



# #BeginAgain

## VirtualEvents

### Summer & Fall 2021

**Dedicated Content Portal**

**100+ Universities**

**2000+ Students**

**Over 80% TOEFL/IELTS Takers**

**Over 80% Grade 10 - 12**

**Tier I & II Cities**

**150+ High Schools**

**India; South Asia; SE Asia; MENA**



**CampusConnect**



**INDIA**

**MAY 29**  
*VirtualFair*  
Undergraduate

**AUG 07**  
*VirtualFair*  
Undergraduate

**SEP 04**  
*VirtualFair*  
Postgraduate

**SEP 25**  
*VirtualFair*  
Undergraduate

**NOV 13**  
*VirtualFair*  
Undergraduate

**OCT 16**  
*VirtualFair*  
Undergraduate

**NOV 27**  
*VirtualFair*  
Undergraduate

**SOUTH &  
SE ASIA**

**MIDDLE  
EAST**



## A Note

We sincerely hope you're staying healthy and safe through this very challenging time. If you ask us, we can't wait to see you in person. May NAFSA? IACAC? A hotel lobby? the airport lounge? A High School Auditorium? as we discuss recruitment, travel and India! Our journey so far has been an incredible learning experience and without these key exchanges and moments, we just wouldn't be the same.

Yes - 2021 is going to be virtual. As we compose this report (May 2021), India is at the world's centre for the second wave. Daily positive cases of over 300,000 make travel and on-ground recruitment out of question. We're doing our bit and working from home to break the chain and help our government with the health care crisis we currently face.

Our dedicated content portal [www.highschoolfairs.com](http://www.highschoolfairs.com) has grown! In just six months, we've hosted 100+ webinars, 8 virtual fairs and several *instalive* sessions. More than 100 universities, 130+ high schools, 2000+ high school students have given us a try and continue to do so! Our presence in India & Sri Lanka continues and we're excited to announce expansion plans to South Asia, South East Asia, Middle East & North Africa.

## #VirtualEvents Packages

You may be familiar with our **VirtualFairs**, **VirtualSessions** and **InstagramLive** Sessions. Now, we introduce a fourth vertical - **MiniFairs**. These **MiniFairs** are High School specific Fairs and Webinars we put together with Campus Connect High School Network. At these fairs, the audience is exclusive to that particular high school. We've organised a few MiniFairs so far and plan to have many, many planned over the next eight months.

The idea to give you a package option is to optimise your planning phase. At this stage, you maybe evaluating your recruitment calendar for *Summer & Fall 2021*. Take a look at these exciting bundled packages. Of course you can always sign up for individual events as well. Please read along and if you have other doubts, you may schedule a call with our team.

Here's a list of the **two packages** for you:

### CampusConnect - VVP

- 3 VirtualFairs
- 2 VirtualSessions
- 1 InstaLive Session
- 4 MiniFair Access
- USD 4500 (Bundled discount of USD 500)

### CampusConnect - MVP

- 5 VirtualFairs
- 3 VirtualSessions
- 1 InstaLive Session
- 4 MiniFair Access
- USD 6500 (Bundled discount of USD 1300)

## #VirtualFairs

**Scheduling:** Each **VirtualFair** is limited to only 25 University Participants. Each University will have a dedicated, video and audio enabled Virtual Room. You can book multiple **VirtualFairs** in the sign up section. You can have a chance to enrol for at least two Fairs.

**Marketing:** High School Counsellors and Students will be invited from the dedicated cities by event date. Marketing activities will be conducted via mailing campaigns and social media channels with Campus Connect network schools. University information and marketing material (Logos, e-brochures, Campus Videos) will be displayed on a dedicated webpage and also emailed to each participant. Feel free to have a current student or Alumni join in!

**Event Logistics:** Campus Connect has integrated a platform that will enable seamless audio/video integration that will allow university officials to have live conversations with students, make presentations and respond to questions over chat. Leads collected as well as a Wrap Up Report will be shared one week post each **VirtualFair**.

**Pricing:** Each **VirtualFair** is priced at \$1250. Signing up for multiple virtual events is an option and will attract a discount. **Please Note:** Discounts are applicable for multiple event signups for one invoice only. Discount cannot be carried forward to a second invoice.

