



A NAFSA Global Advocate



FPPEdUMedia
Innovative Student
Recruitment Solutions

20th FPPEdUMedia International Education Mexico Roadshow Report

FPPEdUMedia is pleased to present this report on its 20th International Education Mexico 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.cursosenelexterior.com

Online student registrations:

Students are required to complete a registration questionnaire to gain an entry invitation to the Fairs (www.expo-studyabroad.com/mx/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

| Guadalajara Fair | March 3, 2011 | |
|--------------------------------|---------------|-----|
| Online student registrations | 4560 | |
| Accepted student registrations | 1492 | 33% |
| Registrations at the fair | 142 | |
| Attending students | 934 | |

| Puebla Fair | March 8, 2011 | |
|--------------------------------|---------------|-----|
| Online student registrations | 3956 | |
| Accepted student registrations | 1195 | 30% |
| Registrations at the fair | 105 | |
| Attending students | 736 | |

| Mexico City Fair | March 5 & 6, 2011 | |
|--------------------------------|-------------------|-----|
| Online student registrations | 14948 | |
| Accepted student registrations | 4634 | 31% |
| Registrations at the fair | 243 | |
| Attending students | 3477 | |

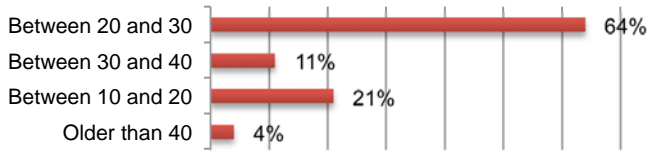
| Monterrey Fair | March 10, 2011 | |
|--------------------------------|----------------|-----|
| Online student registrations | 4521 | |
| Accepted student registrations | 1576 | 35% |
| Registrations at the fair | 134 | |
| Attending students | 1160 | |

| | |
|---------------------------------|-------------|
| Total Attending students | 6307 |
|---------------------------------|-------------|



Student Profile

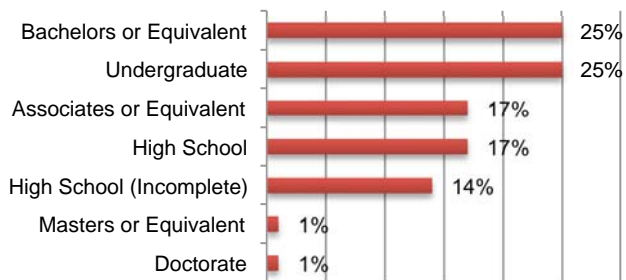
Age



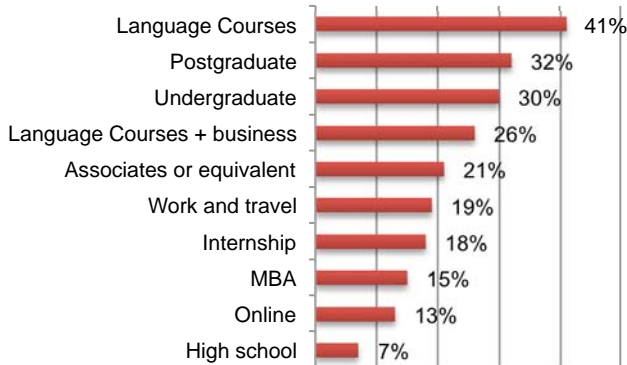
Sex



Current Level of Education

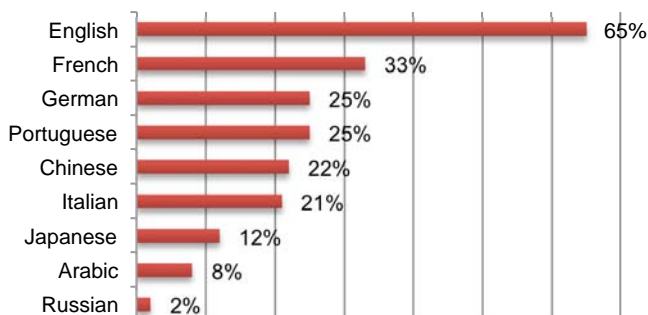


Courses of interest



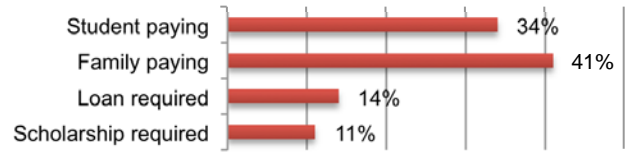
(Students were able to nominate up to 4 preferred courses)

