

Post

Eveniment

Reportaj



PLECĂ. STUDIAZĂ.
INTOARCE-TE. **SCHIMBĂ.**

1 EVENT SUMMARY



The year 2010 was a test for the resilience and usefulness of RIUF but also the beginning of a new stage in the evolution of the event in several ways: securing long-term commitments from several important partners (exhibitors, international educational organizations, media & advertising associates); expanding the event to include an autumn edition that will take place in Bucharest and Cluj – one of the most important cities of Romania; a revitalization of the organizing team that has already proved its worth through better attention to the details that make the difference between a good and a great event. On that last note we are especially proud of our team of 150 volunteers (in three cities) that help our exhibitors to manage the extremely busy days of the event.

The 6th edition of The Romanian International University Fair took place on the 13th & 14th March in Bucharest (capital of Romania – this edition offers access to the students from the south part of the country), 16th of March in Timisoara (West) and 18th of March in Iasi (East). RIUF has succeeded in maintaining its place at the top as one of Europe’s major study-abroad events, with 98 exhibitors, from which 78% international. 16 countries were represented by various prestigious institutions such as Yale University, Stanford University, University of Essex, University of Kent, University of Amsterdam, University of Groningen, Cesar Ritz Colleges Switzerland, Webster University, Universite d’Orleans or Universita Bocconi.

RIUF is now a mainstream university fair as exhibitors return each year to promote their programs and experience greater numbers of applications. Most participants have realized by now that RIUF is an amazing instrument to assess the status of the Romanian higher education market and an essential element in the array of marketing activities needed to attract Romanian students. Yet more can be achieved by:

- working with reliable agents (such as EDMUNDO – also managed by EDUCATIVA),
- investing in public or high-school presentations that can help an institution to fine-tune its message to the specifics of the market
- organizing sample classes with university professors to showcase the academic power and to provide opportunities for dialogue in a non-competitive environment
- developing a network of alumni that can help to increase the brand awareness on the market.

Investing time and energy in this market are worth the effort. Two times participant in RIUF and EDMUNDO partner, University of Portsmouth, for example, has experienced a unprecedented increase in the number of Romanian students interested in its programs (135% increase in applications from 2009 – 74 to 2010 – 174).

That should be put in the context of the Romanian market: greater numbers of highly academically qualified Romanian students choose an international study destination. Moreover, the general knowledge about studying abroad amongst RIUF visitors (12,000 of them) is following a consistent positive trend: they have done their research about the universities; they know more about the application systems and about their financing possibilities; they ask more focused questions about the programs and generally they have a clearer image of their future. All that makes the job of the exhibitors a lot easier when it comes to pointing the unique winning features of a particular school.

1 EVENT SUMMARY

cont'd



Highlights of RIUF 2010 – The spring editions

Special country pavilions, organized with the support of prestigious institutions: UK pavilion, which featured not only universities, but also a 13 institution – Study in Scotland Group, French Pavilion – with the contribution of CampusFrance, German Language Pavilion – with the help of DAAD, The Netherlands Pavilion, Hotel Management Schools Pavilion.

Top-Universities pavilion, which was put together with the help of international Romanian students. After a decrease in the number of US exhibitors attending RIUF due to a shrinking in the demand for American programs (mostly because of higher tuition fees when compared to European alternatives), prestigious academic institutions such as Yale University, Stanford University, Middlebury University and Pepperdine University have come back to RIUF in order to raise market awareness and to offer studying perspectives to those highly gifted individuals.

The 3rd edition of Spot Admissions, an event highly appreciated by those universities that have recruited on the spot more than 80 students for their next intake.

First ever RIUF Awards Ceremony, that gave organizers the opportunity to express their gratitude to those partners that have helped RIUF to become one of Europe's leading international university events and also to reward those exhibitors that year after year succeed in making a great impression on visitors attending RIUF.

Networking event – together with our exhibitors and media partners we enjoyed a private reception with a panoramic view over Bucharest in the evening of the first fair day at the 5* Intercontinental Hotel. A few months later we are happy to report that we are aware of several partnerships that started with a discussion on that occasion.

