11th International Education Fair -EDUfair™ 2014 has confirmed its leading place as the most significant venue for informing future undergraduate and master students in the Western Balkans. Almost 100 Colleges, Universities, Faculties and other educational institutions from Serbia and 12 foreign countries presented their education, improvement and scholarship programs. The main intention of the fair was to emphasize the importance of education for young person’s future. The Fair was opened by President of the National Council for Higher Education professor Srdan Stanković, Ambassador of Canada. H.E. Roman Waschuk and State Secretary of Ministry of Education, Science and Technology professor Aleksandar Gajić.

International Education Fair - EDUfair™ 2014 took place in the recently opened and renovated Crowne Plaza hotel in Belgrade, under the aegis of the Serbian Ministry of Education, Science and Technology, the Department for Education of the City of Belgrade and the H.R.H. Alexander II Foundation for Education. The fair hours were March, 7 and 8, from 10am till 6pm.

Visitors

Nine out of ten exhibitors of the EDUfair 2014 agree that this year’s visitor number met their expectations. Approximately 65% of the visitors were part of the organized groups arranged and led by high schools. 80% of visitors got free entrance just by registering on EDUfair site or bringing a coupon printed in the EDUfair Bulletin. The Bulletin run was 150,000 copies and it was distributed to all 670 high schools in Serbia free of charge. A data base of just over 1,500 e-mail addresses of high-school graduates eager to enroll in a university in Fall 2014 is available for your consideration.
Workshops and Presentations

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

Presenters noticed that this year’s workshops were significantly better visited compared to last year. The most popular workshops were: Fast reading, Perfect memory and concentration, Audio – next big thing, the certified workshop for Young Leaders and Career development.

Organizer recognizes the need for establishment of a robust network of capable international education agents and representatives in Serbia. To that extent, a Round Table titled “Educational Agency” was organized with panelists representing American and British universities in Austria, Greece and Italy.

A Balanced Offer of Educational Programs

Close to 100 exhibitors participated in the Fair - Universities, Faculties, Colleges and other educational institutions, on 64 booths. Beside the domestic higher education institutions (Belgrade, Novi Sad, Pančevo, Valjevo, etc.), there were a number of international institutions from 12 countries (Australia, Austria, Canada, France, Germany, Greece, Hungary, Italy, Slovenia, Switzerland, UK and USA).

This year’s fair novelty is that 13 Colleges (Faculties) of the State-owned Belgrade University had big space and possibility to easily interact with current and future students. 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”. Our survey found out that students expected to see more public universities offering art, architecture, medicine and philosophy. That will serve as our marketing goal for the next edition.

**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 Megatrend and 3rd place was Metropolitan. USA and Canada booths draw a lot of attention, especially since they offered numerous academic programs and scholarship.

**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, TV Pink, TV Studio B, Tanjug, Radio S, Radio Index, Gradski Radio, and others. The EDUfair was covered by the following daily newspapers and magazines: Blic, 24 Sata, Politika, Danas, Večernje Novosti, Kurir, naslovi.net and others. EDUfair was present on a number of websites and facebook pages: Blic, Novosti, US Embassy Belgrade, Studenti, master.rs, NajStudent, Prijemni.infostud, Novosti, Kurir, 24 sata 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.

A detailed Press Clipping report is attached.

Our Project Manager, Ms. Teodora Stanisljevic became quite a “star” by announcing the Fair on the most popular, public TV channel.

The Morning show RTS (Radio television of Serbia), March 7

The Morning show RTS (Radio television of Serbia), March 8
Radio advertising (The biggest radio stations in Serbia) courtesy of our sponsor S-Media

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<td>Radio 102.2 Gradski</td>
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Some of the articles in newspapers

Neki od naslova:

![Image of newspaper articles](image1)

Večernje novosti

![Image of newspaper articles](image2)

Telegraf
Outdoor Media introduced EDUfair all over Belgrade

Our three day appearance in the largest shopping center in region, Ušće
**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 2014.

**Cooperation with High schools**

In 2014 year we introduced one novelty, EDUfair Bulletin, a 12-pager printed in 150,000 copies.

EDUfair Bulletin (with coupon for the free entrance on EDUfair) was distributed in every high school all over the Serbia (670 schools). Results are great—almost 50% of visitors brought the Bulletin with them and that gave them the free entrance. We can conclude that faculties and colleges who supported (through advertisements) EDUfair Bulletin found they place in hands of all high school graduates in Serbia.
Promotional activities in front of the venue, the Crowne Plaza hotel

On the days of the fair 7th and 8th, we attract people’s attention with the following things:

1. Twirl
2. Sky Dancer
Fun Zone

Thanks to our sponsors: Red Bull, KFC and Doncafe, visitors and exhibitors were provided with a place for relaxing and chill-out. Also in cooperation with Singidunum University we organized one interesting competition “How much does a diploma weigh?” A kid who guessed right, 17 kg was awarded a tablet PC.
Attendance

EDUfair organizer is extremely pleased with attendance of 4,450 visitors. This is especially important since we are aware of the generation drop of 10% as compared to previous years.

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 60% of the visitors came to the fair “organized“, in groups, while 30% came individually.
EDUfair 2014 Team

From right to the left: Milica Milenković, Teodora Stanišljević, Jovana Petrović, Marija Ćurdić and Danilo Goliani and Social media manager- Petar Mitrović (not in the picture).

Oivivio Consulting Services LLC
Đure Jakšića 3; 11000 Belgrade, Serbia
tel. +381 11 2603 289
fax. +381 11 2181 143
office@oivivio.com
www.oivivio.com
www.edufair.rs

Photographs

Exhibitors are welcome to download their own photos from the Fair that are posted HERE.