

After Show Report

StudyExpo
Face to Face
Study Abroad Fair

26 - 27 February 2022
Istanbul, Turkey

StudyExpo[®]

studyexpo.com



Factsheet

After 2 years of mandatory break, StudyExpo took place in Spring 2022 again.

StudyExpo Face to Face Study Abroad Fair attended by English Language course providers, English Summer Schools providers, Higher Education Providers, Secondary Education Providers etc.

Due to in effect Covid19 health and safety regulations, limited number of institutions were accepted to the events. A total of 26 exhibitors from around the world have participated StudyExpo.



Number of Visitors for Each Fair Day



Marketing Activities



- Ads on social media including instagram, facebook and youtube
- Websites in Turkish and in **English** detailing fair schedule, locations and other important information regarding the fair
- Our sponsor Londonist DMC have announced and advertised our fairs on their social media accounts.
- Text and visual based ads with **Google Adwords**
- Performance marketing on online ad networks



Numerous forms of mass **communication**



SMS messages to **students**



Emailing to student and school databases



Social media posts of the 4 organising agencies and other institutions that support the fair



Ads on Social Media

Fair Set-Up

📍 A unique banner design has been used at our events. Artworks provided by exhibitors has been adjusted and printed during the event.



📍 We have used these artworks at the Hilton Istanbul Bosphorus and Hilton Istanbul Kozyatagi



Business Dinner

A formal business dinner organized on 26th of February with a beautiful Bosphorus View for participant executives with Study Expo Board.



Exhibitors



Exhibitors who attended StudyExpo Face to Face Study Abroad Fair 2022

- 1 Abbey DLD Group of Colleges
- 2 ATC Language Schools
- 3 Bayswater Education
- 4 Berlitz Dublin & Manchester
- 5 CATS UK & USA, CSVPA and Stafford House International
- 6 CES - Centre of English Studies
- 7 Dundalk Institute of Technology
- 8 ELI Schools
- 9 ELC - Brighton / Chester / Eastbourne
- 10 English Path
- 11 ES Dubai
- 12 Georgian @ ILAC
- 13 Harrington Housing
- 14 Hult International Business School
- 15 ILAC International College
- 16 Kaplan International Pathways
- 17 Londonist DMC
- 18 Malvern International
- 19 Oxford School of English
- 20 RCIS - Royal Canadian Institute of International Studies
- 21 St Clare's, Oxford
- 22 St Giles International
- 23 The Linguaviva Centre
- 24 Twin Group
- 25 University Canada West
- 26 University of South Wales



Our Sponsors

londonist
DMC

Photos

We would like to express our sincere thanks to our exhibitors and our sponsor Londonist. Hope to see you at the next fairs !



We would like to thank
all of our **exhibitors** and
sponsors.

Hope to see you again.

StudyExpo[®]

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