

# Begin Group Student Recruitment Events

## Autumn 2023

**Begin**  
group  
BE IN GROUP

- online event
- offline event

AUTUMN 2023

### Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan)

- **28/29 September.** Astana, Kazakhstan. High School Tour EUR 1200
- **29 September.** Astana, Kazakhstan. NET24 Workshop for Educators (B2B) EUR 2200
- **30 September.** Astana, Kazakhstan. Begin Edu Fair EUR 2490
- **1 October.** Almaty, Kazakhstan. Begin Edu Fair EUR 2490
- **2 October.** Almaty, Kazakhstan. High School Tour EUR 1200
- **3 October.** Tashkent, Uzbekistan. Begin Edu Fair EUR 2490
- **5 October.** Bishkek, Kyrgyzstan. Begin Edu Fair EUR 2200
- **2 December.** Begin Online Edu Fair EUR 1200

### Eurasia (Azerbaijan, Georgia)

- **13 October.** Baku, Azerbaijan. High School Tour EUR 1200
- **14 October.** Baku, Azerbaijan. Begin Edu Fair EUR 2200
- **15 October.** Tbilisi, Georgia. Begin Edu Fair EUR 2200

### MENA (Algeria, Bahrain, Egypt, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE)

- **28 October.** Cairo, Egypt. Begin Edu Fair EUR 2200
- **29 October.** Dubai, UAE. Begin Edu Fair EUR 2490
- **14 November.** Algeria, Egypt, Morocco, Tunisia. Begin Online Edu Fair EUR 1200
- **5 December.** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE. Begin Online Edu Fair EUR 1200

### Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)

- **4 November.** New Delhi, Begin Edu Fair EUR 2490
- **5 November.** Mumbai, Begin Edu Fair EUR 2490
- **7 November.** Chennai, Begin Edu Fair EUR 2490
- **7 December.** Begin Online Edu Fair EUR 1200

### Southeast Asia (Indonesia, Vietnam)

- **11 November.** Hanoi, Vietnam. Begin Edu Fair EUR 2490
- **12 November.** Ho Chi Minh City, Vietnam. Begin Edu Fair EUR 2490
- **17 November.** Jakarta, Indonesia. NET24 Workshop for Educators (B2B) EUR 2200
- **18 November.** Jakarta, Indonesia. Begin Edu Fair EUR 2200
- **19 November.** Surabaya, Indonesia. Begin Edu Fair EUR 2200

### Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

- **16 November.** Begin Online Edu Fair EUR 1200

### Latin America (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

- **25 November.** Begin Online Edu Fair EUR 1200

#### Add-ons for online fairs:

- Extended exhibitor's package – **EUR 600**

#### Add-ons for onsite fairs:

- 25 min live presentation – **EUR 700**
- Printed materials – **EUR 200**
- Additional lead-generation campaign – **EUR 2500**
- Personal assistant at your stand – **EUR 60/120**  
(depending on chosen country)

**PACKAGE DEAL DISCOUNTS:** 10% off for 2 fairs 20% off for 3+ fairs

# Begin Group Student Recruitment Events

## Spring 2024

- online event
- offline event

SPRING 2024

### Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan)

- **19 February.** Bishkek, Kyrgyzstan. High School Tour EUR 1200
- **20 February.** Bishkek, Kyrgyzstan. Begin Edu Fair EUR 2200
- **22 February.** Tashkent, Uzbekistan. Begin Edu Fair EUR 2490
- **23 February.** Almaty, Kazakhstan. High School Tour EUR 1200
- **24 February.** Almaty, Kazakhstan. Begin Edu Fair EUR 2490
- **25 February.** Astana, Kazakhstan. Begin Edu Fair EUR 2490
- **26 February.** Astana, Kazakhstan. High School Tour EUR 1200
- **3 April.** Begin Online Edu Fair EUR 1200

