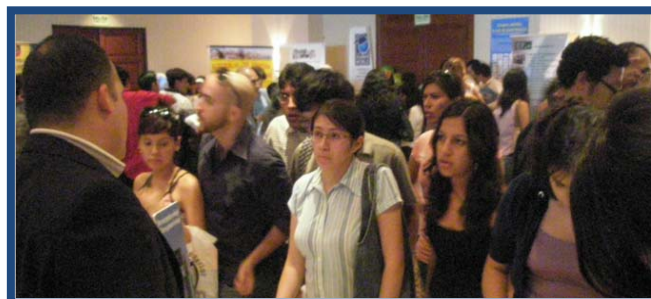




14th EXPO Latin America Road Show Report

FPP Edu-Media is pleased to have compiled this report on the EXPO Latin America Road Show - FPP Edu-Media's very successful and most recent event in the long-running Road Show 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.



Attendance

Santiago (Chile) Student Fair – April 8th

Online student registrations - 3876
Accepted student registrations - 1201 (31%)
Registrations at the fair - 103
Attending students - 765

Buenos Aires (Argentina) Student Fair – April 10th

Online student registrations - 4590
Accepted student registrations - 1285 (28%)
Registrations at the fair - 117
Attending students – 873

Lima (Peru) Student Fair – April 13th

Online student registrations - 22568
Accepted student registrations - 2482 (11%)
Registrations at the fair - 210
Attending students - 1710

Quito (Ecuador) Student Fair – April 15th

Online student registrations - 5682
Accepted student registrations - 1534 (27%)
Registrations at the fair - 197
Attending students - 1085

Caracas (Venezuela) Student Fair – April 17th

Online student registrations - 3265
Accepted student registrations - 1302 (40%)
Registrations at the fair - 91
Attending students - 951

Bogota (Colombia) Student Fair – April 20th & 21st

Online student registrations - 8068
Accepted student registrations - 2581 (32%)
Registrations at the fair - 263
Attending students - 2134

Guadalajara (Mexico) Student Fair – April 23rd

Online student registrations - 3580
Accepted student registrations - 1074 (30%)
Registrations at the fair - 106
Attending students - 530

Mexico City (Mexico) Student Fair – April 25th & 26th

Online student registrations - 10685
Accepted student registrations - 2457 (23%)
Registrations at the fair - 238
Attending students - 1930

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.estudenoexterior.com

Here a registration questionnaire is available. The numbers of students that complete these registration questionnaires (www.expo-studyabroad.com/pt/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".

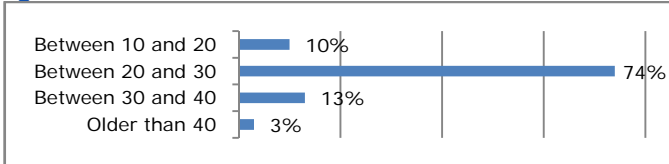
Despite our student fair precondition that prospective attendees must register online in advance, a small percentage of students usually register at the event venue and are permitted entry. This usually occurs on account of media reports profiling the events; invited students bringing their interested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





