EDUfair™ 2015—More than 4,600 visitors

12th International Education Fair - EDUfair™ 2015 has confirmed its leading place as the most significant venue for informing future undergraduate and master students in the South East Europe. Over 100 colleges, universities, faculties and other educational institutions from Serbia and 11 foreign countries presented their education, training and development and scholarship programs. The main intention of the fair was to emphasize the importance of education for young person’s future and employment. The Fair was opened by the Deputy Ambassador of Austria, Mag. Wolfgang Wagner. The Country of Honor was Austria.

International Education Fair - EDUfair™ 2015 took place in the Crowne Plaza hotel in Belgrade, under the aegis of the Serbian Ministry of Education, Science and Technology and the Department for Education of the City of Belgrade. The fair hours were March, 6 - 7, 10am - 6pm.

Visitors

Most of the exhibitors of the EDUfair™ 2015 agree that this year's visitor number met their expectations. Out of almost 4,600 of visitors, about a ¼ were master degree seeking students. Beside the large number of high school students who were interested in bachelor programs, we find the interest for the master studies constantly growing each year. 72% of visitors came from Belgrade, while 28% came from other cities in Serbia and neighboring countries.
More information about the structure of the high schools and universities which are visitors of the Fair currently attending can be found in the following charts.

It can be noticed that among the bachelor and master degree seeking students who visited the EDUfair™, majority of them have decided on which university to enroll during the Fair itself.
Workshops and Presentations

Visitors were also able to participate in workshops that, by now, have become recognized as a “signature sign” of EDUfair.

The most popular workshops were: Fast reading, THINK- provided by the American College of Thessaloniki and Young Leaders, by the University of Sheffield and Career development by the University of Singidunum.

A Balanced Offer of Educational Programs

Over 100 exhibitors on 42 booths participated in the Fair - Universities, Faculties, Colleges and other educational institutions. Beside the domestic higher education institutions (Belgrade, Novi Sad, Pančevo, Užice, etc.), there were a number of international institutions from 11 countries (Austria, Bosnia and Herzegovina, Canada, Czech Republic, France, Germany, Greece, Italy, Spain, UK and USA).

Like previous years, a balanced offer of educational programs was present on the EDUfair this year: from design to electrical engineering, from computers to pharmacy and from economy to educational professions.

All in all, visitors were pleased and satisfied. Driven by last years’ experience, this year we also focused on surveying the visitors in order to find out their wishes and suggestions. We are happy to see that “they found everything they were looking for”.
Exhibitors

Year after year exhibitor are trying to make their presence more and more attractive. With that in mind, survey was made among exhibitors who were voting for the most beautiful booth. The 1st place won Singidunum, 2nd place was MEF and 3rd place was Metropolitan. Austrian booth draw a lot of attention, especially since they offered numerous academic programs and scholarships.

Promotion

Outdoor Media introduced EDUfair all over Belgrade

EDUfair™ was also promoted inside the elevators, food court and by the main entrance of our biggest and most visited shopping center, from Sunday, March 1st to Saturday, March 7th.
Cross-Promotion

This year brought us one great cooperation with the Sheffield University. All over Belgrade it could be possible to find their billboards (close to 100 sites) where they announced their workshop “Young leaders” on EDUfair™ 2015.

Cooperation with High schools

Beside the phone calls and sending of the promotional material to the high schools in Serbia, Bosnia and Herzegovina and Montenegro, EDUfair™ team visited all high schools in Belgrade and made a successful cooperation with directors and professors who helped in organizing the students for the group visits of the Fair.

Did the schools inform them about the Fair?

- Yes: 59%
- No: 41%
Comparing to the last year, when the awareness of students about the EDUfair™ due to school promotion was 34%, the increase to 41% can be easily noticed. This percentage shows that our increased activity in terms of direct marketing, phone calling and sending of the promotional materials to each school directly had a positive impact on our promotional campaign.

**Fun Zone**

Thanks to our sponsors: Red Bull, KFC and Doncafe, visitors and exhibitors were provided with a place for relaxing and chill-out. With coffee, Red Bull and Formula 1 racing, EDUfair™ retained it’s fun spirit.
Attendance

EDUfair organizer is extremely pleased with attendance of 4,600 visitors. This is especially important since we are aware of the generation drop of 10% as compared to previous years, general strike of the high schools, and extremely poor weather conditions during the first day of the fair.

There were more visitors during the first day, Friday, when many schools from outside Belgrade came to EDUfair via organized buses. There were visitors from all over Serbia, from Subotica to Leskovac, and from Kraljevo to Senta. There were also visitors from Montenegro, Bosnia and we were pleasantly surprised to have visitors from Kosovo. Roughly 65% of the visitors came to the fair “organized”, in groups, while 35% came individually.
EDUFair™ was actively promoted through the high schools, student dormitories, social networks and by the mass-media, 24sata, Masel and Alma Quattro on whose support we are grateful.

**Media Coverage**

The organizers of the Fair emphasize that the media was very interested in this manifestation. This year EDUFair™ was covered by a number of television networks and radio stations like: RTS (main state owned TV channel), TV Pink, TV Studio B, Tanjug, Radio S, Radio Index, Gradski Radio, Radio Belgrade 1, and others. The EDUFair™ was covered by the following daily newspapers and magazines: Blic, 24 Sata, Politika, Danas, Večernje Novosti, naslovi.net and others. EDUFair™ was present on a number of websites and facebook pages: Blic, Novosti, U.S. Embassy Belgrade, Studenti, master.rs, NajStudent, Prijemni.infostud, 24 sata, B92 and others. Fair was actively promoted through high schools, student dorms, using social networks and through outdoor media, Masel and Alma Quattro for which support we are very thankful.