We all know the past year was financially difficult for everyone. Despite the adversities of the international and local context, RIUF and EDUCATIVA have managed not only to stay afloat but also excel at improving their partners' image and brand awareness on the market. Other particular achievements include securing a better, more stylish location, better catered facilities for exhibitors and not compromising on the investment required to generate the amazing flow of visitors (please see the pictures).

You can learn more about RIUF on www.riuf.ro and more about what EDUCATIVA can do for your institution on www.educativa.ro. We make special efforts to understand the needs of our partners and clients and we are aware that we continuously need to improve our performance to better serve you. As we are very interested in your feedback, your opinions and suggestions are always welcomed.

Best Regards,
Alexandru Ghita
President
EDUCATIVA Group

Bogdan Kochesch
Business Development Manager
EDUCATIVA Group

2 PROMOTIONAL ACTIVITIES AND MEDIA COVERAGE

The promotional campaign had two objectives - to inform the individuals from the target groups about the opportunity to participate at RIUF at the specific dates and locations and to prepare them with general advice about the study abroad programs presented at RIUF so that they can make the most of their presence there and be informed and relevant dialogue partners for the exhibitors.

To that end, the campaign focused on the opportunities available to them by participating at the fair and on the distinctive benefits presented by the special features of RIUF: largest number of international exhibitors at an event in Eastern Europe; the learning opportunities offered by the workshops, seminars and private presentations; the financial support available to them as EU citizens; the possibility to participate in SPOT Admissions.

Communications channels and tools

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

- Ads in the main national and regional newspapers and magazines
- Radio and TV spots on the main media stations and on several indoor advertising networks
- Online Banners on several of the main Romanian websites – leaders in their categories: general and business news, jobs, information, community and fun for high-school and university students, local portals
- News and Banners inserts in the top press-releases feed for professional communicators
- Inserts in the newsletters of partner educational organizations
- A detailed list of our partners is available on the website of the event – www.riuf.ro

In addition, we also used:

- Direct presentation of the event in more than 100 high-schools, reaching more than 15,000 students
- 6,000 posters and 150,000 flyers
- Facebook campaign (news feed, competitions, friends support etc)
- Direct mail to more than 20,000 persons interested to receive information about studying abroad
- 5 Press releases distributed to more than 200 journalists and 13 news agencies and online news distribution services
- Several promotional messages on 1,100 online discussion lists and community eGroups

Results of the promotional campaign

- Google score for “RIUF” – more than 24,000 references
- Coverage of the media campaign in the main national newspapers and magazine
- News and live interviews during the event on all the main national and regional TV and Radio stations
- Hundreds of news and articles on tens of different websites and blogs
- Increased traffic on the event’s website – 30,000+ unique visitors and 50,000+ visits and of course - 12,000 visitors at the fair
- The analysis of data collected from the visitors shows that more than 70% of them have learned about the event through at least two different channels.

Lessons and plans for the next editions

- Learning from the above, the media campaign for the next editions will build on the effective mechanisms of the previous campaigns and will focus on three performance-improving areas:
- Expand the presence on social media channels: Facebook, LinkedIn, Twitter, local online communities
- Expand the direct contact with the target group @high-school and @university
- Develop better relationships with bloggers and local media channels (newspapers, radios etc)

3 EXHIBITORS



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Fall 2010: Oct 30th – Nov 2nd
Spring 2011: March 12th – 17th

When people speak about the Romanian International University Fair, one of the key points is its high international participation - the return of our numerous international exhibitors (and their feedback) confirms that RIUF continues to be one of the best and largest university fairs in Eastern Europe. As our mission is to continuously increase the number of Romanian students enrolled in international higher education institutions, our future efforts will remain focused on making possible the presence of as many as possible international universities and colleges.

