



Innovative.

# Student Recruitment Solutions

## 5<sup>th</sup> FPP Edu-Media Europe EXPO Roadshow

October 2009

**SPAIN - ITALY**

2 countries - 4 cities

[www.fppedumedia.com](http://www.fppedumedia.com)



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**FPP Edu-Media Student Recruitment Fairs**



**Why Attend FPP Edu-Media Recruitment Fairs?**

Since 1997, FPP Edu-Media has been helping international educational institutions **increase their student enrollments and exposure in Latin America and Europe** through its Student **Recruitment Fairs**. Since 2007 FPP Edu-Media has expanded into the European market, using the same innovative services that made FPP Edu-Media the **largest Recruitment Fair Organizer in Latin America**. Language schools, colleges, universities, high schools, IT colleges, business colleges, hotel schools, postgraduate and MBA programs **from more than 30 countries** have experienced **increased enrollments and brand awareness** through FPP Edu-Media's recruitment events.

- Unrivalled pre and post-event support, including free advertising in Latin America's and Europe's five most-accessed Study Abroad Portals, listings in Latin America's and Europe's five newsletters, and advertising in the ever-popular EXPO Magazines.
- FPP Edu-Media's unique pre-screening process guarantees the highest-quality students; no 'brochure grabbers' nor 'scholarship seekers'.
- Complete service: FPP Edu-Media is happy to take care of all your accommodation, transportation, and translator arrangements.
- More returning institutions than any other Latin American educational event.
- Offering a safe and friendly environment at all times..

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Country	City	Date	Student Fair	Price
ITALY	<b>Milan</b>	Fri - October 23	2pm - 7pm	EUR 1700
	<b>Rome</b>	Mon - October 26	2pm - 7pm	EUR 1700
SPAIN	<b>Madrid</b>	Wed - October 28	3pm - 8pm	EUR 1700
	<b>Barcelona</b>	Fri - October 30	3pm - 8pm	EUR 1700

*Translator/Stand Assistant: EUR 90 per day*

FPP Edu-Media Student fairs are known in Spain as "EXPO Cursos En El Extranjero" and in Italy "EXPO Studi All' Estero" which means EXPO "Courses Abroad".

## Available Discounts

- **Early Payment Discount - 10%:** Institutions who register and pay by August 15, receive a 10% discount on any fair price
- **Multi-city Discount**
  - 2 Cities      10% Discount
  - 3 Cities      15% Discount
  - 4 Cities      20% Discount

## What is included in the price?

- Event Participation (table or stand, depending on the city)
- Agent databases for Agent Meeting Place
- 100-word listing and logo on EXPO Magazine, distributed in all cities.
- Listing and logo on E-newsletter sent to all registered students.
- Free Online Institution Profile in 5 languages on FPP Edu-Media's award-winning Study Abroad Portals, including 400 USD credit in student leads.

## Accommodation & Transportation

Clients are welcome to book their own hotels and transportation, below we suggest some hotels close to the event venues and some transportation options.

City	Hotel Name	Single Room Per night	Hotel Website
<b>1: Milan</b>	Regina Hotel****	EUR 190	<a href="http://www.hotelregina.it">www.hotelregina.it</a>
<b>2: Milan</b>	King Hotel****	EUR 115	<a href="http://www.hotelkingmilano.com">www.hotelkingmilano.com</a>
<b>1: Rome</b>	Bettoja Hotel Massimo d'Azeglio****	EUR 185	<a href="http://www.bettojahotels.it">www.bettojahotels.it</a>
<b>2: Rome</b>	Hotel Domus***	EUR 75	<a href="http://www.domushotel.com">www.domushotel.com</a>
<b>1: Madrid</b>	Hotel HUSA Princesa*****	EUR 200	<a href="http://www.hotelhusaprincesa.com">www.hotelhusaprincesa.com</a>
<b>2: Madrid</b>	Hotel T3 Tirol***	EUR 80	<a href="http://www.t3tirol.com">www.t3tirol.com</a>
<b>1: Barcelona</b>	Pullman Skipper Barcelona*****	EUR 215	<a href="http://www.pullman-barcelona-skipper.com">www.pullman-barcelona-skipper.com</a>
<b>2: Barcelona</b>	H10 Marina Hotel****	EUR 100	<a href="http://www.h10hotels.com">www.h10hotels.com</a>

