



# ROMANIAN INTERNATIONAL UNIVERSITY FAIR

## 10.000+ Visitors

High-school Students, Undergraduate Students  
Young Working Professionals  
Influencers: Teachers, Counsellors, Family & Friends  
Mass-Media: Mainstream, Online, Specialized  
Decision makers in Romanian education: Rectors & Deans, Government Officials  
Businesses & NGOs: Recruitment Agents, Student-led Organizations, Financial Institutions

## 120+ Exhibitors

Universities & Colleges  
Master & MBA Programs  
Language Courses & Professional Certifications  
Entrepreneurial & Personal Development Education  
Study-Abroad & International Exchange Programs

March 2008. Book the date.

# 2007 Event Summary



As the only annual event in Romania focusing on higher education, the **ROMANIAN INTERNATIONAL UNIVERSITY FAIR – RIUF** offers market conscious institutions the opportunity to present their offers to the brightest and most motivated Romanian students that require the best academic and career options. At the same time, it strives to inform and teach the potential students about the particular features of educational systems in different countries and the best practices in the application process.

The 3<sup>rd</sup> annual edition of **RIUF** was a great success, achieving record attendance from both exhibitors and visitors and thus remaining the event of choice for all those interested in the Romanian higher education market. It attracted over 9,500 visitors and 121 exhibitors from 20 countries. More than 2,200 visitors attended 27 seminars held by university representatives, professional education counsellors and Romanian students & graduates of international universities. The event took place on 10th and 11th of March 2007 at the Bucharest National Theatre, in the very centre of a metropolitan area with a population of almost 3 million. Organised by **EDUCATIVA Group**, the event was supported by the *Romanian Ministry of Foreign Affairs* and by the *National Authority for Youth*.

**RIUF 2007** gathered an extraordinary support from numerous partners. We are especially thankful to: *EduFrance / CampusFrance* and the *French Embassy in Romania* together with whom we organized the pavilion "France, pays à l'honneur" (France – Special Guest Country), the *National Museum of Contemporary Art* that was an excellent host, the *Romanian Association for Social Education* that helped us with a large number of volunteers to staff our project team, *Ms. Cristiana Copos* and *Mr. Mike Costache* that openheartedly supported our event in very creative manners. The International Advisory Committee for RIUF 2007 was chaired by *Mr. James Rosapepe* – US Ambassador to Romania (1997-2001) who successfully supervised many of our growth initiatives.

Each year, as organizers of **RIUF**, we make special efforts to keep as low as possible the participation fee. This is possible only thanks to the support we receive from our corporate partners. The main financial partners of **RIUF 2007** were *Raiffeisen Bank Romania* and *Call Point New Europe*. Sponsors of the fair were *Rockstar Energy Drink* and *Baker Tilly Klitou and Partners*.

In the next pages you will find detailed information about the **Promotional Activities** we employed for the fair and their efficiency; the **Exhibitors**, their contribution to the event and their evaluation of the fair's success; the **Visitors**, their background, interests, plans and other insights; the **Seminars, Workshops and Special events** that help exhibitors to leverage their presence and visitors to better prepare themselves; the **Results** of the fair for the main stakeholders, and basic information about **RIUF 2008**. To learn more about RIUF we encourage you to explore [www.riuf.ro](http://www.riuf.ro), the official website of the event, documenting its past editions and keeping you up-to-date with what's to come.

RIUF is the main project of **EDUCATIVA** but only one of many. To find out more about what we do for Romanian youth and for institutions that target them we invite you to read the last page of this document and browse our website [www.educativa.ro](http://www.educativa.ro).

If you would like to become involved with this special event or with other initiatives we have for the youth of Romania or if you need help with you activities focused on the Romanian educational market I encourage you to contact us. We would be more than happy to discuss how we can work together.

Best Regards,

Alexandru Ghiță

President

EDUCATIVA Group

A handwritten signature in blue ink, appearing to be 'Alexandru Ghiță', written over the printed name and title.



# Promotional Activities & Media Coverage



Each year, an ever increasing media campaign is planned and deployed focused on three main objectives:

- ✔ Inform potential visitors about the date and location of the fair
- ✔ Advertise the wide variety of educational services, products and other educational opportunities that exhibitors will present at the fair
- ✔ Give potential students the basic information about studying abroad and educate them on how to make the best use of the interaction time they get with representatives of educational institutions

## Promotional, Advertising and Public Relation tools used in 2007

The campaign organized with the help of our media partners consisted of:

