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

<table>
<thead>
<tr>
<th>2021 Dates</th>
<th>Course Level of Interest</th>
<th>Focus Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAZIL</td>
<td>16 Sept</td>
<td>Undergraduate 30% Postgraduate 70%</td>
</tr>
<tr>
<td>LATIN AMERICA</td>
<td>23 Sept</td>
<td>Undergraduate 30% Postgraduate 70%</td>
</tr>
<tr>
<td>COLFUTURO CONNECT LIVE</td>
<td>9 Oct</td>
<td>Postgraduate 100% - COLFUTURO funding programme</td>
</tr>
<tr>
<td>BRAZIL + LATAM</td>
<td>2 Dec</td>
<td>Undergraduate 30% Postgraduate 70%</td>
</tr>
</tbody>
</table>

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 expires 23 July 2021: USD 2,000

<table>
<thead>
<tr>
<th>Region</th>
<th>2021 Dates</th>
<th>Course Level of Interest</th>
<th>Focus Countries</th>
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</thead>
<tbody>
<tr>
<td><strong>ASIA</strong></td>
<td>23 Oct 1 Dec</td>
<td>Undergraduate 35% Postgraduate 65%</td>
<td>China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand, Vietnam</td>
</tr>
<tr>
<td><strong>AFRICA</strong></td>
<td>4 Nov</td>
<td>East Africa: Undergraduate 50% Postgraduate 50%</td>
<td>Ethiopia, Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda</td>
</tr>
<tr>
<td></td>
<td></td>
<td>West Africa: Undergraduate 20% Postgraduate 80%</td>
<td></td>
</tr>
<tr>
<td><strong>INDIA</strong></td>
<td>17 Nov</td>
<td>Undergraduate 30% Postgraduate 70%</td>
<td>India, Sri Lanka</td>
</tr>
<tr>
<td><strong>EUROPE</strong></td>
<td>18 Nov</td>
<td>Undergraduate 30% Postgraduate 70%</td>
<td>Ireland, UK, Western Europe</td>
</tr>
<tr>
<td><strong>MIDDLE EAST</strong></td>
<td>8 Dec</td>
<td>Undergraduate 60% Postgraduate 40%</td>
<td>Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE</td>
</tr>
</tbody>
</table>

See full virtual fair information and register at https://bmiglobaled.com/recruit-students/talk-global-study
### 2021 In-person events

Ready to grab your passport?

#### VIETNAM

**VIETNAM INTERNATIONAL SCHOOLS FORUM & WORKSHOP**

- **Ho Chi Minh City**
  - 15 Sept
  - Early Bird - 23 July
  - US$1,500
  - US$1,350

#### UAE & THE GULF STATES

**UAE Global Education Fair**

- **Dubai**
  - 8 & 9 Oct
  - Early Bird - 23 July
  - US$4,200
  - US$3,800

- **Abu Dhabi**
  - 11 Oct
  - US$2,700
  - US$2,400

**BMG GULF SCHOLARSHIP SUMMIT**

- **Dubai**
  - 10 Oct
  - US$1,500
  - US$1,350

- **Abu Dhabi**
  - 13 & 14 Oct
  - US$5,000

#### LATIN AMERICA

**Expo Posgrados**

- **Mexico City**
  - 23 & 24 Oct
  - Early Bird - 23 July
  - US$4,200
  - US$3,800

- **Puebla**
  - 27 Oct
  - US$1,900
  - US$1,700

- **Bogotá**
  - 30 & 31 Oct
  - US$4,200
  - US$3,800

- **Cali**
  - 2 Nov
  - Early Bird - 23 July
  - US$1,900
  - US$1,700

- **Medellín**
  - 4 Nov
  - US$2,700
  - US$2,400

- **Santiago**
  - 6 & 7 Nov
  - US$4,200
  - US$3,800

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See full event information and register at [bmiglobaled.com](https://bmiglobaled.com)
2022

It’s never too early to start planning

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**BRAZIL & LATIN AMERICA**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td></td>
<td>Bogotá: 28 Feb</td>
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<tr>
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<td>São Paulo: 10 Mar</td>
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**MIDDLE EAST**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>UAE Global Education Fair</td>
<td>Sharjah: 1 Mar</td>
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**ASIA**

<table>
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<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Vietnam Global Education Fair</td>
<td>Ho Chi Minh City: 10 Mar</td>
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<tr>
<td></td>
<td>Ho Chi Minh City Fair: 11 &amp; 12 Mar</td>
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<tr>
<td></td>
<td>Hanoi Fair: 13 Mar</td>
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<td></td>
<td>Hanoi High School Visits: 14 &amp; 15 Mar</td>
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<td>Da Nang Fair: 16 Mar</td>
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**GLOBAL**

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<tr>
<th>Event</th>
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<tr>
<td>BMI Global Scholarship Summit &amp; Symposium</td>
<td>London: 15 - 17 May</td>
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It's never too early to start planning
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