



**BALTIC STUDENT**

## **International Education Fair**

### **"Study in ..."**

**November 10, 2012 Vilnius, Lithuania**

**November 11, 2012 Riga, Latvia**

**November 13, 2012 Tallinn, Estonia**

**Organizer:**

**Baltic Student**  
[www.balticstudent.eu](http://www.balticstudent.eu)

**Contact person:**

**Sanita Lāce**  
Project Coordinator  
Tel/Fax: + 371 67204680  
+ 371 67204681  
[info@balticstudent.lv](mailto:info@balticstudent.lv)



# BALTIC STUDENT

## ABOUT THE FAIR

In November 2012 the team behind Baltic Student will organize their 6<sup>th</sup> international Education Fair in the Baltic countries. The aim of the Fair is to promote the possibilities and advantages of studying abroad among prospective BA and MA students from the Baltics. We would like to offer your university the possibility to participate in this fair as a unique opportunity to connect directly to aspiring students who are actively looking to broaden their horizon.

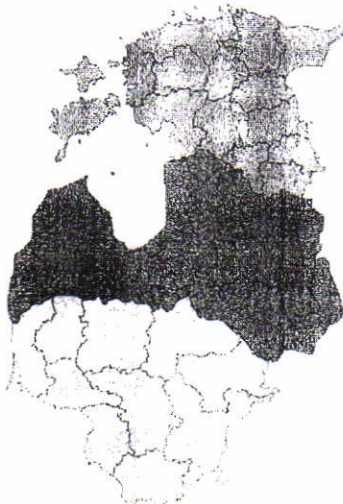
### *Format*

The students will be made aware of the Fair through a month long marketing campaign. Right from the start, future students will be informed about the participating universities as well as how they can expect to benefit from the Fair:

- through the presence of university representatives;
- by hearing from other students and alumni;
- by receiving additional information from relevant governmental and non-governmental organisations such as education centres, embassies, etc.

### *Effective*

The Fair primarily provides information about the possibilities of higher education abroad and therefore attracts only those prospective students that are actively looking beyond their own borders. The alumni, university representatives and invited organizations will provide information from different angles making the Fair a true market of information rather than a public relations event. Due to its targeted nature, we expect to receive around 1000 visitors per country. This will allow each university representative to individually connect to prospective students and engage them on a personal level. In the past, this has even resulted in application forms being filled out right at the university stand during the Fair.



## DATES AND TIMES

The International Education Fair "Study in ..." will be held on the following dates:

- Saturday, November 10 in Vilnius, Lithuania;
- Sunday, November 11 in Riga, Latvia;
- Tuesday, November 13 in Tallinn, Estonia.

On each of these days, the Education Fair will be opened from 11:00 – 17:00.



# BALTIC STUDENT

## LOCATION

In all cities, the Education Fair will be hosted in a centrally located Radisson Blu Hotel, which as a chain is readily recognized as the prime venue for international education fairs. More information about the hotels can be found on their respective websites:

### Vilnius, Lithuania

Radisson Blu Hotel "Vilnius"

<http://www.radissonblu.com/lietuvahotel-vilnius>

### Riga, Latvia

Radisson Blu Hotel "Latvia"

<http://www.radissonblu.com/latvijahotel-riga>

### Tallinn, Estonia

Radisson Blu Hotel "Olimpia"

<http://www.radissonblu.com/olumpiahotel-tallinn>



## MARKETING ACTIVITIES

- **Banners**

In Lithuania, Latvia and Estonia - a banner "Study in ..." will be placed on the most popular internet portals (delfi, one, tvnet or alfa) with a link to the relevant Baltic Student webpage ([www.balticstudent.lt/lv/ee](http://www.balticstudent.lt/lv/ee)) which will contain all the information about the upcoming Fair and the participating universities.

- **Quiz**

One month prior to the Education Fair a quiz will be announced through mass media and social networks. The quiz will contain simple questions about higher education abroad. Answers can easily be found on the Baltic Student webpages. Students who have sent in their answers will be invited to the opening of the Education Fair and will receive souvenirs from quiz sponsors. **To heighten the competitive spirit and the appeal of the quiz, universities are invited to bring their souvenirs for the awards.**

- **Posters**

A poster "Study in ..." will be developed and provided to schools, universities, student dormitories, libraries, local municipalities, youth and support organizations and other relevant institutions.



# BALTIC STUDENT

- **Advertisements**

Advertisements will be placed on special education portals, websites focusing on youth and culture, the webpages of Secondary schools and Universities and the webpage of the organizers.

- **Articles**

At an additional cost, we provide participating universities the possibility to have an exclusive article about their institution published on one or more popular internet portals in the Baltic countries in the run up to the Education Fair. The articles will be translated in Lithuanian, Latvian, Estonian or Russian.

## **LOGISTICS**

Baltic Student will provide the following services to the participants, both in preparation for and during the Fair:

- make hotel reservations if needed;
- coordinate the mailing, receipt and storage of university brochures and other promotional materials;
- coordinate the design of the venue and provide each participant with their own table;
- organize coffee and tea during the Fair;
- arrange bus transfers from Vilnius to Riga and from Riga to Tallinn;
- arrange for a meal on the evening of the transfer from Vilnius to Riga;
- organize a formal dinner event in Riga for the participants and organizers;
- assist the participants with any practical issues that may arise during the event.