### MENA + Türkiye (Algeria, Bahrain, Egypt, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, Türkiye, UAE)

- **26-29 February.** İstanbul, Türkiye. 9th Annual Eurasia Higher Education Summit (B2B) on demand
- **1 March.** İstanbul, Türkiye. NET24 Workshop for Educators (B2B) EUR 2000
- **1 March.** İstanbul, Türkiye. Begin Edu Fair EUR 2490
- **2 March.** Cairo, Egypt. Begin Edu Fair EUR 2200
- **3 March.** Dubai, UAE. Begin Edu Fair EUR 2490
- **3 March.** Cairo, Egypt. High School Tour EUR 1200
- **18 April.** Algeria, Egypt, Morocco, Tunisia. Begin Online Edu Fair EUR 1200
- **25 April.** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE. Begin Online Edu Fair EUR 1200

### Eurasia (Azerbaijan, Georgia, Ukraine)

- **9 March.** Tbilisi, Georgia. Begin Edu Fair EUR 2200
- **10 March.** Baku, Azerbaijan. Begin Edu Fair EUR 2200
- **11 March.** Baku, Azerbaijan. High School Tour EUR 1200
- **12 March.** Kyiv, Ukraine. Begin Edu Fair EUR 2200

### Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)

- **16 March.** New Delhi, Begin Edu Fair EUR 2490
- **17 March.** Mumbai, Begin Edu Fair EUR 2490
- **19 March.** Bangalore, Begin Edu Fair EUR 2490
- **23 April.** Begin Online Edu Fair EUR 1200

### Southeast Asia (Indonesia, Vietnam)

- **22 March.** Jakarta, Indonesia. High School Tour EUR 1200
- **23 March.** Jakarta, Indonesia. Begin Edu Fair EUR 2200
- **24 March.** Surabaya, Indonesia. Begin Edu Fair EUR 2200
- **25 March.** Surabaya, Indonesia. High School Tour EUR 1200
- **30 March.** Hanoi, Vietnam. Begin Edu Fair EUR 2490
- **31 March.** Ho Chi Minh City, Vietnam. Begin Edu Fair EUR 2490

### Latin America (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

- **6 April.** Begin Online Edu Fair EUR 1200

### Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

- **16 April.** Begin Online Edu Fair EUR 1200
- **16 May.** Kigali, Rwanda. NET24 Workshop for Educators (B2B) EUR 2200

#### Add-ons for online fairs:

- Extended exhibitor's package – **EUR 600**

#### Add-ons for onsite fairs:

- 25 min live presentation – **EUR 700**
- Printed materials – **EUR 200**
- Additional lead-generation campaign – **EUR 2500**
- Personal assistant at your stand – **EUR 60/120**  
(depending on chosen country)

**PACKAGE DEAL DISCOUNTS:** 10% off for 2 fairs 20% off for 3+ fairs

# Begin Group Student Recruitment Events

## Autumn 2024

**Begin**  
group  
BE IN GROUP

- online event
- offline event

AUTUMN 2024

### Central Asia (Kazakhstan, Uzbekistan, Kyrgyzstan)

- **2 October.** Tashkent, Uzbekistan. Begin Edu Fair EUR 2490
- **4 October.** Astana, Kazakhstan. NET24 Workshop for Educators (B2B) EUR 2200
- **4 October.** Astana, Kazakhstan. High School Tour EUR 1200
- **5 October.** Astana, Kazakhstan. Begin Edu Fair EUR 2490
- **6 October.** Almaty, Kazakhstan. Begin Edu Fair EUR 2490
- **7 October.** Almaty, Kazakhstan. High School Tour EUR 1200
- **8 October.** Bishkek, Kyrgyzstan. Begin Edu Fair EUR 2200
- **19 November.** Begin Online Edu Fair EUR 1200

### Eurasia + Türkiye (Azerbaijan, Georgia, Poland, Türkiye, Ukraine)

- **10 October.** Tbilisi, Georgia. Begin Edu Fair EUR 2200
- **11 October.** Baku, Azerbaijan. High School Tour EUR 1200
- **12 October.** Baku, Azerbaijan. Begin Edu Fair EUR 2200
- **13 October.** İstanbul, Türkiye. Begin Edu Fair EUR 2490
- **15 October.** Kyiv, Ukraine. Begin Edu Fair EUR 2200
- **29-31 October.** Warsaw, Poland. NET24 Global Conference (B2B) EUR 4500