- ✔ Ads in the main newspapers and magazines relevant for the target group (Campaign reach – 1.100.000+ readers): The main national newspaper - *Evenimentul Zilei*; The only magazine dedicated to HR/Personal Development/Career Opportunities – *Cariere*; The main economical magazine – *Capital*; The main satirical magazine - *Academia Catavencu*; The main cultural magazines - *Idei in Dialog*; The main socio-political analysis magazine - *Le Monde Diplomatique*; The main time-out magazine in Bucharest, Cluj-Napoca, Craiova, Iasi, Timisoara - *Sapte Seri*; The main popular science magazine - *National Geographic*;

Publication	What	Audience	Campaign Reach (readers)
Evenimentul Zilei	7 quarter page ads 6	65.000 copies/day	450.000+
Cariere	2 full page ads and 1 half-page ad	4.000 copies/twice a month	12.000+
Capital	3 quarter page ads	38.000 copies/week	114.000+
Academia Catavencu	1 quarter page ad	40.000 copies/week	40.000+
Idei in Dialog	1 quarter page ad	7.000 copies/month	7.000+
Le Monde Diplomatique	1 quarter page ad	15.000 copies/month	15.000+
Sapte Seri - Bucharest	3 full page ads	60.000 copies/week	180.000+
Sapte Seri (Cluj-Napoca, Craiova, Iasi, Timisoara)	3 quarter page ads	80.000 copies/week	240.000+
National Geographic	1 flyer insert	20.000 copies/month	20.000+
			<b>1.100.000+</b>

3

- ✔ Radio spots (Campaign reach – **1.000.000+** listeners):

- 64 on one of the main youth radio stations – Radio “ProFM”
- 27 on the only radio station in Romanian high-schools – Radio “ProFM’sCOOL”

- ✔ Online Banners (Campaign reach - **2.000.000+** views) on several of the main Romanian general and business news websites - [www.9am.ro](http://www.9am.ro), [www.wall-street.ro](http://www.wall-street.ro), on the main job search website - [www.ejobs.ro](http://www.ejobs.ro), on several of the main websites for high-school and university students – [www.studentie.ro](http://www.studentie.ro), [www.onlinestudent.ro](http://www.onlinestudent.ro), [www.studentcv.ro](http://www.studentcv.ro), [www.calificativ.ro](http://www.calificativ.ro), [www.preferate.ro](http://www.preferate.ro), [www.referat.ro](http://www.referat.ro) and on the main websites relevant for YUPPIES: [www.yuppy.ro](http://www.yuppy.ro), [www.kudika.ro](http://www.kudika.ro), [www.garbo.ro](http://www.garbo.ro)

- ✔ News and Banners inserts in the top press-releases feed for professional communicators – [www.comunicatedepresa.ro](http://www.comunicatedepresa.ro) (33.000+ subscribers).

In addition, we also used:

- ✔ 6 Press releases distributed on all media feeds (10 news agencies and another 3 online news distribution services) and directly to more than 150 journalists and specialist focused on education issues
- ✔ Several Announcements and promotional messages on more than 70 online discussion lists and community groups with readers/subscribers ranging from youths interested in study abroad, high-school and university students, to education professionals, journalists and so on



# Promotional Activities & Media Coverage

## (cont'd)



- ✔ Direct promotion to about 1,500 students of the best Romanian high-schools and universities
- ✔ 3,000 posters and 50,000 flyers
- ✔ Direct mail to more than 7,000 persons interested to receive information about studying abroad
- ✔ A media-kit made available to more than 150 journalists covering education for various media organizations: Info on the topic of international studies, How-To guide for applying to an international university, resources and links on institutions that can advise young people on international opportunities, interviews with Romanian students and graduates of international studies.

## ***Results of the promotional campaign***

- ✔ 27 news, editorials and interviews in the main national newspapers and magazine
- ✔ 11 news, interviews with the organizers and shows where they were guests, on all the main TV channels: ProTV, Antena1, Antena3, Realitatea TV, TVR1, TVR2, TVR Cultural, TVR International, Flux TV
  - Several live transmissions from all the news TV stations
- ✔ 11 news and interviews on the main radio stations: Radio 21, Radio România Internațional, Radio București, Radio România Actualități, Mix FM, Radio România Cultural, Radio Romantic, Radio Europa FM, Radio Delta RFI, Radio Guerrilla, Radio Total
- ✔ 52 accredited journalists visited the event
- ✔ Hundreds of news and articles on tens of different websites and blogs
- ✔ Increased traffic on the event's website - 22.000+ unique visitors and 30.000+ visits
- ✔ and of course....9,500+ visitors at the fair – 50% more than estimated

The analysis of data collected from the visitors shows that more than 40% of them have learned about the event through at least two different channels, the most important of those being: Posters & Flyers – 56%; Friends, Teachers & Family – 32%; Ads in newspapers and magazines – 24%; Online banners, newsletters and e-groups – 23%.

