

## 1<sup>st</sup> FPP Edu-Media PostGraduate & MBA Brazil EXPO Roadshow Report

FPP Edu-Media is pleased to present this report on its 1<sup>st</sup> PostGraduate & MBA Roadshow held in April 2010.

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

#### Rio de Janeiro Student Fair – April 14 , 2010

Online student registrations - 3204  
Accepted student registrations - 1250 (39%)  
Registrations at the fair - 62  
**Attending students - 802**

#### Sao Paulo Student Fair – April 16, 2010

Online student registrations - 4512  
Accepted student registrations - 1534 (34%)  
Registrations at the fair - 94  
**Attending students – 964**

#### Allow us to explain the numbers listed on the left.

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/inscrevase.asp](http://www.expo-studyabroad.com/pt/expo/inscrevase.asp)). 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.

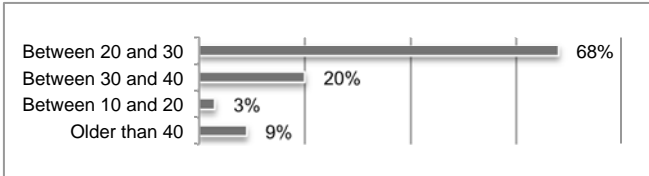
**“Accepted student registrations”** - Invitations are then only sent to the students deemed to be of a high enough quality to meet with attending institutions.

**“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.



## Student Profile

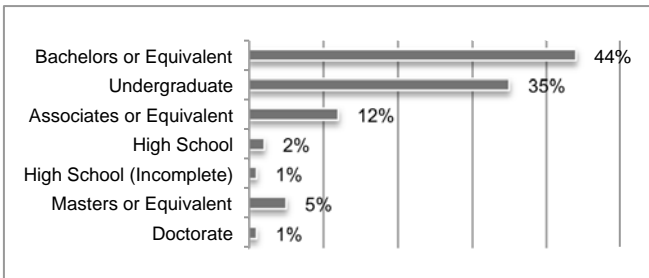
### Age



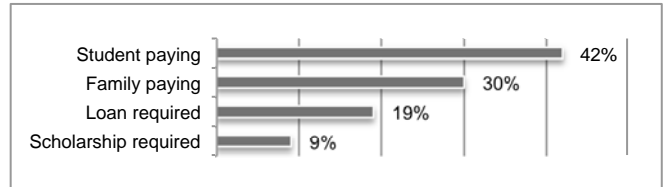
### Sex



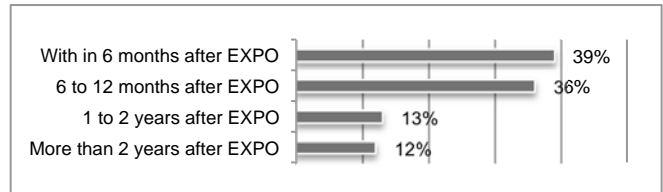
### Current Level of Education



### Method of Course Payment

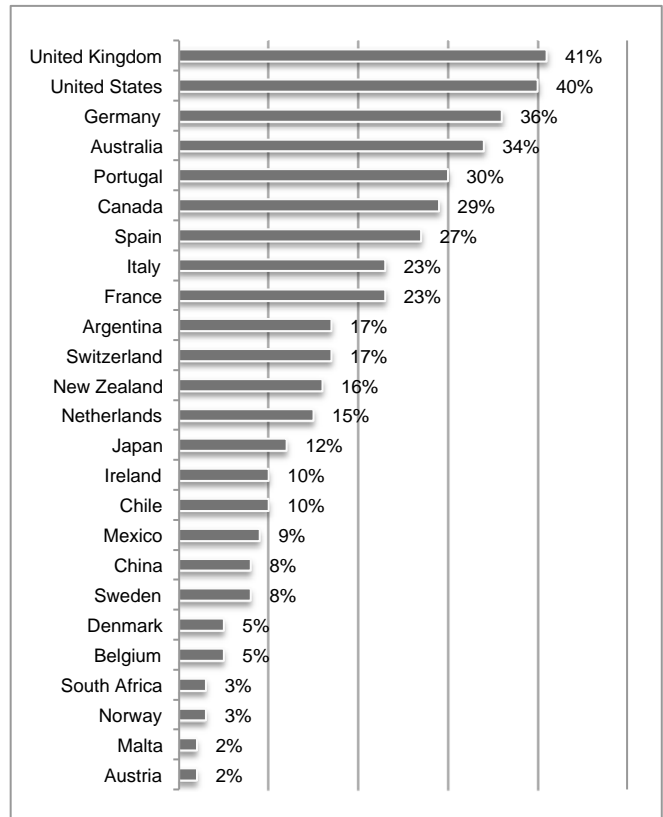


### Preferred Course Commencement Date



### Preferred Study Abroad Destinations

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



## Participating Institutions

The list of the **15 institutions from 9 countries** that attended.