### Indian Subcontinent (Bangladesh, India, Nepal, Sri Lanka)

- **19 October.** New Delhi, Begin Edu Fair EUR 2490
- **20 October.** Mumbai, Begin Edu Fair EUR 2490
- **22 October.** Chennai, Begin Edu Fair EUR 2490
- **26 November.** Begin Online Edu Fair EUR 1200

### MENA (Algeria, Bahrain, Egypt, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE)

- **26 October.** Cairo, Egypt. Begin Edu Fair EUR 2200
- **27 October.** Cairo, Egypt. High School Tour EUR 1200
- **27 October.** Dubai, UAE. Begin Edu Fair EUR 2490
- **14 November.** Algeria, Egypt, Morocco, Tunisia. Begin Online Edu Fair EUR 1200
- **28 November.** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE. Begin Online Edu Fair EUR 1200

### Southeast Asia (Indonesia, Vietnam)

- **1 November.** Jakarta, Indonesia. High School Tour EUR 1200
- **2 November.** Jakarta, Indonesia. Begin Edu Fair EUR 2200
- **3 November.** Surabaya, Indonesia. Begin Edu Fair EUR 2200
- **4 November.** Surabaya, Indonesia. High School Tour EUR 1200
- **4 November.** Surabaya, Indonesia. NET24 Workshop for Educators (B2B) EUR 2200
- **9 November.** Hanoi, Vietnam. Begin Edu Fair EUR 2490
- **10 November.** Ho Chi Minh City, Vietnam. Begin Edu Fair EUR 2490
- **11 November.** Ho Chi Minh City, Vietnam. NET24 Workshop for Educators (B2B) EUR 2200

### Sub-Saharan Africa (Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania)

- **12 November.** Begin Online Edu Fair EUR 1200

### Latin America (Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru)

- **28 November.** Begin Online Edu Fair EUR 1200

#### Add-ons for online fairs:

- Extended exhibitor's package – **EUR 600**

#### Add-ons for onsite fairs:

- 25 min live presentation – **EUR 700**
- Printed materials – **EUR 200**
- Additional lead-generation campaign – **EUR 2500**
- Personal assistant at your stand – **EUR 60/120**  
(depending on chosen country)

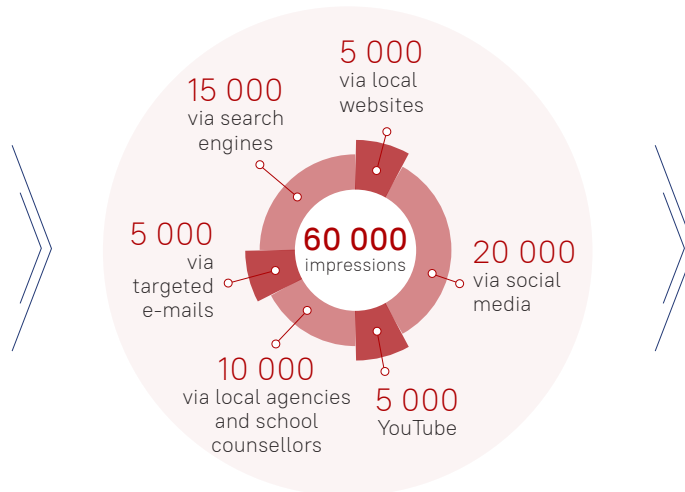
**PACKAGE DEAL DISCOUNTS:** 10% off for 2 fairs 20% off for 3+ fairs

## WE RUN ONLINE PROMOTIONAL CAMPAIGNS FOR EACH FAIR PARTICIPANT INDIVIDUALLY

### Campaign Setup

- Institution's name & brand
- Fields of study and degrees offered
- Country of origin, campus location
- Alumni video interview

### Channels



### Outcome



\* Minimum number of visitors for participants who booked 2 months prior to the fair (according to statistics of Begin Edu Fairs of 2022)

