

Post Show Report - EDUfair™ 2018

March 09 – 10, 2018
Hotel Crowne Plaza, Belgrade, Serbia
www.edu-fair.net

Fair Highlights

- Over 100 exhibitors
- 35 international exhibitors from 16 countries
- Over 4,750 visitors from Serbia, Bosnia & Herzegovina and Montenegro
- Education interest: 71% undergraduate, 21% master and PhD, 7% high school
- Fair Novelties for 2018
 - Expansion of the fair towards high school education, mostly private and international
 - Inauguration of the Most Beloved Professor of Serbia 2018

15th International Educational Fair - EDUfair™ 2018 has confirmed its leading place as the most significant venue for informing future master, undergraduate and high school students in the South Eastern European region. Over 100 colleges, universities, faculties, high schools and other educational institutions from Serbia and 16 foreign countries presented their education, training, development and scholarship programs. The main intention of the fair has always been, and still is, to emphasize the importance of quality education for young people's future and employment. The Fair is organized with the support of the Ministry of education, science and technology development of Republic of Serbia and City of Belgrade.

During the fair's Grand Opening, the organizers emphasized the efforts, dedication and hard work of the high-school professors. They are the ones who also organize their students' visit to the Fair. This especially hold true for visitors from outside of Belgrade and from neighboring countries. The speakers at the Grand Opening were professor Danilo Goliani PhD, Mr. Branko Lujic, Director of Admissions & Marketing, Schiller International University, Professor Donata Vianelli, Deputy Rector and Professor Luca Bortolussi, University of Trieste, Serbia's most beloved professor Vesna Marić from high school "Vuk Karadžić" in Trstenik, Serbia.



EXHIBITORS

Over 100 exhibitors presented their programs on 64 booths (stands) and broke a record – over 600 square meters of built-up exhibition area. Exhibitors were faculties, universities, applied study universities, colleges, technical universities, high schools and others.

There were 35 international colleges and universities from 16 countries: Austria, Canada, Czech Republic, France, Germany, Greece, Italy, Latvia, Serbia, Slovakia, Slovenia, Switzerland, Turkey, United Arab Emirates, United Kingdom and the United States of America.

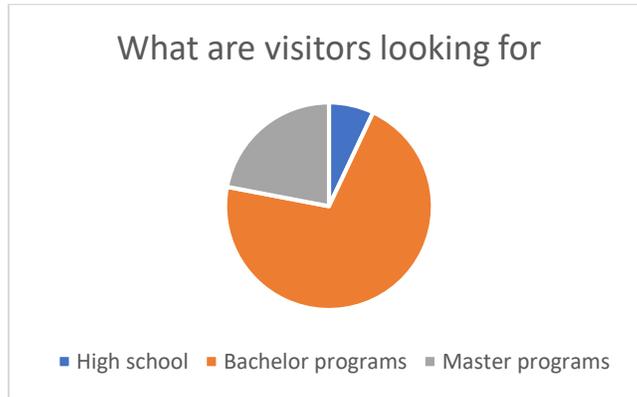
Year after year exhibitors are trying to make their presence more and more attractive. With that in mind, survey was made among visitors who voted for the most beautiful booth. Austria took the 1st place, with Singidunum coming in as 2nd while University Business Academy in Novi Sad had the 3rd most beautiful booth.



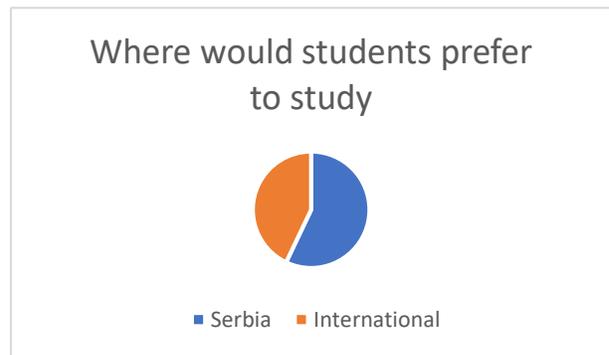
VISITORS

Out of over **4,750 visitors**, 22% were master degree seeking students. Besides the large number of high school students who were interested in bachelor programs (71%), we find the interest for the master studies constantly growing each year. Also, this year there was a considerable number of elementary school graduates interested in international and private high schools (7 %).

