Expand your recruitment reach in 2024
THE RACE IS ON!

In 2024, BMI is delighted to continue pushing recruitment boundaries ever wider, linking institutions with over 13.2 million prospective students around the world.

As part of the Times Higher Education (THE) group, we now have additional platforms and resources to capture student’s attention as they are actively researching courses, and provide them with both in-person and online opportunities to meet with admission representatives.

Our premium networking events, will expand your global partnerships with senior level government representatives, scholarship and funding providers, university leaders, school principals and counsellors.
ONE COMPANY, One massive global audience.

Our community of students and international education professionals is both broad and deep, giving you access to millions of prospects online and face to face. Whether you’re looking to increase brand awareness globally or pinpoint specific markets to bolster recruitment goals, we’ve got you – and the world – covered.

**STUDENT WEB TRAFFIC**

<table>
<thead>
<tr>
<th>Region</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>Asia</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>Brazil</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>Europe</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>India</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>Mexico &amp; Latin America</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>Middle East</td>
<td>13.2 Million</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>13.2 Million</td>
</tr>
</tbody>
</table>

**STUDENT SOCIAL COMMUNITIES**

<table>
<thead>
<tr>
<th>Region</th>
<th>Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
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<tr>
<td>Asia</td>
<td>369,377</td>
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<tr>
<td>Brazil</td>
<td>369,377</td>
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<tr>
<td>Europe</td>
<td>369,377</td>
</tr>
<tr>
<td>India</td>
<td>369,377</td>
</tr>
<tr>
<td>Mexico &amp; Latin America</td>
<td>369,377</td>
</tr>
<tr>
<td>Middle East</td>
<td>369,377</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
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**STUDENT DATABASE**

<table>
<thead>
<tr>
<th>Region</th>
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<tbody>
<tr>
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<tr>
<td>Brazil</td>
<td>603,772</td>
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<tr>
<td>Europe</td>
<td>603,772</td>
</tr>
<tr>
<td>India</td>
<td>603,772</td>
</tr>
<tr>
<td>Mexico &amp; Latin America</td>
<td>603,772</td>
</tr>
<tr>
<td>Middle East</td>
<td>603,772</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>603,772</td>
</tr>
</tbody>
</table>

**EDUCATION PROFESSIONAL WEB TRAFFIC**

<table>
<thead>
<tr>
<th>Region</th>
<th>Traffic</th>
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</thead>
<tbody>
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<td>Africa</td>
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<tr>
<td>Asia</td>
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</tr>
<tr>
<td>Brazil</td>
<td>5.4 Million</td>
</tr>
<tr>
<td>Europe</td>
<td>5.4 Million</td>
</tr>
<tr>
<td>India</td>
<td>5.4 Million</td>
</tr>
<tr>
<td>Mexico &amp; Latin America</td>
<td>5.4 Million</td>
</tr>
<tr>
<td>Middle East</td>
<td>5.4 Million</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>5.4 Million</td>
</tr>
</tbody>
</table>

bmiglobaled.com
Recruitment tours that maximise your time in-market

BMI/Times Higher Education provides you with a range of integrated on-line marketing solutions and in-person events that take place within key student recruitment markets around the world.

### In-person recruitment fairs & high school visits

BMI/Times Higher Education student recruitment fairs provide you with an in-market student platform in some of the fastest growing and important markets for student diversity in the world.

**Brazil | Chile | Colombia | Ghana | Indonesia | Kenya | Mexico
Nigeria | Peru | Thailand | United Arab Emirates | Vietnam**

### Scholarship & funding forums

**Global:** London - UK
**Regionals:** Americas | MENA & Central Asia

BMI/THE Scholarship Forums connect you with the world’s largest private and government scholarship organisations who fund their students to study overseas. Connect with them via 21 pre-scheduled private meetings.

### High school counsellor workshops

**Global:** London - UK
**Regionals:** Africa | Brazil | China | Gulf | India
Latin America | Southeast Asia

BMI/THE International Schools Forum & Workshops allow you to hold 26 private meetings with counsellors from the most exclusive international and private schools from across a particular region in one location.