## ***New for 2008***

Learning from the above, the media campaign for RIUF 2008 will build on the effective mechanisms of the previous campaigns and will focus on three performance-improving areas:

- ✔ Develop the partnership relationships with local media channels (newspapers, radios etc), especially taking into consideration the impact that the regional editions of the fair will have on the local communities
- ✔ Expand the direct promotion campaign taking place in high-schools and universities – we will have presentations in more than 70% of the target institutions on a 100 km radius area around each location
- ✔ Start the promotional efforts earlier in the year, to allow more time for word-of-mouth advertising

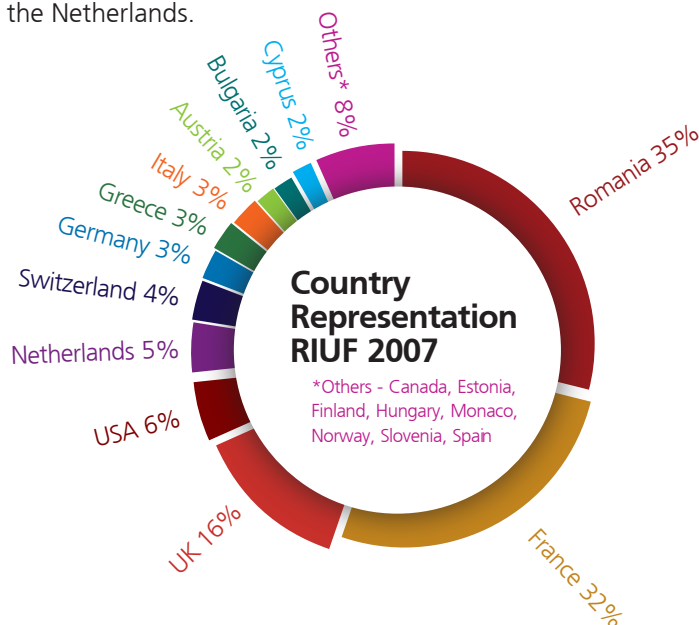
# Exhibitors

RIUF 2007 demonstrated an increased interest of exhibitors from all over the world for the Romanian education market. The numbers of

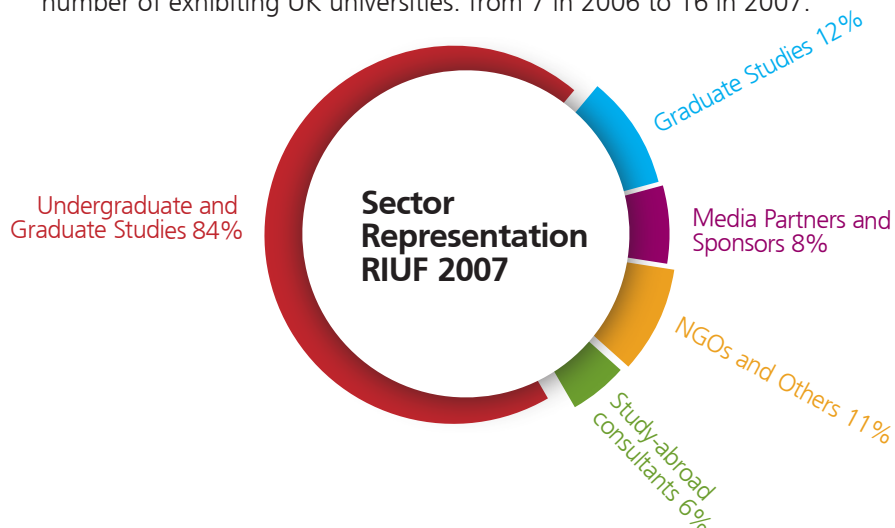
international exhibitors almost doubled compared to the previous edition – proof of the value that this event offers to the marketing and promotional efforts of the participating institutions.

RIUF Evolution Y-o-Y	2006	2007
Number of exhibitors	74	121
International	45	86
Romanian	29	35
Exhibition area (sqm)	1400	1600
Number of participating countries	18	20

The third edition of RIUF saw the first Special Guest Country – France (a pavilion with 32 exhibitors organized in cooperation with CampusFrance) - an initiative we will continue to develop with partners from the other main academic destinations of Romanians: UK, US, Germany and the Netherlands.



As Romania became a new member of the European Union as of 1<sup>st</sup> of January 2007, its students are considered European/home students for taxation purposes and as such, many tuition fees are now more accessible to a larger number of potential applicants. This was perhaps one of the most important reasons that led to an important increase in the number of exhibiting UK universities: from 7 in 2006 to 16 in 2007.



