successful Partnership With Uni-Italia

Uni-Italia, the official centre for the promotion of Italian higher education abroad, entrusted Begin Group as the exclusive promotional and logistical provider for their "Study in Italy Fair" in India for four consecutive years (2022–2025). The events were organised as part of **IDOHE - International Days on Higher Education**.

Comprehensive event management:

Begin Group handled all aspects of the events, from initial planning to post-event reporting, within a two-month timeframe. This included dedicated advertising campaigns, venue management, live presentations with Q&A sessions, full organisational and logistical support for exhibitors.

Benefits for Uni-Italia:

Increased brand awareness: Targeted outreach generated significant interest among potential Italian education seekers

Qualified leads: Each exhibitor received a list of potential students for follow-up, fostering valuable connections

Streamlined execution: Uni-Italia benefitted from Begin Group's expertise, minimising their workload and ensuring efficient event delivery



KEY FIGURES

2022	1 city – Mumbai 3067 registrations 372 visitors 19 exhibitors 16 presentations
2023	2 cities – Bangalore and Mumbai 4352 registrations 950+ visitors 19 exhibitors 30 presentations
2024	2 cities – New Delhi and Bangalore 4200+ registrations 600+ visitors 15 exhibitors 16 presentations
2025	2 cities – New Delhi and Pune 2900+ registrations 550+ visitors 13 exhibitors

Key Event Features

Pre-event:

- Custom media plan & landing page
- Promotional campaign
- Localisation of exhibitor profiles
- Pre-event training for exhibitors

Event:

- Visitor registration with QR codes
- Presentations and Q&A sessions
- Printing service & extra equipment
- Interpreters/assistants

Post-event:

- Detailed event report
- List of leads
- Professional photos

List of exhibitors:

- Accademia Italiana
- Bocconi University
- Consulate General of Italy in Mumbai
- Culture Promotion Office of the Consulate General of Italy in Mumbai
- Domus Academy
- IAAD – Institute for Applied Arts and Design
- IED – Istituto Europeo di Design
- International Telematic University UNINETTUNO
- Istituto Italiano di Cultura
- Istituto Marangoni
- Istituto Modartech
- Istituto Secoli
- IULM University
- LUISS Business School
- LUMSA University
- NABA Nuova Accademia di Belle Arti
- POLIMI (Milan Polytechnic University)
- Graduate School of Management
- Polytechnic University of Turin
- Raffles Milano
- RUFA – Rome University of Fine Arts
- Saint Louis College of Music
- Sapienza University of Rome
- SPD Scuola Politecnica di Design
- Uni-Italia, India Centre
- Università Cattolica del Sacro Cuore
- Università luav di Venezia
- University of Brescia
- University of Macerata
- University of Messina
- University of Milan
- University of Padua
- University of Pisa
- University of Trento



// Both in terms of quantity and quality, I was personally very satisfied with the the public we received. Moreover, in terms of organisation and planning, I really appreciated the way we worked together. The communication was smooth and fast and you understood our needs without any difficulties.

Federica Maria Giove
Director Uni-Italia India offices
c/o Consulate General of Italy in Mumbai

Contact Begin Group to discuss how we can create a custom-made event for your educational institution or fill out the form to receive a custom offer:

begingroup.com/en/on-line.html