More information about the structure of currently attending high schools and universities can be found in the following charts.



It can be noticed that among the high school, bachelor and master degree seeking students who visited the EDUfair™, almost half of them are from outside of Belgrade (45%) and the remaining 55% are from Belgrade.



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: *“The stages of travel” – American College of Thessaloniki*; *STUDY IN SLOVENIA – Think brilliantly, live beautifully, learn fully*; *“Thinking with your heart”*.



A BALANCED OFFER OF EDUCATIONAL PROGRAMS

Over 100 exhibitors on 64 booths exhibited in the Fair - universities, faculties, colleges, high schools and other educational institutions. Beside the Serbian education institutions, there were a number of international institutions from 16 countries (Austria, Canada, Czech Republic, France, Germany, Greece, Italy, Latvia, Serbia, Slovakia, Slovenia, Switzerland, Turkey, United Arab Emirates, United Kingdom and the United States of America).

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

To conclude, 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”.

PROMOTION

This year's EDUfair™ was promoted through innovative combination of digital marketing and traditional marketing channels. In terms of traditional marketing approach, promotion was carried out through billboards positioned on locations with high traffic, printed media inside buses, newspapers articles, TV and radio shows, printed catalogues and posters. We communicate directly with high schools in Serbia, Montenegro and Bosnia and Herzegovina. EDUfair team visited in person around 40 schools in Belgrade. Traditional media and digital media had the reach of 14,507,535. Total number of EDUfair announcements in traditional media was 46 (see attached Media Clipping Report).

When it comes to digital marketing, numerous social media campaigns were carried out, with a focus on Facebook, Instagram, Google AdWords and YouTube. These campaigns showed great results by reaching out to a high number of people and by significantly increasing the number of followers on official EDUfair's [Facebook](#) and [Instagram](#) profile pages. EDUfair team discovered that **parents play a very important role** when it comes to their children making the decision of which high school or university, especially foreign, to enroll in.

EDUfair wants to express gratitude to our media sponsors who allowed us to reach our target audience to a great extent. Detailed report on the media coverage is in the [Press Clippings](#).



HIGH SCHOOL EXHIBITORS

Over the years, we have been receiving inquiries from parents and from some schools that in addition to university-level education, we offer high school education as well at our EDUfair™. It is for this reason we decided to introduce the new EDUfair High School space. Both private and international high schools participated in the fair and offered their programs to elementary school graduates.



SERBIA'S MOST BELOVED PROFESSOR

This year EDUfair celebrated its 15th birthday jubilee. With that in mind, we decided to celebrate it in a unique way – by discovering who is **Serbia's most beloved professor of 2018**. In the first phase of the election, both former and current students had the chance to nominate their favorite professors and in the second phase they had the chance to vote for them. Professor Vesna Marić received the title of Serbia's most beloved professor of 2018 and a trip to Milan, Italy for two with an allowance. The trip was provided by "Time2Travel" travel agency. Professor Vesna Marić teaches music in "Vuk Karadžić" high school, Trstenik, Serbia.

This contest became a true sensation. Every relevant media channel was interested in meeting and interviewing Serbia's most beloved professor of 2018. Her newly attained title and recent achievements were a cause for much excitement amongst the Serbian media.

