



Times
Higher
Education



Study in the **USA**

Expand your
recruitment
reach in 2025

bmiglobaled.com

APRIL 2025



**Times
Higher
Education**

THE RACE IS ON!

For 38 years, BMI has been a global leader in connecting institutions with students, reaching millions of prospective students worldwide and continually redefining recruitment strategies.

As part of the Times Higher Education (THE) group, we offer innovative platforms to engage students throughout their research journey—whether through online events or in-person meetings with admissions representatives.

BMI delivers the International Education Professional Certificate (IEPC), developed in collaboration with THE, NAFA, and Common Purpose, providing tailored professional development for international education experts. Additionally, we facilitate events related to the Times Higher Education Counsellor Accreditation Programme (THE CAP), offering world-class, free training for school counsellors.

Through these initiatives and premium networking events, we expand global partnerships, connecting institutions with senior scholarship and government leaders, school principals, and top counsellors worldwide.



Samir Zaveri
President

GOVERNMENT AGENCIES THAT REGULARLY ATTEND BMI EVENTS



PROUD PARTNERS



TIMES HIGHER EDUCATION CORPORATE FAMILY



PROFESSIONAL DEVELOPMENT



RANKINGS



MEMBERS OF





Times
Higher
Education

ONE COMPANY, *one massive global audience.*

Our community of students and college counsellors 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

14.6 Million

Africa	686,819
Asia	4,162,042
Brazil	297,718 3,
Europe	824,877
India	1,203,891
Mexico & Latin America	1,117,364
Middle East	1,091,418
USA & Canada	2,217,804



STUDENT SOCIAL COMMUNITIES

439,675

Africa	6,282
Asia	51,174
Brazil	150,475
Europe	93,786
India	37,686
Mexico & Latin America	24,800
Middle East	37,786
USA & Canada	37,686



STUDENT DATABASE

656,435

Africa	32,456
Asia	59,767
Brazil	228,138
Europe	2,456
India	22,450
Mexico & Latin America	236,789
Middle East	69,879
USA & Canada	4,500



A global community of 7,701 highly engaged counsellors from 4,505 high schools, spanning 152 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 30 countries

- Bahrain
- Brazil
- Canada
- China
- Colombia
- Egypt
- Germany
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Kenya
- Kuwait
- Lebanon
- Malaysia
- Mexico
- Nigeria
- Pakistan
- Qatar
- Saudi Arabia
- Singapore
- Spain
- Switzerland
- Thailand
- Turkey
- United Arab Emirates
- United Kingdom
- United States
- Vietnam



As of October, we have **4,706 counsellors** registered, in the process or graduated from the CAP, spanning across **150 countries**. Additionally, we are experiencing an average of over **70** new registrations per week.



International Schools Forum & Workshops

829

Counsellors from premium schools attended last year or have registered for this semester's events to connect with university partners.

Recruitment tours that maximise your time in-market

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

In-person recruitment fairs & high school visits

**Brazil | Chile | Colombia | Indonesia | Mexico | Peru
UAE | Vietnam**

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.



Scholarship & funding forum

Global: Dubai - UAE

BMI/THE Scholarship Forum 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: Brazil | Gulf & Africa
LATAM | 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 students & counsellors

Social Media Ads: Re-target visitors to our fairs and our social communities of 439K 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.

Training Masterclass: Lead a high-profile session with a renowned counsellor and promote across our platforms.

Webinars: Reach out to your ideal audience of counsellors. Showcase your unique offerings and drive enrolments.

Inside Your Participation Package

BMI offers a premier platform to connect with international students, counsellors, and scholarship organisations through our world-class events. Our standard participation packages include the following:

Study in the USA



Student Fairs

- **Exhibition Stand:** 6m² (3m x 2m) fully fitted with a table and two chairs.
- **BMI SmartScan App:** Collect and manage student data and leads. Track your ROI with features including recording data, prioritising leads, immediate access to a fresh database, and CRM integration.
- **Marketing Support:** Campaign tailored to your course level and destination.
- **Online and Catalogue Presence:** Logo, profile, and video on the official fair website, plus listing, profile, and contact details in the show catalogue.

