Study abroad fair 2019 results

(organised within the Education fair)

PARIS

NEXT EDITION

NOVEMBER 27, 28 & 29 2020
As part of:

In partnership with:

With support of:

The fair’s objectives:

As more and more French are moving abroad, leaving the country is not a prerequisite to succeed in their studies, but helps to acquire the skills of discovering and interpreting other cultures, other values, beliefs and behaviours, language... and look good in a resume...

Integrated study programmes, double degree diploma, language stays, language lessons, internships & jobs abroad, the fair offered highschools and university students personalized solutions to continue their higher education studies in another country, inform them about their training courses, characteristics and perspectives, career opportunities and resources made available.
**Key numbers**

**Attendance:**
Almost 500,000 visitors globally in the Education fair

**Exhibitors:**
166 exhibitors in the Education fair

**98 Study abroad exhibitors**
from 19 countries representing >100 study destinations

**Visitors’ profiles:**
- 64% Highschool students
- 16% Undergraduate students
- 16% Parents
- Others 2%

Survey realized on all of the visitors

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**Focus on university students**
- 19% 3rd year university
- 20% 2nd year university
- 45% 1st grade university

**Focus on highschool students**
- 34% A-level student
- 36% Senior year
- 21% Senior year - technological field
- 8% Senior year - professional field
- 10% 10th grade
- 1% 9th grade
Official visits

- Jean-Michel Blanquer – Ministre de l’Education et de la Jeunesse
- Gilles Pécout – Recteur de la région académique Île-de-France et de Paris
- Geneviève Darrieussecq – Secrétaire d’État auprès de la ministre des Armées
- François Taddei – Directeur du Centre de recherches interdisciplinaires

- CAMBODIA Sokan Oum - Conseiller à l’Ambassade du Cambodge
- CANADA Lucie L’Heureux - Chargée de la promotion de l’Ambassade du Canada
- CROATIA Lea Lasic - Conseillère diplomatique de l’ambassade de Croatie
- EQUATOR Maria Guaman – Tercer secretario de la Embajada del Ecuador
- GERMANY Kilian Quenstedt - Deutscher Akademischer Austauschdienst
- NEW ZEALAND Brownyn Shanks - Senior Advisor Education
- SPAIN Rafael Carazo Rubio - Secrétaire Général de l’Office pour l’Education
- SRI LANKA Son Excellence Mr. Buddhi K. Athauda - Ambassadeur du Sri Lanka
- SWITZERLAND David McCord - Collaborateur Spécialisé Ambassade de Suisse
- TAIWAN LU Meichen - Directrice Service Education de Taipei en France
- UK Marianne GARCIA -Project coordinator, British Council
- USA Céline Ouziel - Commission Fulbright franco-américaine
Cycle of conferences

On Saturday and Sunday, in 3 conference rooms, global conferences and individual presentations talked about education choices abroad, destinations, work opportunities, diplomas... They enabled visitors to better understand each country specificities, exchange programs terms, studies or internships. These sessions were intended to discover varied destinations, foreign campuses while answering all of the visitors live questions.
Many country institutions, Embassies, Education ministries, Cultural centres, university trainings, language stays... presented their programs, work placements, intercalated year, training courses and career opportunities.

The Study abroad event welcomed this year participants from four over five continents as well as French schools that have campuses abroad.

See a video
Promotion & Communication

« Salon Européen de l’Education »

Public transportation:

- 500 faces in the Parisian subway corridors and 240 faces in the platforms
- 2100 posters on Parisian buses

Direct promotion:

- 5 000 presentation documents sent to general & specialized press and to educative community institutionnal prescribers.
- 800 000 invitations and 250 000 flyers sent to different partners and educative community actors.
- 300 000 visitors guides distributed in all of the reception desks in the « salon européen de l’éducation ».
- To professional counsellors (CIO, BI, PIJ, SCUIO) in Paris and suburbs.
- Mailing sent to Highschools, UFR, BTS, DUT... in Paris and Ile-de-France: letters, posters and invitations
- Target emailing sent to our database
- On the fair’s dedicated pages (highlights, conference programs, exhibitors list, practical info) : invitation to be downloaded for free in letudiant.fr.
- Without mentioning all of the many partnership operations and reference with local actors.
- Promotion via
Promotion & Communication

Media partners:

- franceinfo
- NRJ
- Virgin Radio
- Le Parisien
- Les Echos
- NEWTY
- VOCABLE
- SCHOOLMOUV
- Sosh
- l'Etudiant
- TRENDS by l'Etudiant
- EducPros by l'Etudiant

Promotion in our medium:

- Promotion in our digital and print medium (3,5M* visitors in letudiant.fr, 800 000 passes in l'Etudiant agendas...)
- Geolocalised display campaigns 15 days before the event
- Higher Ed and Highschool Newsletters before the event

* Médiamétrie // NetRatings, Nb de Visiteurs Uniques mensuels moyen Janv-Déc 2018