



A NAFSA Global Advocate



**FPPEdUMedia**

Innovative Student  
Recruitment Solutions

## 20<sup>th</sup> FPPEdUMedia International Education Brazil Roadshow Report

FPPEdUMedia is pleased to present this report on its 20th International Education Brazil EXPO Roadshow – held in March 2011, the most recent successful event in its long-running Roadshow series.

The following report is designed to provide useful information for those institutions that attended, those institutions that may be considering attending in the future, governmental and educational bodies, and all forms of media.

### Allow us to explain the numbers listed here:

As part of FPP Edu-Media's unique screening process to select students of only the highest quality, all prospective attendees are required to register in advance of the student fairs via [www.estudenoexterior.com](http://www.estudenoexterior.com)

#### Online student registrations:

Students are required to complete a registration questionnaire to gain an entry invitation to the Fairs ([www.expo-studyabroad.com/pt/expo](http://www.expo-studyabroad.com/pt/expo)). The answers to these questionnaires enable FPPEdUMedia system to accurately determine each and every student's capabilities of and desire to study abroad.

#### Accepted student registrations:

Invitations are then only sent to the students deemed to be of a high enough quality to meet with attending institutions.

#### Registrations at the fair:

Despite our student fair precondition that prospective attendees must register online in advance, a small percentage of students usually register at the event venue and are permitted entry. This usually occurs on account of media reports profiling the events, invited students bringing their interested friends and any outside marketing which mentions the event venue.

## ATTENDANCE

Rio de Janeiro Fair	March 15-16, 2011	
Online student registrations	15467	
Accepted student registrations	4598	30%
Registrations at the fair	237	
<b>Attending students</b>	<b>3560</b>	

Brasilia Fair	March 22, 2011	
Online student registrations	17834	
Accepted student registrations	6456	36%
Registrations at the fair	425	
<b>Attending students</b>	<b>5096</b>	

Curitiba Fair	March 18, 2011	
Online student registrations	6492	
Accepted student registrations	2432	37%
Registrations at the fair	84	
<b>Attending students</b>	<b>1255</b>	

Belo Horizonte Fair	March 24, 2011	
Online student registrations	8621	
Accepted student registrations	3012	35%
Registrations at the fair	142	
<b>Attending students</b>	<b>1844</b>	

Porto Alegre Fair	March 20, 2011	
Online student registrations	12871	
Accepted student registrations	4498	35%
Registrations at the fair	190	
<b>Attending students</b>	<b>3226</b>	

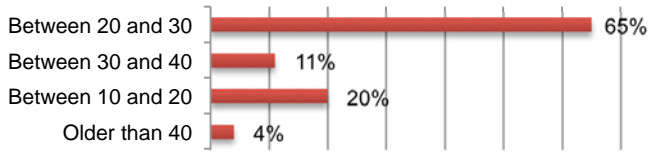
Sao Paulo Fair	March 26-27, 2011	
Online student registrations	26458	
Accepted student registrations	9021	34%
Registrations at the fair	638	
<b>Attending students</b>	<b>7015</b>	

Total Attending students	21996
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# Student Profile