Student Profile

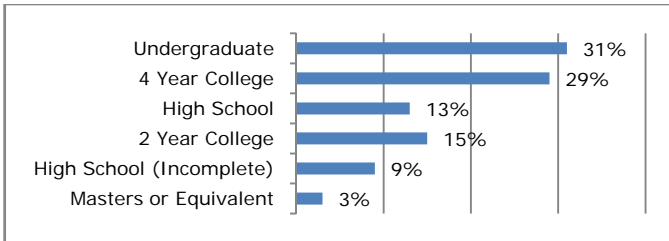
Ages



Sex

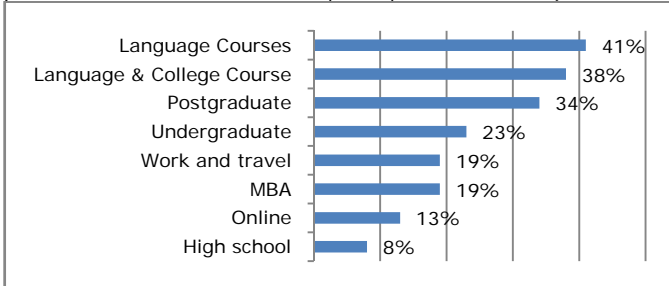


Current Level of Education

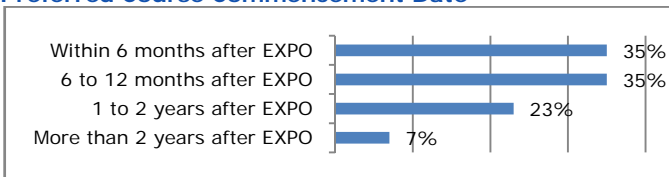


Courses of interest

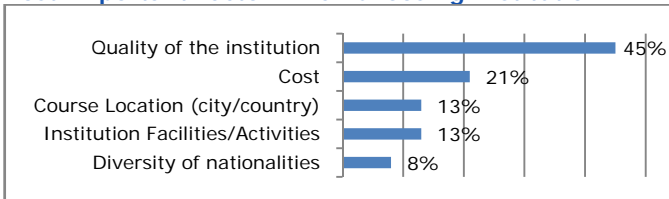
(Students were able to nominate up to 4 preferred courses)



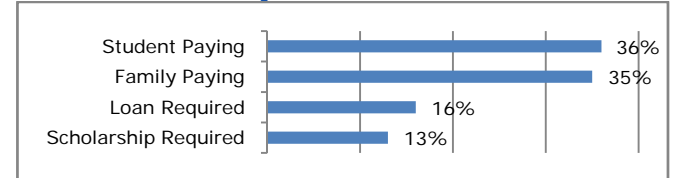
Preferred Course Commencement Date



Most Important Factor When Choosing Institution

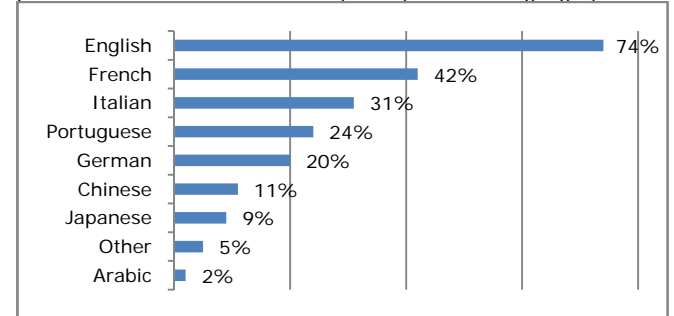


Method of Course Payment



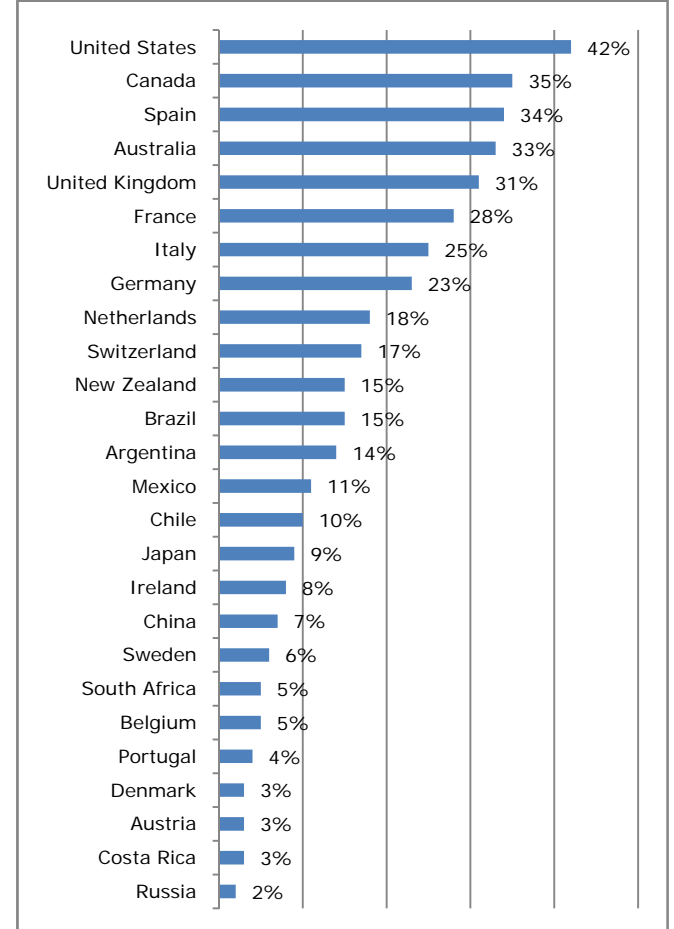
Languages of interest

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



Preferred Study Abroad Destinations

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





Participating Institutions

The list of the **94 institutions from 20 countries that attended**. From these, **27 had participated before in FPP Edu-Media events** (marked with *). This means a **48% returning rate** for the 14th EXPO Latin America Road Show.