Languages of Interest

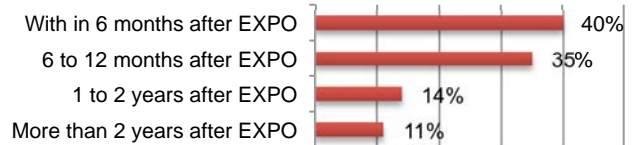


(Students were able to nominate up to 4 preferred languages)

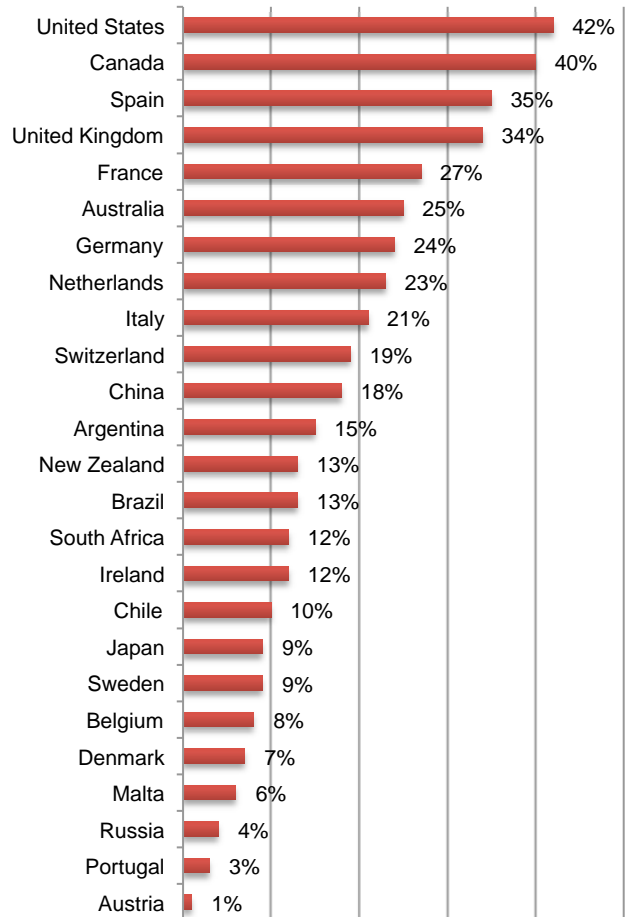
Method of Course Payment



Preferred Course Commencement Date



Preferred Study Abroad Destinations



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

Participating Institutions

The list of the **51 institutions from 11 countries that attended**. From these, **41 had participated before** in FPPEDUMedia EXPOS (marked with *). **This means a 80% returning rate.**

| Institution | Country |
|---|-------------|
|  *AUSTRADE - AUSTRALIAN TRADE COMMISSION | Australia |
|  *INTERNATIONAL COLLEGE OF MANAGEMENT , SYDNEY | Australia |
|  *MACQUARIE UNIVERSITY | Australia |
|  *COLLEGE SAINT-CHARLES-GARNIER | Canada |
|  *CONESTOGA COLLEGE | Canada |
|  *FAIRLEIGH DICKINSON UNIVERSITY VANCOUVER | Canada |
|  *IH VANCOUVER | Canada |
|  *LASALLE COLLEGE INTERNATIONAL | Canada |
|  *NEW WESTMINSTER SCHOOL DISTRICT | Canada |
|  *PORTA IMMIGRATION | Canada |
|  *THOMPSON RIVERS UNIVERSITY | Canada |
|  *VANCOUVER ENGLISH CENTRE | Canada |
|  *CAMPUSFRANCE | France |
|  *DOMUS ACADEMY | Italy |
|  *IED | Italy |
|  *POLITECNICO DI MILANO UNIVERSITY | Italy |
|  *DAAD - SERVICIO ALEMÁN DE INTERCAMBIO ACADÉMICO | Germany |
|  *ANGLO LATINO EDUCATION PARTNERSHIP | Mexico |
|  *DESTINO AUSTRALIA | Mexico |
|  *EDU LYNKS | Mexico |
|  EDU TRAVEL WORLD | Mexico |
|  *EF SERVICIOS EN EDUCACION INTERNACIONAL | Mexico |
| *ESTUDIANTES EMBAJADORES DE MÉXICO | Mexico |
| *GRUPO GALES INTERNATIONAL STUDIES | Mexico |
| *INGLES EN CANADA | Mexico |
| *LATINO AUSTRALIA EDUCATION | Mexico |
| *MEXLINKS | Mexico |
| TECAMA VIAJES | Mexico |
| *NETHERLANDS EDUCATION SUPPORT OFFICE MEXICO | Netherlands |
| *THE HAGUE UNIVERSITY | Netherlands |
| *CEF | Spain |