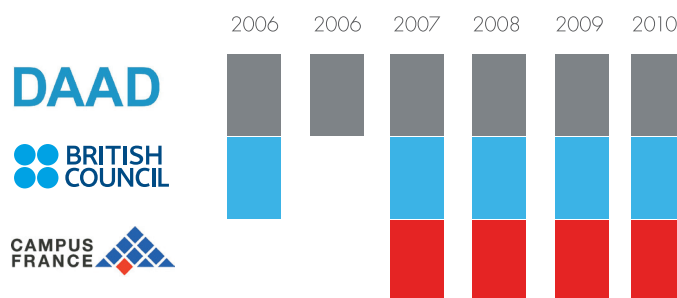
Distribution of exhibitors RIUF 2010



RIUF benefits from long and fruitful relationships with prestigious institutions representing the main international educational systems: CampusFrance, DAAD, Fulbright Commission and the British Council. These organizations have always supported our efforts of presenting higher education alternatives to the Romanian students and in recent years, special country pavilions organized with their support have enforced their commitment to this event.

RIUF has successfully maintained its place on the Romanian educational market as the largest international university event despite having experienced a small drop in the total number of exhibitors. There are two factors worth noting:

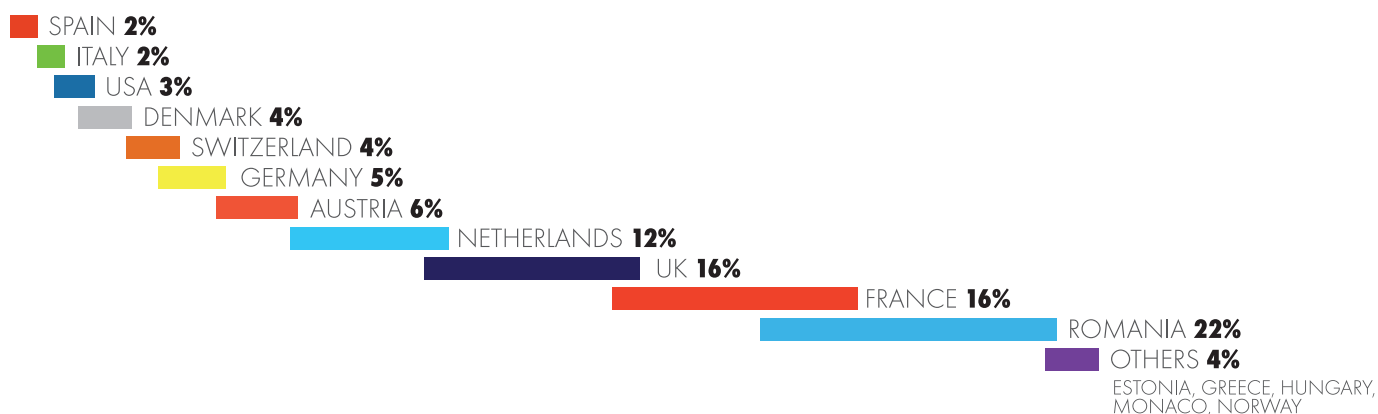
- The financial recession led to financial cuts and legislative barriers for many Romanian universities, thus making it impossible for many of them to engage in any promotional activities
- A number of Business Schools and Universities that focused on promoting their postgraduate degrees have decided to participate only in RIMME - the Romanian International Master & MBA Exhibition (also organized by EDUCATIVA) which offered an audience with a different demographic profile.



	Number of Exhibitors	International	Romanian	Countries
Bucharest	94	76	18	17
Timisoara	43	31	12	13
Iasi	31	23	8	8

- 79 Universities and Business Schools;
- 5 Language Schools and providers of professional education;
- 15 governmental and non-governmental organizations, financing institutions, agents, etc.

Country Representation RIUF 2010



3 EXHIBITORS

cont'd

Exhibitors' Feedback

The satisfaction of our exhibitors is paramount to the success of the event. We understand that is not enough to just provide universities with large numbers of students, but also that we do our best in accommodating the needs of the institutional representatives in order to foster the best environment for quality student recruitment. As such, having learned from their feedback at the past editions of RIUF we focused our attention on a number of details and we were able to improve the overall logistic quality of the event.