In the following pages, you'll find detailed information about event locations, dates and formats, helping you choose the best opportunities to expand your global reach.



Forum & Workshops

- Private meeting table.
- Two days of pre-scheduled meetings with attendees you select.
- Full access to the Marcom online meeting scheduling system.
- Profile and listing in the participant handbook, a comprehensive directory of delegate details for your future reference.
- Tickets to two networking lunches.
- Ticket to the networking dinner.
- Access to discounted hotel accommodation.
- The registration fee covers one person. A second delegate can be added for an additional fee, sharing the meeting schedule but enjoying full event access.

Study in the USA

For over 38 years, BMI has been a trusted partner for American institutions, guiding them through the dynamic landscape of international student recruitment. While the global education scene has evolved, one constant remains: the USA continues to be the top destination for international students.

In response to recent industry shifts, BMI/THE is committed to helping U.S.-based institutions retain their competitive edge. Through our "Study in the USA" marketing initiative, we focus on enhancing the visibility of American universities and colleges worldwide.

At our recruitment events across the globe, we are:

Creating dedicated U.S.-focused pavilions to connect students directly with American institutions. Increasing our U.S.-specific marketing initiatives to attract students eager to study in the U.S. Offering more U.S.-centric seminars and information sessions to equip prospective students with essential insights.

The events featured throughout this brochure present unique opportunities in key recruitment markets, including Africa, Brazil, Chile, Colombia, Mexico, Peru, Indonesia, Vietnam, and the Gulf region, ensuring that U.S. institutions continue to thrive and draw top international talent.

USA institutions who have attended our events

- Academy of Art University
- American InterContinental University
- American Learning Academy
- American Musical and Dramatic Academy
- Arizona State University
- Atlantis University
- Augustana College
- Baylor University
- Boise State University
- Boston University
- Bowling Green State University
- Broward College
- Bryant University
- California Baptist University
- California State Uni, Dominguez Hills
- California State University, Chico
- California State University, Fresno
- California State University, Long Beach
- California State University, Northridge
- Calvin University
- Campus Sims
- CESL Southern Illinois University
- Clark University
- Cleveland State University
- Coe College
- College of Lake County
- Colleges of Contra Costa
- Colorado State University
- Columbia University
- Creighton University
- Dave School of Digital Arts
- DePauw University
- Doane University
- Duke University
- Duquesne University
- Eastern Michigan University
- EducatioUSA/FAE Centro Universitário
- Elgin Academy
- Emory Law School
- Felician University
- Ferris State University
- Florida Institute of Technology
- Florida Int'l University - Chapman Grad
- Foothill and De Anza Colleges
- Full Sail University
- High Point University
- Indiana Institute of Technologies (Indian
- International Education Evaluations
- INTO University Partnerships USA
- Iowa State University
- Irvine Valley College
- IUPUI
- Jacksonville University
- John Hopkins - Whiting School of Engg
- Johns Hopkins SAIS
- Kansas State University
- Kent State University
- Kettering University
- Lake Land College
- Lake Washington Institute of Technology
- Linn Benton Community College
- Loyola Marymount University
- Lynn University
- Marconi International University
- Marist College
- Marquette University
- Martin Luther High School
- Massachusetts College of Pharmacy and Hea
- Mater Dei High School
- Michigan Language Assessment
- Middle Tennessee State University (MTSU)
- Millersville Uni'ty of Pennsylvania
- Minerva Schools at KGI
- Mohawk Valley Community College
- Montclair State University
- New Jersey Institute of Technology
- New Mexico Military Institute
- New York University
- North Carolina State University
- North Central College
- Northeastern Illinois University
- Northeastern University
- Northern Kentucky University
- Northwest Missouri State University
- Nova Southeastern University
- Nyack College
- Ohio Northern University
- Oklahoma State University
- Pace University - New York/Westchester
- Peralta Community College District
- Portland Community College
- Portland State University
- Princeton University
- Purdue University Fort Wayne
- Rider University
- Riverside City College
- Rochester Institute of Technology
- Rowan University
- Saint Bede Academy
- Saint Louis University
- Saint Martin's University
- San Diego State University
- San Francisco State University
- San Mateo Colleges of Silicon Valley
- SCAD - Savannah College
- SMU Lyle School of Engineering
- Snow College
- Southern Connecticut University
- Southern Illinois University Carbondale
- Southern Utah University
- Springfield College
- St George's University
- St John's University
- St. Francis College
- St. Norbert College
- State University of New York at Plattsburgh
- Stetson University
- Stevens Institute of Technology
- Stony Brook University
- The Barstow School
- The Culinary Institute of America
- The George Washington University
- The Ohio State University Moritz College
- The University of Findlay
- The University of Notre Dame
- The University of Tampa
- The University of Texas at San Antonio
- Thornton Academy
- Towson University
- Trine University
- Troy University
- UC Santa Barbara
- UCSC Silicon Valley Extension
- University of Arizona - Center for ESL
- University of California Berkeley
- University of California, Irvine
- University of California, Riverside
- University of California, San Diego - EIP
- University of Central Florida
- University of Cincinnati
- University of Colorado Denver
- University of Connecticut
- University of Hawaii at Hilo
- University of Houston-Victoria
- University of Kansas
- University of La Verne
- University of Louisville
- University of Memphis
- University of Miami
- University of Michigan
- University of Minnesota
- University of Nebraska at Omaha
- University of Nevada Las Vegas
- University of New Haven
- University of North Florida
- University of South Alabama
- University of South Dakota
- University of St. Thomas
- University of Texas at San Antonio
- University of Wyoming
- USC Viterbi School of Engineering
- Valencia College
- Virginia Tech
- Wayne State University
- West Virginia University
- Western Kentucky University



