



2022 European Study Talk

European Study Talk is a series of promotion events host by EEFT for the education institutions in Europe. Through the events, you are able to market your institution among Taiwanese target audience. You will have exposures on EEFT's platforms and event advertisements, and one session to meet and attract students in Taiwan

Quick Facts

Duration: September 2022-February 2023

Registration fee: EUR 350 per institution

Registration inclusion:

- ✓ Advertisement of the institution
- ✓ Arrangement of one online/onsite session

Why to register with EEFT?

- ✓ 20 years of experiences to promote higher education in Europe
- ✓ 90+ virtual sessions in 2020 & 2021 for 60+ European institutions
- ✓ 40%+ attendance rate of the previous online sessions
- ✓ 50k-70k reach on the social media
- ✓ 4K followers on EEFT Facebook fan page



PLAN: Advertisement + Session

Advertisement Options



- Graphic Advertisement
- Video Advertisement

Session Options

- Online An icon of a computer monitor displaying a person's profile.
- Onsite An icon of a person standing next to a presentation board.

ADVERTISEMENT + SESSION

Event Exposure

Where

- ✓ Google Ads
- ✓ Social media Ads
- ✓ EEFT website & social media
- ✓ Local universities and institutions in Taiwan
- ✓ EEFT Campus Ambassadors' social media

The image shows the top portion of the NGO website. The header is dark teal with the NGO logo and name 'NGO 擁抱世界 · 愛在臺灣'. Navigation links include '首頁', '網站導覽', 'NGO電子報', 'English', and '聯絡我們'. A search bar is present with the placeholder '輸入關鍵字'. Below the header is a teal navigation bar with links: '關於我們', 'NGO資訊', 'NGO交流', 'NGO補助申請專區', and 'INGO在臺設點專區'. A secondary navigation bar contains '首頁' and '活動預告'. The main banner is white with a teal border and features the title '2021 European Study Talk 留學講座' in large teal letters. At the bottom of the banner, it states '中華民國110年8月30日' and '2021 European Study Talk 為歐洲教育展執行委員會舉辦之一系列免費留學講座，自2021年9月至2022年1年，我們邀請了將'.

The image shows a Facebook post from the '歐洲教育展 European Education Fair Taiwan' page. The post is for the '2020 歐洲教育系列講座' (2020 European Education Series Lecture) held from September 15th to October 3rd, 2020. It features a 'FREE' badge and a '九月場次' (September Session) label. The post lists several participating institutions: 'L'ÉCOLE DE DESIGN Nantes Atlantique', 'ESSEC BUSINESS SCHOOL', 'CENTRALE NANTES', 'INSEEC U.', 'NEOMA BUSINESS SCHOOL', and 'HEC Université de Lille'. The post includes a '實體講座' (In-person Lecture) and '線上講座' (Online Lecture) button, and a '免費參加' (Free to attend) label. The Facebook interface shows the post has been shared and includes a '傳送訊息' (Send Message) button.

The image shows the header and a banner for the NCCU OIC website. The header is blue with the NCCU OIC logo and navigation links: '學生赴外', '外國學位生', '來校短期學生', '教職員', '全球交流', '校園生活', '關於我們', and '防疫專區'. A search bar is located on the right. Below the header is a blue banner with the title '歐洲大學講座 2021 European Study Talk 1013-1103' and the date '2021/11/03'. The banner also includes a QR code and a '免費參加' (Free to attend) label.

The image shows a detailed poster for the '2021 European Study Talk' event. The poster is white with a teal border and features the title '2021 European Study Talk' in large teal letters. Below the title, it says '11月>> 歐洲大學說明會 >> 免費參加 >>'. The poster lists several participating institutions: 'WHU', 'ELGS', 'Institut FRANÇAIS de la MODE', 'CENTRALE NANTES', 'IED', 'TECHNISCHE UNIVERSITÄT ILMENAU', 'ISAE', 'UNIVERSITÄT BAYREUTH', 'University of Stuttgart', and 'IESEG'. The poster also includes a QR code and a '免費參加' (Free to attend) label. At the bottom, it provides the date '11/09(二) 臺灣時間設計之夜：豪華晚宴 & 義大利 | 維多利亞' and the time '19:00-19:40 臺北時間 | Institut Français de la Mode' and '19:50-20:30 進場 Institut Français de la Mode'. The poster also includes a registration link: '報名連結: https://zoom.us/join/register?pwd_050x0m8_MTTUe5w1z1c8y'.