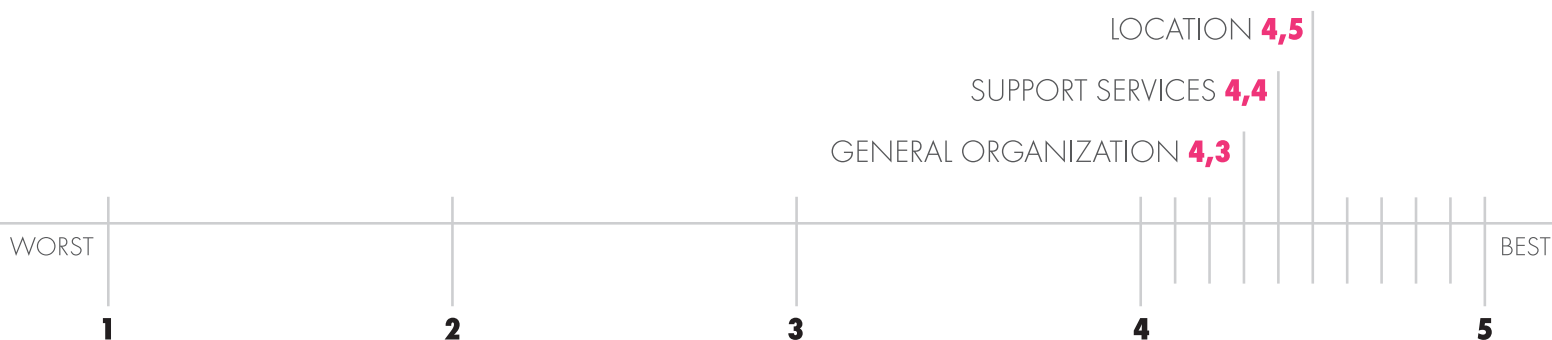
We are very glad to report that RIUF 2010 exhibitors have appreciated our efforts into making RIUF a better experience:

- **Change in venues** – the Palace Hall in Bucharest, Hotel Timisoara and Hotel Unirea proved to be much more elegant locations for the event;
- **Improved brand awareness** – most of the exhibitors have reacted positively at the possibility of publishing their logo on the booth sign-board;
- **Better services** – the catering for exhibitors has improved significantly in 2010

Exhibitors' Expectations



Surveys of the exhibitors' satisfaction show that the organization of the 2010 event was the most professional edition yet in terms of location, support services, food and facilities as compared to the previous editions of the event.



4 VISITORS



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Fall 2010: Oct 30th – Nov 2nd
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Visitors' profile

More than 12,000 potential students visited the 6th edition of RIUF – a sign of the increasing propensity of Romanian families to invest in high quality education. The 98 exhibitors present at the event were visibly impressed by their proficiency in foreign languages and their tremendous motivation for an international degree.

Please note we sell admission tickets and are thus able to count very accurately the number of visitors

RIUF attracts visitors from all over the country, so exhibitors had national exposure in just 4 fair days:

- **Bucharest – 6.500 visitors**
- **Timisoara – 2.400 visitors**
- **Iasi – 3.000 visitors**

Who are the visitors...