Colombia - Mexico Peru - Chile

Expand your reach across Latin America at ExpoPosgrados and ExpoEstudiante. These student recruitment fairs offer a valuable platform to connect with a large audience of students seeking postgraduate and undergraduate education abroad.

13,771 students

visited the events in Latin America

VISITORS STATS SEP/OCT 2024

Monterrey	1,535
Mexico City	2,410
Guadalajara	1,662
Bogota	3,325
Medellin	1,628
Santiago	3,211
Lima (March 2024)	4,528

COURSE OF INTEREST

Masters	72%
Undergraduate	15%
Certificate / Diploma Courses	15%
MBA	13%
Career based / Vocational	10%
High School / Summer Camps	7%
Pathways / Languages	5%

TOP 10 SUBJECT AREAS

- Business & Management
- Engineering
- Economics
- Marketing & PR
- Medicine
- Hospitality & Culinary
- Art & Design
- MBA
- Law
- Environmental Science



Taking place in Bogotá on October 2nd & 3rd 2025, the Workshop provides access to senior counsellors and advisors from prestigious international and private high schools. Their students are characterised by strong academic performance, advanced English language skills, and a clear interest in pursuing education abroad.



Ends 25th July

DATE	CITY	EVENT	PRICE	EARLY BIRD
MÉXICO				
25 Sep	Monterrey	Student Education Fair	US\$2,800	US\$2,576
27 & 28 Sep	Mexico City	Student Education Fair	US\$4,400	US\$4,048
1 Oct	Guadalajara	Student Education Fair	US\$2,800	US\$2,576
COLOMBIA				
2 & 3 Oct	Bogotá	South America International Schools Forum & Workshop	US\$4,400	-
4 & 5 Oct	Bogotá	Student Education Fair	US\$4,400	US\$4,048
7 Oct	Medellin	Student Education Fair	US\$2,800	US\$2,576
PERU				
9 Oct	Lima	Student Education Fair	US\$2,800	US\$2,576
CHILE				
11 & 12 Oct	Santiago	Student Education Fair	US\$4,400	US\$4,048
VIRTUAL*				
23 Oct	Colombia	COLFUTURO Connect Live	US\$2,500	-



COLFUTURO Connect Live

Run in partnership with COLFUTURO, this exclusive online event connects over 2,500 Colombian students in the programme directly with COLFUTURO's official partner institutions. It provides a seamless way to engage with prospective students from the comfort of your office.