### Connect online with 13.2 million students

**Webinars:** Presented on timeshighereducation.com, you’ll have the opportunity to share your story, engage, and generate student leads.

**Social Media Ads:** Re-target visitors to our fairs and our social communities of 369K students.

**Your own content hub featured on THE’s website:** It offers the perfect showcase for promoting your institution, study destination brand, or student services through a series of content-based articles.

bmiglobaled.com
A global community of 6,554 highly engaged counsellors from 3,573 high schools, spanning 154 countries, have registered to use our various online resources in the past 12 months.

Job position breakdown

- High School Counsellor/College Counsellor/University Counsellor/College Advisor/Guidance Counsellor: 55%
- Principal/Headmaster/Headmistress/Senior Leadership Team/School Director: 11%
- Senior Counsellor/Head of Counselling/Director of University Guidance: 9%
- Head of Year/Head of Academic Department/Vice Principal/Division Director: 7%
- Academic Affairs/Curriculum Coordinator/Registrar/Admissions/Administration: 7%
- Independent Counsellor/Consultant: 7%
- Teacher: 3%
- School Psychologist/Student Support/Welfare Advisor: 2%

Top 25 countries - unparalleled balanced reach

- UAE: 12%
- UK: 10%
- India: 8%
- Colombia: 6%
- Brazil: 4%
- China: 2%
- Thailand: 4%
- Indonesia: 2%
- USA: 12%
- Canada: 10%
- Kazakhstan: 8%
- Qatar: 6%
- Singapore: 4%
- Kuwait: 2%
- Turkey: 4%
- Pakistan: 2%
- Kenya: 4%
- Egypt: 2%
- Saudi Arabia: 4%
- Malaysia: 2%
- Bahrain: 4%
- Spain: 2%
- Nigeria: 2%
- Hong Kong: 2%

As of April, we have 3,542 counselors registered, in process, or graduated from THE CAP, spanning across 148 countries. Additionally, we are experiencing an average of over 60 new registrations per week.

577 Counsellors from premium schools have attended in the past 12 months to meet university partners.
Meet the heads of government scholarship organisations from over 30 countries who are travelling to London to form partnerships with institutions that can receive their funded students.

- Hold 21 pre-scheduled meetings over two days
- Network with over 70 scholarship organisations worldwide
- Ensure your institution is involved with key funding programmes

**LONDON**  
5 & 6 May 2024

| One Person  | 1 Meeting Schedule | US$ 6,000* |
| Two People  | 1 Meeting Schedule | US$ 7,000* |
| Two People  | 2 Meeting Schedules | US$ 9,000* |
| 6m² Exhibition Stand  | +1 Meeting Schedule | US$ 10,000* |

**LONDON**  
29 & 30 April 2024

| One Representative  | 1 Meeting Schedule | US$ 5,000* |
| Two Representatives | 1 Meeting Schedule | US$ 6,500* |
| Two Representatives | 2 Meeting Schedules | US$ 7,500* |

*prices are exclusive of VAT

> Global Events
Student recruitment fairs

**ExpoLATAM**

Dedicated to Postgraduate and Undergraduate recruitment in Latin America’s most important markets.

**14,458 students**

visited the events in Latin America

**VISITORS STATS SEPT/OCT 2023**

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monterrey</td>
<td>1,471</td>
</tr>
<tr>
<td>México City</td>
<td>2,702</td>
</tr>
<tr>
<td>Guadalajara</td>
<td>1,409</td>
</tr>
<tr>
<td>Bogotá</td>
<td>4,096</td>
</tr>
<tr>
<td>Medellín</td>
<td>1,592</td>
</tr>
<tr>
<td>Lima (March 2023)</td>
<td>3,573</td>
</tr>
<tr>
<td>Santiago</td>
<td>3,188</td>
</tr>
</tbody>
</table>

**19,842 students**

visited the events in Brazil

**VISITOR STATS OCT 2023**

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>São Paulo</td>
<td>8,741</td>
</tr>
<tr>
<td>Rio Copa</td>
<td>2,019</td>
</tr>
<tr>
<td>Rio Barra</td>
<td>2,102</td>
</tr>
<tr>
<td>Brasilia</td>
<td>1,967</td>
</tr>
<tr>
<td>Salvador</td>
<td>2,324</td>
</tr>
<tr>
<td>Curitiba</td>
<td>1,447</td>
</tr>
<tr>
<td>Belo Horizonte</td>
<td>1,242</td>
</tr>
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</table>