Canada

ACADEMIA INTERNACIONAL DE ARTE Y DISEÑO
AIAD/MIILA
CONESTOGA COLLEGE
FANSHAWE COLLEGE*
GEORGIAN COLLEGE OF APPLIED ARTS & TECHNOLOGY*
LASALLE COLLEGE INTERNATIONAL
SAINT LAWRENCE COLLEGE
QUESNEL SCHOOL DISTRICT
VANCOUVER SCHOOL BOARD
VERNON SCHOOL DISTRICT
ILAC - INTERNATIONAL LANGUAGE ACADEMY OF CANADA*
UNIVERSITY OF VICTORIA
VANCOUVER ENGLISH CENTRE*
WESTERN TOWN COLLEGE
CEC NETWORK*
ROCHON GENOVA
MCGILL UNIVERSITY
UNIVERSITY CANADA WEST
UNIVERSITY OF WINDSOR

Australia & New Zealand

BRIDGE BLUE EN AUSTRALIA.COM
STUDENT WORLD
CHISHOLM TAFE
EDUCATION & TRAINING INTERNATIONAL
THE EDUCATION GROUP*
VIVA COLLEGE AUSTRALIA
AUSTRALIAN EDUCATION INTERNATIONAL*
GROUP COLLEGES AUSTRALIA*
INTERNATIONAL HOUSE SYDNEY*
LA LINGUA LANGUAGE SCHOOL
GO STUDY AUSTRALIA*
ECU - EDITH COWAN UNIVERSITY
LA TROBE UNIVERSITY*
MACQUARIE UNIVERSITY
UNIVERSITY OF WAIKATO

Europe & Mid East

CAMPUSFRANCE (France) *
DAAD (Germany) *
ENGLISH IN DUBLIN (Ireland)
FUNDACION ALIANZA CULTURAL HEBREA (Israel)
DOMUS ACADEMY (Italy)
POLITECNICO DI MILANO (Italy) *
ISTITUTO EUROPEO DI DESIGN (Italy) *
NETHERLANDS EDUCATION SUPPORT OFFICE MEXICO
(Netherlands) *
CEF (Spain) *
INFOEMPLEO.COM (Spain)
COLUMBUS IBS (Spain)
LEMANIA GROUP SWITZERLAND (Switzerland) *
LES ROCHES INTERNATIONAL SCHOOL OF HOTEL
MANAGEMENT (Switzerland) *
UNIVERSITY OF ST.GALLEN (HSG) (Switzerland)
SWISS EDUCATION GROUP (Switzerland) *
BRITISH COUNCIL (United Kingdom) *
GOLDERS GREEN COLLEGE (United Kingdom) *
LONDON SCHOOL OF COMMERCE (United Kingdom) *
SR MEDIA (United Kingdom) *

United States

DIABLO VALLEY COLLEGE*
COMEXUS*
EDUCATIONUSA MEXICO*
ELS LANGUAGE CENTERS
INSTITUTO CULTURAL NORTEAMERICANO DE JALISCO*
UNIVERSITY OF MIAMI INTENSIVE ENGLISH PROGRAM
CENTRO COLOMBO AMERICANO*
HOBSONS*
COMISIÓN FULBRIGHT*
UNIV OF CALIFORNIA, SAN DIEGO*
JOSE MARIA VARGAS UNIVERSITY*
PITTSBURG STATE UNIVERSITY
TROY UNIVERSITY
UNIVERSITY OF CALIFORNIA, SAN DIEGO EXTENSION
INTERNATIONAL PROGRAMS*
INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS
TRUMAN STATE UNIVERSITY*
USC LANGUAGE ACADEMY