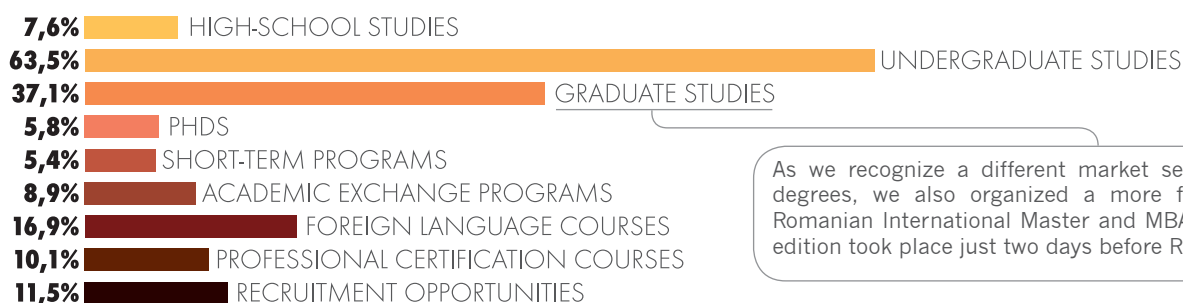


Due to the social and political changes of the last 10 years and owing to increased accessibility in terms of tuition fees and visa requirements, the numbers of young Romanians interested to study abroad has increased dramatically. Still a developing market for students looking for foreign alternatives to local schooling, Romania is currently experiencing the beginning phase of an educational boom which was triggered by the 2007 EU accession. To illustrate this trend please see below the data concerning the students handled by EDMUNDO (our recruitment agency), which of course are just a fraction of the total number of Romanian outgoing students.

	2007-2008	2008-2009	2009-2010
Information requests	800	1,300	2,100
Individuals counseled	150	300	500
Students delivered	80	150	250 (estimates)

The Romanian International University Fair is publicly recognized as an important catalyst in raising awareness on international educational opportunities. The spring 2010 edition x-rayed the profile of the Romanian student market, the results being comparable to the figures researched during the past 5 years. As the data is consistent with the previous analysis that were run on thousands of individuals, we consider the statistics gathered at RIUF to be relevant and applicable not only to RIUF's visitors, but to the larger Romanian higher education market.

...and what are they interested in? (multiple options possible)

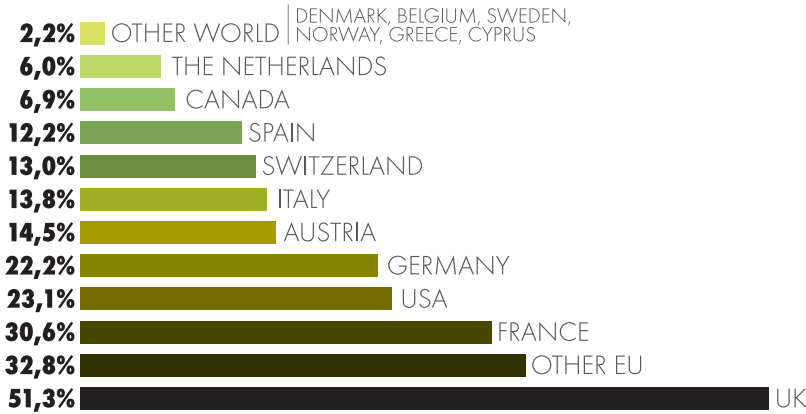


As we recognize a different market segment for graduate degrees, we also organized a more focused event - the Romanian International Master and MBA Exhibition – its 2nd edition took place just two days before RIUF.

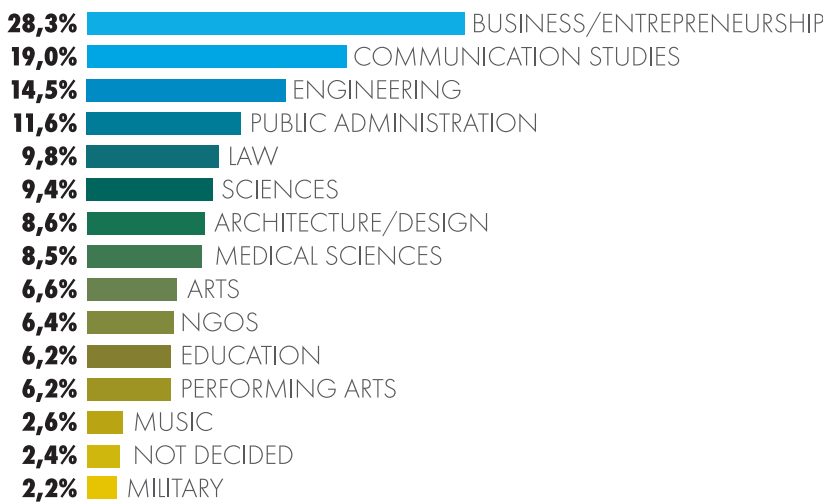
4 VISITORS

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Where do they want to study?