*COLFUTURO Connect Live is not included in the LATAM Priority Pass.

LATAM Priority Pass

(includes all eight events)

Standard

Early Bird 25th July

~~US\$ 28,800~~

US\$ 23,040

[MORE INFO HERE](#) →

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United Arab Emirates

The UAE Education Fair offers you direct access to a large pool of local and expatriate students and families seeking premier international education.

Join the UAE's leading fair and connect with thousands of students finalising their study abroad plans.

4,535 students

visited the events in UAE

| VISITORS STATS SEP 2024

Dubai	3,297
Abu Dhabi	1,238

| TOP 10 SUBJECT AREAS

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

| COURSE OF INTEREST

Undergraduate	40%
Masters	38%
MBA	15%
Certificate / Diploma Courses	15%
High School / Summer Camps	14%
Career based / Vocational	9%
Executive Programmes	8%
Pathways / Languages	6%



The Gulf states have the highest concentration of international schools in the world, while Africa presents enormous growth opportunities in a region that is often difficult to reach through personal visits.

This event facilitates private, pre-scheduled meetings, enabling you to build strong relationships with these influential groups - the foundation for successful undergraduate recruitment.

Ends 25th July

DATE	CITY	EVENT	PRICE	EARLY BIRD
U A E				
29 & 30 Sep	Dubai	2 Days High School Visit	US\$1,600	-
1 & 2 Oct	Dubai	Gulf & Africa International Schools Forum & Workshop	US\$4,400	-
4 & 5 Oct	Dubai	Student Education Fair	US\$4,400	US\$4,048
6 Oct	Abu Dhabi	1 Day High School Visit	US\$850	-
7 Oct	Abu Dhabi	Student Education Fair	US\$2,800	US\$2,576
8 & 9 Oct	Dubai	Global Scholarship Forum*	US\$6,000	-



Global
Scholarship
Forum

Make the most of your visit in the UAE and meet scholarship orgs from around the world

This is your opportunity to conduct high-level, private meetings with organisations that send or fund significant numbers of individuals for overseas study or training each year.

*The Global Scholarship Forum is not included in the UAE Priority Pass.



UAE Priority Pass (includes five events)

Standard

Early Bird 25th July

US\$14,050-

US\$ 11,240

MORE INFO HERE →



Indonesia - Vietnam

The Talk Global Study Fairs give you the opportunity to connect with thousands of students and parents who are in the final stages of selecting an international institution for their study abroad journey.

Being some of the largest international events in Southeast Asia, we are officially endorsed by the Vietnam Ministry of Education and Training and supported by Indonesia's Ministry of Education, Culture, Research, and Technology.

7,074 students

visited the events in Asia

| VISITORS STATS OCT 2024

Ho Chi Minh City	1,984
Hanoi	1,558
Jakarta	2,146
Medan	678
Surabaya	708

| TOP 10 SUBJECT AREAS

- Business & Management
- Engineering
- Computer Science
- Hospitality & Culinary
- Accounting & Finance
- Art & Design
- Medicine
- Social Sciences
- Education
- Law

| COURSE OF INTEREST

Masters	42%
Undergraduate	36%
Language Programmes	21%
Career based / Vocational	18%
High School / Summer Camps	15%
MBA	14%
Certificate / Diploma Courses	11%
Executive Programmes	9%
PhD	2%



"It was an amazing event! The traffic from the visitors was great, and I really enjoyed all the conversations I had with them.