## SOCIAL NETWORKS

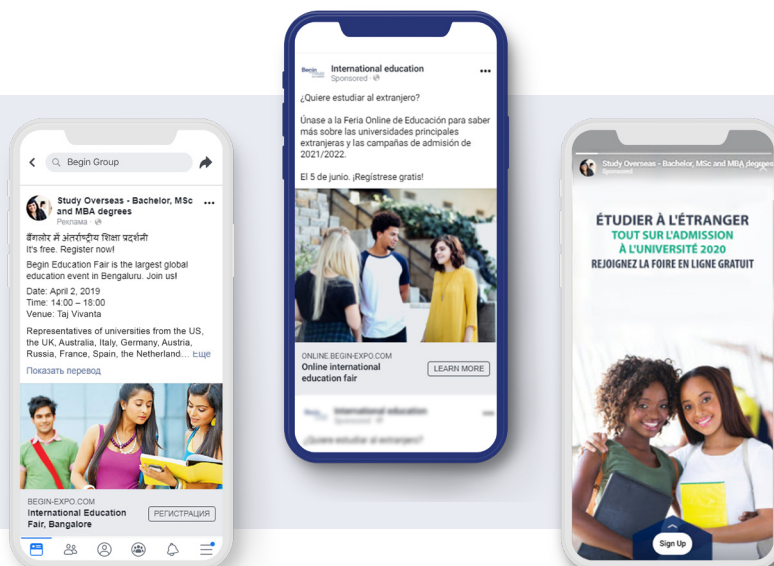
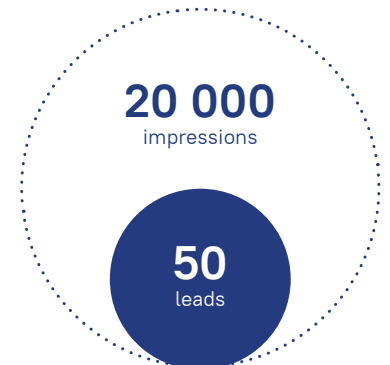
### Placement

- Feeds
  - Right column
  - Stories
- Feeds
  - Stories
  - IGTV
- Inbox
  - Stories

### Targeting

- Age
- Gender
- City/Location
- Languages
- Interests
- Behaviors
- Lookalike
- Retargeting


### Outcome



# LEAD GENERATION CAMPAIGN

## VIDEO

### Placement

-  **YouTube**
- TrueView In-Stream
- TrueView Video Discovery

### Targeting

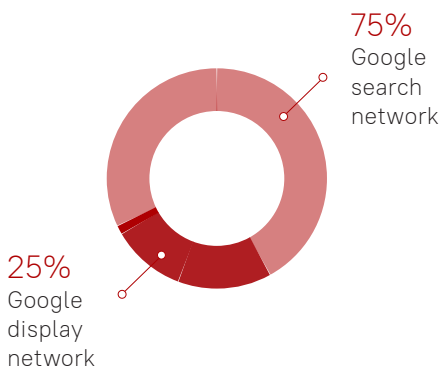
- Household Income
- Topics
- Placements (channels)
- Similar audiences
- Remarketing

### Outcome



## SEARCH ENGINES

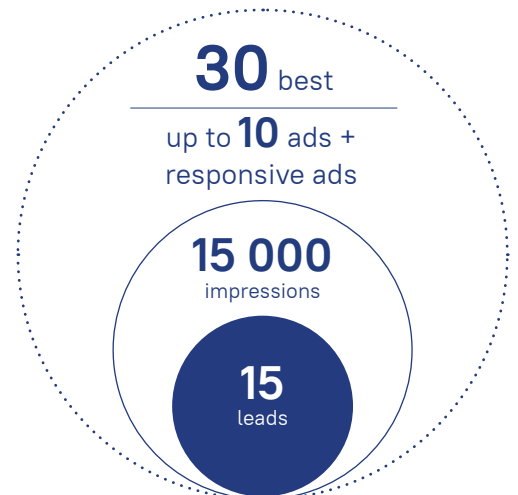
### Placement



### Targeting

- Semantic core  
**100** key words
- Age
  - Gender
  - Parental Status
  - City/Location
  - Languages
  - Affinity audiences

### Outcome



## ADDITIONAL CHANNELS

### Placement

- Targeted e-mails
- News articles and ads on local edu websites

### Targeting

- Age
- City/Location
- Parental Status
- Interests

### Outcome

