



Calendar at a Glance

2021 / 2022



Online recruitment events

The ability to ask questions and receive live, personal assistance from institutions can turn into a stand-out moment for a student before making the decision of a lifetime. BMI brings you closer to students through a market-leading platform which is generating thousands of these conversations right now.

Join our virtual events to connect and talk directly with students who are actively in the process of researching and planning their future international studies.

Investment per event:
USD 2,200

Early Bird Discount expires
23 July 2021: USD 2,000

	2021 Dates	Course Level of Interest	Focus Countries
BRAZIL	16 Sept	Undergraduate 30% Postgraduate 70%	Brazil
LATIN AMERICA	23 Sept	Undergraduate 30% Postgraduate 70%	Argentina, Chile, Colombia, Ecuador, Mexico, Panama, Peru
COLFUTURO CONNECT LIVE	7 Oct	Postgraduate 100% - COLFUTURO funding programme	Colombia
* Official COLFUTURO partners only. Special pricing / conditions apply			
FUNED CONNECT LIVE	14 Oct	Postgraduate 100% - FUNED funding programme	México
*Open to non-FUNED partners. Special pricing / conditions apply			
BRAZIL + LATAM	2 Dec	Undergraduate 30% Postgraduate 70%	Brazil + Latin America

See full virtual fair information and register at
<https://bmiglobaled.com/recruit-students/talk-global-study>

	2021 Dates	Course Level of Interest	Focus Countries
ASIA	21 Oct 1 Dec	Undergraduate 35% Postgraduate 65%	China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand, Vietnam
AFRICA	4 Nov	East Africa: Undergraduate 50% Postgraduate 50% West Africa: Undergraduate 20% Postgraduate 80%	Ethiopia, Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda
INDIA	17 Nov	Undergraduate 30% Postgraduate 70%	India, Sri Lanka
EUROPE	18 Nov	Undergraduate 30% Postgraduate 70%	Ireland, UK, Western Europe
MIDDLE EAST	8 Dec	Undergraduate 60% Postgraduate 40%	Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE

See full virtual fair information and register at <https://bmiglobaled.com/recruit-students/talk-global-study>

Build your own schedule and save

Mix and match any of the Talk Global Study events to build the schedule that matches your recruitment focus and strategy.

Package discounts:

- Register for 3 events and receive a 15% discount
- Register for 5 events or more and receive a 20% discount

Investment per event: USD 2,200

Early Bird Discount: USD 2,000

Discounts expire 23 July 2021 (2021 events) and 10 Dec 2021 (2022 events)

*COLFUTURO Connect Live & FUNED Connect Live: USD 2,500 per event



2021 In-person events

Ready to grab
your passport?

See full event information
and register at

| bmiglobaled.com

UAE & THE GULF STATES



GULF
INTERNATIONAL SCHOOLS
FORUM & WORKSHOP

Early Bird - 23 July

Dubai	5 Oct	US\$ 1,500	US\$ 1,350
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BMI GULF SCHOLARSHIP SUMMIT
القمة الخليجية للمنح الدراسية

Dubai	6 & 7 Oct	US\$ 5,000
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UAE
Global Education Fair
THE UAE'S LEADING STUDENT FAIR

Early Bird - 23 July

Dubai	8 & 9 Oct	US\$4,200	US\$3,800
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Abu Dhabi	11 Oct	US\$2,700	US\$2,400
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LATIN AMERICA

Expo
Posgrados

Early Bird - 23 July

Bogotá	6 & 7 Nov	US\$4,200	US\$3,800
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Medellín	9 Nov	US\$2,700	US\$2,400
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Early Bird - 23 July

Puebla	11 Nov	US\$1,900	US\$1,700
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Mexico City	13 & 14 Nov	US\$4,200	US\$3,800
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2022

It's never too early
to start planning



Online recruitment events

Asia	16 Feb
India	17 Feb
Middle East	18 Feb
Central America and Caribbean Connect Live	10 Mar
Africa	17 Mar
Latin America & Brazil	24 Mar
FUNED Connect Live*	6 Apr
Europe	7 Apr

* Special pricing & conditions apply

BRAZIL & LATIN AMERICA



Guadalajara	17 Feb
Mexico City	19 & 20 Feb
Puebla	22 Feb
Monterrey	24 Feb
Bogotá	26 & 27 Feb
Cali	1 Mar
Medellin	3 Mar
Lima	5 & 6 Mar



São Paulo	12 & 13 Mar
Rio Copa	15 Mar
Rio Barra	16 Mar
Brasília	18 Mar
Salvador	20 Mar
Belo Horizonte	21 Mar
Curitiba	23 Mar



São Paulo	10 Mar
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MIDDLE EAST



Sharjah High School Visits	1 Mar
Dubai High School Visits	2 & 3 Mar
Dubai Fair	4 & 5 Mar
Abu Dhabi Fair	7 Mar
Abu Dhabi High School Visits	8 Mar

ASIA



Ho Chi Minh City	9 Mar
Ho Chi Minh City High School Visits	10 Mar
Ho Chi Minh City Fair	11 & 12 Mar
Hanoi Fair	13 Mar
Hanoi High School Visits	14 & 15 Mar



GLOBAL



London	15 - 17 May
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Online marketing campaigns to reach target student audiences worldwide

BMI Digital provides you with an intelligent mix of marketing channels that allow you to engage with students online in any region of the world.



Host **customised webinars** to suit your student recruitment needs



Create **professional videos** that will inspire students around the world



Use **email marketing** to turn interest into enrolments



Harness our **social media** communities of over 250,000 students

Let us prepare a bespoke campaign for you!

Our Digital Strategy Team can tailor a plan to suit your recruitment strategy and meet your budget by combining articles, webinars, ads, emails and social media to create a robust online campaign.

Contact us today to get a customised package!

digital@bmiglobaled.com