Also, I am a huge fan of your app and the scanning system because it truly saves a lot of effort and time for us to collect the leads' information. "

FULL SAIL UNIVERSITY

Ends 25th July

DATE	CITY	EVENT	PRICE	EARLY BIRD
INDONESIA				
11 & 12 Oct	Jakarta	Student Education Fair	US\$4,400	US\$4,048
13 Oct	Jakarta	1 Day High School Visits	US\$850	-
VIETNAM				
15 Oct	Hanoi	Student Education Fair	US\$2,800	US\$2,576
16 Oct	Hanoi	1 Day High School Visits	US\$850	-
18 & 19 Oct	Ho Chi Minh City	Student Education Fair	US\$4,400	US\$4,048
20 Oct	Ho Chi Minh City	1 Day High School Visits	US\$850	-



Southeast Asia *Priority Pass*

(includes all six events)

Standard

US\$14,150

Early Bird 25th July

US\$11,320

MORE INFO HERE [→](#)

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10



Brazil

Experience Brazil's leading international student recruitment fair, Salão do Estudante, a globally recognised leader in education events since 1994. Held in five key Brazilian cities, it offers exclusive access to a large and enthusiastic audience of students ready to study abroad.

17,344 students

visited the events in Brazil

VISITOR STATS OCT 2024

São Paulo	8,373
Rio Copa	2,501
Rio Barra	2,096
Brasília	2,103
Salvador	2,271

TOP 10 SUBJECT AREAS

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

COURSE OF INTEREST

Undergraduate	43%
Masters	29%
Pathways / Languages	24%
Career based / Vocational	14%
Certificate / Diploma Courses	11%
Executive Programmes	9%
High School / Summer Camps	8%



Ends 25th July

DATE	CITY	EVENT	PRICE	EARLY BIRD
BRAZIL				
6 Nov	Brasília	½ Day High school visit	US\$550	-
6 Nov	Brasília	Student Education Fair	US\$2,800	US\$2,576
8 & 9 Nov	São Paulo	Student Education Fair	US\$4,400	US\$4,048
10 Nov	São Paulo	1 Day High school visit	US\$850	-
11 Nov	Rio Copa	Student Education Fair	US\$3,350	US\$3,036
12 Nov	Rio	1 Day High school visit	US\$850	-
13 Nov	Rio Barra	Student Education Fair	US\$2,800	US\$2,576
15 Nov	Salvador	Student Education Fair	US\$2,800	US\$2,576
17 Nov	Florianopolis	Student Education Fair	US\$2,800	US\$2,576



“What a fantastic fair! The students' English proficiency was outstanding, and it was exciting to see such a great turnout of postgraduate applicants. A truly successful event! ”

UNIVERSITY OF ESSEX

BRAZIL Priority Pass

(includes all ten events)

Standard

Early Bird 25th July

US\$ 21,150

US\$ 16,920

MORE INFO HERE →

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11



**Global
International Schools
Forum & Workshop**

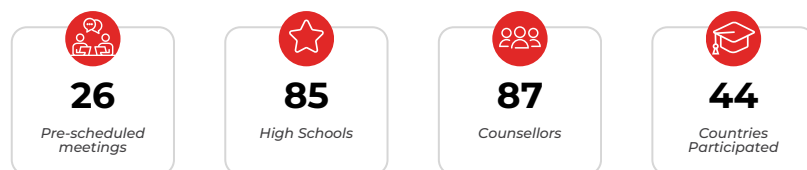


Meet top high school counsellors from leading international and private schools from around the world.

This exclusive event gives you the opportunity to network and engage in pre-scheduled meetings to strengthen your undergraduate recruitment connections and expand your global network of counsellors.