### ***Accommodation suggested:***

Vilnius: Radisson Blu Hotel "Lietuva", Konstitucijos pr. 20  
<http://www.radissonblu.com/lietuvahotel-vilnius>

Riga: Radisson Blu Hotel "Latvia", 55 Elizabetes Street  
<http://www.radissonblu.com/latvijahotel-riga>

Tallinn: Radisson Blu Hotel "Olimpia", Liivalaia 33  
<http://www.radissonblu.com/olumpiahotel-tallinn>



# BALTIC STUDENT

## ***Bus transfers***

Vilnius – Riga on November 10, TOD 17:30, TOA 21:30;  
Riga – Tallinn on November 12, TOD 17:00, TOA 21:00.

## ***Meal on the evening of the transfer from Vilnius to Riga***

This meal will be organized either at the Radisson Blu hotel prior to departure or on the way in a suitable restaurant.

## ***Formal dinner event***

A formal dinner will be organized for the university representatives, Alumni, participating organizations, the sponsors of the quiz and the organizers. The dinner will take place on November 11, from 19:00. Restaurant location will be confirmed.

## ***Participation fees***

<b>Nr of Fairs</b>	<b>Nr of Articles</b>	<b>Package</b>	<b>Rate</b>
1	1	A	2800 EUR
1	2	B	4200 EUR
2	2	A	4560 EUR
2	4	B	5840 EUR
3	0	0	4040 EUR
3	3	A	5460 EUR
3	6	B	7140 EUR

*Transportation costs from Vilnius to Riga and from Riga to Tallinn as well as meal after Vilnius fair and dinner in Riga are included.*



# BALTIC STUDENT

## Package 0\* includes the following:

- venue;
- general promotion of the Fair (articles in free portals, banner, posters, quiz);
- logistics;
- bus transfer Vilnius – Riga;
- bus transfer Riga – Tallinn;
- evening meal on the way from Vilnius to Riga;
- dinner event in Riga for 2 persons.

*\*Package 0 applies only to participation in all three Fairs (Vilnius, Riga and Tallinn)*

## Package A includes the following:

- venue;
- general promotion of the Fair (articles in free portals, banner, posters, quiz);
- logistics;
- bus transfer Vilnius - Riga;
- bus transfer Riga – Tallinn;
- evening meal on the way from Vilnius to Riga;
- dinner event in Riga for 2 persons;
- article about the University on one Latvian one Lithuanian and one Estonian internet portal. The size cannot exceed 2000 characters.

## Package B includes the following:

- venue;
- general promotion of the Fair (articles in free portals, banner, posters, quiz);
- logistics;
- bus transfer Vilnius - Riga;
- bus transfer Riga – Tallinn;
- evening meal on the way from Vilnius to Riga;
- dinner event in Riga for 2 persons;
- article about the University on two Latvian, Lithuanian and Estonian internet portals. The size cannot exceed 2000 characters.

## APPLICATION

For those institutions which take interest in participating, please fill in the application form (see appendix) and submit the completed form to the Baltic Student before **September 15, 2012**.



# BALTIC STUDENT

## THE ORGANIZER

**Baltic Student** is an up-and-coming student portal with the goal of assisting students and aspiring students from all Baltic countries in making a decision about their future higher education.

The portal facilitates this process by providing information about the opportunities for studying within the Baltic countries as well as abroad. The portal also serves as a platform where users can find additional information about language courses, cultural events, scholarships, contests, and other activities close to students' interests where students can share their experiences of living and studying abroad and discuss the content they find on the portal.

Moreover, the portal offers a place where users can make new friends, get answers to their questions, give advice regarding studies or simply become involved in making studying abroad a better experience.

---

### **Contact person:**

Sanita Lāce

Project Coordinator

Tel: + 371 67204680

Fax: + 371 67204681

E-mail: [info@balticstudent.lv](mailto:info@balticstudent.lv)

Address: Elizabetes street 51-14 (6th floor)  
Riga, Latvia LV-1010



# BALTIC STUDENT

## Appendix

### Application Form

Deadline: September 15, 2012

<b>Please return to:</b>	Name of Institute: Baltic Student
	c/o Sanita Lāce
	Tel/Fax: + 371 67204680/ + 371 67204681
	E-mail: info@balticstudent.lv

Name of the university, website: \_\_\_\_\_

Contact person, title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Our University selects:

Package 1 for Vilnius, Riga and Tallinn

Package A for Vilnius, Riga and Tallinn

Package B for Vilnius, Riga and Tallinn

Package A for 2 countries

\_\_\_\_\_ (please name the countries)

Package B for 2 countries

\_\_\_\_\_ (please name the countries)

Package A for one country

\_\_\_\_\_ (please name the country)

Package B for one country

\_\_\_\_\_ (please name the country)

**Please state the number of participants for each activity (insert "0" if the option does not apply):**

Education Fair: \_\_\_\_\_ persons

Bus transfer Vilnius-Riga, including meal (Nov. 10): \_\_\_\_\_ persons ( \_\_vegetarian, \_\_vegan)

Formal dinner in Riga (Nov. 11): \_\_\_\_\_ persons ( \_\_vegetarian, \_\_vegan)

Additional dietary requests: \_\_\_\_\_

Bus transfer Riga-Tallinn (Nov. 12): \_\_\_\_\_ persons

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Place: \_\_\_\_\_