Latin America

LATINO AUSTRALIA EDUCATION (All countries) *
IMAGE CAMPUS (Argentina)
AIESEC (Argentina)
EMBAJADA DEL BRASIL (Brazil) *
FAST FORWARD LANGUAGE INSTITUTE (Brazil) *
KANGAROO TOURS CHILE (Chile)
UNIVERSIDAD MAYOR (Chile)
COLFUTURO (Colombia) *
EDUCAMINOS (Colombia) *
GLOBAL CONNECTION (Colombia) *
KIOSK ESTUDIOS EN EL EXTERIOR (Colombia) *
TEACHING AND TUTORING COLLEGE OF COLOMBIA
(Colombia) *
TROTAMUNDOS SA (Colombia) *
LANGEXECUADOR (Ecuador)
XPLOER ECUADOR (Ecuador)
UNIVERSIDAD INTERNACIONAL DEL ECUADOR (Ecuador)
ACROSS THE POND (Mexico) *
EDU LYNKS (Mexico) *
ESTUDIANTES EMBAJADORES DE MEXICO (Mexico)
FUNDACION BECA A.C. (Mexico)
EDUCACION GLOBAL (Peru) *
INSTITUTO PERUANO DE FOMENTO EDUCATIVO (Peru) *
ASOCIACIÓN VENEZOLANO AMERICANA DE AMISTAD –
AVAA (Venezuela) *
ESTUDIEMAS.COM (Venezuela)
EF SERVICIOS EN EDUCACIÓN (Venezuela)

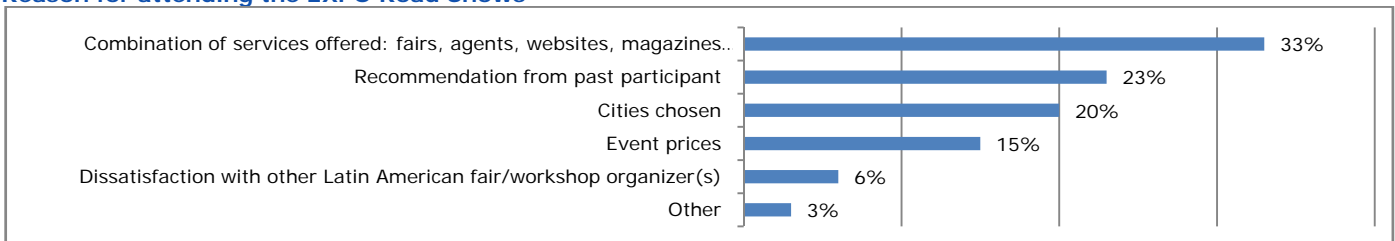




Participating Institutions Feedback

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.

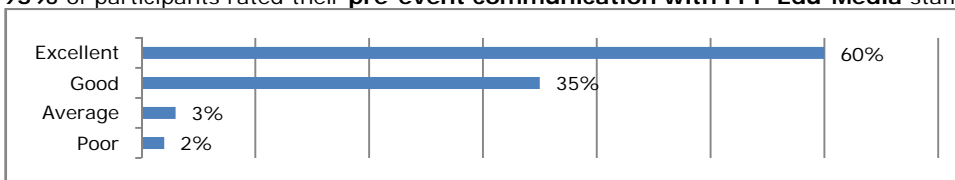
Reason for attending the EXPO Road Shows



Prior to the EXPO Road Shows

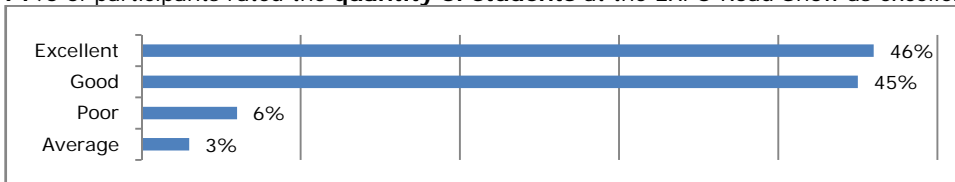
94% of participants felt that they were provided with sufficient information prior to the EXPO Road Show.

95% of participants rated their **pre-event communication with FPP Edu-Media** staff as excellent or good.