- Target and pre-organise meetings with specific high school counsellors over 2 days
- Network with all participating counsellors during the lunch, coffee breaks & Gala Dinner
- Access to the Global Counsellor Awards

OPPORTUNITIES WORLDWIDE: SEE AT A GLANCE



LONDON

19 & 20 May

One Representative	1 Meeting Schedule	US\$ 5,000*
Two Representatives	1 Meeting Schedule	US\$ 6,500*
Two Representatives	2 Meeting Schedules	US\$ 7,500*
Private meeting Lounge	+1 Meeting Schedule	US\$8,000*

*prices are exclusive of VAT

[MORE INFO HERE](#)



**Global
Scholarship
Forum**

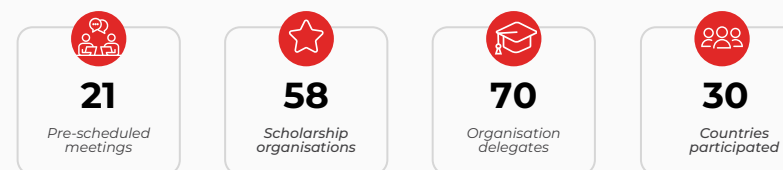


Connect with senior directors from the world's largest scholarship organisations.

Network with leading international scholarship organisations through high-level meetings with decision-makers who fund and place students globally. Gain direct access to heads of government programmes from over 30 countries to establish strategic partnerships.

- Schedule and conduct targeted meetings with selected organisations across a two-day period.
- Network with over 70 scholarship organisations worldwide
- Ensure your institution is involved with key funding programmes

EXPERIENCE THE POTENTIAL OF A GLOBAL NETWORK



DUBAI

8 & 9 October

One Person	1 Meeting Schedule	US\$ 6,000*
Two People	1 Meeting Schedule	US\$ 7,500*
Two People	2 Meeting Schedules	US\$ 9,000*
Private meeting Lounge	+1 Meeting Schedule	US\$ 10,000*

*prices are exclusive of VAT

[MORE INFO HERE](#)



bmiglobaled.com



Digital Marketing Solutions

Engage Students and College Counsellors

BMI/THE offers a comprehensive range of services, similar to a full-service advertising agency, but specifically designed to engage our global student community. Our platform reaches 14.6 million students annually through our student fairs and high-traffic websites.

In addition, we connect you with high school counsellors worldwide through THE Counsellor, an online hub created by school counsellors to support one another, share advice, exchange ideas, and promote best practices. This platform boasts a robust database of counsellors from over 150 countries.

Our goal is to help you generate a consistent flow of leads, boost brand visibility, and drive increased traffic to your website from key student markets around the world.

Our services include:

Targeting Students

- META-targeted social media campaigns
- Student articles featured on THE website

Targeting Counsellors

- Training Masterclasses
- Spotlight Articles
- Scholarship Promotion
- Spotlight Webinars



THE Student Article

Promote your institution with engaging content articles on a trusted platform. We handle content creation, social media promotion, feature your article in our email newsletters and THE Student website, ensuring maximum exposure.

Reach 14.6 million annual visitors and connect with a network of 606,500 students, amplifying your institution's visibility and impact.

THE Student Article **US\$2,600**

MORE INFO HERE



Targeted META Advertising Campaigns

Leveraging your brief, we design and manage geo-targeted META advertising campaigns, allowing for the deployment of short, tactical bursts or extensive, multi-location strategies over extended periods.

- **Cost-Effective Campaigns:** Initiatives can be launched with budgets from US\$3,800.
- **Diverse Creative Solutions:** We provide a spectrum of options, from video-driven campaigns aimed at generating leads to targeted efforts that direct student traffic to your specific landing pages.
- **Precision Targeting:** Our campaigns are fueled by META's algorithm, enhanced with our proprietary data gathered from the 13.2 million visitors to our websites and our student fairs, helping you reach your target students more efficiently.
- **Comprehensive Service:** We offer a full suite of services, including planning, creative design, copywriting and translation, ad programming, and detailed reporting.
- **Trusted Delivery:** Your ads will be showcased through brand partnerships across the trusted BMI/THE social media communities.



Targeted META Advertising Campaigns

US\$ 3,800

bmiglobaled.com



Reach college counsellors around the world

THE Counsellor is an online hub formed by school counsellors to support one another in their jobs and share advice, ideas and best practice. Featured on [timeshighereducation.com](https://www.timeshighereducation.com), it is a peer-to-peer platform where counsellors can seek advice on virtually every aspect of their jobs, from technical admissions details to country details to larger shifts in the industry. THE Counsellor features content such as admissions processes, deadlines and requirements around the world, funding and scholarships, managing parents, developing resilience and supporting mental health, the latest sector trends, and more.