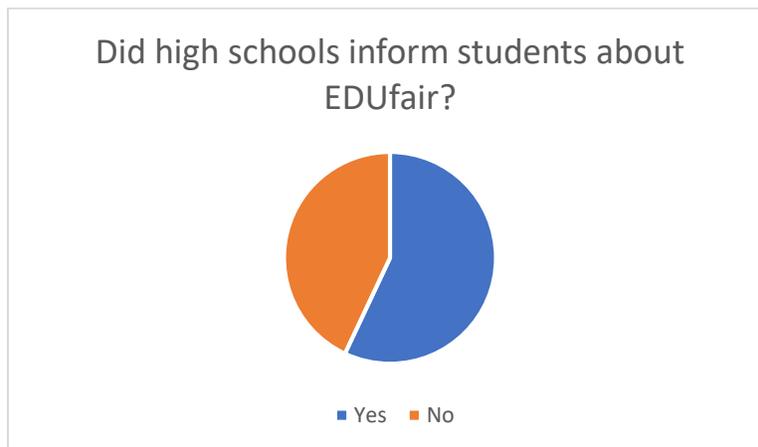
EDUfair organizers are thankful for their continued support to the Ministry of education, science and technology development of Republic of Serbia and City of Belgrade.



COOPERATION WITH HIGH SCHOOLS

In addition to making phone calls and sending promotional material to all high schools in Serbia EDUfair™ team visited all high schools in Belgrade and made a successful cooperation with principals and professors who helped in organizing students for group visits to the Fair.

Comparing to last year, when the EDUfair™ awareness amongst students, due to school promotion, was 53%, the increase to 55% can be easily noticed. This percentage shows that our substantial activity in terms of direct marketing, phone calling and sending of promotional material to each school directly had a positive impact on our promotional campaign.



CHILL OUT ZONE

Thanks to our sponsors: Red Bull, KFC, Gala voda, Rapsody, FitPass, Time2Travel, Aiesec & Crni i Žuti sok visitors and exhibitors were provided with a place for relaxing on the stage floor. With student organizations and Red Bull and Formula 1 racing, EDUfair™ retained its youthful spirit.



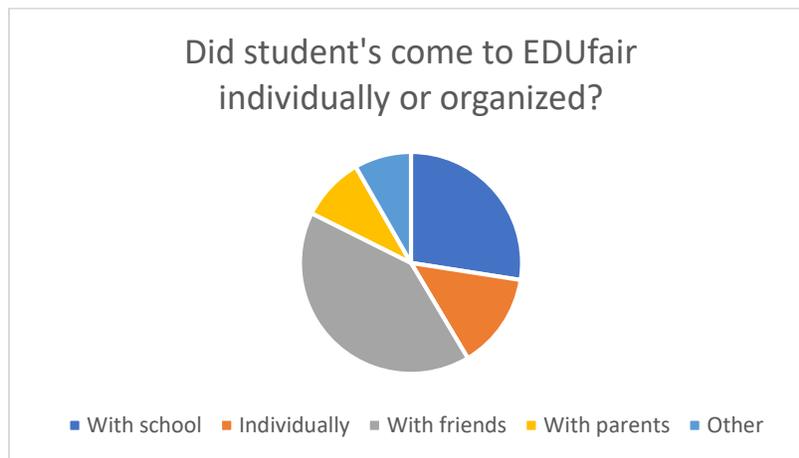
ATTENDANCE

EDUfair organizer is extremely pleased with attendance of approximately **4,750 visitors**.

This year there was a slight decrease in the number of visitors simply because the population of the 1999. generation is 6% less than the previous (1998). All this is due to the NATO bombing of Serbia in 1999.

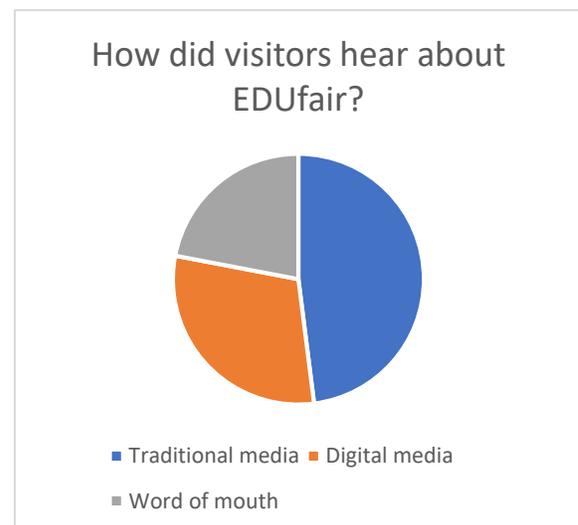
There were more visitors during the first day, Friday, when many schools from outside of Belgrade came to EDUfair via buses organized by their schools. There were visitors from all over Serbia. There were also visitors from Montenegro and Bosnia. Roughly 60% of the visitors came to the fair “organized”, in groups, while 40% came individually, some of them with parents.