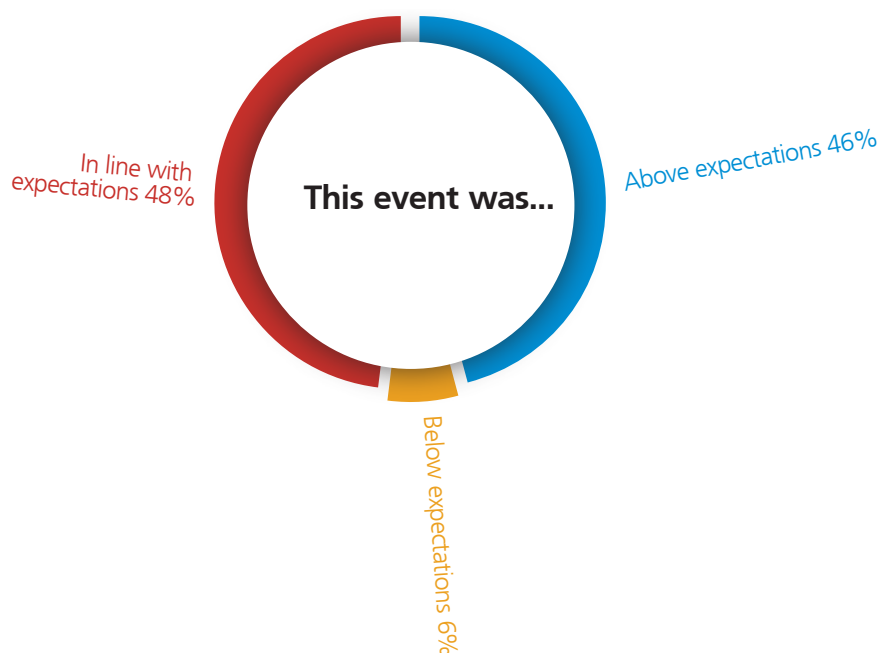
## List of international exhibitors

Agence Universitaire de la Francophonie  
Ambassade de France en Roumanie  
American College of Thessaloniki  
American University in Bulgaria  
Assemblée des IUT de France  
Athens University of Economics and Business  
BI Norwegian School of Management  
Buckinghamshire Chilterns University College  
CampusFrance  
Canterbury C. C. University  
CCIFER  
CERAM Sophia Antipolis  
César Ritz Colleges Switzerland  
CEU Business School  
City - University of Sheffield  
CNAM – Paris  
Coventry University Business School  
Cyprus International Institute of Management  
DeSales University  
École D'art Maryse Eloy - Mod'art International  
École de Management de Lyon  
Ecole hôtelière de Lausanne  
ESA Paris  
ESCP – EAP European School of Management  
FINE University of Wales  
Groupe des Écoles des Télécommunications  
Groupe EID-ESCT - Toulon  
Hautes Études D'ingénieur – Lille  
HEC Montréal  
Huron University USA in London  
IEDC - Bled School of Management  
INSA de Rennes  
INSEEC Paris - Bordeaux  
Institut Supérieur d'Agriculture de Lille  
Institut Vatel - Hôtellerie – Tourisme  
Intercollege - Cyprus  
International College - Albena  
International Hotel Management Institute  
International University in Germany  
International University Monaco  
Istituto Europeo di Design  
Jacobs University Bremen  
London School of Hygiene & Tropical Medicine  
Master d'Études Européennes – Sciences Politiques Cluj  
Middlesex University - London  
Nancy Université

# Exhibitors (cont'd)

The event attracts universities & other academic institutions, representatives of foreign educational systems (ex: DAAD), non-governmental organizations as well as other types of participants: educational agents and study-abroad consulting services, scholarship providers, distributors of educational materials, HR companies, media partners and sponsors.

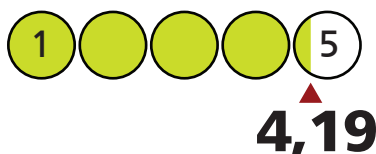
A survey of the exhibitors satisfaction shows that:



## Exhibitors Survey:

How probable is your participation in RIUF 2008?

1 Will not come 5 Will definitely come



The growth priorities for RIUF 2008 are to:

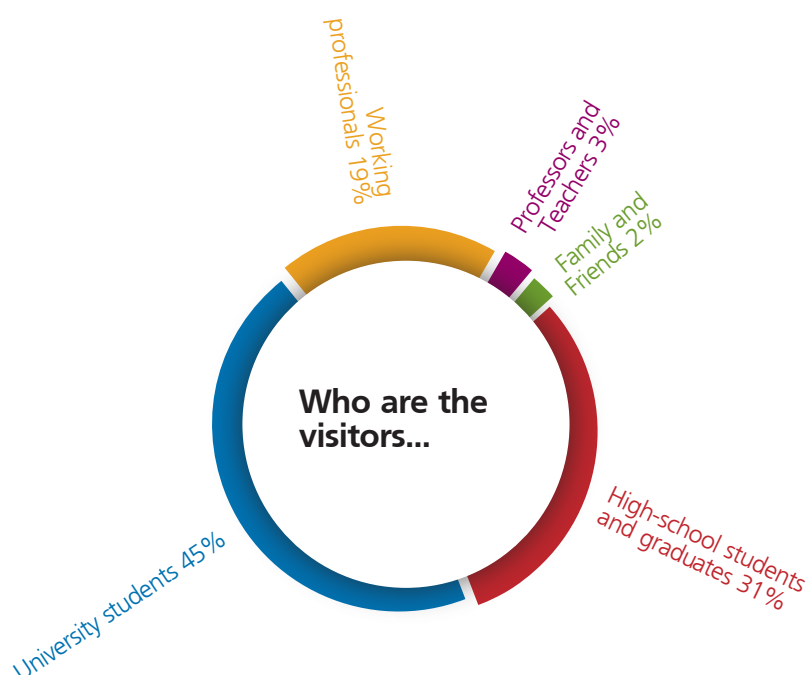
- ✎ Expand the geographical coverage of the exhibitors' array, especially focusing on the Nordic countries
- ✎ Increase the number of exhibitors providing additional/alternative educational services with a focus on Foreign Language Schools
- ✎ Spotlight another Special Guest Country from one of the top destinations (USA, UK, Germany, the Netherlands)

## List of international exhibitors (cont'd)

Nijmegen School of Management  
 Pepperdine University  
 Pôle Universitaire Européen de Strasbourg  
 Politecnico di Milano University  
 Princeton University  
 Regent's College London  
 Réseau d'Écoles d'Ingénieur "N+I"  
 Saint Louis University, Madrid Campus  
 Savonia University of Applied Sciences  
 Sciences Po – Paris  
 Serviciul German de Schimb Academic - DAAD  
 Simon Graduate School of Business  
 Student Intelligence  
 The American University of Paris  
 The Hague University of Professional Education  
 TRINITY International School of Tourism Management  
 Università Bocconi, Milan Italy  
 Université - IUP Management Clermont-Ferrand  
 Université d'Avignon et des Pays du Vaucluse  
 Université des Sciences et Technologie Lille 1  
 Université d'Orléans  
 Université du Havre  
 Université du Maine - Le Mans  
 Université Lille 2 - Droit et Santé  
 Université Paris 1 Panthéon - Sorbonne  
 Universiteit van Amsterdam  
 University of Bedfordshire  
 University of Bradford, UK  
 University of Business and Finance, Switzerland  
 University of Central Lancashire  
 University of East Anglia, UK  
 University of Essex  
 University of Groningen  
 University of Kent  
 University of Maryland University College  
 University of Tartu  
 University of Worcester  
 Utrecht University  
 Webster University, Vienna  
 Yale University

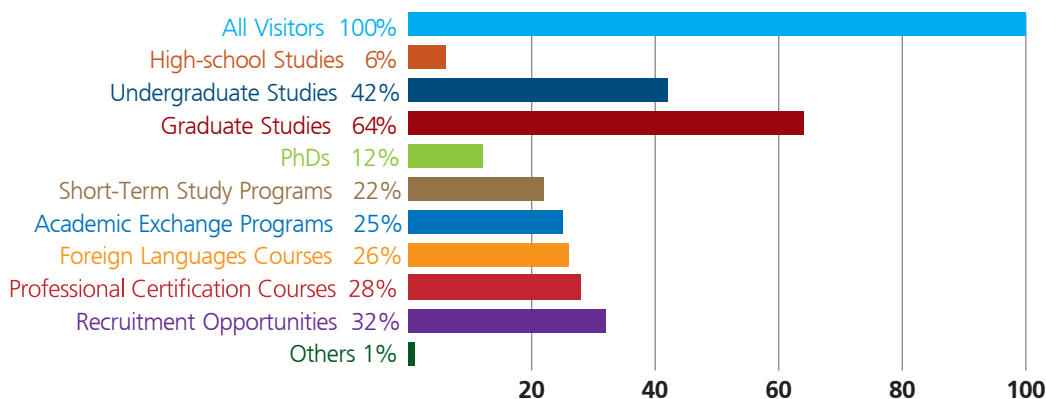
More than 9,500 visitors attended RIUF 2007 (actual figures - not estimated), interested to gather information on studies abroad, meet and interact with the representatives of international higher education institutions and learn from the experiences of other young Romanians that are already students or graduates of prestigious academic institutions all over the world. In order to better understand the needs of this category of customers and to offer you reliable data, we have surveyed about 30% of the visitors. Below you will find a series of Quantitative Indicators and other Insights derived from this analysis.

