

Maximise your Recruitment Travel

One Trip, Multiple Touchpoints

Connect with:

✓ **Students & Parents**

✓ **High School Counsellors**

✓ **Scholarship & Funding Orgs**

May 2025

bmiglobaled.com





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, NAFSA, 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



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 which take place within key student recruitment markets around the world.

In-person recruitment fairs & high school visits

**Brazil | Chile | Colombia | Ecuador | 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 connects 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: Lisbon - Portugal

**Regionals: Africa | Brazil | Gulf
India | 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: Retarget 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.

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

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



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
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



Counsellor

A global community of 8,178 highly engaged counsellors from 7,805 high schools, spanning 164 countries, have registered to use our various online resources in the past 12 months.



Breakdown by position

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 May 2025, we have **4,732** registered **counsellors**, in the process or graduated from the CAP, spanning across **147 countries**. We have an average of over **70** new counsellor registrations per week.



International Schools Forum & Workshops

829

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

Ends 25th July

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

VISITOR STATS SEP/OCT 2024

Monterrey	1,535
Mexico City	2,410
Guadalajara	1,662
Bogotá	3,325
Medellín	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, this 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.



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 is not included in the LATAM Priority Pass.

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.

LATAM *Priority Pass*

(includes all eight events)

Standard

Early Bird 25th July

US \$28,800

US \$23,040

[MORE INFO HERE](#) →

bmiglobaled.com

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 Copacabana	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%



DATE	CITY	EVENT	PRICE	EARLY BIRD
BRAZIL				
6 Nov	Brasília	½ Day High School visits	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 visits	US \$850	-
11 Nov	Rio Barra	Student Education Fair	US \$2,800	US \$2,576
12 Nov	Rio de Janeiro	1 Day High School visits	US \$850	-
13 Nov	Rio Copacabana	Student Education Fair	US \$3,350	US \$3,036
15 Nov	Salvador	Student Education Fair	US \$2,800	US \$2,576
17 Nov	Florianópolis	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 nine events)

Standard

Early Bird 25th July

US \$21,200

US \$16,960

MORE INFO HERE [→](#)

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

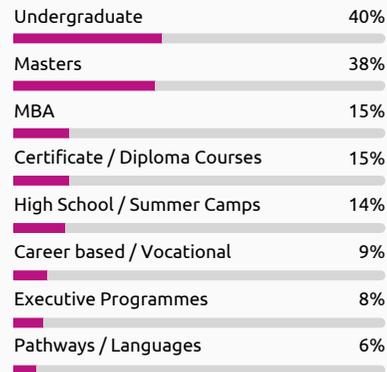
VISITOR STATS SEP 2024

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



Make the most of your visit in the UAE and meet scholarship organisations 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.

DATE	CITY	EVENT	PRICE	EARLY BIRD
UAE*				
8 & 9 Oct	Dubai	Global Scholarship Forum†	US \$6,000	-
8 & 9 Oct	Dubai	2 Day High School Visits	US \$1,600	-
11 & 12 Oct	Dubai	Student Education Fair	US \$4,400	US \$4,048
13 Oct	Abu Dhabi	Student Education Fair	US \$2,800	US \$2,576
14 & 15 Oct	Dubai	Gulf & Africa International Schools Forum & Workshop	US \$4,400	-

*all prices are exclusive of 5% UAE sales tax



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.



UAE Priority Pass* (includes four events)

Standard	Early Bird 25th July
US \$13,200	US \$10,560*

[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 and partner with the Vietnam Ministry of Education and Training.

7,074 students

visited the events in Asia

VISITOR STATS OCT 2024

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

TOP 10 SUBJECT AREAS

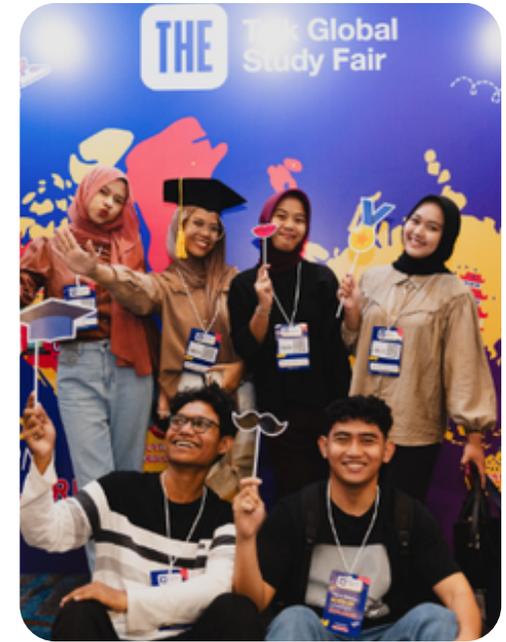
- Business & Management
- Engineering
- Computer Science
- Hospitality & Culinary
- Accounting & Finance
- Art & Design
- Medicine
- Social Sciences
- Education
- Law

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%

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	-

*prices are exclusive of 11% Indonesian and 5% Vietnamese sales tax where applicable



“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 lead information.”