Institution	Country
CONESTOGA COLLEGE	Canada
ILAC - CANADA	Canada
CAMPUSFRANCE BRASIL	France
DAAD	Germany
EUROPEAN SCHOOL OF ECONOMICS	Italy
MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO	Russian Federation
CEF	Spain
HTMI	Switzerland
LONDON SCHOOL OF BUSINESS AND FINANCE	United Kingdom
QUEEN MARY, UNIVERSITY OF LONDON	United Kingdom
ROYAL HOLLOWAY, UNIVERSITY OF LONDON	United Kingdom
BRITISH COUNCIL	United Kingdom
LAUREATE EDUCATION WORLDWIDE	United States
MAHARISHI UNIVERSITY OF MANAGEMENT	United States
TROY UNIVERSITY	United States



CONESTOGA



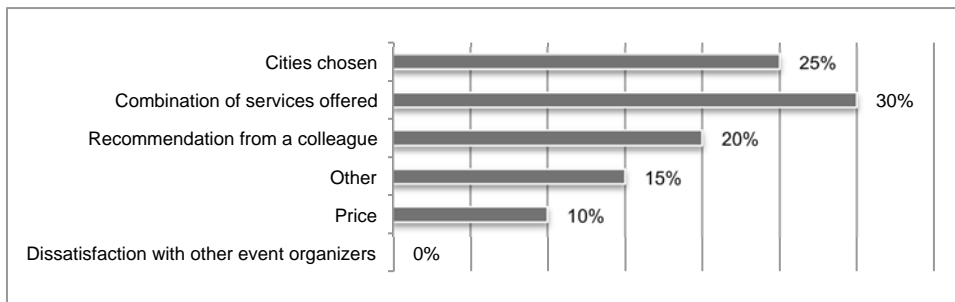
Deutscher Akademischer Austausch Dienst  
Servicio Alemán de Intercambio Académico



## 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.

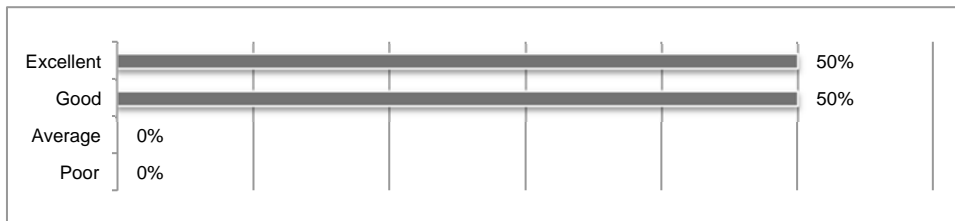
### Reason for attending the EXPO Roadshow



### Prior to the EXPO Roadshow

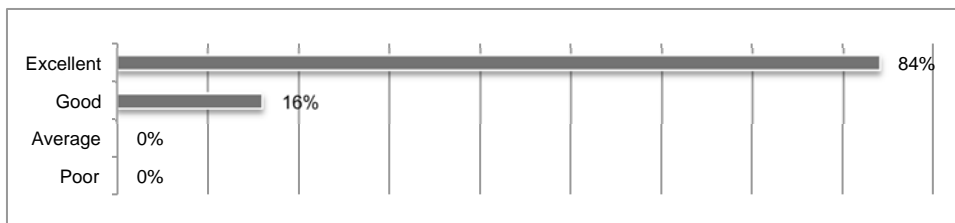
**100% of participants felt that they were provided with sufficient information prior to the EXPO Roadshow.**