**TOP 10 SUBJECT AREAS**

- Business & Management
- Computer Sciences
- Engineering
- Marketing & PR
- Languages
- Art & Design
- Hospitality & Culinary
- Economics
- Law
- Social Science

**COURSE OF INTEREST**

- Masters: 58%
- Undergraduate: 26%
- Certificate / Diploma Courses: 13%
- MBA: 13%
- Career based / Vocational: 12%
- High School / Summer Camps: 7%
- Pathways / Languages: 6%

**Meet international high school counsellors**

**Salão do Estudante**

Celebrating 27 years, Salão do Estudante is Brazil’s leading international student fair.

**19,842 students**

visited the events in Brazil

**Connect with scholarship organisations in the Americas**

National scholarship and loan agencies play an important role in the Americas.

**SOUTH AMERICA**

- Counsellors from the region’s most important schools will travel to Bogotá to meet you
- Hold 26 private pre-scheduled meetings over 2 days

**TOP 10 SUBJECT AREAS**

- Business & Management
- Computer Sciences
- Engineering
- Marketing & PR
- Languages
- Art & Design
- Hospitality & Culinary
- Economics
- Law
- Social Science

- Hold 21 pre-scheduled meetings over 2 days
- Network with a wide range of senior contacts from over 12 countries
- Ensure your institution is involved in key funding programmes

More info here
### Events in Latin America & Brazil (2024 - Semester 2)

**RECRUITMENT PLANNER**

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>26 Sep</td>
<td>Monterrey</td>
<td>Expo Posgrados/ Expo Estudiante</td>
<td>US$2,800</td>
<td>US$2,520</td>
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<tr>
<td>28 &amp; 29 Sep</td>
<td>Mexico City</td>
<td>Expo Posgrados/ Expo Estudiante</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>30 Sep</td>
<td>Mexico City</td>
<td>3 x High School Visits</td>
<td>US$850</td>
<td>-</td>
</tr>
<tr>
<td>1 Oct</td>
<td>Guadalajara</td>
<td>Expo Posgrados/ Expo Estudiante</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
</tbody>
</table>

**COLOMBIA**

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 &amp; 4 Oct</td>
<td>Bogotá</td>
<td>South America International Schools Forum &amp; Workshop</td>
<td>US$4,400</td>
<td>-</td>
</tr>
<tr>
<td>5 &amp; 6 Oct</td>
<td>Bogotá</td>
<td>Expo Posgrados/ Expo Estudiante</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>7 &amp; 8 Oct</td>
<td>Bogotá</td>
<td>6 x High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
<tr>
<td>7 &amp; 8 Oct</td>
<td>Bogotá</td>
<td>BMI/THE Americas Scholarship Forum</td>
<td>US$4,000</td>
<td>-</td>
</tr>
<tr>
<td>9 Oct</td>
<td>Medellín</td>
<td>Expo Posgrados/ Expo Estudiante</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
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</table>

**CHILE**

<table>
<thead>
<tr>
<th>DATE</th>
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<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 &amp; 13 Oct</td>
<td>Santiago</td>
<td>ExpoPosgrados/ExpoEstudiante</td>
<td>US$4,400</td>
<td>US$3,950</td>
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</table>

**BRAZIL**

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 &amp; 13 Oct</td>
<td>São Paulo</td>
<td>Salão do Estudante</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>16 Oct</td>
<td>Rio Barra</td>
<td>Salão do Estudante</td>
<td>US$2,800</td>
<td>US$2,520</td>
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<td>18 Oct</td>
<td>Brasília</td>
<td>Salão do Estudante</td>
<td>US$2,800</td>
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<tr>
<td>20 Oct</td>
<td>Salvador</td>
<td>Salão do Estudante</td>
<td>US$2,800</td>
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<td>22 Oct</td>
<td>Campinas</td>
<td>Salão do Estudante</td>
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<td>Curitiba</td>
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**VIRTUAL**

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
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<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 Oct</td>
<td>Colombia</td>
<td>COLFUTURO</td>
<td>US$2,500*</td>
<td>-</td>
</tr>
</tbody>
</table>

* Special pricing & conditions apply

**RESERVE YOUR SPOT NOW**
Events in the Gulf, MENA and Central Asia

Student recruitment fairs

**UAE Education Fair**

Meet affluent locals and expat students who are making their final study plans at the largest international education fair in the UAE.