2 Options of Advertisement Format

Option 1: Graphic AD

WHAT: Texts of school introduction + Photo + School logo

- Introduction: 1000 words maximum in Mandarin, or 2000 in English
- Photo format: 1024*485 pixel, JPG
- Social media post (200 words max.) + photos (1080*1080 pixel, JPG, 10 photos max.)

WHERE:

- One-month display at “School Information” on [EEFT website](#)
- One post on EEFT social media platforms ([Facebook](#) and [Instagram](#))

Examples of Graphic AD

WEBSITE

- ✓ “School introduction” on [EETF home page](#) (left)
- ✓ Complete introduction on an Individual page (right)

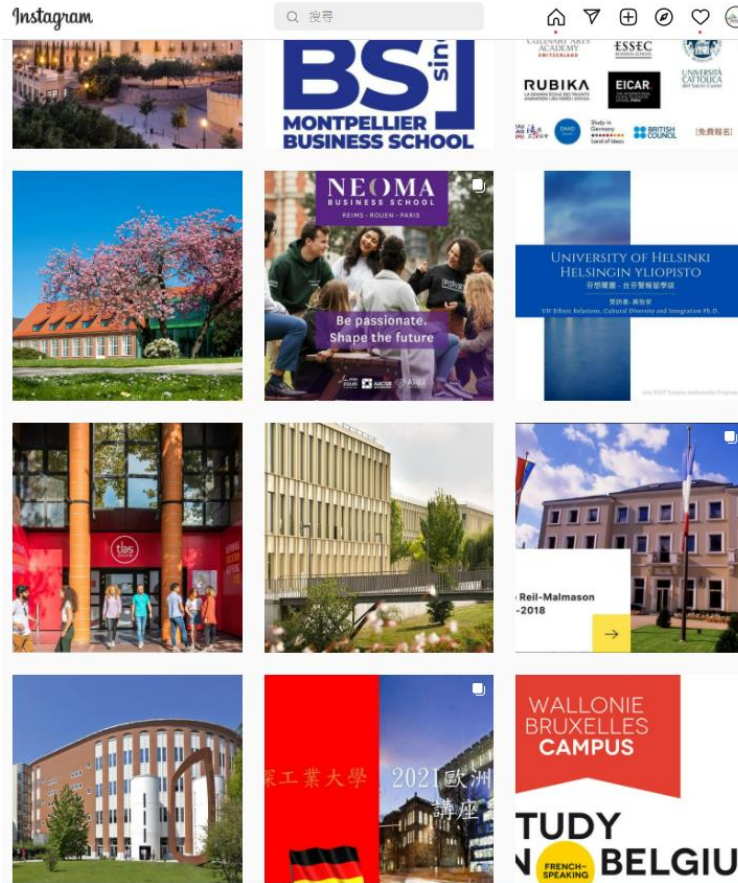


Examples of Graphic AD

EEFT SOCIAL MEDIA

✓ FACEBOOK

✓ INSTAGRAM



歐洲教育展 European Education Fair Taiwan
由 EEFT Taiwan 發佈 [?] · 2021年10月6日 ·

歐洲大學巡禮 比利時Ghent University
Ghent University 位於比利時荷語區 為世界大學排名前100強，孕育多名諾貝爾獎得主，擁有11個學院，該校每年約有近7000名國際學生，提供學士(多數為荷語授課)，眾多英語授課碩士學程，及博士與語言預科班等。本次也將邀請學校代表於10/20晚間7:50，線上為台灣民眾介紹該校特色與校園面貌，歡迎對留學比利時有興趣的民眾報名參加：
https://zoom.us/webinar/register/WN_WlmpqCdUQP6pvMXsgaaDbA
學校官網: <https://www.ugent.be/en>

更多歐洲大學講座場次，請參考我們的官網: https://eef-taiwan.org.tw/study_in_europe/europeanstudytalk..... 顯示更多



2 Options of Advertisement Format

Option 2: Video AD

WHAT: Short text introduction + Video + School logo

- Video format: avi, mov, or mpeg4, supported on YouTube
- Video length: 10 mins max.
- A social media post (200 words max.) & one photo (optional)

WHERE:

- Display at “Video” on [EEFT website](#) & on [EEFT Youtube](#) channel
- One post on the EEFT social media platforms ([Facebook](#) and [Instagram](#))

Examples of Video AD

- ✓ “Video” carousel display on [EEFT home page](#) (left)
- ✓ [EEFT Youtube](#) (right)

The screenshot shows the EEFT home page with a video carousel. The carousel is titled "影片專區" (Video Special) and contains several video thumbnails. The first video is titled "法國 EM Lyon 里昂商學院" (France EM Lyon Business School) and the second is "MP4 Uni Stuttgart Vision...". The carousel is highlighted with a red border.