FULL SAIL UNIVERSITY

Southeast Asia Priority Pass

(includes all six events)

Standard

Early Bird 25th July

US \$14,150

US \$11,320

MORE INFO HERE



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

Dubai, UAE*		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 5% UAE sales tax



[MORE INFO HERE](#)

Scholarship attendees in 2024:

INSTITUTION	COUNTRY
Abu Dhabi Police	UAE
ADEK	UAE
ADNOC	UAE
Agencia Uruguaya de Cooperacion Internacional	Uruguay
Araucaria Foundation	Brazil
Ashinaga	UK
Bahrain Petroleum Company	Bahrain
Bolashaq	Kazakhstan
COLFUTURO	Colombia
CONAPE	Costa Rica
Crown Prince International Scholarship Program	Bahrain
Department of Higher Education and Training	South Africa
Dubai Police	UAE
Embassy of Costa Rica	UK
Eradah Complex and Mental Health In Riyadh	Saudi Arabia
FIDERH	Mexico
Fundación Beca	Mexico
Fundación Guatefuturo	Guatemala
FUNDAPEC	Dominican Republic
FUNED	Mexico
GEMS Education	UAE
General Authority of Civil Aviation	Saudi Arabia
Health Holding Company	Saudi Arabia
Higher Education Commission	Pakistan
HonduFuturo	Honduras
ICETEX	Colombia
Imam Muhammad ibn Saud Islamic University	Saudi Arabia
Institute of International Education	USA
IREX	USA
King Abdullah University of Science and Technology	Saudi Arabia
King Fahad Medical City	Saudi Arabia
King Faisal University	Saudi Arabia
King Saud University	Saudi Arabia
Kurdistan Regional Government	Iraq
Ministry for Education Sports, Youth, Skills Research and Innovation	Malta
Ministry of Defence	Qatar
Ministry of Education	Bahrain
Ministry of Education	Kenya
Ministry of Education and Higher Education	Qatar
Ministry of Education and Training	Vietnam
Ministry of Education Science, Culture & Sport	Curaçao
Ministry of Education, Culture, Research and Technology	Indonesia
Ministry of Foreign Affairs and Worship	Costa Rica
Ministry of Health	Oman

INSTITUTION	COUNTRY
Ministry of Higher Education	Cuba
Ministry of Higher Education and Scientific Research	Iraq
Ministry of Higher Education, Labour and Skills Development	Maldives
Ministry of Higher Education, Research and Innovation	Oman
Ministry of Higher Education, Science and Innovations	Uzbekistan
Ministry of Interior	Qatar
Ministry of Interior	UAE
Ministry of the Public Service	Belize
Ministry of Transport and Logistic Services	Saudi Arabia
National Research and Innovation Agency	Uruguay
NEOM	Saudi Arabia
OAS	USA
Paraguayan National Postgraduate Scholarship Program Abroad	Paraguay
Parana State Secretariat of Science, Technology and HE	Brazil
Presidential Court - Scholarship Office	UAE
Princess Nourah Bint Abdulrahman University	Saudi Arabia
PRONABEC	Peru
Qassim University	Saudi Arabia
Qatar Energy, GAS	Qatar
Qatar Fund Development	Qatar
Qatar University	Qatar
Roads General Authority	Saudi Arabia
Royal Civil Service Commission	Bhutan
Saudi Electronic University	Saudi Arabia
Saudi Telecommunication Company	Saudi Arabia
Secretaria de Educacao do Recife	Brazil
SENESCYT	Ecuador
Sharjah Private Education Authority	UAE
Sheikh Saud bin Saqr Al Qasimi Foundation for Policy Research	UAE
State Agency for Science and Higher Education	Azerbaijan
Supreme Council of Justice	Saudi Arabia
Technical And Vocational training Corporation	Saudi Arabia
The Beacon Equity Trust	UK
The Civil Service Commission	Kuwait
The Rhodes Trust	UK
UNESP	Brazil
United Arab Emirates University	UAE
Vice Ministry of Human Capital and Organizational Management	Paraguay
World Learning	USA
Youth Is GTO	Mexico



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
- Ticket to the opening nights' Global Counsellor Awards

Lisbon, Portugal*	May 2026	
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 23% Portuguese sales tax



New location for 2026 - PORTUGAL

[MORE INFO HERE](#)

Counsellors from over 30 countries attended in 2025:

INSTITUTION	COUNTRY
Aditya Birla World Academy	India
Al-Rayan International School, Ghana	Ghana
American School of Doha	Qatar
Amsterdam International Community School	Netherlands
Astana Garden School	Kazakhstan
Australian Independent School Indonesia (Jakarta Campus)	Indonesia
Avenues Sao Paulo	Brazil
Bangkok Prep International School	Thailand
Beijing International Bilingual Academy	China
BILIM-INNOVATION International Community Fund	Kazakhstan
Brewster Madrid	Spain
British Georgian Academy/British International School of Tbilisi	Georgia
British School Al Khubairat	United Arab Emirates
British School Manila	Philippines
Colégio Bandeirantes	Brazil
Colégio ETAPA - Vila Mariana and Vila Mascote campuses	Brazil
Colegio Karl C. Parrish	Colombia
Colégio Marista Arquidiocesano	Brazil
Colegio Marymount de Bogotá	Colombia
Colégio Rio Branco	Brazil
Colégio São Luís	Brazil
Daegu International School	South Korea
Department of Education & Knowledge	United Arab Emirates
Dhahran Ahliyya Schools	Saudi Arabia
Dubai American Academy	United Arab Emirates
Dwight School Dubai	United Arab Emirates
Enko Education	South Africa
Enko Riviera	Côte d'Ivoire
Escola Concept	Brazil
Escola Eleva Barra da Tijuca	Brazil
European School Tbilisi	Georgia
Galaxy International School	Ghana
GEMS Wellington Academy Al Khail	United Arab Emirates
GEMS Wellington Adacemy Silicon Oasis	United Arab Emirates
Graded - The American School of Sao Paulo	Brazil
Green School Bali	Indonesia
Institut International Saint-Dominique	Italy
Inter-Community School Zurich	Switzerland
International School of Choueifat Khalifa City	United Arab Emirates
International School of Geneva, La Grande Boissiere	Switzerland
International School of Panama	Panama
Jebel Ali School	United Arab Emirates
Jumeira Baccalaureate School	United Arab Emirates
Jumeirah College	United Arab Emirates
Lincoln Community School	Ghana
Loughborough Grammar	United Kingdom
Nanjing International School	China
Nigerian Tulip International Colleges	Nigeria
Nord Anglia International School Dubai	United Arab Emirates
Oakham School	United Kingdom
Organisation name	Country
Premier Academy	Kenya
Qingdao No.1 International School of Shandong	China
Raha International School KCC	United Arab Emirates
Rochester School	Colombia
San Silvestre School	Peru
Sant'Anna International School	Brazil
Seoul Foreign School	South Korea
Singapore International School Hong Kong	Hong Kong SAR China
The British School, New Delhi	India
The Cathedral and John Connon School	India
The Grammar School Nicosia	Cyprus
The Koc School	Türkiye
United Nations International School Hanoi	Vietnam
Uptown International School	United Arab Emirates
USAP Community School	Zimbabwe
Wellington College China Huili School Shanghai	China
Yew Wah International Education School of Guangzhou	China

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:



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



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
- > Ticket 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



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.

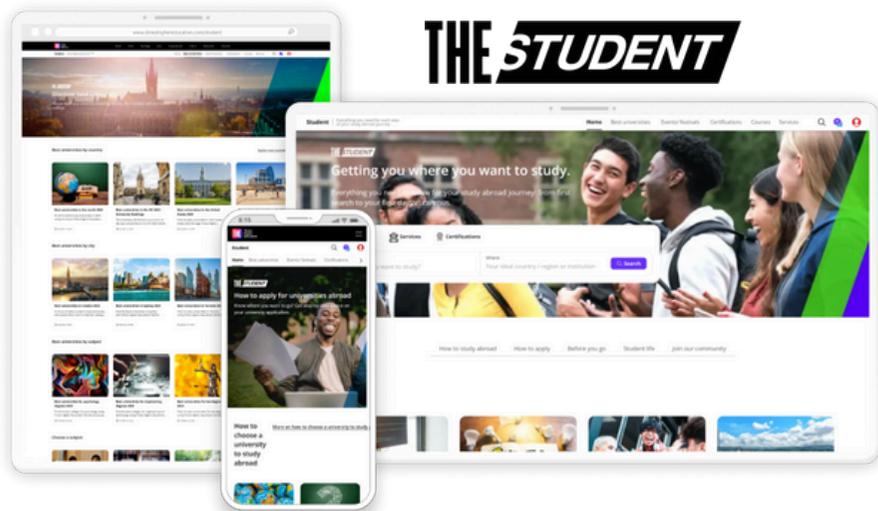
Our services include:

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 **US \$2,600**

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.

[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



Duration **Price**

1 month US \$3,800

2 months US \$5,000

6 months US \$15,000



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 the Times Higher Education Website, 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



Created in partnership with Common Purpose, Times Higher Education, and NAFSA: Association of International Educators, this ground-breaking course is dedicated to advancing careers in international education.