5,420 students visited the events in the Middle East

**VISITORS STATS OCT 2023**

<table>
<thead>
<tr>
<th>Location</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubai</td>
<td>3,756</td>
</tr>
<tr>
<td>Abu Dhabi</td>
<td>1,664</td>
</tr>
</tbody>
</table>

**COURSE OF INTEREST**

- Undergraduate: 47%
- Masters: 37%
- MBA: 16%
- Certificate / Diploma Courses: 13%
- High School / Summer Camps: 13%
- Career based / Vocational: 10%
- Executive Programmes: 6%
- Pathways / Languages: 5%

**TOP 10 SUBJECT AREAS**

- Engineering
- Business & Management
- Computer Sciences
- Art & Design
- Marketing & PR
- Hospitality & Culinary
- Medicine
- Law
- Health Sciences
- Economics

Meet international high school counsellors

The Gulf states have the greatest concentration of international schools in the world. Build relationships with this influential group, that are the foundation to successful undergraduate recruitment.

- Counsellors from the UAE, Saudi Arabia, Oman, Kuwait and Bahrain will be flown to Dubai to meet you
- Hold 26 private pre-scheduled meetings over 2 days
- Meet the most important schools in one location

Connect with scholarship organisations in the Gulf, MENA and Central Asia

The Middle East has a long history of funding its citizens for overseas study while emerging programmes in North Africa and Central Asia present exciting opportunities for Universities. Network with a wide range of organisations from over 27 countries in the region.

- Hold 21 pre-scheduled meetings over 2 days
- Ensure your institution is involved in key funding programmes

bmiglobaled.com
## RECRUITMENT PLANNER

**Events in the Gulf, MENA and Central Asia**

### A Sample of Previous Participants in BMI Fairs

- Bucharest University of Economic Studies
- Chinese University of Hong Kong
- Chulalongkorn University
- Columbia University
- Duke University
- EDHEC Business School
- Emirates Academy of Hospitality Management
- Emory University
- Essec Business School
- Freie Universität Berlin
- George Washington University
- Grenoble Ecole de Management
- IMI Switzerland
- Imperial College London
- Jönköping University
- Kedge Business School
- King’s College London
- Koç University
- London School of Economics and Political Science (LSE)
- Monash University
- National University of Singapore
- Oklahoma State University
- Pontificia Universidad Católica de Chile
- Princeton University
- Semmelweis University
- Technische Universität Berlin
- Trinity College Dublin
- Universidade Católica Portuguesa
- Universidade de Coimbra
- Universidade de Lisboa
- Universidade do Porto
- Università Cattolica del Sacro Cuore
- Universitat Pompeu Fabra
- Universität Tübingen
- Université de Lille
- Université de Montréal
- University College Dublin
- University College London (UCL)
- University of Alberta
- University of Bristol
- University of Bucharest
- University of California, Riverside
- University of Cambridge
- University of Debrecen
- University of Galway
- University of Glasgow
- University of Groningen
- University of Hong Kong
- University of Manchester
- University of Melbourne
- University of Otago
- University of Ottawa
- University of Padua
- University of Queensland
- University of Sydney
- University of the Arts London
- University of Tsukuba
- University of Winnipeg
- Virginia Tech
- Zayed University

