

# 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 three consecutive years (2022, 2023, 2024). 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

### 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
- Free University of Languages and Communication IULM
- 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
- LUMSA University
- NABA Nuova Accademia di Belle Arti
- Online Italian Language Course (Mumbai University)
- 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
- 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](http://begingroup.com/en/on-line.html)