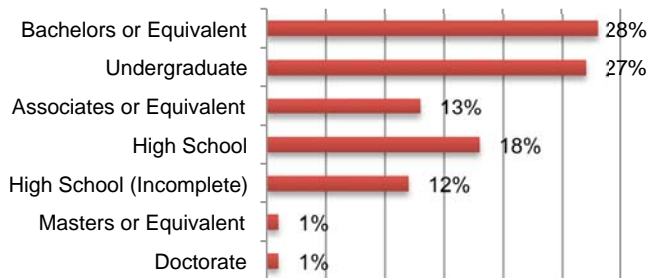
## Age



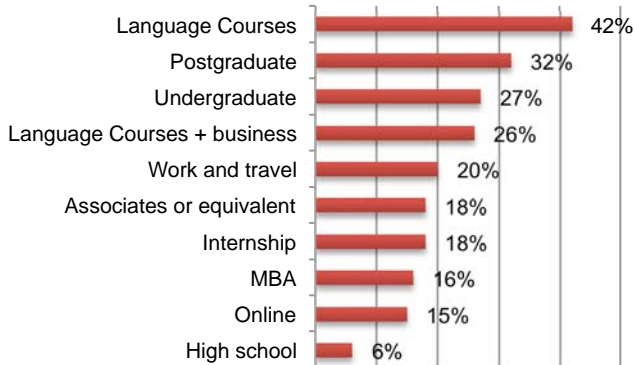
## Sex



## Current Level of Education

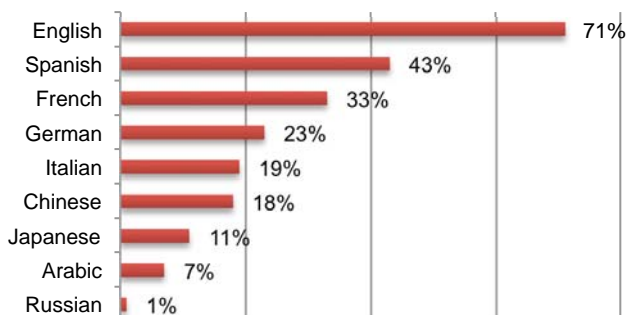


## Courses of interest



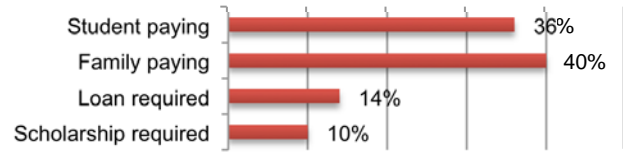
(Students were able to nominate up to 4 preferred courses)

## Languages of Interest

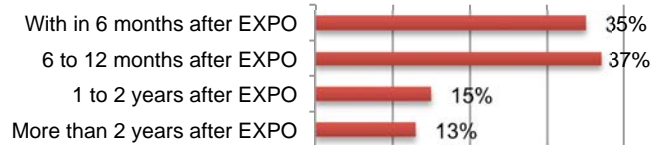


(Students were able to nominate up to 4 preferred languages)

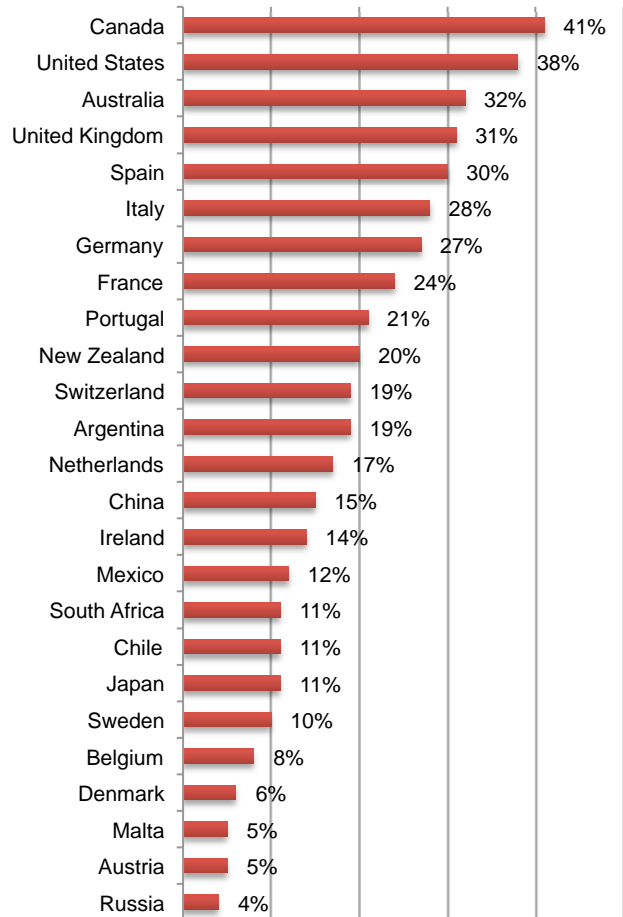
## Method of Course Payment



## Preferred Course Commencement Date

























## Preferred Study Abroad Destinations



(Students were able to nominate up to 4 preferred countries)

# Participating Institutions

The list of the **86 institutions from 14 countries that attended**. From these, **66 had participated before** in FPPEDUMedia EXPOs (marked with \*). **This means a 77% returning rate.**

