



FPP Edu-Media Italy EXPO Road Show Report

FPP Edu-Media is pleased to have compiled this report on the Italy EXPO Road Show.

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.

Attendance

Milan Student Fair – June 10th

Online student registrations - 560

Accepted student registrations - 459 (82%)

Registrations at the fair - 125

Attending students - 340

Rome Student Fair – June 12th

Online student registrations - 982

Accepted student registrations – 758 (77%)

Registrations at the fair - 209

Attending students - 641

Catania Student Fair – June 16th

Online student registrations - 611

Accepted student registrations - 438 (71%)

Registrations at the fair - 97

Attending students - 305



Allow us to explain the numbers listed above.

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.studiallester.com

Here a registration questionnaire is available. The numbers of students that complete these registration questionnaires (www.expo-studyabroad.com/it/expo/inscrevase.asp), in order to gain entry to the event, are indicated as the "Online student registrations".

The answers to these questionnaires enable FPP Edu-Media system to accurately determine each and every student's capabilities of and desire to study abroad. Invitations are then only sent to the students deemed to be of a high enough quality to meet with attending institutions. Those students that are of the highest quality and are sent invitations are indicated as the "Accepted student registrations".

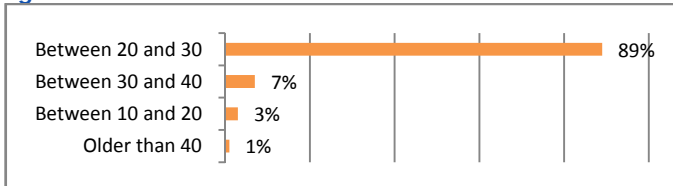
Despite our student fair precondition that prospective attendees must register online in advance, a small percentage of students usually register at the event venue and are permitted entry. This usually occurs on account of media reports profiling the events; invited students bringing their interested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



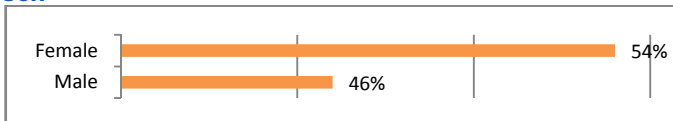


Student Profile

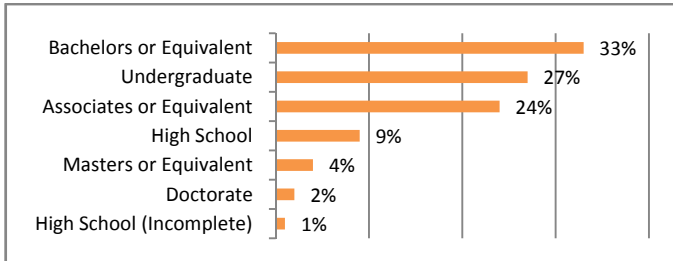
Ages



Sex

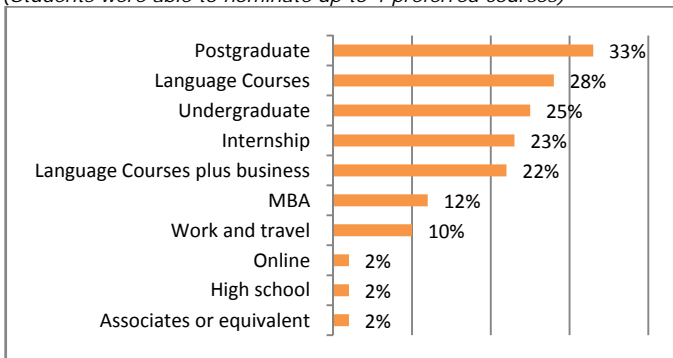


Current Level of Education

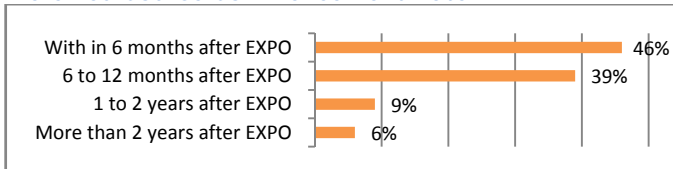


Courses of interest

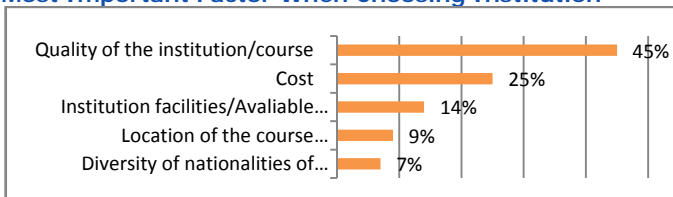
(Students were able to nominate up to 4 preferred courses)



