

2st FPP Edu-Media PostGraduate & MBA Brazil EXPO Roadshow Report

FPP Edu-Media is pleased to present this report on its 2st PostGraduate & MBA Roadshow held in November 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

Sao Paulo, Brazil Student Fair – November 3, 2010

Online student registrations - 3895
Accepted student registrations - 1120 (28%)
Registrations at the fair - 54
Attending students - 812

Puebla, Mexico Student Fair – November 11, 2010

Online student registrations - 978
Accepted student registrations - 812 (83%)
Registrations at the fair - 76
Attending students – 642

Rio de Janeiro, Brazil Student Fair – November 4, 2010

Online student registrations - 2643
Accepted student registrations - 851 (31%)
Registrations at the fair - 46
Attending students – 583

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 & www.cursosenelexterior.com

Lima, Peru Student Fair – November 6, 2010

Online student registrations - 4803
Accepted student registrations - 1345 (28%)
Registrations at the fair - 81
Attending students – 846

“Online student registrations” - Students are required to complete a registration questionnaire to gain an entry invitation to the Fairs. (www.expo-studyabroad.com/pt/expomba/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.

Bogota, Colombia Student Fair – November 8, 2010

Online student registrations - 4174
Accepted student registrations - 1294 (31%)
Registrations at the fair - 76
Attending students – 725

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

Mexico City, Mexico Student Fair – November 10, 2010

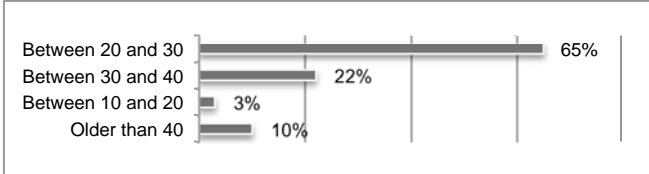
Online student registrations - 4109
Accepted student registrations - 1356 (33%)
Registrations at the fair - 79
Attending students – 712

“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.