Institution	Country
 *UNIVERSIDAD DE CIENCIAS EMPRESARIALES Y SOCIALES	Argentina
 UNIVERSITY OF SOUTH AUSTRALIA	Australia
 *UNIVERSITY OF CANBERRA	Australia
 *MACQUARIE UNIVERSITY	Australia
 *GO STUDY AUSTRALIA	Australia
 *EDUCATION & TRAINING INTERNATIONAL	Australia
 ABC INTERNATIONAL SERVICES PTY LTD	Australia
 *AUSTRADE - AUSTRALIAN TRADE COMMISSION	Australia
 *YÁZIGI TRAVEL	Brazil
 *WORLD STUDY EDUCAÇÃO INTERCULTURAL	Brazil
 *WEST 1	Brazil
 UP LANGUAGE CONSULTANTS	Brazil
 *TRAVELMATE INTERCÂMBIO	Brazil
 *THIS WAY AGÊNCIA DE TURISMO E INTERCÂMBIOS	Brazil
 *NUBE-NÚCLEO BRASILEIRO DE ESTÁGIOS	Brazil
 *MASTER EXCHANGE	Brazil
 *LATINO AUSTRALIA EDUCATION	Brazil
 *KIRRA INTERCÂMBIOS E VIAGENS	Brazil
 *KANGAROO EDUCATION – AUSTRÁLIA & NOVA ZELÂNDIA	Brazil
 *INFORMATION PLANET BRAZIL	Brazil
 *I2 INTERCAMBIOS INTELIGENTES	Brazil
 *HELLO AUSTRALIA	Brazil
*GO TOUR	Brazil
*FIT INTERCÂMBIO E VIAGENS LTDA	Brazil
FAST TRACK EDUCATIONAL CONSULTANCY	Brazil
*ESTUDAR NO EXTERIOR INTERCAMBIO	Brazil
*ESTUDAR IRLANDA	Brazil
EGALI INTERCÂMBIO	Brazil
EASY GRUPO LTDA - ME	Brazil
*COTACAO CAMBIO	Brazil





Institution	Country
*CÉSAR RITZ COLLEGES SWITZERLAND	Brazil
*BANCO RENDIMENTO	Brazil
*ALCANTARA PROPAGANDA	Brazil
*ABIC CURSOS E INTERCÂMBIO NO EXTERIOR	Brazil
*VANCOUVER ISLAND UNIVERSITY	Canada
*VANCOUVER ENGLISH CENTRE	Canada
*UNIVERSITY OF SASKATCHEWAN	Canada
*UNIVERSITY OF BRITISH COLUMBIA	Canada
*THOMPSON RIVERS UNIVERSITY	Canada
*SENECA COLLEGE	Canada
*SAINT LAWRENCE COLLEGE	Canada
*RED RIVER COLLEGE	Canada
*QUEEN'S UNIVERSITY	Canada
*ILAC - INTERNATIONAL LANGUAGE ACADEMY OF CANADA	Canada
*HUMBER COLLEGE	Canada
*GEORGIAN COLLEGE OF APPLIED ARTS & TECHNOLOGY	Canada
*EDUCATION IN/AU CANADA - CONSULADO GERAL DO CANADÁ	Canada
CLLC	Canada
*ALI - ACADEMIE LINGUISTIQUE INTERNATIONALE	Canada
*ALGONQUIN COLLEGE	Canada
ESC RENNES SCHOOL OF BUSINESS	France
*DAAD SERVIÇO ALEMÃO DE INTERCÂMBIO ACADÊMICO	Germany
*LUISS GUIDO CARLI	Italy
*DOMUS ACADEMY	Italy
*NUFFIC-NESO BRAZIL	Netherlands
HOTELSCHOOL THE HAGUE	Netherlands
*EDUCATION NEW ZEALAND	New Zealand
NZMA	New Zealand
UNIVERSIDADE CATÓLICA PORTUGUESA	Portugal
UNIVERSIDAD DE CADIZ	Spain
*EUROPEAN UNIVERSITY FOR MANAGEMENT STUDIES, S.A.	Spain
*ESIC, BUSINESS & MARKETING SCHOOL	Spain
EADA- ESCUELA DE ALTA DIRECCIÓN Y ADMINISTRACIÓN	Spain