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### 2024 - Semester 2

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 &amp; 24 Sep</td>
<td>Dubai</td>
<td>6 x High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
<tr>
<td>25 &amp; 26 Sep</td>
<td>Dubai</td>
<td>Gulf International Schools Forum &amp; Workshop</td>
<td>US$4,400</td>
<td>-</td>
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<tr>
<td>27 &amp; 28 Sep</td>
<td>Dubai</td>
<td>UAE Education Fair</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>30 Sep</td>
<td>Abu Dhabi</td>
<td>UAE Education Fair</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
<tr>
<td>1 Oct</td>
<td>Abu Dhabi</td>
<td>3 x High School Visits</td>
<td>US$850</td>
<td>-</td>
</tr>
<tr>
<td>3 &amp; 4 Oct</td>
<td>Istanbul</td>
<td>MENA &amp; Central Asia Scholarship Forum</td>
<td>US$5,000</td>
<td>-</td>
</tr>
</tbody>
</table>

[RESERVE YOUR SPOT NOW]

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**bmiglobaled.com** 10
Indonesia - Thailand - Vietnam


6,238 students visited the events in Asia

VISITORS STATS OCT 2023

<table>
<thead>
<tr>
<th>Hanoi</th>
<th>2,518</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ho Chi Minh City</td>
<td>1,502</td>
</tr>
<tr>
<td>Jakarta</td>
<td>2,218</td>
</tr>
</tbody>
</table>

COURSE OF INTEREST

- Masters: 51%
- Undergraduate: 34%
- MBA: 20%
- Language Programmes: 17%
- Certificate / Diploma Courses: 13%
- PhD: 13%
- Career based / Vocational: 8%
- High School / Summer Camps: 6%
- Executive Programmes: 4%

TOP 10 SUBJECT AREAS

- Business & Management
- Engineering
- Accounting & Finance
- Computer Sciences
- Marketing & PR
- Art & Design
- Environmental Studies
- Media & Communication
- Architecture
- Economics

Meet international high school counsellors

Pulling in the best counsellors and principals from renowned international and private high schools across China, this workshop will provide you with an exceptional opportunity to build relationships with one of the most formidable networks across the country.

- Hold 26 face-to-face meetings with China’s best high school counsellors.
- Strengthen your connections over 2 days of lavish lunches, networking breaks and a gala dinner.
- Participating schools come from a range of profiles including various curriculums and religious affiliations.

MORE INFO HERE
Over 1 million students graduate each year from India’s English-medium schools. In this crowded, competitive market, it is essential to have the right partners – especially early in the student journey.

This premium event gives you unprecedented access to counsellors and advisors at top international and private high schools from India’s Tier 1 and 2 cities.

- Tighten your relationships with influential school counsellors from across India in one location: Mumbai.
- Target and pre-organise 26 private meetings over 2 days.
- BMI/THE invites and hosts the country’s best counsellors to meet with universities and receive in-person THE CAP training.

More info here
## Events in Asia

**RECRUITMENT PLANNER**

### 2024 - Semester 2

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Event</th>
<th>Price</th>
<th>Early Bird</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THAILAND</strong></td>
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<td></td>
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</tr>
<tr>
<td>9 &amp; 10 Oct</td>
<td>Bangkok</td>
<td>6 x High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
<tr>
<td><strong>INDONESIA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Oct</td>
<td>Medan</td>
<td>Indonesia Education Fair</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
<tr>
<td>15 Oct</td>
<td>Surabaya</td>
<td>Indonesia Education Fair</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
<tr>
<td>17 Oct</td>
<td>Jakarta</td>
<td>3 x High School Visits</td>
<td>US$850</td>
<td>-</td>
</tr>
<tr>
<td>19 &amp; 20 Oct</td>
<td>Jakarta</td>
<td>Indonesia Education Fair</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td><strong>VIETNAM</strong></td>
<td></td>
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<tr>
<td>22 &amp; 23 Oct</td>
<td>Hanoi</td>
<td>6 x High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
<tr>
<td>24 Oct</td>
<td>Hanoi</td>
<td>Vietnam Education Fair</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
<tr>
<td>26 &amp; 27 Oct</td>
<td>Ho Chi Minh City</td>
<td>Vietnam Education Fair</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>28 Oct</td>
<td>Ho Chi Minh City</td>
<td>3 x High School Visits</td>
<td>US$850</td>
<td>-</td>
</tr>
<tr>
<td><strong>INDIA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 &amp; 29 Oct</td>
<td>Goa</td>
<td>India International Schools Forum &amp; Workshop</td>
<td>US$4,400</td>
<td>-</td>
</tr>
<tr>
<td><strong>CHINA</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>31 Oct &amp; 1 Nov</td>
<td>Beijing</td>
<td>China International Schools Forum &amp; Workshop</td>
<td>US$4,400</td>
<td>-</td>
</tr>
<tr>
<td>4 &amp; 5 Nov</td>
<td>Beijing</td>
<td>Beijing High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
</tbody>
</table>