The International Education Professional Certificate is a professional development program created to empower international educators, from early career to senior, established professionals.

- Develop key skills to boost your profile and build a lasting career in international education
- Get practical tips for tackling daily challenges
- Make confident decisions and deliver high-quality work
- Invest in your growth and reinforce your commitment to the field

Accelerate your career today!

Scan the code to enroll in the program



- 12 modules reflecting NAFSA's International Education Professional Competencies™ 2.0
- Built by experts in the field
- Flexible, self-guided online course to suit your schedule
- Digital certificate as proof of your continued professional development

Developed in alignment with the NAFSA International Education Professional Competencies™ 2.0



Flexible online learning via the Common Purpose platform

- Industry recognised professional certificate brought to you by NAFSA
- Modern user interface with a fresh, light, dynamic feel
- Each content segment can be completed in 15-minute learning sessions at any time
- Includes videos, interactive quizzes, reflection questions, checklists, extra resource lists, and a three-month action plan

Individuals

NAFSA members

US\$695

Non-members

US\$795

Team Packages

11-30 certificates

10% disc

31-50 certificates

15% disc

Over 50 certificates

Contact us

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 Barra	Student Education Fair	US \$2,800	US \$2,576
12 Nov	Rio de Janeiro	1 Day High School Visit	US \$850	-
13 Nov	Rio Copacabana	Student Education Fair	US \$3,350	US \$3,036
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	-

The Gulf & Africa

DATE	CITY	EVENT	PRICE	EARLY BIRD
U A E *				
8 & 9 Oct	Dubai	2 Day High School Visits	US \$1,600	-
11 & 12 Oct	Dubai	Student Education Fair	US \$4,400	US \$4,048
13 Oct	Abu Dhabi	Student Education Fair	US \$2,800	US \$2,576
14 & 15 Oct	Dubai	Gulf & Africa International Schools Forum & Workshop	US \$4,400	-

*prices are exclusive of 5% UAE sales tax

Global

U A E *				
8 & 9 Oct	Dubai	Global Scholarship Forum	US \$6,000	-

*prices are exclusive of 5% UAE sales tax

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	-

*prices are exclusive of 11% Indonesian and 5% Vietnamese sales tax where applicable

BMI events sell out.

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*Early bird 2025 Semester 2
Ends 25th July

Latin America & Brazil

DATE	CITY	EVENT	PRICE	EARLY BIRD
MÉXICO				
24 Feb	Monterrey	Student Education Fair	US \$2,800	US \$2,576
28 Feb & 1 Mar	Mexico City	Student Education Fair	US \$4,400	US \$4,048
3 Mar	Guadalajara	Student Education Fair	US \$2,800	US \$2,576
5 Mar	Merida	Student Education Fair	US \$1,900	-
COLOMBIA				
5 & 6 Mar	Bogotá	Latin & Central America International Schools Forum & Workshop	US \$4,400	-
7 & 8 Mar	Bogotá	Student Education Fair	US \$4,400	US \$4,048
10 Mar	Medellín	Student Education Fair	US \$2,800	US \$2,576
ECUADOR				
12 Mar	Quito	Student Education Fair	US \$2,800	US \$2,576
PERU				
14 & 15 Mar	Lima	Student Education Fair	US \$4,400	US \$4,048
BRAZIL				
19 & 20 Mar	São Paulo	Brazil International Schools Forum & Workshop	US \$4,400	-
21 & 22 Mar	São Paulo	Student Education Fair	US \$4,400	US \$4,048
23 Mar	São Paulo	1 Day High School Visits	US \$850	-
24 Mar	Rio Copacabana	Student Education Fair	US \$3,350	US \$3,036
25 Mar	Rio de Janeiro	½ Day High School Visits	US \$550	-
25 Mar	Rio Barra	Student Education Fair	US \$2,800	US \$2,576
27 Mar	Brasília	Student Education Fair	US \$2,800	US \$2,576
27 Mar	Brasília	½ Day High School Visits	US \$550	-
29 Mar	Salvador	Student Education Fair	US \$2,800	US \$2,576
30 Mar	Salvador	½ Day High School Visits	US \$550	-
31 Mar	Recife	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
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	-

*prices are exclusive of 11% Indonesian and 5% Vietnamese sales tax where applicable

The Gulf & India

DATE	CITY	EVENT	PRICE	EARLY BIRD
UAE*				
Mar	Dubai	Gulf & India 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

*prices are exclusive of 5% UAE sales tax

Global

DATE	CITY	EVENT	PRICE	EARLY BIRD
PORTUGAL*				
May	Lisbon	Global International Schools Forum & Workshop	US \$5,000	-

*prices are exclusive of 23% Portuguese sales tax

BMI events sell out.

*Early bird 2026 Semester 1
Ends 12th December

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