學校介紹
School Information

BRITISH COUNCIL
2018-05-08
British Council
英國文化協會
推廣英國文化交流並創造教育機會的國際組織
更多資訊

最新資訊
News & Events more

2021-04-23
【講座】HOT [留學講座] 留學德國-德國學制與獎學金介紹

2021-04-23
【講座】HOT [留學講座] 北歐留學：花小錢之如何善用資源看世界

2021-04-20
【講座】HOT [留學講座] 英國教育的優勢 - 留學英國，發掘The Best

2021-03-31
【活動】HOT 德國Falling Walls Lab 創新挑戰賽

2021-03-26
【活動】HOT 2021 歐洲留學聯合說明會

The screenshot shows the EEFT Youtube channel page. The channel name is "歐洲教育展 European Education Fair Taiwan" with 82 subscribers. The page features a video carousel with several video thumbnails. The first video is titled "2021 歐洲教育系列講座：德國 Jacobs University" and the second is "2021 歐洲教育系列講座：義大利 IED Istituto Europeo di...".

YouTube™ 搜尋

歐洲教育展 European Education Fair Taiwan
82 位訂閱者
自訂頻道 管理影片

首頁 影片 播放清單 頻道 簡介

上傳 全部播放 排序依據

2021 歐洲教育系列講座：德國 Jacobs University
觀看次數：4次 · 3 天前

2021 歐洲教育系列講座：義大利 IED Istituto Europeo di...
觀看次數：6次 · 3 天前

2021 歐洲教育系列講座：德國 University of Applied...
觀看次數：7次 · 3 天前

2021 歐洲教育系列講座：德國 International Schools of...
觀看次數：22次 · 2 週前

2021 歐洲教育系列講座：德國 University of Stuttgart
觀看次數：58次 · 2 週前

Examples of Video AD

SOCIAL MEDIA

✓ FACEBOOK (right)

✓ INSTAGRAM (left)



ehef.taipei

ehef.taipei 歐洲大學巡禮 法國Institut Paul Bocuse
你在尋找通往國際觀光餐飲產業的跳板嗎? Institut Paul Bocuse 是位在美食之都里昂Lyon的國際知名飯店廚藝管理學校,承襲法國精神,既保留傳統又鼓勵創新。全球有10個校區,提供全英語授課的學士及碩士課程,不論是自家的2間飯店例如五星級Le Royal MGallery 及6間餐廳,還是與超過800間企業合作,提供學生超過2400個工作實習資源與機會。我們將於12/15邀請學校代表舉辦說明會,歡迎有志到法國進修觀光餐飲的民眾參加:
https://zoom.us/webinar/register/5616378440900/WN_4vFnNbA7THCKNraxO8zw4g
✓ 六成學生的職涯從海外起步
✓ 全球超過2500名校友
✓ 1200名學生來自近70個國家

查看洞察報告



Watch 首頁 直播 節目 探索 珍藏影片 你的節目看板

搜尋影片



歐洲大學巡禮 法國 EDHEC BUSINESS SCHOOL EDHEC商學院全球有五個校區,學生來自110+不同國家,不但與全球290所優質大學合作,更與企業有密切的連結,在最新一期法國L'Etudiant學生報的商學院評比為法國第4,EDHEC目前全球校友累積5萬名,其培養出的學生為社會、經濟、科技、與環境等多方領域的領導與專業人才。下列是EDHEC在國際上的排名,報名參加12/21晚上19:50線上說明會,直擊EDHEC課程與發展機會:
https://zoom.us/j/5916378440900?pwd=WN_edC751udRyG-Ir_4ukRrOg
✓ International BBA No. 1 in France (L'Etudiant, Challenges)
✓ #5 Master in Finance Worldwide (Financial Times 2020)
✓ #9 Master in Management Worldwide (Financial Times 2021)
✓ #7 Master in Marketing Worldwide (QS 2021)
學校官網: <https://www.edhec.edu/en>
更多歐洲大學講座場次,請參考我們的官網: <https://eef-taiwan.com/education/education-fair>
顯示較少