**RESERVE YOUR SPOT NOW**

“We were looking for a partner in the physical and virtual world we are in. The BMI team has exceeded expectations, their can-do attitude, flexibility, work ethic and responsiveness has been exceptional. They are also just really nice people to work with!”

**EDUCATION IN IRELAND**
**Ghana - Kenya - Nigeria**

Ghana, Kenya and Nigeria are booming English-speaking markets for international student recruitment.

These nations offer outstanding opportunities for higher education enrollments and can serve as a pivotal foundation for any pre-existing African recruitment strategy or as a gateway for institutions aiming to broaden their footprint in the African student market.

<table>
<thead>
<tr>
<th><strong>ANTICIPATED ATTENDANCE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Nigeria, Lagos</td>
</tr>
<tr>
<td>Kenya, Nairobi</td>
</tr>
<tr>
<td>Ghana, Accra</td>
</tr>
</tbody>
</table>

6,450 students

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**Meet international high school counsellors**

African countries are hosts to prestigious International Schools that are focal point for students who will go on to study abroad.

To overcome the challenges posed by the vast distances and travel logistics in Africa, BMI/THE will fly in counsellors from across this sub-saharan Africa to Nairobi this November. Here the counsellors will receive THE CAP training and hold meeting university partners from around the world.

BMI/THE will fly in and host counsellors from, but not limited to, Ethiopia, Francophonie Africa, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, Uganda and Zimbabwe.

Hold 26 private pre-scheduled meetings with your choice of counsellors over 2 days.

Network and build relationship over two days of lunches and gala dinners.

Operate in a the easy and safety of a five star hotel.

---

**Student recruitment fairs**

Meet international high school counsellors

- BMI/THE will fly in and host counsellors from, but not limited to, Ethiopia, Francophonie Africa, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, Uganda and Zimbabwe.
- Hold 26 private pre-scheduled meetings with your choice of counsellors over 2 days.
- Network and build relationship over two days of lunches and gala dinners.
- Operate in a the easy and safety of a five star hotel.

---

**RECRUITMENT PLAN** 2024 - Semester 2

**DATE** | **CITY** | **EVENT** | **PRICE** | **EARLY BIRD** |
---|---|---|---|---|
**KENYA** | | | | |
5 & 6 Nov | Nairobi | Africa International Schools Forum & Workshop | US$4,400 | - |
7 Nov | Nairobi | 3 x High School Visits | US$850 | - |
9 & 10 Nov | Nairobi | Kenya Education Fair | US$4,400 | US$3,950 |
**GHANA** | | | | |
12 Nov | Accra | Ghana Education Fair | US$2,800 | US$2,520 |
13 Nov | Accra | 3 x High School Visits | US$850 | - |
**NIGERIA** | | | | |
16 & 17 Nov | Lagos | Nigeria Education Fair | US$4,400 | US$3,950 |

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Ends 26th July

---

**Events in Africa**

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**Anticipated Attendance**

| **DATE** | **CITY** | **EVENT** | **PRICE** | **EARLY BIRD** |
---|---|---|---|---|
5 & 6 Nov | Nairobi | Africa International Schools Forum & Workshop | US$4,400 | - |
7 Nov | Nairobi | 3 x High School Visits | US$850 | - |
9 & 10 Nov | Nairobi | Kenya Education Fair | US$4,400 | US$3,950 |
12 Nov | Accra | Ghana Education Fair | US$2,800 | US$2,520 |
13 Nov | Accra | 3 x High School Visits | US$850 | - |
16 & 17 Nov | Lagos | Nigeria Education Fair | US$4,400 | US$3,950 |

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**More Info Here**

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**More Info Here**

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**bmiglobaled.com**
Connect with international students virtually, cost-effective, eco-friendly, time-saving.