Australian Government

Austrade



CONESTOGA

Connect Life and Learning



THOMPSON RIVERS UNIVERSITY



**NEW YORK
FILM
ACADEMY**
SCHOOL OF FILM & ACTING



| Institution | Country |
|--|----------------|
| E&S BUSINESS SCHOOL | Spain |
| *UNIVERSIDAD FRANCISCO DE VITORIA | Spain |
| *IMI UNIVERSITY CENTER | Switzerland |
| *SWISS HOTEL MANAGEMENT SCHOOL | Switzerland |
| *ACROSS THE POND | United Kingdom |
| GRAFTON COLLEGE | United Kingdom |
| *INTO UNIVERSITY PARTNERSHIPS | United Kingdom |
| *LONDON SCHOOL OF BUSINESS AND FINANCE | United Kingdom |
| *STUDENT RECRUITMENT MEDIA | United Kingdom |
| *AMERICAN MUSICAL & DRAMATIC ACADEMY | United States |
| *BIBLIOTECA BENJAMIN FRANKLIN DE MONTERREY | United States |
| CITY COLLEGE OF SAN FRANCISCO | United States |
| COLLEGE FOR CREATIVE STUDIES | United States |
| *EDUCATIONUSA | United States |
| GEORGIA COLLEGE & STATE UNIVERSITY | United States |
| *HULT INTERNATIONAL BUSINESS SCHOOL | United States |
| MARYMOUNT MANHATTAN COLLEGE | United States |
| *THE NEW YORK FILM ACADEMY | United States |
| *UNIV OF CALIFORNIA, SAN DIEGO | United States |
| WESLI - WISCONSIN ESL INSTITUTE | United States |

**THE HAGUE
UNIVERSITY**
OF APPLIED SCIENCES

London
School of Business
& Finance



HULT International
Business
School
GET PLUGGED INTO THE WORLD



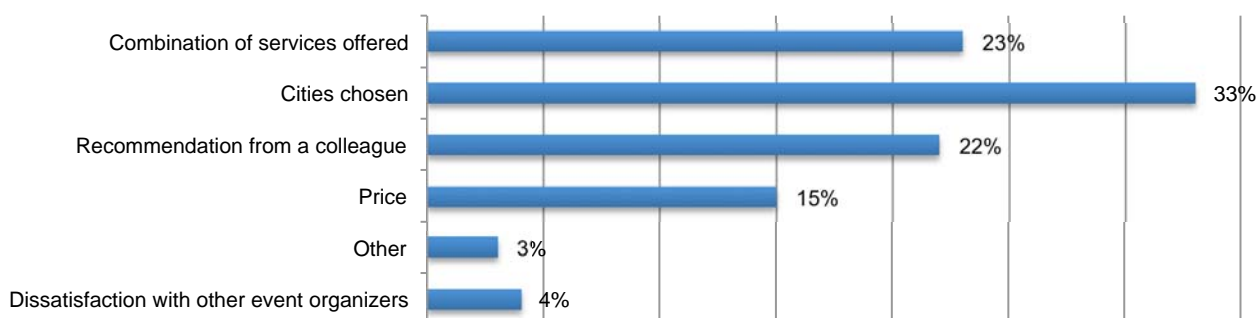
COLLEGE for Creative STUDIES



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.