Date & Time	Focus	Cities
<b>May 29, (Saturday)</b> 17:00 - 19:30	<b>India + Undergraduate</b>	Ajmer, Bhubaneshwar, Chennai, Dehradun, Delhi, Mumbai, Mussoorie, Indore, Pune, Jaipur, Trivandrum
<b>August 07, (Saturday)</b> 17:00 - 19:30	<b>India + Undergraduate</b>	Ahmedabad, Bangalore, Chandigarh, Coimbatore, Delhi, Gwalior, Hyderabad, Kolkata, Ooty, Surat
<b>September 04, (Saturday)</b> 17:00 - 19:30	<b>India + Post Graduate</b>	Bangalore, Chandigarh, Delhi, Hyderabad, Kolkata, Lucknow, Mumbai, Pune, Nagpur, Nashik, Surat, Vizag
<b>September 25, (Saturday)</b> 17:00 - 19:30	<b>India + Undergraduate</b>	Bangalore, Hyderabad, Delhi, Dehradun Gurgaon, Mumbai, Mussoorie, Noida, Pune
<b>October 16, (Saturday)</b> 17:00 - 19:30	<b>South Asia; South East Asia + Undergraduate</b>	Singapore, Kuala Lumpur, Bangkok, Taipei, HCMC (Vietnam), Hanoi, Jakarta, Manila, Osaka, Tokyo, Seoul, Islamabad, Lahore, Karachi, Colombo, Kandy, Dhaka, Kathmandu
<b>November 13, (Saturday)</b> 17:00 - 19:30	<b>India + Undergraduate</b>	MegaFair: All Tier I Cities + 10 Tier II Cities
<b>November 27, (Saturday)</b> 17:00 - 19:30	<b>Middle East; North Africa + Undergraduate</b>	Cairo, Dubai, Sharjah, Abu Dhabi, Kuwait City, Doha (Qatar), Oman, Riyadh



## #VirtualSessions

Want to increase brand visibility and connect with a dedicated audience? We think **VirtualSessions** is that product! Over the months, we've conducted over 100 Sessions and we can tell you that Universities love em!

**Session Description:** We recommend you present on a topic that is attractive to a larger audience. The one hour session should be broken down to "Topic: About Your University: Q&A" in a 2:1:1 Ratio. That way there is time open to discussing your university as well as answering potential questions. We're happy to hear an alternate format as well!

**Sample Topics:** "An American Mid-West Education", "Swiss = Hospitality"; "Portfolio Surgery"; "Liberal Arts Education"; "STEM Education & Advantages"; "Are you an Entrepreneur?"; "Education in the Emirates" and more. Still unsure? Talk to us!

### Schedule:

Dates	Time (India Standard Time)	Available Slots
May 17- 21, 2021	17:00	5
Jun 21 - 25, 2021	17:00	5
July 26 - 30, 2021	17:00	5
Aug 23 - 27, 2021	17:00 & 18:30	10
Sep 20 - 24, 2021	17:00 & 18:30	10
Oct 25 - 29, 2021	17:00 & 18:30	10
Nov 15 - 19, 2021	17:00 & 18:30	10

**Pricing:** Each **VirtualSession** is priced at \$400. Signing up for multiple virtual events is an option and will attract a discount. **Please Note:** Discounts are applicable for multiple event signups for one invoice only. Discount cannot be carried forward to a second invoice.

**Logistics:** International schools will be invited for this virtual event. Attendance to your session will depend on the topic, academic stage, student interest and schedules. Which is why attendance is not mandatory. However, your session will be recorded and the same will be made available for two months post the virtual session. Further, all leads collected for any student, parent and counsellor who requested to view your session will also be provided.