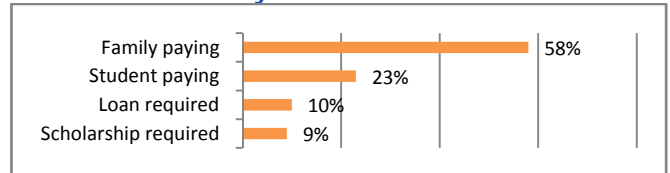
Preferred Course Commencement Date



Most Important Factor When Choosing Institution

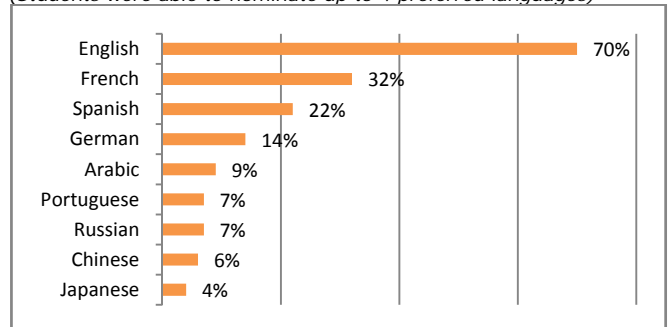


Method of Course Payment



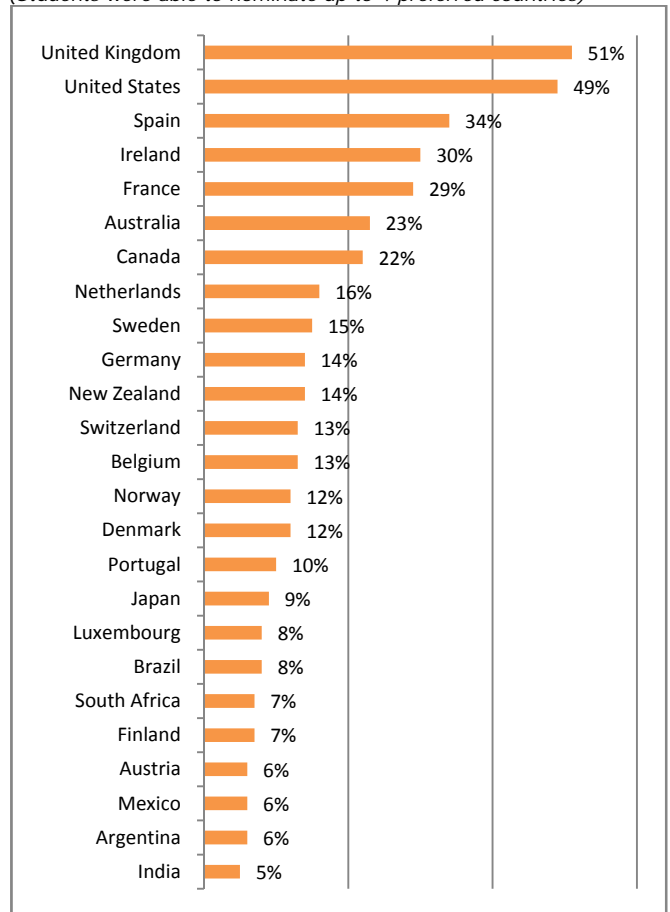
Languages of interest

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



Preferred Study Abroad Destinations

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





FPP Edu-Media

Innovative Student Recruitment Solutions

www.fppmedia.com



ESTUDE NO EXTERIOR

CURSOS EN EL EXTERIOR

Participating Institutions

Institution	Country
FAST FORWARD IDIOMAS	Brazil
VERNON SCHOOL DISTRICT	Canada
NANJING UNIVERSITY OF AERONAUTICS AND ASTRONAUTICS	China
AMBASSADE DE FRANCE	France
IL CENTRE CULTUREL FRANÇAIS	France
DAAD	Germany
BRITISH COUNCIL	Italy
SPERLING & KUPFER	Italy
LUISS	Italy
LUISS BUSINESS SCHOOL	Italy
FONDAZIONE CRUI	Italy
HZ UNIVERSITY OF APPLIED SCIENCES	Netherlands
CONSOLATO GENERALE NUOVA ZELANDA	New Zealand
ST LEONARDS SCHOOL AND SIXTH FORM COLLEGE	Scotland
IE	Spain
INSTITUTO CERVANTES	Spain
IED	Spain
COLCHESTER ENGLISH STUDY CENTRE	United Kingdom
THE LANGUAGE PROJECT	United Kingdom
THE LONDON SCHOOL OF ENGLISH	United Kingdom
HURON UNIVERSITY LONDON	United Kingdom
COMMISSIONE PER GLI SCAMBI CULTURALI FRA L'ITALIA E GLI STATI UNITI	United States
EMBASSY OF THE UNITED STATES	United States
US-ITALY FULBRIGHT COMMISSION	United States
ZONI LANGUAGE CENTERS	United States
UNIVERSITY OF CALIFORNIA- SAN DIEGO	United States
HOBSONS	United States
BU GLOBAL	United States
UNIVERSITY OF CALIFORNIA, IRVINE - EXTENSION	United States