EDUfair™ was actively promoted through high schools, student dormitories, social networks and through the mass-media and banners on multiple websites for whose support we are grateful.



MEDIA COVERAGE

EDUfair™ organizers emphasize that the media was very interested in this manifestation. This year EDUfair™ was covered by a number of television networks and radio stations such as: RTS (main state-owned TV channel), TV Pink, Tanjug, RTV Studentski grad, Radio Belgrade 1, and others. The EDUfair™ was covered by the following daily newspapers and magazines: Politika, Kurir, Danas, Blic, Večernje Novosti, and others. EDUfair™ was present on a number of websites and facebook pages: Blic, Novosti, Politika, Wannabe, NajStudent, Prijemni.infostud, B92, Portal Mladi and others. Fair was actively promoted trough high schools, student dorms, using social networks and through outdoor media. Media Clippings are [here](#).





Društvo

Međunarodni sajam obrazovanja EDUfair 9. i 10. marta

Jubilarni, 15. po redu Sajam obrazovanja EDUfair biće održan 9. i 10. marta u hotelu Crown Plaza u Beogradu, pod pokroviteljstvom Ministarstva prosvete, nauke i tehnološkog razvoja i Grada Beograda.

Подели 0 | Твитни | G+ |

0 | Пише: Danas Online | 02. marta 2018. 14:34



Foto: edufair

Vesna Marić omiljena profesorka Srbije

Vesna Marić, profesorka muzičkog u Gimnaziji u Trsteniku, izabrana je na konkursu za omiljenog profesora Srbije, organizovanom u okviru Sajma obrazovanja, koji je danas otvoren u hotelu Crown Plaza.

Твитни | G+ |

0 | Пише: V. A. | 09. marta 2018. 22:34



Foto: www.edufair.rs/

Marić je rekla da je iznenađena osvajanjem ovog laskavog priznanja, napominjući da joj je ta nagrada i najdraža jer je došla od učenika. Istakla je da nije znala za

MEĐUNARODNI SAJAM OBRAZOVANJA: Šta upisuješ?

DRUŠTVO 09.03.2018. 11:47h

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Tokom ova dva dana, posetiocima će se predstaviti domaći i strani univerziteti, a prvi put među izlagачima su i srednje škole

Jubilarni, 15. po redu Sajam obrazovanja EDUfair™ biće održan danas i sutra u hotelu „Crown Plaza“ u Beogradu, pod pokroviteljstvom Ministarstva prosvete, nauke i tehnološkog razvoja i Grada Beograda. Tokom ova dva dana, sajam će biti otvoren od 10 do 18 časova, a posetiocima će se predstaviti domaći i strani univerziteti, fakulteti i visoke škole, a u godini jubileja sajam donosi dve značajne novine.

For the full Media Report, please click on the [Media Clippings EDUfair 2018.](#)

OFFICIAL PHOTOS

Exhibitors are welcome to download their own photos from the Gallery of EDUfair [website](#).

Thank you for being a part of EDUfair 2018!

See you again in 2019! 😊



EDUfair 2018 team (left to right): Vukašin Obradović (Marketing Manager), Jefimija Lazarević (Marketing Assistant), Nikola Uskoković (Brand Assistant), Nikola Trajković (Project Manager), Marijana Vasiljević (Marketing Assistant), Dragica Jevtović (Customer Relations Assistant), Tamara Stanković (Customer Relations Manager), Danilo Goliani (Event Organizer), Igor Mihajlović (Project Manager), Andreja Živković (Community Manager).

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