Interested in...



University of Amsterdam,

Nathalie Tsang:

Good fair for student recruitment and visibility/branding.

University of Kent,

Luke Sheppard:

I would recommend it (RIUF): the fair is very busy with lots of strong students.

University of Salford,

Andrew Finch:

The fair is an ideal way to raise a University's profile.

University of Hull,

Robert Skelton Clarke:

Well qualified, focused - no time waster.

University of Portsmouth,

Saf Jeevanjee:

Great, well informed, prepared, excellent English. (about the audience)

University of Essex,

Caroline Dimbleby:

Much busier than I remember in Iasi last year. (about the Iasi edition of RIUF 2010)

After tracking the on-site feedback of our exhibitors, please find below some facts about the visitors of the spring 2010 RIUF edition:

- 62% of the exhibitors consider that Romanian students present for RIUF 2010 were well and very well informed;
- 38% said that they had limited information;
- 0% reported that RIUF visitors did not know anything in regards with studying abroad.

Almost all RIUF 2010 exhibitors had very good comments about the visitors' proficiency in foreign languages: English, French or German.

Visitor Insights

- 53% of our visitors would rely on personal funding (either partial or total) and bank loans to pay for their studies;
- 33% take into consideration the possibility of having a part-time job during their studies

The main request to the organizers was to "increase the number of international universities present and variety of programs offered".

On a scale from 1 (poorest) to 10 (best), RIUF visitors ranked the event's usefulness with an average mark of 7.97.

EVENT USEFULNESS **7,97**



5 ADDITIONAL EVENTS



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The additional events at RIUF are valuable opportunities used by the most assiduous exhibitors and visitors to maximize their time investment at the event. An array of Private Presentations and Seminars allows organizations engaging with the audience to raise their market visibility and improve the awareness of their target group on the distinctive features of their programs. Visitors use these opportunities to explore in depth critical aspects of the process of studying abroad and to substantiate their decision making process regarding their next academic destination. Nimble organizations take part in the Spot Admission special section of RIUF and return to their campus with a solid list of pre-admitted candidates.

Seminars, Workshops and Private Presentations

41 events in total, of which, **20 in Bucharest**, with **1182 on-line registered attendees** before the event – on average more than **56 persons/seminar**; **11 in Timisoara** attended by no less than **300 people** – on average **28 persons/seminar**; **9 in Iasi** on-line booked by **more than 350 individuals** – on average **39 persons/seminar**.

The topics covered:

- Presentations of foreign educational system: British, German, French, US, Dutch, Swiss, Danish;
- Private Sessions of universities and graduate programs present at the fair
- Private Presentations of study-abroad consulting services offered by exhibiting institutions
- Success stories of Romanians attending international universities – sharing their experience abroad (for example, the only Romanian ever having been accepted by all Ivy League universities disclosed his story during a fully booked seminar);

The speakers were:

- Representatives of British Council, US Fulbright Commission, CampusFrance, DAAD;
- Representatives of various universities and graduate programs: Salford University, Radboud University Nijmegen, INHolland University, Baden-Wurttemberg International, Study in Scotland Consortium of Universities
- Romanian students & graduates of international universities: IMI – Hotel Management Switzerland, HTMi Hotel and Tourism Management School, Stanford University, Pepperdine University

All speakers were given 1 hour time slots with 15 minutes breaks, allowing for easy access to and from the seminar rooms. The sessions were advertised in advance to more than 40,000 visitors of RIUF's website that were able to pre-register online. Although all sessions are equally promoted by us through orientation materials received at the entrance by the visitors and on-site live announcements, it's clear that the most successful sessions stand out from the others by two distinctive features:

- They have a title and brief description that plays to the interests of the audience and not only to the marketing objectives of the institutions
- The presenting organizations invest themselves in promoting distinctively their sessions through all available advertising channels

5 ADDITIONAL EVENTS

cont'd

Spot-Admissions

The third edition of the SPOT Admissions special event offered exhibitors opportunities of direct recruitment of prescreened applicants and it was one of the most interesting features of RIUF for mass-media and visitors. The SPOT Admissions special event had a distinctive presence of its own in the larger media campaign for RIUF.