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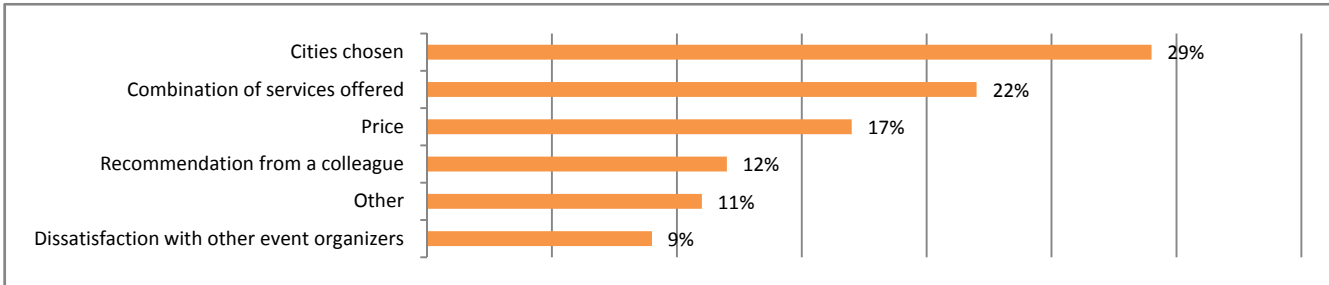
info@fppmediacorp.com



Participating Institutions Feedback

All EXPO Road Show 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.

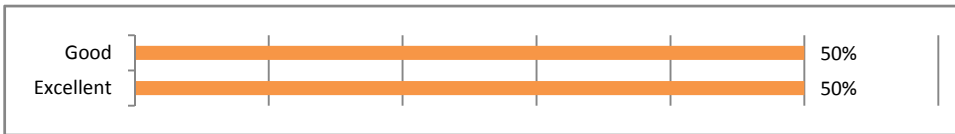
Reason for attending the EXPO Road Shows



Prior to the EXPO Road Shows

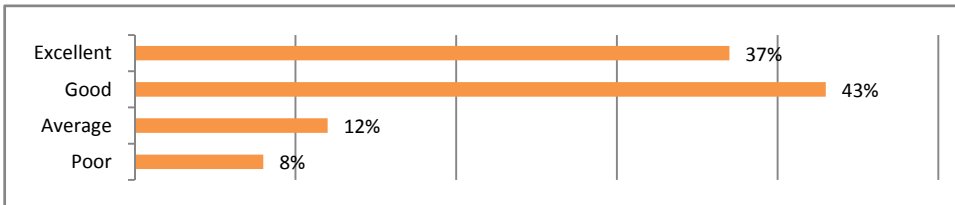
95% of participants felt that they were provided with sufficient information prior to the EXPO Road Show.

100% of participants rated their pre-event communication with FPP Edu-Media staff as excellent or good.

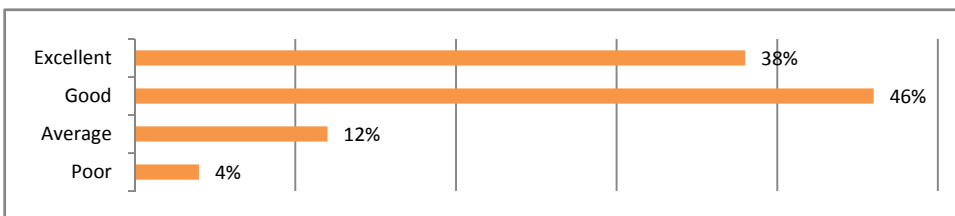


During the EXPO Road Shows

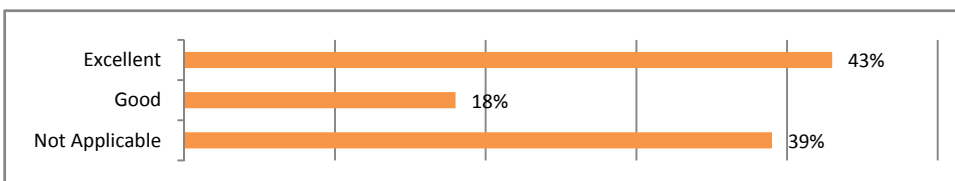
80% of participants rated the quantity of students at the EXPO Road Show as excellent or good.



84% of participants rated the quality of students at the EXPO Road Show as excellent or good.

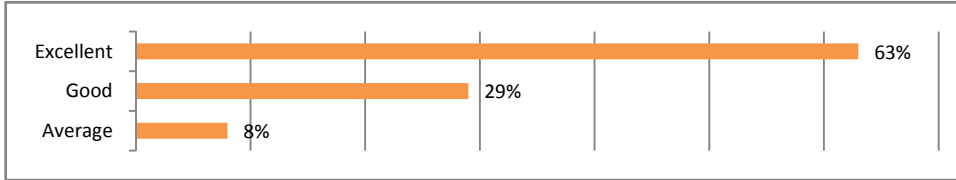


100% of participants rated their assigned stand assistants at the EXPO Road Show as excellent or good.





92% of participants rated the onsite staff support at the EXPO Road Show as excellent or good.



The EXPO Road Shows on reflection

80% of participants would recommend FPP Edu-Media Events to other institutions.
20% of participants preferred to wait further into their follow-up, before answering.
0% of participants would not recommend FPP Edu-Media events to others.

93% of participants rated their EXPO Road Show experience as excellent or good.