歐洲教育展 European Education Fair

追蹤中

Taiwan

2021年12月9日

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顯示較少

留言搶頭香。

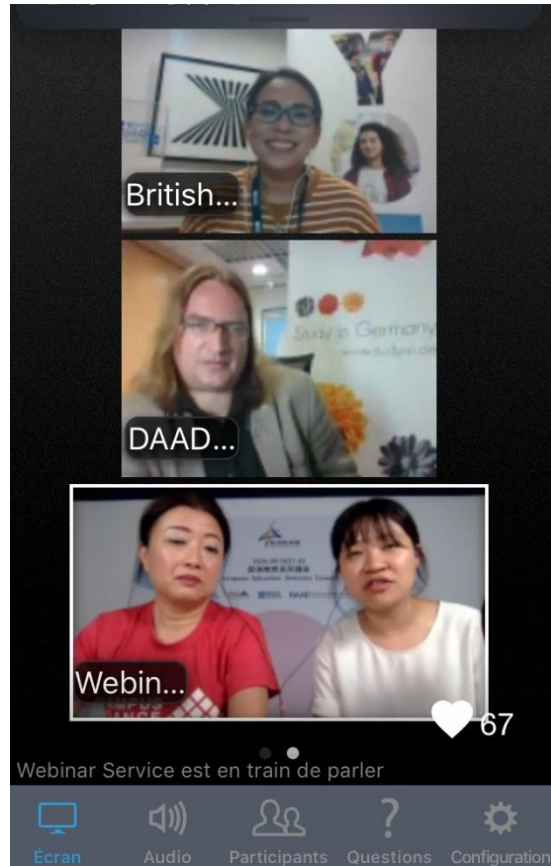
ADVERTISEMENT + SESSION

2 Options of Sessions

Onsite Session	Online Session
Meeting room with 25 seats max.	Online meeting software
<ul style="list-style-type: none">• Length: 40 minutes / each session• Scheduled between 19:00 -21:00 on weekdays (UTC/GMT+8, Taipei Time)• Speakers could be institution's faculty or legal representatives• Each institution/agency is allowed for only one session, due to limited spots• Taiwanese alumni' sharing is recommended• Registration on a first-come-first-serve basis	

Examples of Sessions

Online sessions



Onsite sessions



Session Videos

- Sessions will be recorded and re-edited
- Enhancing promotion on the EEFT YouTube & social media



中文

About EEFT

Fair Information

Study in Europe

Events

2021 European Study Talk

2021 European Study Talk features a series of online/onsite seminars host by EEFT Committee. This year, we have invited the school representatives of almost 60 higher education institutions in Europe to provide Taiwanese students with latest information- school programs, application guideline, alumni network, campus life and etc.

September Agenda

Date	Registration	Institution
9/8 (三)	Online session Session Video	時間：19:00-20:00 主題：留學歐洲，啟者未來-法國/德國/英國 講者： 曾馨弘 / 法國教育中心 Campus France Taiwan 台灣區代表 金郁夫 / 德國學術資訊交流中心 DAAD German Academic Exchange Service, Information Center Taipei 主任 徐薇芝 / 英國文化協會 British Council 國際教育長
9/15(三)	Online session	主題：國際學生的留學職涯之路 19:00-19:40 德國 SRH Berlin University of Applied Sciences (Video) 19:50-20:30 法國 ESSCA School of Management 昂熱高等商學院 (Video)
9/23(四)	Online session	主題：留學比利時的優勢 19:00-19:40 比利時 Wallonia-Brussels Campus (Video) 19:50-20:30 比利時 KU Leuven (Video)

YouTube TW

搜尋



HOW TO SIGN UP

Registration

Step by Step

1. Register [Online](#) by August 26, 2022 (Taipei Time)
2. Get notified of your final session date and time
3. Complete registration payment
4. Provide advertisement materials
5. Provide speaker information
6. Join session testing and talk to your audience!

Registration Notice for Institutions in France & Germany

- All French institutions should apply for the event first through CampusFrance in Paris before filling out EEFT online registration form. For further enquiries, please contact: laurent.dureuil@campusfrance.org
- German Institutions with GATE-Germany membership can apply for financial support via DAAD (GATE-Germany): www.gate-germany.de/laenderspezifische-angebote/asien/. For further enquiries, please contact: jordan@daad.de

Important Notes

- Sessions of two institutions will be arranged on the same day. Final arrangements are decided by EEFT.
- Each institution/agency has only one session due to limited spots. Please understand that the final time slots could not be guaranteed. We will try our best to meet your needs, and inform you of the confirmed schedule.
- Advertisements will be launched once all materials are confirmed. Specific advertisement duration can be discussed.
- Institutions represented by education agencies should provide the Event Consent before/when completing registration payment ([Download Event Consent](#))



Join us to show the best aspects of your institution!

EEFT Project Manager

T: +886-02-27409510

E: contact@eef-taiwan.org.tw