

Post report of the Fair
“Higher Education Abroad 2010”

8th of October, Donetsk

10th of March, Kiev



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Agency Eastern Europe 2008

Dear partners,

We would like to finalise the results of the 3rd educational fair “**Higher Education Abroad**” which took place in **Donetsk and Kiev on 8-10th of October 2010**. This time we have decided to expand promotion of higher education all over the world in eastern part of Ukraine and chosen Donetsk for conducting first day of the fair. Donetsk visitors were prepared and interested in educational programs, the level of requests was impressive.

We would like to thank those who took part at the Fair. DEC staff did its best to organize the event on the highest level.



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Participants of the Fair

INTERNATIONAL

European University
INTO University Partnerships
Study Group
Istituto Marangoni
Istituto Europeo di Design

GREAT BRITAIN

Abbey College
Abbey DLD Group of Colleges
Bellerbys College
City University London
Heriot-Watt University
INTO University Partnerships
Kaplan International Colleges
London School of Business and Finance
Queen Mary University of London
University of Surrey
University of the Arts

NETHERLANDS

Hanze University

SWITZERLAND

Hotel Institute Montreux
Swiss School of Tourism and Hospitality
University of Applied Sciences HTW Chur
American Graduate School of Business

DENMARK

Roskilde Business School

GERMANY

International University of Applied Sciences
Bad Honnef – Bonn

TURKEY

Ozyegin University

CZECH REPUBLIC

University of New York in Prague

NEW ZEALAND

Languages International

LITHUANIA

ISM University of Management and
Economics
Klaipeda Business School

ESTONIA

Archimedes Foundation
Tallinn University
Tallinn University of Technology
University of Tartu

UKRAINE

Edinburgh Business School
Kiev School of Economics

CANADA

Bodwell High School
International Language Academy of Canada
Seneca College

AUSTRALIA

Griffith University

Promotion of the Fair

Advertising campaign was conducted to attract our target audience – wealthy Ukrainian students and their parents who understand that higher education abroad is a quality, expensive product and first step to successful career.

Promotion included:

- Internet
- Leading business newspapers and magazines
- TV channels
- Radio Stations
- Invitations and posters distributed at the leading universities, private schools, high class restaurants, Fitness centres, and used for direct mail



Round Table “Higher education abroad – prospects for Ukrainian students and their future contribution in the development of Ukraine”

In order to increase the interest to the Fair we conducted the Round Table on the 11th of October, devoted to higher education abroad.

Guest speakers:

- Natalia Tarchenko (Director of DEC education)
- Martin Maule (Senior International Officer, Central Asia and Europe, City University London)
- Stuart Perrin (Deputy Director, Language and Learning Unit, Queen Mary University of London)
- Veronika Kustenka (Manager of International department in Eastern Europe and CIS, Griffith University)
- Yulia Burmistenko (Project coordinator of “WorldWideStudies”, Pinchuk Foundation)
- Viktoriya Mykhailenko (Manager Education USA Advising Center, American Councils for International)
- Olga Dorosh (Coordinator of “Campus France” in Ukraine)



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Round Table “Higher education abroad – prospects for Ukrainian students and their future contribution in the development of Ukraine”

Main goals achieved during the round table:

- Created a platform for exchange opinions by educational professionals
- Informed mass-media about current trends and perspectives of education abroad, as well as provided them with relevant statistics
- Identified main tools to popularize educational programmes among Ukrainian students to ensure their future contribution to the development of Ukraine