FOUNDING PARTNERS



LEARNING PARTNERS



EvolveCareers

This trusted platform provides an effective way to communicate with this incredibly influential group of professionals who advise millions of students around the world. Engagement opportunities include:

Training Masterclass **US\$4,750**

Lead a high-profile training session for a global audience with a renowned counsellor. Enjoy promotion across THE Counsellor's platforms. The session will be live-streamed and available on our site for a year. Receive participant sign-up data.

Spotlight Article on THE Counsellor **US\$2,800**

Get a professional interview and article by THE Counsellor's editors, ensuring global visibility among counsellors. Promoted in our monthly newsletter and social media, the article can include videos and calls to action to drive traffic to your digital properties.

THE Counsellor Scholarship Promotion **US\$1,950**

Promote your scholarships to a global network of college counsellors dedicated to finding the best opportunities for their students. Showcase your scholarship prominently on THE Counsellor platform, get featured in our monthly newsletter reaching counsellors actively seeking scholarships, and maximise visibility through our social media channels.

THE Counsellor Spotlight Webinar

Present your institution, destination, or service globally with our Spotlight Webinar. Streamed live on THE Counsellor in your chosen time zone, it's promoted via email, social media, and stays on demand for a year. Choose between a regional or global campaign.

REGION	COST
Americas & the Caribbean	US\$3,250
Asia & Subcontinent	US\$3,250
Europe, Central Asia, Middle East & Africa	US\$3,850
Global	US\$ 4,350

Latin America & Brazil

DATE	CITY	EVENT	PRICE	EARLY BIRD
MÉXICO				
25 Sep	Monterrey	Student Education Fair	US\$2,800	US\$2,576
27 & 28 Sep	Mexico City	Student Education Fair	US\$4,400	US\$4,048
1 Oct	Guadalajara	Student Education Fair	US\$2,800	US\$2,576
COLOMBIA				
2 & 3 Oct	Bogotá	South America International Schools Forum & Workshop	US\$4,400	-
4 & 5 Oct	Bogotá	Student Education Fair	US\$4,400	US\$4,048
7 Oct	Medellin	Student Education Fair	US\$2,800	US\$2,576
PERU				
9 Oct	Lima	Student Education Fair	US\$2,800	US\$2,576
CHILE				
11 & 12 Oct	Santiago	Student Education Fair	US\$4,400	US\$4,048
BRAZIL				
6 Nov	Brasília	½ Day High school visit	US\$550	-
6 Nov	Brasília	Student Education Fair	US\$2,800	US\$2,576
8 & 9 Nov	São Paulo	Student Education Fair	US\$4,400	US\$4,048
10 Nov	São Paulo	1 Day High school visit	US\$850	-
11 Nov	Rio Copa	Student Education Fair	US\$3,350	US\$3,036
12 Nov	Rio	1 Day High school visit	US\$850	-
13 Nov	Rio Barra	Student Education Fair	US\$2,800	US\$2,576
15 Nov	Salvador	Student Education Fair	US\$2,800	US\$2,576
17 Nov	Florianopolis	Student Education Fair	US\$2,800	US\$2,576
VIRTUAL				
23 Oct	Colombia	COLFUTURO Connect Live	US\$2,500	-

UAE, The Gulf & Africa

DATE	CITY	EVENT	PRICE	EARLY BIRD
UAE				
29 & 30 Sept	Dubai	2 Day High School Visits	US\$1,600	-
1 & 2 Oct	Dubai	Gulf & Africa International Schools Forum & Workshop	US\$4,400	-
4 & 5 Oct	Dubai	Student Education Fair	US\$4,400	US\$4,048
6 Oct	Abu Dhabi	1 Day High School Visits	US\$850	-
7 Oct	Abu Dhabi	Student Education Fair	US\$2,800	US\$2,576