## Who are the visitors and what are they interested in?



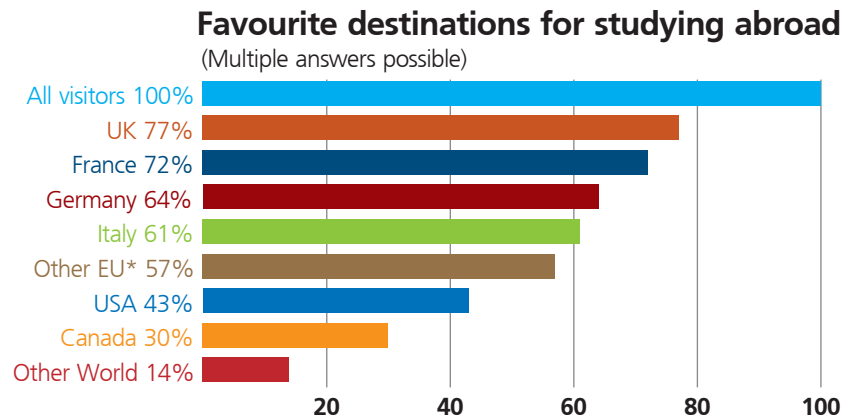
### ...and what are they interested in?

(Multiple answers possible)

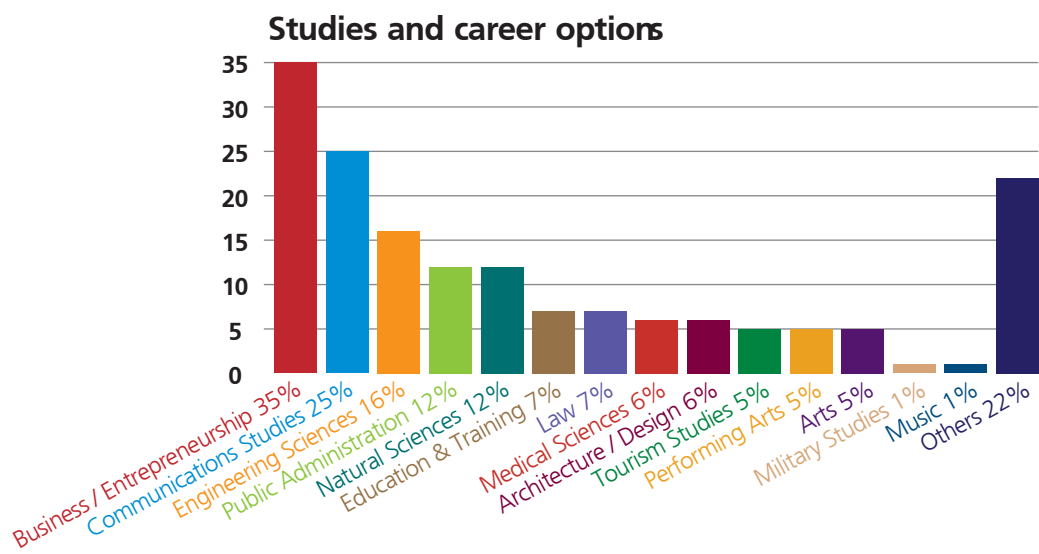
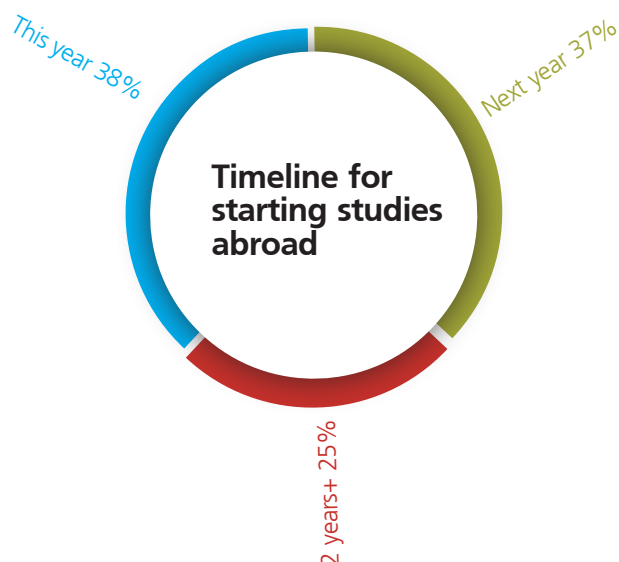


As the only Romanian event focused on international higher education, RIUF attracts visitors from all over the country: 45% of the 9,500 visitors were from outside Bucharest.

## What are their plans?



\*Fairly similar for Austria, Switzerland, Spain, the Netherlands, Greece, Belgium and the Nordic countries



Asked to comment upon the level of knowledge that young Romanians have about studying abroad, 64% of the exhibitors said that the visitors are well or very well informed; 36% said they needed more information. Almost all exhibitors had very good comments about the visitors' proficiency in foreign languages (English, French and German).