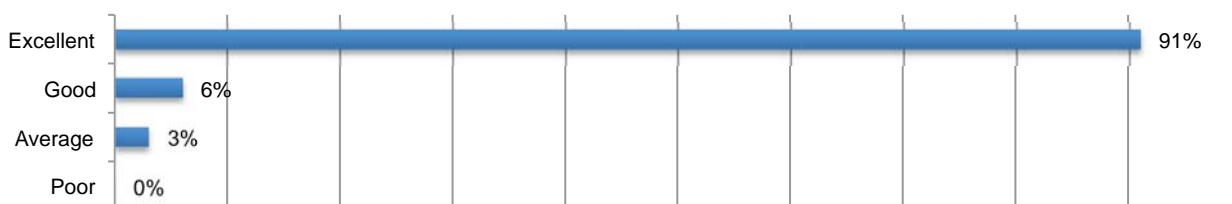
Reason for attending



Prior to the EXPO Roadshow

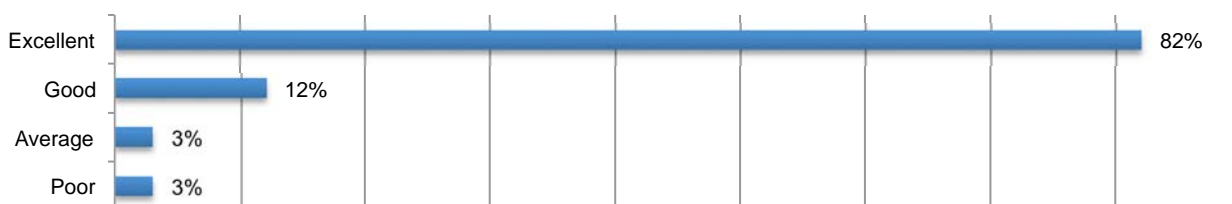
94% of participants felt that they were provided with sufficient information prior to the EXPO Roadshow.

97% of participants rated their pre-event communication with FPPEDUMedia staff as excellent or good.

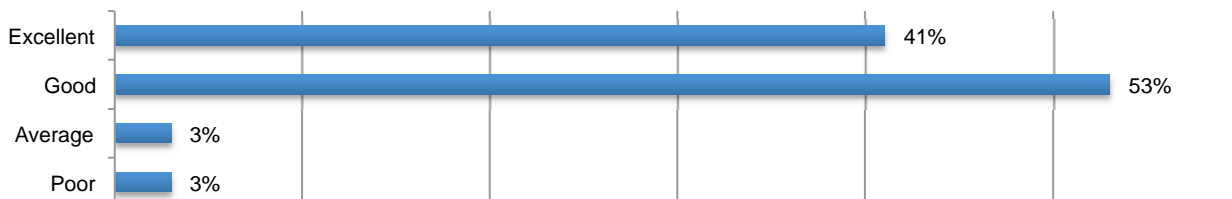


During the EXPO Roadshow

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



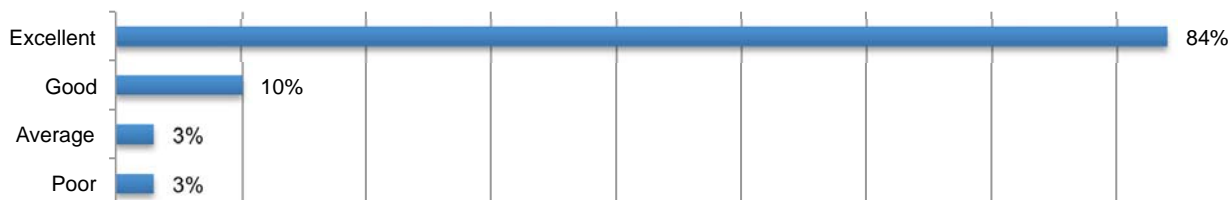
94% of participants rated the quality of students at the EXPO Roadshow as excellent or good.



97% of participants rated their assigned stand assistants at the EXPO Roadshow as excellent or good.



94% of participants rated the onsite FPPEDUMedia staff support at the EXPO Roadshow as excellent or good.



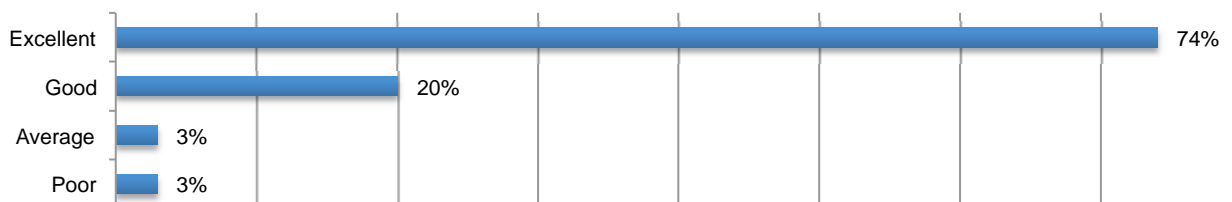
The EXPO Roadshow on reflection

94% of participants would recommend FPPEDUMedia Events to other institutions.

6% 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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