Global

UAE				
8 & 9 Oct	Dubai	Global Scholarship Forum	US\$6,000	-

Asia

INDONESIA				
11 & 12 Oct	Jakarta	Student Education Fair	US\$4,400	US\$4,048
13 Oct	Jakarta	1 Day High School Visits	US\$850	-
VIETNAM				
15 Oct	Hanoi	Student Education Fair	US\$2,800	US\$2,576
16 Oct	Hanoi	1 Day High School Visits	US\$850	-
18 & 19 Oct	Ho Chi Minh City	Student Education Fair	US\$4,400	US\$4,048
20 Oct	Ho Chi Minh City	1 Day High School Visits	US\$850	-

BMI events sell out.

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Ends 25th July

Latin America & Brazil

DATE	CITY	EVENT	PRICE	EARLY BIRD
MÉXICO				
Feb	Guadalajara	Student Education Fair	US\$2,800	US\$2,576
Feb	Mexico City	Student Education Fair	US\$4,400	US\$4,048
Feb	Mexico City	1 Day High School Visits	US\$850	-
Feb	Monterrey	Student Education Fair	US\$2,800	US\$2,576
COLOMBIA				
Feb	Bogotá	Latin & Central America International Schools Forum & Workshop	US\$4,400	-
Mar	Bogotá	Student Education Fair	US\$4,400	US\$4,048
Mar	Bogotá	2 Day High School Visits	US\$1,600	-
Mar	Medellín	Student Education Fair	US\$2,800	US\$2,576
PERU				
Mar	Lima	Student Education Fair	US\$4,400	US\$4,048
BRAZIL				
Mar	São Paulo	Brazil International Schools Forum & Workshop	US\$2,500	-
Mar	Campinas	1 Day High school visits	US\$850	-
Mar	São Paulo	Student Education Fair	US\$4,400	US\$4,048
Mar	São Paulo	1 Day High school visits	US\$850	-
Mar	Rio Copa	Student Education Fair	US\$3,350	US\$3,036
Mar	Rio	½ Day High school visits	US\$550	-
Mar	Rio Barra	Student Education Fair	US\$2,800	US\$2,576
Mar	Brasília	Student Education Fair	US\$2,800	US\$2,576
Mar	Brasília	½ Day High school visits	US\$550	-
Mar	Salvador	Student Education Fair	US\$2,800	US\$2,576
Mar	Salvador	½ Day High school visits	US\$550	-
Mar	Recife	Student Education Fair	US\$2,800	US\$2,576
Mar	Maceió	Student Education Fair	US\$2,800	US\$2,576

Asia

DATE	CITY	EVENT	PRICE	EARLY BIRD
INDONESIA				
Mar	Jakarta	2 Day High School Visits	US\$1,600	-
Mar	Jakarta	Student Education Fair	US\$4,400	US\$4,048
THAILAND				
Mar	Bangkok	2 Day High School Visits	US\$1,600	-
VIETNAM				
Mar	Ho Chi Minh City	1 Day High School Visits	US\$850	-
Mar	Ho Chi Minh City	Student Education Fair	US\$4,400	US\$4,048
Mar	Ho Chi Minh City	Southeast Asia International Schools Forum & Workshop	US\$4,400	-
Mar	Hanoi	Student Education Fair	US\$2,800	US\$2,576
Mar	Hanoi	2 Day High School Visits	US\$1,600	-

UAE & The Gulf

UAE				
Mar	Dubai	Gulf International Schools Forum & Workshop	US\$4,400	-
Mar	Dubai	Student Education Fair	US\$4,400	US\$4,048
Mar	Dubai	2 Day High School Visits	US\$1,350	-
Mar	Abu Dhabi	Student Education Fair	US\$2,800	US\$2,576

Global

UNITED KINGDOM				
May	London	Global International Schools Forum & Workshop	US\$5,000	-

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***Early bird 2026-1
 Ends 12th December**



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