Leg	Transportation	Aproximate Cost	Website
<b>Milan to Rome</b>	Train – 4 hours – Trenitalia – 2 <sup>nd</sup> Class	EUR 67	<a href="http://www.trenitalia.it">www.trenitalia.it</a>
<b>Milan to Rome</b>	Flight – 1:20 hours – EasyJet (MXP-FCO)	EUR 25	<a href="http://www.easyjet.com">www.easyjet.com</a>
<b>Milan to Rome</b>	Flight – 1:20 hours – Alitalia (LIN-FCO)	EUR 60	<a href="http://www.alitalia.com">www.alitalia.com</a>
<b>Rome to Madrid</b>	Flight – 1:50 hours – EasyJet (FCO-MAD)	EUR 35	<a href="http://www.easyjet.com">www.easyjet.com</a>
<b>Rome to Madrid</b>	Flight – 1:50 hours – Air Europa (FCO-MAD)	EUR 60	<a href="http://www.aireuropa.com">www.aireuropa.com</a>
<b>Rome to Madrid</b>	Flight – 1:50 hours – Ryanair (CIA-MAD)	EUR 30	<a href="http://www.ryanair.com">www.ryanair.com</a>
<b>Madrid to Barcelona</b>	Train – 3 hours – Renfe – 2 <sup>nd</sup> Class	EUR 100	<a href="http://www.renfe.es">www.renfe.es</a>
<b>Madrid to Barcelona</b>	Flight – 1:10 hours – Vueling (MAD-BCN)	EUR 40	<a href="http://www.vueling.com">www.vueling.com</a>
<b>Madrid to Barcelona</b>	Flight – 1:10 hours – Iberia (MAD-BCN)	EUR 150	<a href="http://www.iberia.com">www.iberia.com</a>

## Event Venues

### Milan - Catholic University of the Sacred Heart (Università Cattolica del Sacro Cuore )

**Students:** 42,388

The Università Cattolica del Sacro Cuore was founded in 1921 and now is the biggest private university in Europe and the biggest Catholic university in the world. From among the universities which award legally recognized degrees (as with Italian State Universities), the Università Cattolica del Sacro Cuore is the most comprehensive and complete in Italy. Today the university has five campuses (Milano, Brescia, Piacenza-Cremona, Roma and Campobasso), 14 faculties, 52 three-year Major tracks, 42 graduate level degrees, 1 four-years degree, over 100 master tracks, 53 specializations and 5 Postgraduate Schools.

### Rome – Frentani Congress Center (Centro Congressi Frentani)

The Frentani Congress Center is strategically located next to Università degli Studi di Roma La Sapienza (Rome's largest university with over 140,000 students) and only steps away from Roma Termini, the city's most important and biggest railway, metro, and bus station.

### Madrid – HUSA Princesa Hotel

The HUSA Princesa is only 2 metro stops away from Madrid's University City, hosting 4 major universities with a student population of well over 100,000. It also is immediately next to Universidad Pontificia Comillas and very easy accessible by public transportation.

### Barcelona - Pompeu Fabra University (Universitat Pompeu Fabra)

**Students:** 8,500

Pompeu Fabra University is a public university in founded in 1990, it is named after the Catalan grammarian Pompeu Fabra. As of 2007, the university has 8,500 students and 1,008 lecturers. Out of the 8,500 students, 1,200 study Law, 900 study Business Sciences, 820 study Business Management and Administration and 770 study Economics. Other relevant studies are Audiovisual Communication, Journalism, Political Sciences, Humanities and Labor Economics. The university is ranked first nationally in the disciplines of Business, Political Science, Economics, and Law, among others.[1] Despite its relatively small size and its foundation less than two decades ago, the institution is the third highest-ranked university in Spain.

## Features Unique to FPP Edu-Media EXPO Road Show

### Student Quality – Student participants are screened

Student participants are **screened** through online questionnaires to ensure only the highest quality visitors attend the events. Each attendee's capability and desire to study abroad is assessed, ensuring that **invitations are sent only** to those who have the **genuine intention** and the **financial means** to study abroad.

### Agent Meeting Place

All participants **are provided with the contact details of agents**. By contacting the agents prior to the day of the event, **you can arrange and book meetings with them**, either at their office or in your hotel.

Agents have reported that they feel more comfortable being contacted directly by Institutions and since there is no fixed schedule you can set meetings with agents and make your own schedule..



## Seminars

7 x 30 minute slots are available during the Student Fairs **for participating institutions to present a seminar**. These seminars are announced before and during the events and create a greater focus on your institution. The seminars take place in rooms holding 50 to 70 people, depending on the venue.

**Price:** EUR 150 each.

## Registration

Registration forms are available online or in PDF format; simply ask your FPP Edu-Media Sales Representative.

Register online [www.fppmedia.com/expo/register/registercommon.asp](http://www.fppmedia.com/expo/register/registercommon.asp)

There are 3 main steps involved in registering and you will need to provide the following information:

- Institution contact details.
- Institution logo file and 100 word description for the magazine.
- Names of representatives to be shown on name badges.
- If requesting accommodation, check-in and checkout dates.
- If requesting transportation, representatives' passport numbers.