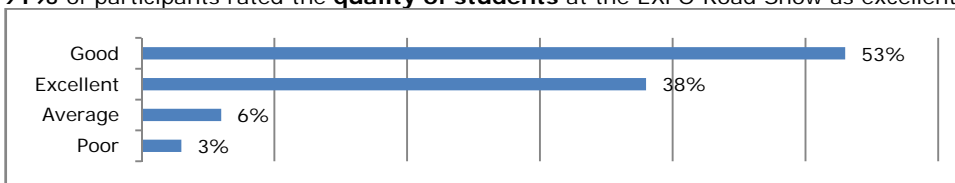


During the EXPO Road Shows

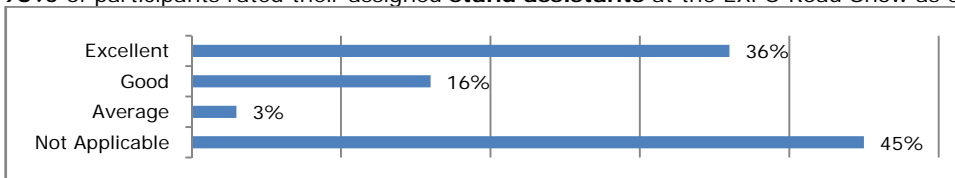
91% of participants rated the **quantity of students** at the EXPO Road Show as excellent or good.



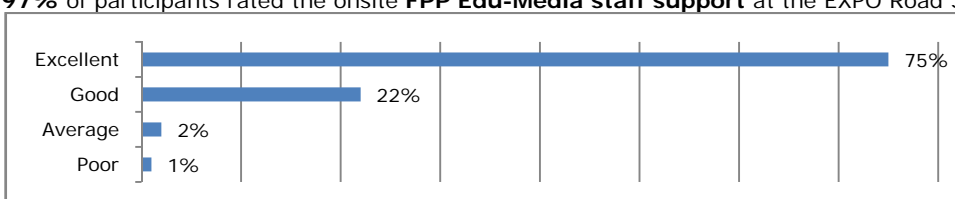
91% of participants rated the **quality of students** at the EXPO Road Show as excellent or good.



93% of participants rated their assigned **stand assistants** at the EXPO Road Show as excellent or good.



97% of participants rated the onsite **FPP Edu-Media staff support** at the EXPO Road Show as excellent or good.





FPP Edu-Media

Innovative Student Recruitment Solutions

www.fppmedia.com



ESTUDE NO EXTERIOR

CURSOS EN EL EXTERIOR

The EXPO Road Shows on reflection

96% of participants **would recommend FPP Edu-Media Events** to other institutions.

3% of participants preferred to wait further into their follow-up, before answering.

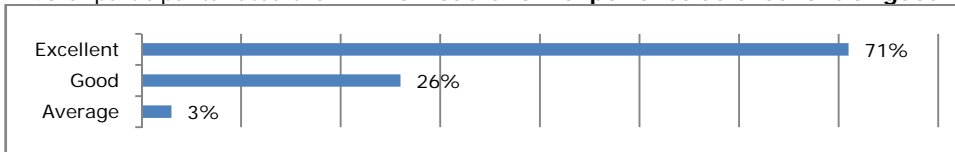
1% of participants would not recommend FPP Edu-Media events to others.

83% of participants **believe that they will definitely participate again in a FPP Edu-Media Event.**

15% % of participants preferred to wait further, and said it is quite likely they will participate in the future.

2% of participants believe they would not participate in the future.

97% of participants rated their **EXPO Road Show experience as excellent or good.**



Upcoming 15th FPP Edu-Media EXPO Road Show (August-September-October 2008)

15th FPP Edu-Media EXPO Cursos En El Exterior Latin America Road Show

Country	Cities	Date	Schedule	Price
COLOMBIA	Cali	Wed - September 17	4 to 9 pm	USD 1500
	Medellin	Fri - September 19	4 to 9 pm	USD 1500
	Bogota	Sun & Mon - September 21 & 22	2 to 7 pm & 4 to 9 pm	USD 2500
	Barranquilla	Wed - September 24	4 to 9 pm	USD 1500
PANAMA	Panama City	Sat - September 27	2 to 7 pm	USD 1500
COSTA RICA	San Jose	Mon - September 29	4 to 9 pm	USD 1500
MEXICO	Puebla	Wed - October 1	4 to 9 pm	USD 1500
	Mexico City	Fri & Sat - October 3 & 4	4 to 9 pm & 2 to 7 pm	USD 2500
	Monterrey	Mon - October 06	4 to 9 pm	USD 1500
	Guadalajara	Wed - October 08	4 to 9 pm	USD 1500

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