

# After Show Report

StudyExpo  
Face to Face  
Study Abroad Fair

25 - 26 February 2023  
Istanbul, Turkey

**StudyExpo**<sup>®</sup>

[studyexpo.com](http://studyexpo.com)



# Factsheet

In the first event of 2023, we have increased the number of participating institutions around 30%.

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

Despite the earthquake and switching of universities from face to face education to online education, we have also increased number of visitors

**2023**

**38**  
exhibitors



Number of  
**Visitors** for  
Each Fair Day

Total  
**2470**  
visitors



ISTANBUL EUROPE

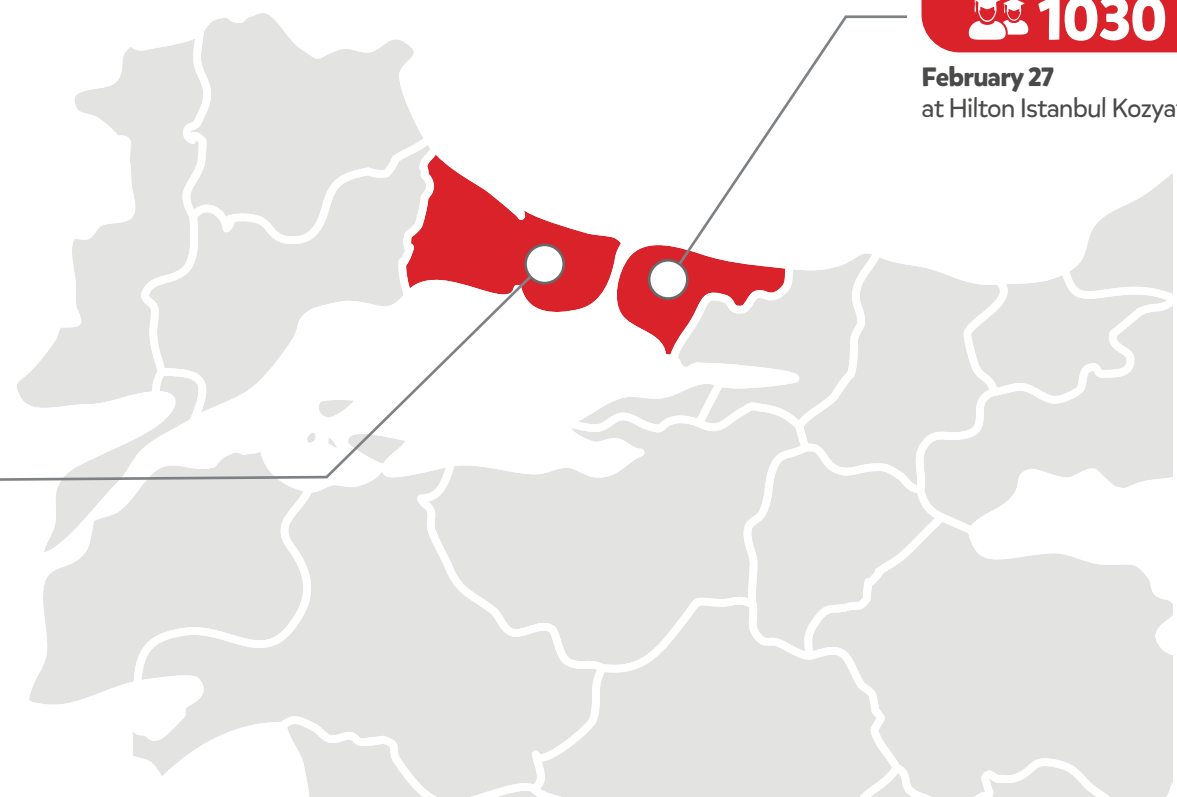
**1440**

February 26  
at Hilton Istanbul Bosphorus

ISTANBUL ASIA

**1030**

February 27  
at Hilton Istanbul Kozyatagi



# 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



# 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.

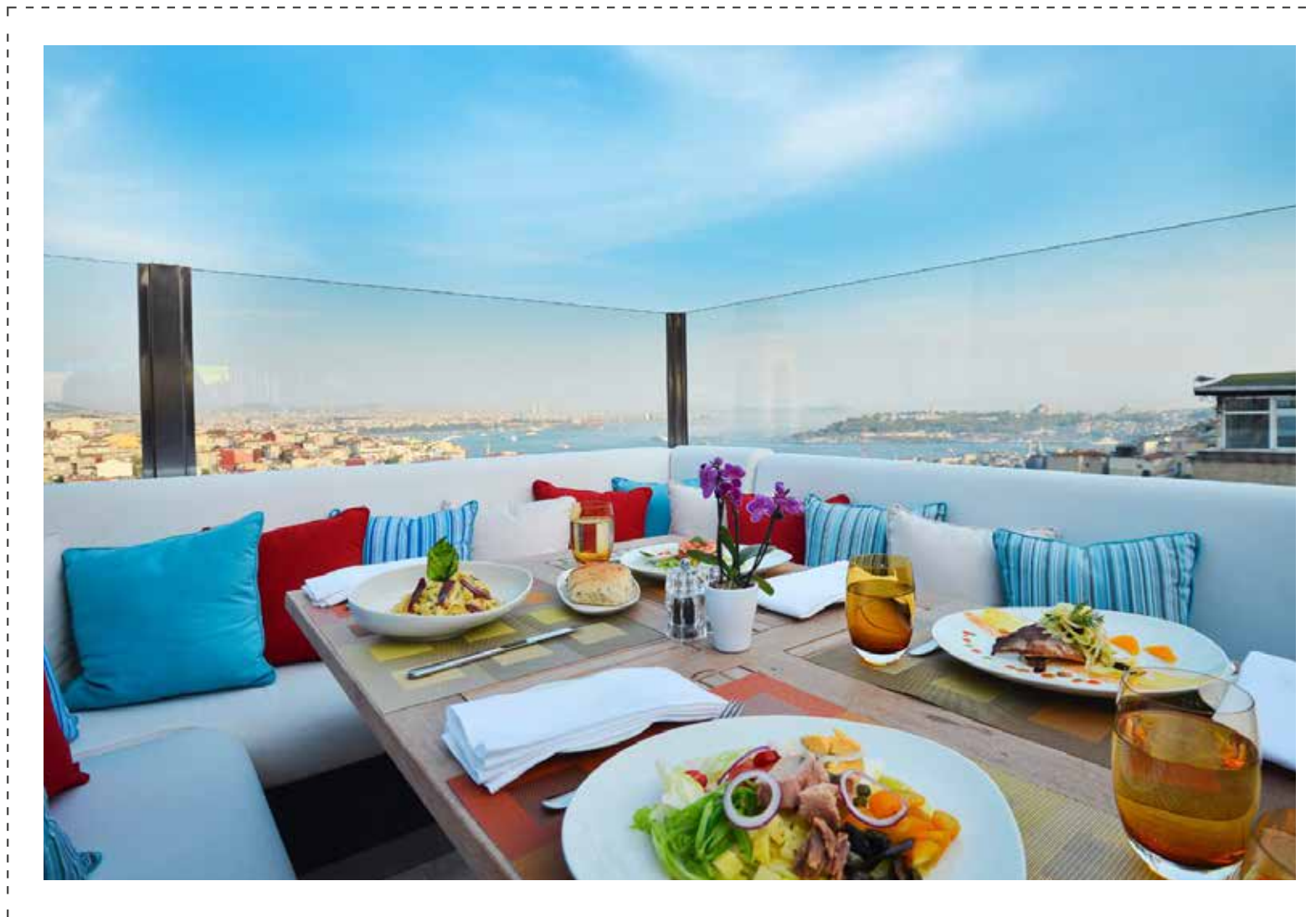


📍 We have used these artworks at the Hilton Istanbul Bosphorus and Hilton Istanbul Kozyatagi



# Business Dinner

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



# Exhibitors



## Exhibitors who attended StudyExpo Study Abroad Fair, Spring 2023

- |    |                                       |    |                                      |
|----|---------------------------------------|----|--------------------------------------|
| 1  | Australian Institute of Language      | 28 | MDH University of Applied Sciences   |
| 2  | British Council IELTS                 | 29 | MPW Schools & Colleges               |
| 3  | Campus France Türkiye                 | 30 | Oxford International Education Group |
| 4  | CBS International Business School     | 31 | PTE Academic İngilizce Dil Sınavı    |
| 5  | Centre of English Studies             | 32 | Rahn Education                       |
| 6  | CICCC                                 | 33 | St Giles International               |
| 7  | CLLC                                  | 34 | The Horner School of English         |
| 8  | ClubClass                             | 35 | The Linguaviva Centre                |
| 9  | EF International Language Campuses    | 36 | Twin Group                           |
| 10 | Embassy of Ireland                    | 37 | United States Consulate General      |
| 11 | English Path & GBS                    | 38 | USC International Academy            |
| 12 | ES English                            |    |                                      |
| 13 | Foothill + De Anza Colleges           |    |                                      |
| 14 | Green River College                   |    |                                      |
| 15 | GUS Canada Colleges                   |    |                                      |
| 16 | Howest University of Applied Sciences |    |                                      |
| 17 | IH Dublin                             |    |                                      |
| 18 | ILAC International College            |    |                                      |
| 19 | ILC International Language Centres    |    |                                      |
| 20 | ILSC-ELS                              |    |                                      |
| 21 | IMT Atlantique                        |    |                                      |
| 22 | Jönköping University                  |    |                                      |
| 23 | Study in Sweden                       |    |                                      |
| 24 | Kaplan International Pathways         |    |                                      |
| 25 | Kyoshin Language Academy              |    |                                      |
| 26 | Londonist DMC                         |    |                                      |
| 27 | LSI Education                         |    |                                      |



# 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**<sup>®</sup>

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