# Q&A

**Question:** How do you differentiate between both event types?

	#VirtualSessions	#VirtualFairs
<b>Pricing (USD)</b>	\$400	\$1250
<b>Hours</b>	One	Two+
<b>Audience</b>	Students, High School Counsellors, Parents	
	Potential Graduate Applicants* July 10th, 2021	
<b>School Profile</b>	International Schools	
<b>Focus</b>	Undergraduate Recruitment	
<b>Leads Shared</b>	Yes	
<b>Objective</b>	To connect with the audience via engaging topics covering careers, current events, student life & more! VirtualSessions are best to increase University branding and reach.	To replicate a high school fair experience. Students can enter a University Virtual Room and have one-one conversation with a representative. VirtualFairs are best for branding, lead conversion and a virtual place to meet and have a conversation with interested students.
<b>Engagement</b>	Limited to Q&A	Ideal for one-one engagement.
<b>Live Chat</b>	Limited to Q&A	Yes
<b>Platform</b>	Zoom	Third-Party Platform (Training Will Be Provided).
<b>Discounts</b>	10% Off on a billing of \$2500 and more. (Yes, you can sign up for multiple VirtualFairs and VirtualSessions)	
	\$100 Off on one VirtualFair + one VirtualSession.	



**Question:** What Schools do you usually engage with?

**Answer:** Over 130+ schools in India, Sri Lanka, Bangladesh & Nepal over the past five years!  
Please do take a look at the list here:

<b>Hyderabad</b>	Aga Khan Academy	<b>Mumbai</b>	Aditya Birla World Academy
	Chirec Intl. School		Bombay Intl School
	DRS Intl. School		DSB Intl School
	Indus Intl. School		HFS Intl School
	Intl. School of Hyd.		Jamnabai Narsee Sch.
	Oakridge Intl School		NSS Hill Springs
	Sreenidhi Intl. School		Oberoi Intl School
<b>Jaipur</b>	Neerja Modi School		RBK Intl School
	Sanskar School		Singapore Intl School
<b>Kolkata</b>	Calcutta Intl School	<b>Pune</b>	Indus Intl School
	Modern High School		Mahindra Intl. School
	The Heritage School		MIT V. Gurukul
	Le Martiniere School		Symbiosis Intl School
<b>Ooty</b>	Hebron School		UWC Mahindra
	Lawrence School		Victorious Kids Educare
<b>Ahmedabad</b>	Ahmedabad Intl. School	<b>Colombo</b>	Asian Intl. School
	Carlox Olive Intl. School		Colombo Intl. School
	DPS Bopal		Ladies College
	MG Intl. School		Royal College
	Riverside School		The British School in Col
<b>Bangalore</b>	Bangalore Intl. School		The Overseas School
	Canadian Intl. School	<b>Dehradun Region</b>	Ecole Intl. School
	Candor Intl. School		The Doon School
	Greenwood Intl. School		Unison Intl. School
	Indus Intl. School		Welham Boys School

	Oakridge Intl. School		Mussoorie Intl. School
	Stonehill Intl. School		Woodstock School
	TISB - The Intl. School of Bangalore	<b>Delhi NCR</b>	American Embassy School
	The Legacy School		Modern School
	Trio World Academy		Pathway Schools
<b>Chennai</b>	American Intl. School		Sanskriti School
	HUS Intl. School		Scottish High School
	KC High School		Springdale School
<b>Coimbatore</b>	Chinmaya Intl. School		Sri Ram School
	Manchesters Intl. School		Step-Step School

**Question:** What Indian Cities Do you see Students signing up from?

**Answer:** Through our Social Media Campaign and Outreach, we've seen students log in from the over 30 cities!

<b>Tier I (India)</b>	<b>Tier II (India)</b>		<b>Out Of India</b>
Ahmedabad	Aurangabad	Kochi	Colombo
Bangalore	Ajmer	Kolhapur	Dhaka
Chennai	Bhopal	Lucknow	Kathmandu
Delhi NCR	Bhubaneswar	Madurai	
Hyderabad	Chandigarh	Nagpur	
Kolkata	Coimbatore, Ooty	Nashik	
Mumbai	Dehradun	Pathankot	
Pune	Erode	Rajkot	
	Gwalior	Surat	
	Indore	Thiruvananthapuram	
	Jaipur	Vadodara	
	Jamnagar	Kodaikanal	

With this, we wish you, your family and colleagues the very best health. Stay indoors, Stay healthy!

Thanking You,  
Team Campus Connect