## Insights

Further analysis of the databases shows that:

- ✔ **62% of the visitors rely on personal funding and bank loans to pay for their studies**
- ✔ **27% of the visitors have already taken standardized tests such as: SAT, GMAT, TOEFL and others – quite remarkably if one considers that none of these tests are required by Romanian academic institutions.**
- ✔ 81% of the visitors plan to study abroad and 19% wish to continue their studies in Romania. Of those that plan to study abroad, more than 70% plan to come back in Romania in less than 5 years after graduating their studies and about 30% are interested to pursue an international career.

## 2008 Developments

Regarding visitors/potential students, our efforts for the 4<sup>th</sup> edition of RIUF will focus on:

- ✔ Improving the quantity and quality of information potential visitors receive before the fair, so that they would be better prepared when meeting the exhibitors
- ✔ Increasing accessibility of the event, following numerous requests, by organizing two regional editions in Timisoara and Iasi



# ***Presentations, seminars and special events***



One of the main requirements of both exhibitors and visitors of the previous editions of RIUF was to provide lots of opportunities to explore in depth the topics of interest. Although constrained by the availability of seminar rooms, at RIUF 2007 we were able to organize 27 presentations and seminars during the two days of the fair, attended by more than 2,200 visitors. The **topics** covered:

- ✔ Broad presentations of foreign educational systems: British, German, French, US, Dutch.
- ✔ A panel of Success Stories of Romanians attending international universities and sharing their advice and tips & tricks
- ✔ Presentations of the information and consulting services offered by some of the exhibiting institutions to young Romanians interested to study abroad
- ✔ Special presentations of some of the universities and graduate programs present at the fair

The **speakers** were:

- ✔ Representatives of the British Council, the US Fulbright Commission, EduFrance / CampusFrance
- ✔ Romanian students & graduates of international universities: Stanford University, Pepperdine University, Columbia Business School, International University Bremen
- ✔ Representatives of various universities and graduate programs: CEU Business School, TRINITY International School of Tourism Management, Saint Louis University, IEDC - Bled School of Management, Canterbury University

All speakers were given 1 hour time slots with 30 minutes breaks, allowing for easy and access to and from the seminar rooms. The presentations were promoted in the orientation materials received by all visitors and were also announced through the general sound system.

An interesting novelty in 2007 was a debate on *"Living in Romania as opposed to emigrating"* organized by one of our media partners – Academia Catavencu. The event was a good occasion for students and "celebrity" journalists to exchange views, opinions and engage in a vivid dialogue.

Feedback from both exhibitors and visitors shows that the organizing team managed to reach its objectives of:

- ✔ Substantially increasing the general knowledge young Romanians have about the experience of studying abroad and
- ✔ Facilitate their understanding of the prerequisites necessary for applying to an international university

In 2008 we will continue to host these popular seminars and we will also strive to organize a series of private presentations in high-schools and universities prior to the event, for those institutions that want to reach out to promising potential students in a comfortable environment. If your institution is interested to be involved please ask more details from your contact person in our team.

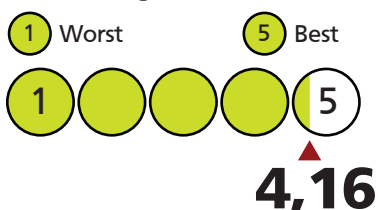
RIUF 2007 recorded a boost in the overall quality of the event, meeting most of the expectations of the exhibitors, visitors and organizers. That happened mainly because we had two previous editions to learn from and also because various partners and third-parties had learned before about this unique initiative in Romania and appreciated our efforts to provide young Romanians with personal development opportunities, thus making it easier to implement various initiatives we had for this edition.

**EXHIBITORS** were overwhelmed by the increase in number of visitors (more than double the attendance in 2006). Again they were visibly impressed, by the proficiency of young Romanians on foreign languages. Those that attended the previous editions noticed the changes in the general profile of the visitors: more informed, more focused, with specific questions and many already knowledgeable about the application process of several of the institutions present at the fair.

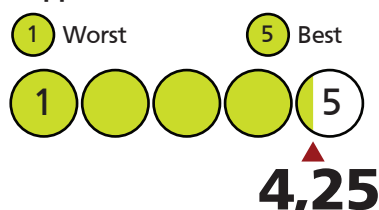
As the event matures, many exhibitors develop and improve the efficiency of their activities at the fair:

- ✎ Having adapted to the Romanian families specifics of decision making on studying abroad, a number of universities are now in the position of capitalizing on the contacts they have made in the previous editions – with students that they have enticed in 2005 or 2006 and that now have submitted applications. Some are leveraging the past recruitment successes, by bringing along in their team current Romanian students that were accepted in the previous years. Others are finding the right mix of direct efforts and working with agents for promotional activities, after various experiments in the past years.
- ✎ Organizations that were relatively sceptic about the potential of the Romanian educational market (especially in terms of products and services) have now started to invest in their image and focus on building brand awareness as well as generating sales.
- ✎ Courageous institutions are using the event to immerse their potential customers/beneficiaries in their brand experience. For example, one of our media partners – Academia Catavencu, using a very open booth, successfully invited current and potential readers from the visitors present at the fair to share their thoughts on the study-abroad experience by writing on the walls of the booth. At the same time, they used this opportunity to select some potential employees in a casual but efficient manner.