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

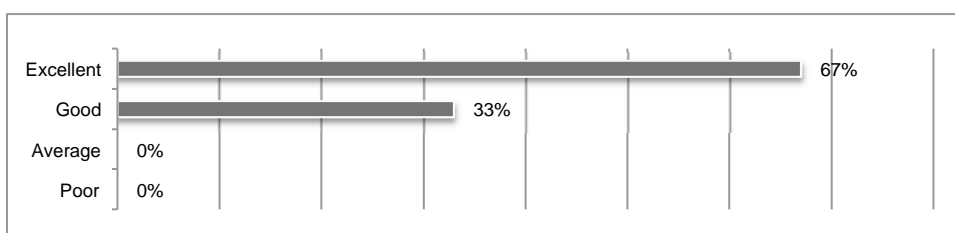


### During the EXPO Roadshow

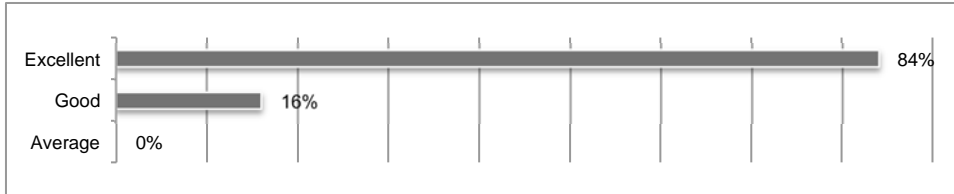
**100% of participants rated the quantity of students at the EXPO Roadshow as excellent or good.**



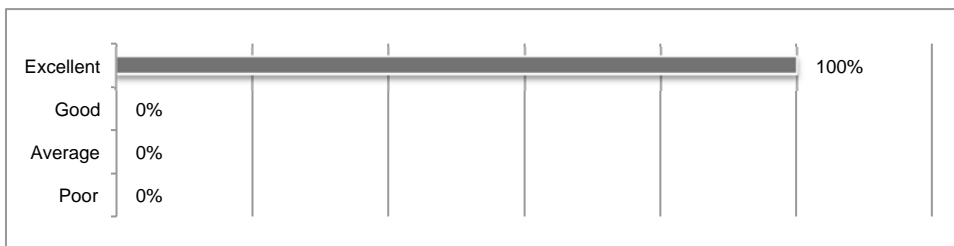
**100% of participants rated the quality of students at the EXPO Roadshow as excellent or good.**



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



**100% of participants rated the onsite FPP Edu-Media staff support at the EXPO Roadshow as excellent .**



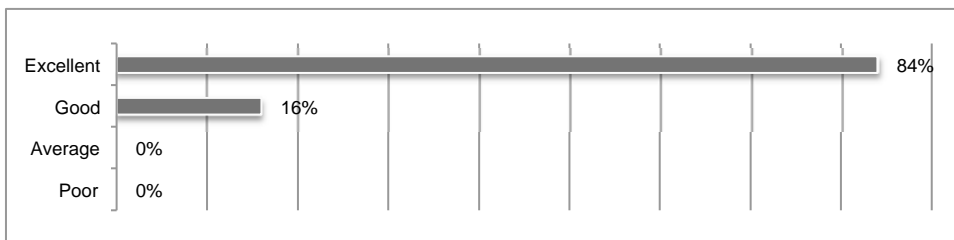
### The EXPO Roadshow on reflection

**100% of participants would recommend FPP Edu-Media Events to other institutions.**

**0% of participants preferred to wait further into their follow-up, before answering.**

**0% of participants would not recommend FPP Edu-Media events to others.**

**100% of participants rated their EXPO Roadshow experience as excellent or good.**



## FPP Edu-Media Upcoming EXPO Roadshows

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.

[View the FPP Edu-Media Event Calendar](http://www.fppmedia.com/UpcomingEvents.asp) [www.fppmedia.com/UpcomingEvents.asp](http://www.fppmedia.com/UpcomingEvents.asp)

### International Education Roadshows

#### **Mexico EXPO Roadshow**

**2 September – 9 September 2010**

Monterrey, Mexico City, Puebla, Guadalajara.

#### **Brazil EXPO Roadshow**

**9 September - 22 September 2010**

Porto Alegre, Sao Paulo, Belo Horizonte, Brasilia, Florianopolis, Curitiba, Rio de Janeiro

#### **Latin America EXPO Roadshow**

**29 September - 14 October 2010**

Caracas, Cali, Bogota, Medellin, Panama City, Quito and Santiago.

#### **Europe EXPO Roadshow**

**18 October – 28 October 2010**

Madrid, Barcelona, Rome, Bologna, Milan, Munich and Berlin.

### High School / Boarding School Roadshow

#### **Brazil EXPO Roadshow**

**17 October – 21 October 2010**

Porto Alegre, Sao Paulo, Rio de Janeiro

### PostGraduate & MBA Roadshow

#### **Latin America EXPO Roadshow**

**3 November - 10 November 2010**

Sao Paulo, Rio de Janeiro, Bogota, Lima, Mexico City