



Education FAIRS *Manual for Fair Coordinators*

The Utrecht Network (www.utrecht-network.org) is a “European Consortium of top-level universities with a global outlook”. It offers excellent master programmes, a high number of joint masters funded as *Erasmus Mundus* programmes by the European Commission for their excellence. *Erasmus Mundus* is the European Union *Co-operation and Mobility Programme in Higher Education* which provides scholarships for Non-EU nationals enrolling in these European top-quality Master Courses and scholarships for EU nationals studying in Non-EU countries.

The Utrecht Network provides students the full European experience by:

- offering Summer Schools in different European countries charging a reduced fee, and
- attending an exchange period in another European country in various master programmes.

Part of the marketing strategy of the Utrecht Network, is to participate at Education Fairs worldwide. The main goals of participation at fairs are:

- Increase visibility of the European Consortium *Utrecht Network*
- Recruitment of high quality students for Utrecht Network Master Programmes, as well as Bachelor Programmes and Summer Schools
- Enhance student mobility to the partner Universities
- Exploration of the education market in the target countries

Introduction:

Just like any other project, the planning phase of a fair is critical. Without a good plan, every other step becomes more difficult. Planning is best done months in advance. This manual will provide some guidelines and suggestions for a successful fair coordination, from the planning phase to the implementation and beyond. It is furthermore essential to keep all members informed and with that to maintain the transparency of the project.

Step 1:

Preparing the Ground

Before participating in a fair a general consensus among the Utrecht Network members is needed.

- What are the goals for a fair participation, e.g. target countries, short term mobility, degree mobility, etc.?
- Will there be a permanent responsibility for the fair coordination?
- What are the financial means for participation (Utrecht Network Budget or third party funding only)?

Step 2: Planning Phase

- Check reasonable fairs available in advance. These must be qualitative good fairs, preferably the EHEF fairs, organised by the EC.
- Make a timetable of fairs (Name of the Fair and where and when it will occur)
- Send it to all members to check their availability and preferred locations

Step 3: Collect Precise Fair Information

- TIME: Check the precise deadlines and dates of the fairs and the register procedure
- MONEY: Check how much the fair attendance will cost and how and when to pay
- MATERIAL: Check how, when, where the material needs to be sent to the Fair. Contact the project coordinator.
- MAN POWER: Check the booth equipment available and the possibility to provide student assistants or an interpreter

- CHECK on behalf of the participants:
 - Recommended Hotels
 - Detailed Fair Program
 - Booth conditions (size, equipment <chairs, tables>, computers with internet access, conditions for a DVD or a data show, etc.)
 - Exhibitor's Manual (if available)

Step 4: Select Representatives for the Fair

- Check who signed up for each fair and prepare a selection overview of participating institutions
- Request the confirmation of participants
- Inform all the Utrecht Network Members of the representatives for the fair(s)
- Send personalised e-mails to the Utrecht Network partners who are going to represent the Utrecht Network
 - remind them that they will receive more precise information about the fair
 - if it applies make a note on the VISA necessity
 - ask for the complete data of the person who will represent the Utrecht Network at the fair (complete name, function, address, e-mail and phone number)

Step 5:

Contact the Fair Organisation and Register

- Register for the fair and if applicable for the networking seminar (for the seminar ONLY if necessary register the individual universities since EHEF gives priority to individual institutions)
- Keep a copy of the Registration Form
- Keep a copy of the receipts

Step 6:

Gather Preparatory Information

- Send e-mail request for information to each Utrecht Network Member University about
 - the specific general entrance requirements for each university of the network, such as level of education, language ability
 - general tuition fees
 - national scholarship opportunities
 - any major general application rules
 - any major difficulties when enrolling in a master programme in Europe

This information will be the basis for the *Frequently Asked Questions* during the fairs

- Do you have scholarships?
 - What is the tuition fee?
 - How do I apply?
 - What are the entry requirements?
 - Where can I get more information?
 - What are the possibilities for exchange within Europe?
- Gather information about the local education system of the fair's country (Web addresses should be sufficient.)

Step 7:

Contact the Representatives

- Complete the Utrecht Network *Manual for Participants* with all necessary information for the specific fair
- Send the Utrecht Network *Manual for Participants* and all the preparatory information you gathered about the fair (if possible the exhibitor's manual as well) to the representatives
- Remind the representatives to book their flights and accommodation in advance and apply for a VISA if necessary
- Send the fair material and forms as e-mail attachments to the representatives
 - Leaflets, posters (as pdf-documents)
 - DVD (applicable web address)
 - Information Request Forms (General and Erasmus Mundus) and Tick List
 - Fair Evaluation Form
 - Financial Declaration Form and the Financial Rules
 - Declaration of Working Days Spent (if applicable)

**Step 8:
Before the Fair**

- Ask for confirmation of the local fair organiser whether the material has arrived
- Inform the Utrecht Network representatives about the material (contact person, where to get it, etc.)

**Step 9:
After the Fair**

- Collect the Information Request Forms and transfer the information into an excel document
- Inform the Utrecht Network Member Universities about the follow-up information procedure
 - General e-mail to all interested students about the Utrecht Network and the web address of the database in order to find further detailed information
 - Specific recruiting e-mail by each individual university of the Utrecht Network taking into consideration the special information requests of the students
- Send the general e-mail to the prospective students
- Collect the tick lists and fill in the statistics about the fair

**Step 10:
Finishing up**

Remind the participants to send the following items to the secretariat:

- Evaluation Form
- Declaration of Working Days Spent (if applicable)
- Financial Declaration Form
- Booth material