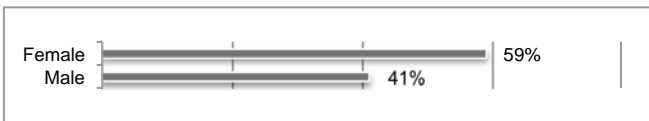


Student Profile

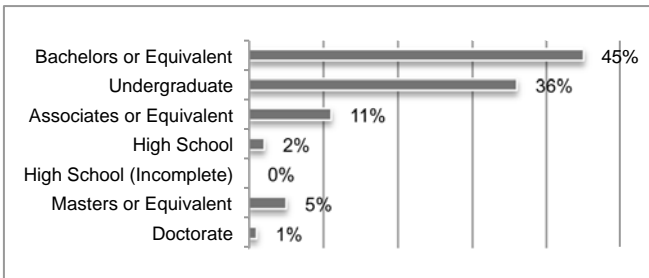
Age



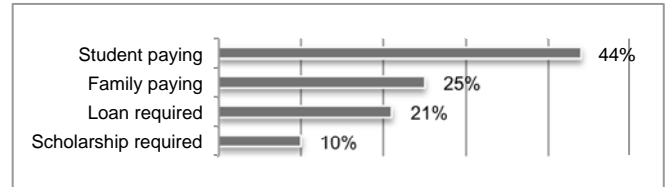
Sex



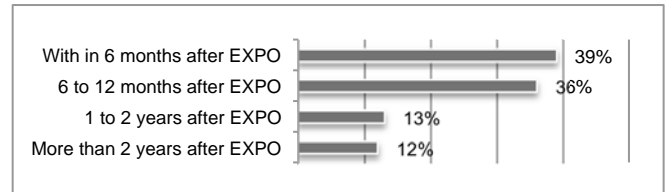
Current Level of Education



Method of Course Payment

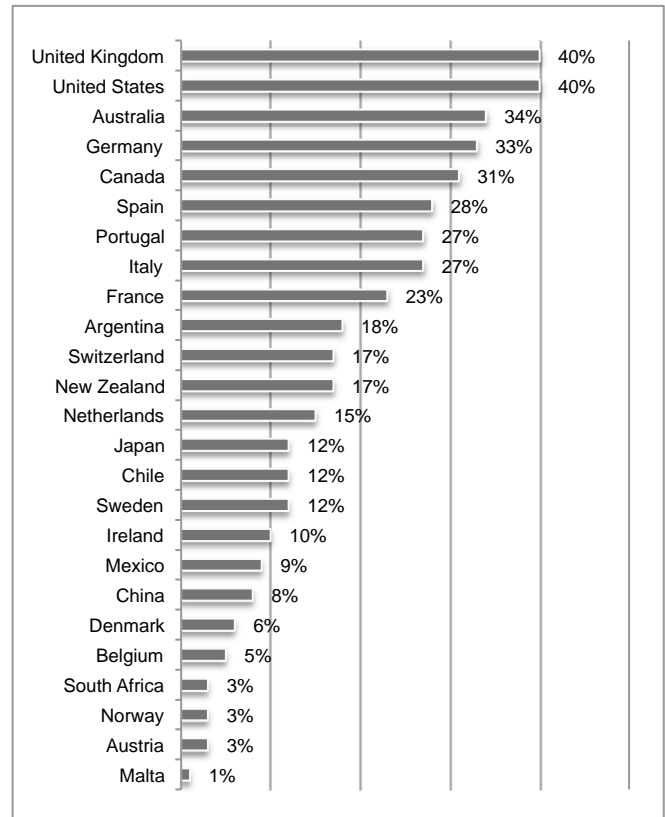


Preferred Course Commencement Date



Preferred Study Abroad Destinations

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



Participating Institutions

The list of the **45 institutions from 12 countries** that attended.



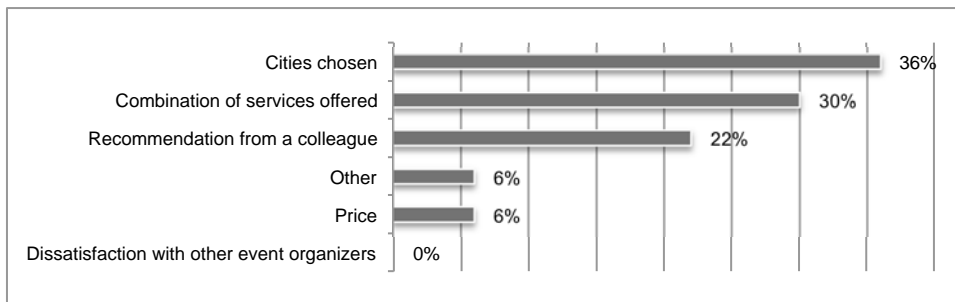
Institution	Country
INFORMATION PLANET	Australia
IBS-SP	Brazil
SEVEN IDIOMAS	Brazil
ILAC	Canada
NIAGARA COLLEGE	Canada
SAINT MARY'S UNIVERSITY	Canada
SENECA COLLEGE	Canada
ADOLFO IBANEZ UNIVERSITY	Chile
COLFUTURO	Colombia
GRASSHOPPER INTERNATIONAL	Colombia
INCAE	Costa Rica
DOMUS ACADEMY	Italy
IED	Italy
MINISTERO DEGLI AFFARI ESTERI	Italy
POLITECNICO DI MILANO UNIVERSITY	Italy
SCUOLA SUPERIORE SANT'ANNA	Italy
UNIVERSITÀ DI BOLOGNA	Italy
UNIVERSITÀ CATTOLICA DI MILANO	Italy
UNIVERSITY OF MACERATA	Italy
UNIVERSITY OF ROME TOR VERGATA	Italy
UNIVERSITY OF SALERNO	Italy
ANGLO LATINO EDUCATION PARTNERSHIP	Mexico
BRITISH COUNCIL MEXICO	Mexico
CAMPUSFRANCE	Mexico
COMEXUS	Mexico
EDU LYNKS	Mexico
LATINO AUSTRALIA EDUCATION	Mexico
NETHERLANDS EDUCATION SUPPORT OFFICE	Netherlands
CEF	Spain
ACROSS THE POND	United Kingdom
BRITISH COUNCIL	United Kingdom
EDINBURGH BUSINESS SCHOOL	United Kingdom
HULT INTERNATIONAL BUSINESS SCHOOL	United Kingdom
INTO UNIVERSITY PARTNERSHIPS	United Kingdom
LONDON SCHOOL OF BUSINESS AND FINANCE	United Kingdom
LONDON SCHOOL OF COMMERCE	United Kingdom
LONDON SCHOOL OF COMMERCE	United Kingdom
MIDDLESEX UNIVERSITY	United Kingdom
THE ROYAL AGRICULTURAL COLLEGE	United Kingdom
BENTLEY UNIVERSITY	United States
PEPPERDINE UNIVERSITY	United States
POLYTECHNIC INSTITUTE OF NYU	United States
THUNDERBIRD SCHOOL OF GLOBAL MANGEMENT	United States
TROY UNIVERSITY	United States
UNIV OF CALIFORNIA, SAN DIEGO	United States