There are **two very important advantages for participating universities:**

- They have access to tens of highly selected applicants on which they can focus their recruitment efforts
- They gain the attention of thousands of potential students when details of their programs are presented in the media campaign for the Spot Admissions

Six academic institutions maximized their presence at RIUF by booking SPOT Admissions: University of Portsmouth – UK; University of Worcester – UK, University of Salford – UK, INHolland University – The Netherlands, Copenhagen School of Design and Technology – Denmark, SDE College, Odense – Denmark. Applicants were prescreened by EDMUNDO (the counseling service of EDUCATIVA) using the participating universities' requirements and 78 potential students had 15 minutes interviews with the representatives of the universities (more universities per student possible). Post-SPOT Admissions, the interviewers highly appraised the superior academic value and the good level of the applicants' language skills, as well as the personal background of the applicants. 102 interviews took place, out of which 6 decisions were unfortunately rejections due to the unavailability of the programmes on offer. 35 students of the rest have already made a FIRM decision of going to the desired universities and other 29 are still pending a decision.

6 FUTURE EDITIONS



PLEACA. STUDIAZA.
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Fall 2010: Oct 30th – Nov 2nd
Spring 2011: March 12th – 17th

Targeted Dates

For Autumn 2010 Edition

Bucharest, 30th – 31st October

NEW Cluj Napoca, 2nd November

For Spring 2011 Edition

Bucharest, 12th – 13th March 2011

Timisoara, 15th March 2011

Iasi, 17th March 2011

Registration Deadlines

For Autumn 2010 Edition

Early Bird Registration deadline – 31st July

Regular Registration deadline – 15th September

For Spring 2011 Edition

Early Bird Registration deadline – 1st December 2010

Regular Registration deadline – 30th January 2011

Facilities & Costs

Most exhibitors book Medium Booths (3x2 meters). They can also choose from a Small Booth (2x2 meters) and a Large Booth (4x2 meters). We build all booths and supply standard furniture and amenities (included in your booking price): a table, two chairs, lights, power outlet, dustbin, a sign indicating the name of the organization and free Internet connection. Furthermore, starting with the Spring 2010 RIUF edition we personalize each booth by adding next to the name on the signboard each institution's logo. We also provide exhibitors with free lunch, coffee and tea.

Costs for Early Bird Registration + Medium Booth for RIUF Bucharest (Autumn or Spring) – 850 EUR and Regional Editions Cluj Napoca, Timisoara and Iasi 675 EUR /edition. Moreover, participation in both events is favourable and also more cost efficient: 1440 EUR. Prices are subject to VAT 24%. We reserve the right to revise the prices and dates (although we did so only once in the past 6 years and with our exhibitors' approval).

If you would like to know us better and to receive more information about RIUF or other events organized by EDUCATIVA when these become available please drop us an e-mail at events@educativa.ro or call +40.751.015.184. Meanwhile, please feel free to visit www.riuf.ro and explore the data and multimedia galleries of the past editions. If you would like to talk to one of the exhibitors in the previous editions about their experience with RIUF we would be more than happy to connect you with representatives from various academic institutions (in most cases, with professionals from your own country).

DAAD - German Academic Exchange Service,
Katja Lasch:

Excellent value! Worth to participate! You will be paid back 150%.

American College of Thessaloniki,

Tarek Kouatly:

Great value for money, one of the Top Balkan fairs.

Radboud University Nijmegen,

Merel vander Wal, Margit Sivirsky:

Good fair and a lot of fun!