## Exhibitors' feedback General organization



## Exhibitors' feedback Support Services



**VISITORS** were thrilled about the increased number of international programs present at the fair. Some were happy to find more exotic programmes that previously were not very accessible. Others enjoyed learning about more academic opportunities from their country of choice. For the "Satisfaction Index" it also helped that the location was in the centre of the city and thus very easy to reach. The review we got from the visitors feedback form is an average 4.12 out of 5.



# RIUF 2008 - Basic Info



The 4<sup>th</sup> edition of the ROMANIAN INTERNATIONAL UNIVERSITY FAIR will take place in spring 2008. In addition to Bucharest, next year we will also organize two regional editions in Timisoara and Iasi (two of the most important cities of Romania), immediately after the Bucharest edition. This will help increase accessibility for visitors from the western and eastern parts of Romania and at the same time provide exhibitors with more opportunities to recruit from Romania. We believe we will be able to attract at least 9,000 visitors in Bucharest and 2,500-3,000 in each of the regional editions.

Please use the information below as probable, not certain – as things may slightly change until we finalize everything (second part of October):

- ✔ Dates: mid March, probably 15<sup>th</sup>-16<sup>th</sup> in Bucharest, 19<sup>th</sup> in Timisoara and 21<sup>st</sup> in Iasi.
- ✔ Most exhibitors book normal booths (3x2 meters). They can also choose a small booth (2x2 meters) or a large booth (4x2 meters). All booths have standard furniture and amenities (a table, a wastebasket, two chairs, a sign indicating the name of the organization, lights and electricity).
- ✔ Deadlines: Regular Registration – 31<sup>st</sup> of January 2008; Early Bird – 15<sup>th</sup> of December 2007; Late Registration – 1<sup>st</sup> of March 2008 (depending on availability)
- ✔ Costs: The price for Regular Registration + Normal Booth will probably be 750 EUR for Bucharest (650 EUR in 2007), 400 EUR for Timisoara and 400 EUR for Iasi.
- ✔ We also plan to offer the possibility to arrange private presentations in high-schools in the days prior to the fairs and provide all the facilities required for something like 50 EUR/presentation.
- ✔ All prices and dates are subject to further confirmation.

If you would like to receive an Exhibitors Information Package when it becomes available (October 2007) please send us an email at [office@riuf.ro](mailto:office@riuf.ro) or call **+4.0745.024.469**. Meanwhile, we invite you to explore the photo and video galleries available on [www.riuf.ro](http://www.riuf.ro), documenting the past editions of the event. If you have further questions about RIUF please contact us at your earliest convenience.

We'll be happy to help you!





# More about EDUCATIVA



EDUCATIVA is a group of educational companies and non-governmental organizations, working together to develop projects and services that offer young Romanians personal development opportunities.

The current projects of EDUCATIVA Group are:

## RIUF

ROMANIAN INTERNATIONAL  
UNIVERSITY FAIR



## ED.MUN.DO

Romanian agent for International  
Universities and Study-Abroad  
counseling service



## UNIVERSITY OPTIONS

The Complete Guide for College  
Admission in Romania



## EDUCATIVA TOUR

An annual series of events taking  
place in the best Romanian high-schools  
focusing on direct promotion of opportunities  
offered to students by EDUCATIVA Group  
and its partners



In addition to our own activities, we also do consulting work for organizations interested in developing and implementing projects that involve Romanian high-school and college students, teachers and academic institutions for promoting products and services, recruitment purpose and so on. We can initiate, research, design, budget, develop, implement, communicate and coordinate a large array of projects targeted at Romanian youth.

Our strength derives from the vast experience of our team members in developing and managing projects with and for high-school and college students in both profit and non-profit setups. The smooth implementation of the projects we manage is also helped by the excellent relationships we cultivate with deans and rectors of universities, directors of high-schools, regional officials of the Ministry of Education, leaders of student organizations, journalists covering the education sector, providers of professional services (ex: design, printing etc) and so on.

To see more details about the work we do you may visit [www.educativa.ro](http://www.educativa.ro).

If you would like to learn more about the Romanian education market and find out if we can be of assistance with your projects we encourage you to contact us. We would be more than happy to discuss how we can work together. Please send us an email at [contact@educativa.ro](mailto:contact@educativa.ro) or call **+4.0745.024.469**.