Report of the fair visitors

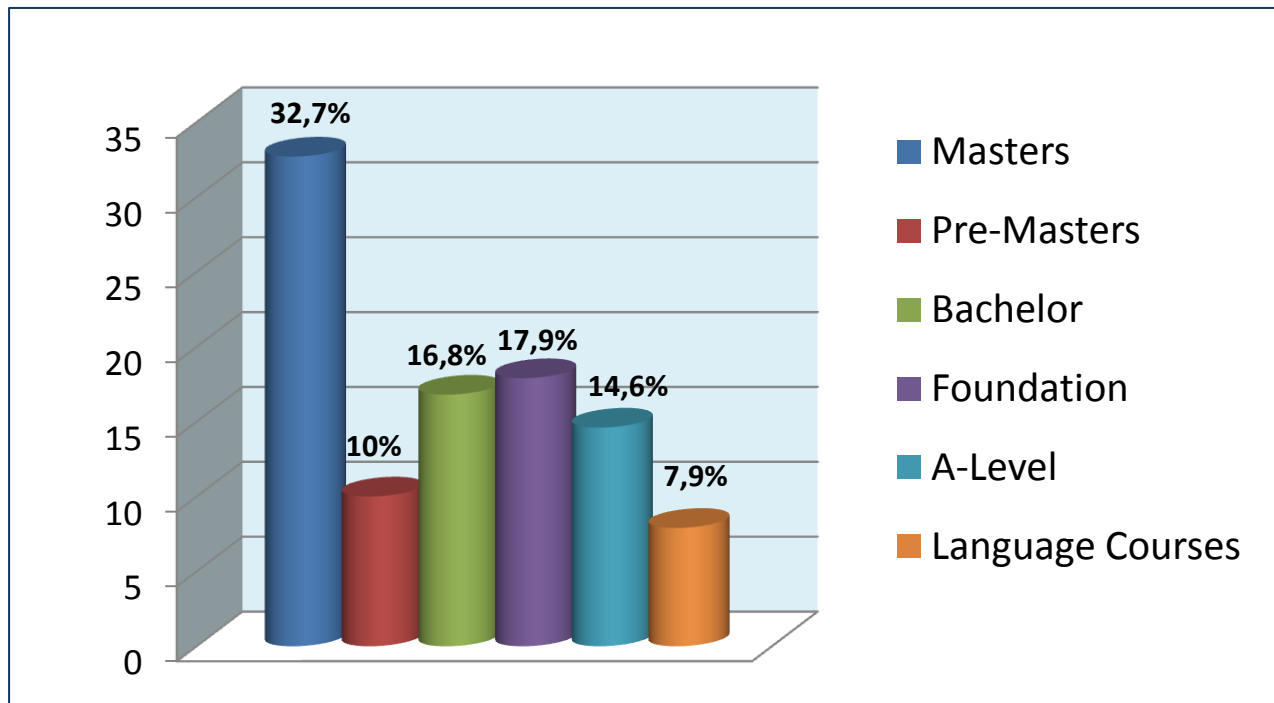
Donetsk, Ukraine – about 600 visitors

The number of people who visited our event in Donetsk was quite impressive in spite of the fact that we organized “Higher Education Abroad” fair in this region for the first time. We can assume that financial crisis passed and Ukrainian students are open to the opportunities of getting higher education abroad. The certain amount of DEC clients is from Eastern region of Ukraine and hopefully their quantity will be growing. Therefore DEC will continue conducting promotional activities in Donetsk in the future.

Kiev, Ukraine – about 1500 visitors

Kiev fair was busy as never before. Our targeted audience visited this event. It was well informed public who came prepared with many questions and a big interest. Kiev confirmed it’s central position and doesn’t loose leadership in quantity of clients. We continue active promotion and investments in Ukrainian capital.

Programs of interest at the fair “Higher Education Abroad 2010”



Visitors of the fair “Higher Education Abroad 2010”