- Fill your recruitment funnel with qualified leads that sync with your CRM.
- Combine virtual and on-the-ground strategies to ensure a consistent brand presence in strong source markets.

Social Media Ads

Post recruitment fair audience retargeting
Following BMI student recruitment fairs you can retarget our visitors, and students like them, with your advertising message.

Retarget students who have visited THE’s website
13.2 million students visit timeshighereducation.com every year to find ranking information, discover institutions, and search for their course and study destination. Specifically target the students that match your offering.
THE Student Webinars

Hosted on the THE Student platform, our team will work with you to run dedicated webinars. We help to shape and curate the themes to ensure maximum student interest and engagement.

› Extensive pre-marketing via paid social media campaigns and email marketing

› Hosted webinar to a pre-registered audience and live to 1000’s of our Facebook followers

› Available on demand with active lead generator form

Be featured on TimesHigherEducation.com

› Promote your institution through content articles on a trusted website

› Content creation, social media promotion, and email newsletter inclusion

› Reach 13.2 million annual visitors and a network of 603k students
### Global

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNITED KINGDOM</strong></td>
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<tr>
<td>29 &amp; 30 Apr</td>
<td>London</td>
<td>Global International Schools Forum &amp; Workshop</td>
<td>US$5,000</td>
<td>-</td>
</tr>
<tr>
<td>5 &amp; 6 May</td>
<td>London</td>
<td>Global Scholarship Forum</td>
<td>US$6,000</td>
<td>-</td>
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</table>

### Latin America & Brazil

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
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</thead>
<tbody>
<tr>
<td><strong>MÉXICO</strong></td>
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</tr>
<tr>
<td>26 Sep</td>
<td>Monterrey</td>
<td>Expo Posgrados/Expo Estudiante</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
<tr>
<td>28 &amp; 29 Sep</td>
<td>Mexico City</td>
<td>Expo Posgrados/Expo Estudiante</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>30 Sep</td>
<td>Mexico City</td>
<td>3 x High School Visits</td>
<td>US$850</td>
<td>-</td>
</tr>
<tr>
<td>1 Oct</td>
<td>Guadalajara</td>
<td>Expo Posgrados/Expo Estudiante</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
</tbody>
</table>

| **COLOMBIA** | |                                            |        |            |
| 3 & 4 Oct   | Bogotá          | South America International Schools Forum & Workshop | US$4,400 | -          |
| 5 & 6 Oct   | Bogotá          | Expo Posgrados/Expo Estudiante             | US$4,400 | US$3,950  |
| 7 & 8 Oct   | Bogotá          | 6 x High School Visits                     | US$1,600 | -          |
| 7 & 8 Oct   | Bogotá          | BMI/THE Americas Scholarship Forum         | US$4,000 | -          |
| 9 Oct       | Medellín        | Expo Posgrados/Expo Estudiante             | US$2,800 | US$2,520  |

| **CHILE**   |                 |                                            |        |            |
| 12 & 13 Oct | Santiago        | Exposgrados/ExpoeEstudiante               | US$4,400 | US$3,950  |

| **BRAZIL**  |                 |                                            |        |            |
| 12 & 13 Oct | São Paulo       | Salão do Estudante                        | US$4,400 | US$3,950  |
| 16 Oct     | Rio Barra       | Salão do Estudante                        | US$2,800 | US$2,520  |
| 18 Oct     | Brasília        | Salão do Estudante                        | US$2,800 | US$2,520  |
| 20 Oct     | Salvador        | Salão do Estudante                        | US$2,800 | US$2,520  |
| 22 Oct     | Campinas        | Salão do Estudante                        | US$2,800 | US$2,520  |
| 24 Oct     | Curitiba        | Salão do Estudante                        | US$2,800 | US$2,520  |

| **VIRTUAL** |                 | CDL FUTURO                                 | US$2,500* | -          |

*Early bird 2024-2 Ends 26th July

BMI events sell out.