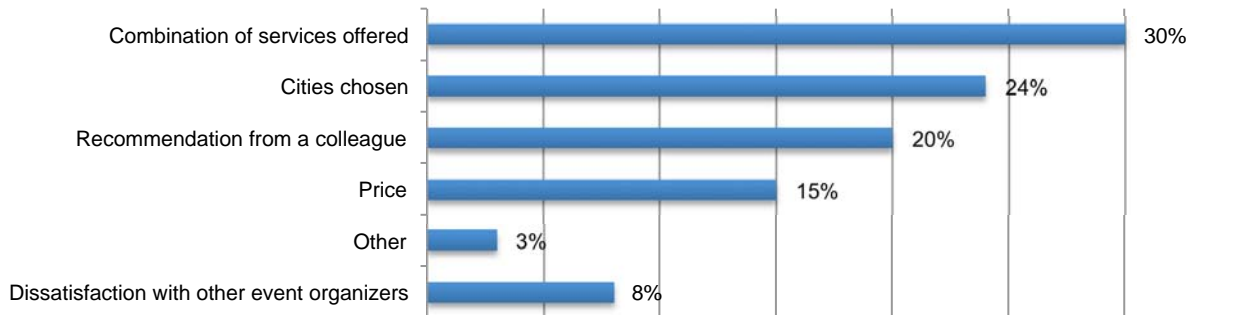
Institution	Country
E&S BUSINESS SCHOOL	Spain
*SWISS HOTEL MANAGEMENT SCHOOL	Switzerland
*IMI UNIVERSITY CENTER	Switzerland
UNIVERSITY OF HERTFORDSHIRE	United Kingdom
*THE ROYAL AGRICULTURAL COLLEGE	United Kingdom
MILLFIELD ENGLISH LANGUAGE HOLIDAY COURSES	United Kingdom
*LONDON SCHOOL OF BUSINESS AND FINANCE	United Kingdom
*BRITISH COUNCIL	United Kingdom
*ACROSS THE POND	United Kingdom
*UNIVERSITY OF SOUTH CAROLINA	United States
*UNIVERSITY OF SAN FRANCISCO	United States
UNIVERSITY OF CENTRAL FLORIDA	United States
*UC SAN DIEGO	United States
*THE UNIVERSITY OF ALABAMA	United States
SNOW COLLEGE	United States
*SAVANNAH COLLEGE OF ART AND DESIGN	United States
*SAN DIEGO STATE UNIVERSITY	United States
LETOURNEAU UNIVERSITY	United States
*GEORGIA INSTITUTE OF TECHNOLOGY, LANGUAGE INSTITUTE	United States
GEORGETOWN COLLEGE	United States
*FOOTHILL AND DE ANZA COLLEGES	United States
*EDUCATIONUSA BRASIL COORDINATION	United States
*AMERICAN MUSICAL & DRAMATIC ACADEMY	United States



# Participating Institutions Feedback

All EXPO Roadshow participants were asked to complete feedback forms, after the event's conclusion. Following are cumulative statistics from these feedback forms, as well as direct testimonials from the participants.