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.

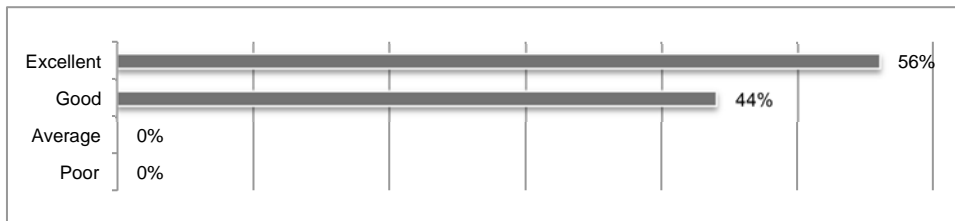
Reason for attending the EXPO Roadshow



Prior to the EXPO Roadshow

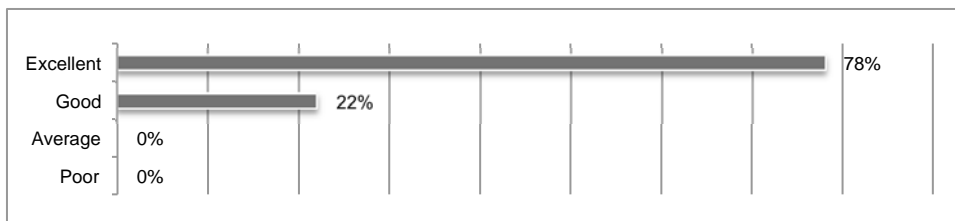
94% of participants felt that they were provided with sufficient information prior to the EXPO Roadshow.

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

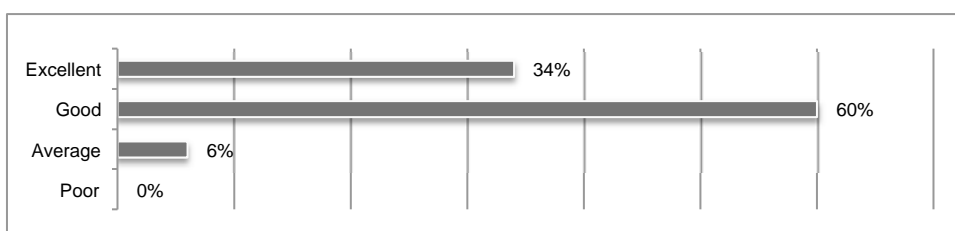


During the EXPO Roadshow

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



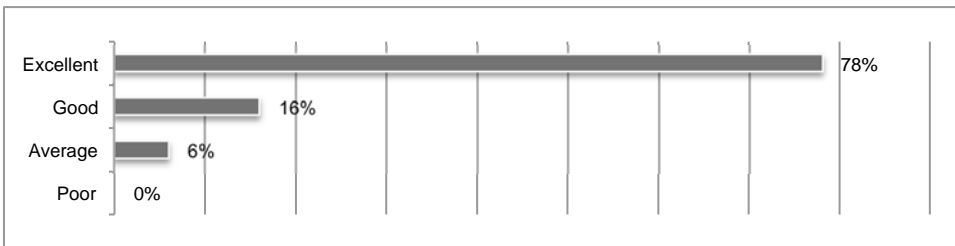
94% of participants rated the quality of students at the EXPO Roadshow as excellent or good.



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



94% of participants rated the onsite FPP Edu-Media staff support at the EXPO Roadshow as excellent .



The EXPO Roadshow on reflection

94% of participants would recommend FPP Edu-Media Events to other institutions.
6% 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.