REGISTER NOW!

bmiglobaled.com/all-events

### The Gulf, MENA and Central Asia

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
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</thead>
<tbody>
<tr>
<td><strong>UAE</strong></td>
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<tr>
<td>23 &amp; 24 Sep</td>
<td>Dubai</td>
<td>6 x High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
<tr>
<td>25 &amp; 26 Sep</td>
<td>Dubai</td>
<td>Gulf International Schools Forum &amp; Workshop</td>
<td>US$4,400</td>
<td>-</td>
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<tr>
<td>27 &amp; 28 Sep</td>
<td>Dubai</td>
<td>UAE Education Fair</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
<tr>
<td>30 Sep</td>
<td>Abu Dhabi</td>
<td>UAE Education Fair</td>
<td>US$2,800</td>
<td>US$2,520</td>
</tr>
<tr>
<td>1 Oct</td>
<td>Abu Dhabi</td>
<td>3 x High School Visits</td>
<td>US$850</td>
<td>-</td>
</tr>
<tr>
<td>3 &amp; 4 Oct</td>
<td>Istanbul</td>
<td>MENA &amp; Central Asia Scholarship Forum</td>
<td>US$5,000</td>
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### Asia

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
<th>EVENT</th>
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<th>EARLY BIRD</th>
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</thead>
<tbody>
<tr>
<td><strong>THAILAND</strong></td>
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</tr>
<tr>
<td>9 &amp; 10 Oct</td>
<td>Bangkok</td>
<td>6 x High School Visits</td>
<td>US$1,600</td>
<td>-</td>
</tr>
</tbody>
</table>

| **INDONESIA** | |                                            |        |            |
| 13 Oct       | Medan        | Indonesia Education Fair                   | US$2,800 | US$2,520  |
| 15 Oct       | Surabaya     | Indonesia Education Fair                   | US$2,800 | US$2,520  |
| 17 Oct       | Jakarta      | 3 x High School Visits                     | US$850  | -          |
| 19 & 20 Oct  | Jakarta      | Indonesia Education Fair                   | US$4,400 | US$3,950  |

| **VIETNAM**  | |                                            |        |            |
| 22 & 23 Oct | Hanoi        | 6 x High School Visits                     | US$1,600 | -          |
| 24 Oct      | Hanoi        | Vietnam Education Fair                     | US$2,800 | US$2,520  |
| 26 & 27 Oct | Ho Chi Minh City | Vietnam Education Fair                 | US$4,400 | US$3,950  |
| 28 Oct      | Ho Chi Minh City | 3 x High School Visits                    | US$850  | -          |

| **INDIA**   | |                                            |        |            |
| 28 & 29 Oct | Goa          | India International Schools Forum & Workshop | US$4,400 | -          |

| **CHINA**   | |                                            |        |            |
| 31 Oct & 1 Nov | Beijing | China International Schools Forum & Workshop | US$4,400 | -          |
| 4 & 5 Nov   | Beijing     | Beijing High School Visits                 | US$1,600 | -          |

### Africa

<table>
<thead>
<tr>
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<th>CITY</th>
<th>EVENT</th>
<th>PRICE</th>
<th>EARLY BIRD</th>
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</thead>
<tbody>
<tr>
<td><strong>KENYA</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5 &amp; 6 Nov</td>
<td>Nairobi</td>
<td>Africa International Schools Forum &amp; Workshop</td>
<td>US$4,400</td>
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<tr>
<td>7 Nov</td>
<td>Nairobi</td>
<td>3 x High School Visits</td>
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<td>-</td>
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<td>9 &amp; 10 Nov</td>
<td>Nairobi</td>
<td>Kenya Education Fair</td>
<td>US$4,400</td>
<td>US$3,950</td>
</tr>
</tbody>
</table>

| **GHANA**  | |                                            |        |            |
| 12 Nov     | Accra        | Ghana Education Fair                       | US$2,800 | US$2,520  |
| 13 Nov     | Accra        | 3 x High School Visits                     | US$850  | -          |

| **NIGERIA** | |                                            |        |            |
| 16 & 17 Nov | Lagos        | Nigeria Education Fair                     | US$4,400 | US$3,950  |