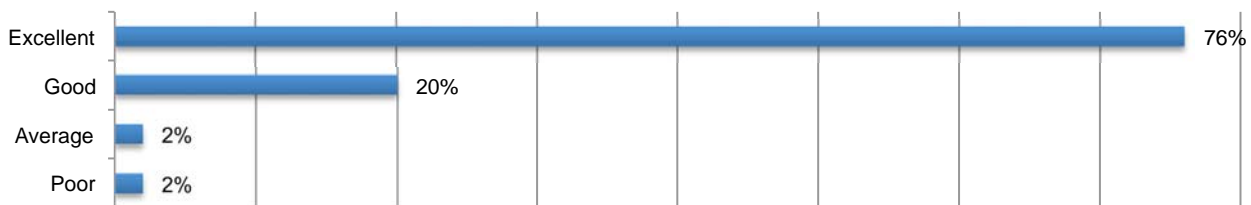
## Reason for attending



## Prior to the EXPO Roadshow

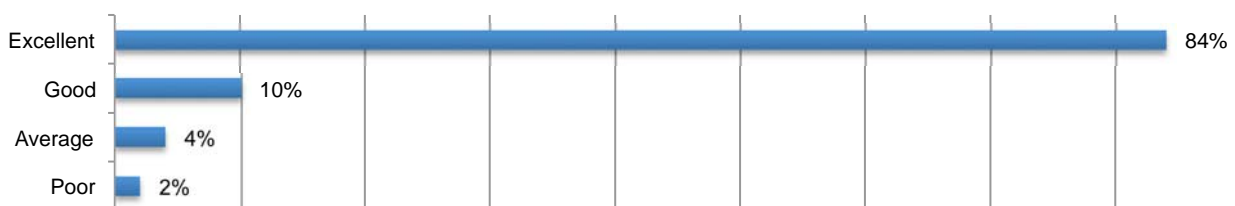
93% of participants felt that they were provided with sufficient information prior to the EXPO Roadshow.

96% of participants rated their pre-event communication with FPPEDUMedia staff as excellent or good.

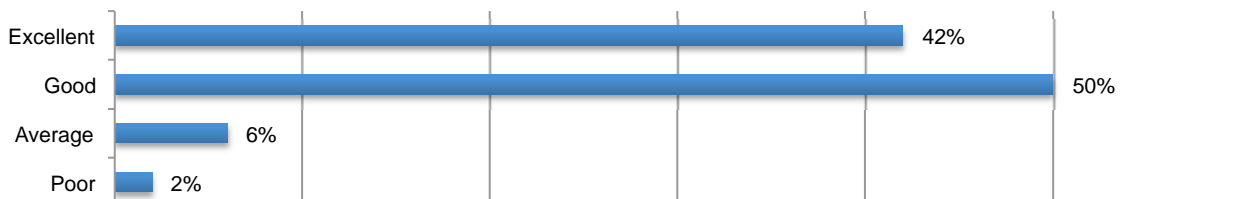


## During the EXPO Roadshow

94% of participants rated the quantity of students at the EXPO Roadshow as excellent or good.



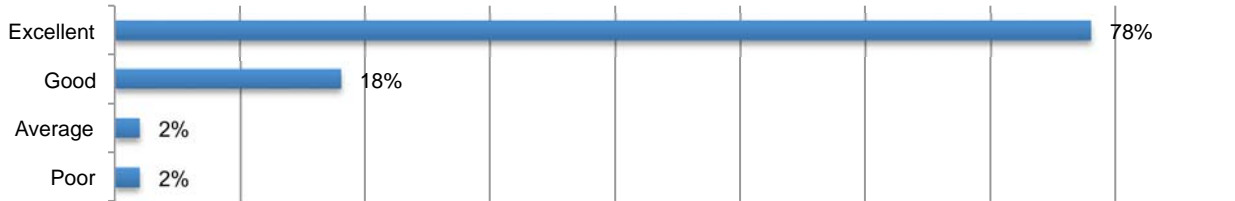
92% of participants rated the quality of students at the EXPO Roadshow as excellent or good.



96% of participants rated their assigned stand assistants at the EXPO Roadshow as excellent or good.



96% of participants rated the onsite FPPEDUMedia staff support at the EXPO Roadshow as excellent or good.



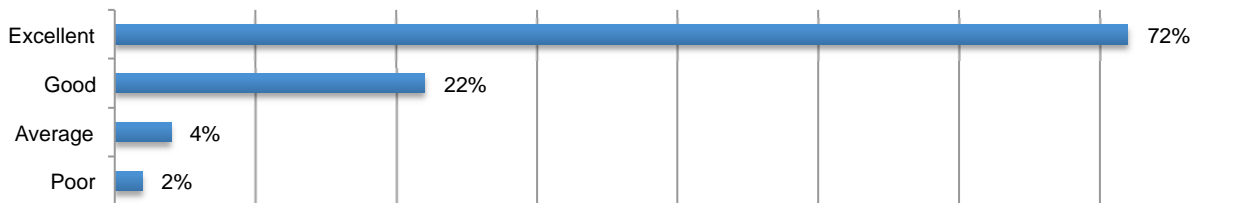
## The EXPO Roadshow on reflection

92% of participants would recommend FPPEDUMedia Events to other institutions.

8% of participants preferred to wait further into their follow-up, before answering.

0% of participants would not recommend FPPEDUMedia events to others.

94% of participants rated their EXPO Roadshow experience as excellent or good.



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