**All in all, EDUFair™ could have been found in more than 115 posts in media.** A detailed Press Clipping report is attached. As a highlight we would like to mention participation of HE Johannes Eigner, Ambassador of Austria in a very popular morning TV show on national TV.
Radio advertising (The biggest radio stations in Serbia) courtesy of our sponsor S-Media

Radio Laguna
Radio Novosti
Radio Studio B
Radio Beograd

**Gradski radio**

| 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |
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**Some of the articles in newspapers**
Средњошколци у потрази за најбољим факултетом

Ученици „Краја плаза” држе су потрагу за најбољим факултетом, какой ће им доприći у вајн налазишту електротехничког института. Промене додатно су помажуће медијама, програмама, могућностима за спољашње уметничку аудицију. Ученици, који су у својем промету, су пружили велики интересене да се радом и студијом могу израсти и постићи своје амбиције.

Презентација и радикације

Средњошколци су приступали самим амбициозним програмама, као и радикацијама на различитим платформама. Они су пружили велики интересене да се радом и студијом могу израсти и постићи своје амбиције.

ПОЧИЊЕ САЈАМ ОБРАЗОВАЊА

ИНФОРМАЦИЈЕ О СТУДИЈАМА У БЕЧУ

СВЕЧАНО отварање двадесетог 12. међународног сајма образовања EDUFair 2015, под слоганом „А шта ћеш ти да студираш?“, одржаће се данас у хотелу „Краја плаза” у Београду. Како су најавили организатори сајма, покровитељи EDUFair су Министарство просвете, науке и технологског развоја и Град Београд. Држаца пасош гост је Аустрија, која ће свима студентима представити могућности студирања на аустријским универзитетима.

DOGADAJ: Tradicionalni EDUFair 2015

03.02.2015


EDUFair namenjen je maturantima koji žele da nastave svoje školovanje, studentima koje interesuju master studije i stipendije, ali i visokoškolskim institucijama koje mogu da predstave svoje studije i programe.

Na sajmu EDUFair, više od 60 domaćih i stranih fakulteta i visokih škola iz Srbije i 15 zemalja predstavite svoje studijske programe, a posetiocima će biti olakšana visokoškolska školovanja i uspešnog karijera. EDUFair je godinama verni partner i savetnik za preko 5.000 mladih ljudi koji posate sajmu.

I ove godine pokrovitelji EDUFair-a su Ministarstvo prosвете, nauke i tehnološkog razvoja i Grad Beograd. Država počasni gost je Austrija, koja će svojim studentima predstaviti mogućnosti studiranja na austrijskim institucijama. Obrazovni sustav u Austriji jedan je od najboljih na svijetu, a svojim kvalitetnim programima i uspešnim studentima donosi posmatranja najmanje savršenih teorijama i praktičan pristup, što studentima pruža prihvatno zahtevi svetskog tržišta.

Post show report EDUFair 2015
Maturanti, ne znate na koji ćete fakultet?
Sajam obrazovanja počinje u martu


Kako izabrati odgovarajući fakultet? Šta nude domaći, a šta strani univerzitetovi? Da li je bolji privatni ili državni fakultet? Za koje master studije ga opredeliti? - su verovatno preostala pitanja koja može maturant, a na koja odgovore mogu dobiti na Sajmu obrazovanja koji nosi imena "EDUFair".

EDUFair namenjen je maturantima koji traže da nastave svoje školovanje, studentima koje interesuju master studije i stipendije, ali i visokolokalnim institucijama koji mogu da predstave svoje studijske programe.

Na sajmu EDUFair 2015, preko 80 domaćih i inostranih fakulteta i visokih škola iz Srbije i 15 zemalja predstavile svoje studijske programe, i posetociima da ukazuju na veliki izbor i mogućnosti koje imaju pri biranju njihovog daljeg školovanja i budućih karijera.

EDUFair je godinama verni partner i savetnik za preko 5.000 mladih ljudi koji poseta sajmu.

I ove godine pokrovitelji EDUFair-a su Ministarstvo prosvete, nauke i tehnološkog razvoja i Grad Beograd. Država pojasni gost je Austrija, koja će srgskim studentima predstaviti mogućnosti studiranja na austrijskim univerzitetima.

Obrazovni sistem u Austriji jedan je od najzajedničkih u Europi jer svojim kvalitetnim programima akademskog i strukovnog osposobljavanja iskaze značaj kombinovanja teorijskog i praktičnog znanja, što studentima priznaje da odgovore zahtevima svetskog tržišta.

I mi smo mislili da se na ovom predmetu jede toko svih predavanja ali zapravo se izučava koncept gojaznosti i kako se ove osobe prikazuju u popularnoj kulturi, kroz filmove i literaturu.

EDUFair 2015: Izaberite svoju budućnost...

BLiC

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For complete press clipping please [CLICK HERE.](#)

**Photographs**

Exhibitors are welcome to download their own photos from the Fair that are posted [HERE.](#)

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