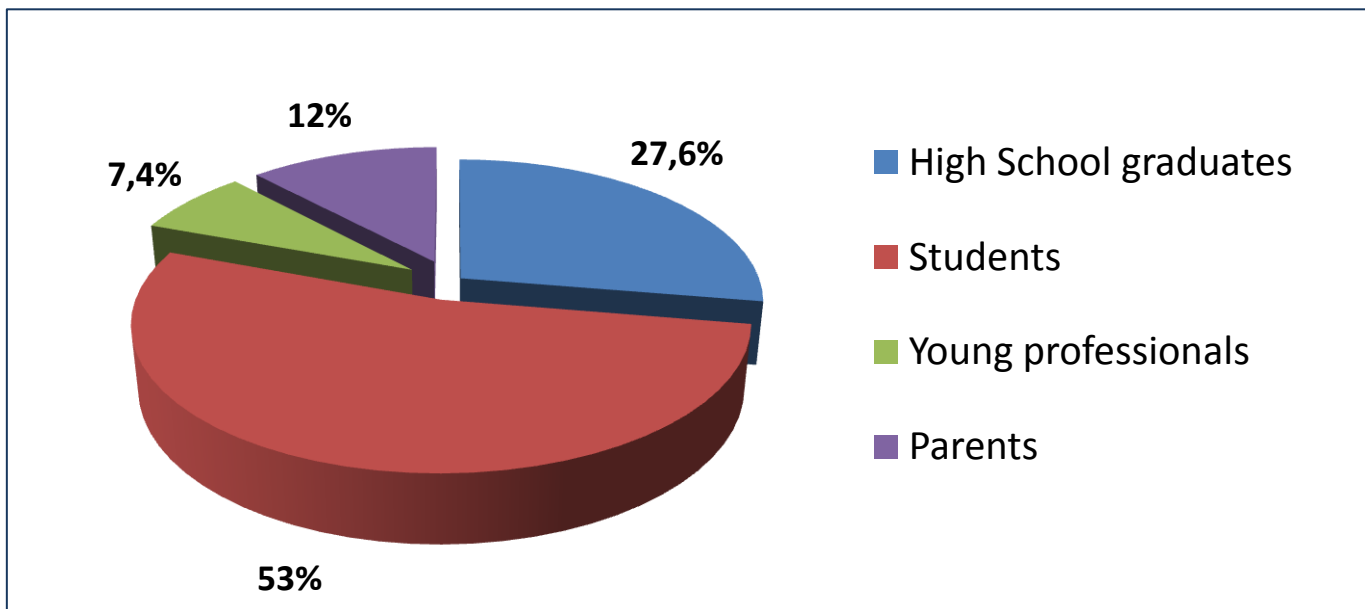


Photo report of the fair



To download all photos from the fair please click [here](#)



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Testimonials

Dinah Bergmann, International University of Applied Sciences Bad Honnef

“This was the first time being part of the DEC Fair in Donetsk and Kiev and I’m totally convinced that DEC is the right partner in Ukraine for us (IUBH). It has been a professional, nice and uncomplicated organization of the fair and all the transfers. The program was well established and the visitors of the fair (our target group) have completely met our expectations. We work with several agencies all over the world and I have never met such a competent partner. Well done!”

Isabelle Bristow, Kaplan International Colleges UK

“I wanted to thank you very much for a wonderful fair – it was really well organised and everything went smoothly with no problems at all. Plus, the Kaplan stand was really busy at both locations so I am sure that it was successful!! ... thank you once again for a great fair – I am sure it will be successful for Kaplan AND DEC and that we will enrol lots of students!”

Beat Wicki, Swiss School of Tourism and Hospitality

“I would like to express again a great thank you to all of you for this great organization of the fairs. We look forward to fruitful results out of it“



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Testimonials

Tatiana Porvatkina , ILAC International Language Academy of Canada

“Thank you for the perfect organized fair. The quality and quantity of students I met at your fair was excellent! Hopefully serious students will come to you to register soon.”

Olga Koliadina, London School of Business and Finance

“As a representative of LSBF I would like to mention that I was impressed by the student’s “stream” that was organized by DEC education. I liked quantity and quality of students at the fair. Right channels of communication, good organization, high level of customer care of DEC’s staff provided success of this fair. We are more than satisfied with the results and looking forward to the future events.

Thank you DEC and all the best!”

Boris Remes, Bodwell High School

“Thank you very much for the invitation to the fair. It was a definite success and I am looking forward working with you this coming year and in the future.”



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DEC educational agency is looking forward to running future successful events
that will bring clients to all of us!

As we've mentioned on beautiful mugs that were presented during the gala dinner -
We hope to see you at "Higher education abroad fair 2011" on:

7th of October, 2011 – Donetsk

9th of October, 2011 – Kiev

Sincerely yours,
DEC team



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