

8^e Salon **Studyrama**
des **Formations**
et **Carrières**
Internationales

Formations suisses et étrangères

Bachelors | Masters | MBA | Séjours linguistiques...

FOCUS
Étudier au
Royaume-Uni

1^{er} février
GENÈVE

Geneva Palexpo
Centre de Congrès

10h | 18h

TPG : lignes 5, 10 et 28

INVITATION GRATUITE STUDYRAMA.CH



INTERNATIONAL TRAINING AND CAREER FAIR GENEVA REPORT 2014

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8th edition report

Fair Advantages

- A partnership with the British Council for a special Study in the UK
- An international training area with universities and schools representing:
 - Europe (France, Belgium, Spain, United Kingdom, Germany...)
 - North America
- An area dedicated to international mobility by providing information and guidance
- Free consultation for jobs and internships offers available abroad

**Next Edition:
31 January 2015**

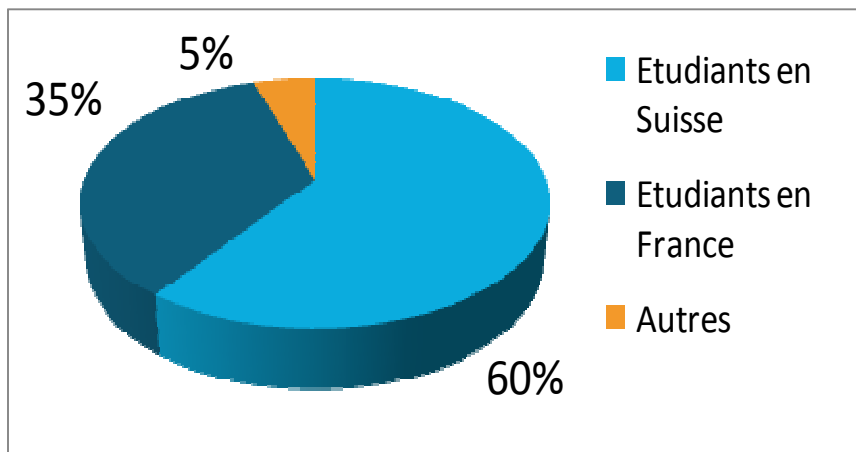
Conferences

- 10:15 - 11:15** : Study in United Kingdom
- 11:30 - 12: 30** : Learn all about the TOEIC test
- 2:00 - 3:00** : Learning a foreign language: courses, language travel, and more
- 3:30 - 4:30** : Study or work in Canada

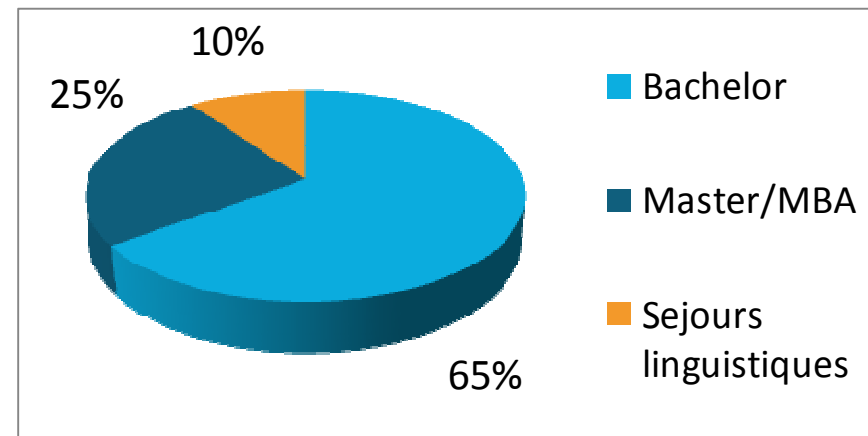
2014 Targeted Public

2800 visitors

Geographic Origins



Visitors Profile



90% of Exhibitors found the visitors were 'targeted' or 'very targeted'

Exhibitors

France

HEC PARIS
ECOLE DE CONDE
ESMOD
ESDES
ESO
IPAC
ISG
INSEEC
LANGUES VIVANTES
WEP
CFP TALENT

United Kingdom

TECH MUSIC SCHOOL LONDON
BRITISH COUNCIL
IELTS

Switzerland

AELS SEJOURS LINGUISTIQUES
BOA LINGUA
CREA – ECOLE DE CREATION EN
COMMUNICATION
E.F SEJOURS LINGUISTIQUES
EUROPEAN UNIVERSITY BUSINESS SCHOOL
ESL – SEJOURS LINGUISTIQUES
EXECUTIVE MBA – HEC GENEVE
GLION / LES ROCHES
HAUTE ECOLE DE GESTION DE GENEVE
MONTREUX SCHOOL OF BUSINESS
IFM UNIVERSITE
IUG INTERNATIONAL UNIVERSITY GENEVA
SEG GROUP
TUNON
SUSTAINABILITY MANAGEMENT SCHOOL
VATEL
WEBSTER UNIVERSITY
WESFORD GENEVE
ZURICH UNIVERSITY OF APPLIED SCIENCES ZHAW

Canada

AMBASSADE DU CANADA
UNIVERSITE DE MONCTON
UNIVERSITE SAINT ANNE
UNIVERSITE TERRE NEUVE ET LABRADOR

Spain

LES ROCHES MARBELLA

Monaco

INTERNATIONAL UNIVERSITY OF MONACO

China

LES ROCHES JIN JIANG

Netherlands

HOTEL SCHOOL THE HAGUE

Australia

UNIVERSITY OF WESTERN AUSTRALIA

Communication



Press

Market
GHI
20 minutes

market



Affichage GP

Réseau Transport Public Genevois
: sur les écrans et les cartons
suspendus pendant 15 jours



Radio

Campagne de spots sur NRJ



success
& career

Vivre à
l'étranger
Le magazine européen de la mobilité internationale

Internet

www.studyrama.ch
www.facebook.com
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www.market.ch
www.success-and-career.ch



Canada

Communication

Direct Marketing

- Diffusion de 70 000 tracts et plus de 1 000 affiches auprès des écoles, universités, lieux de vie et des partenaires

Promotion

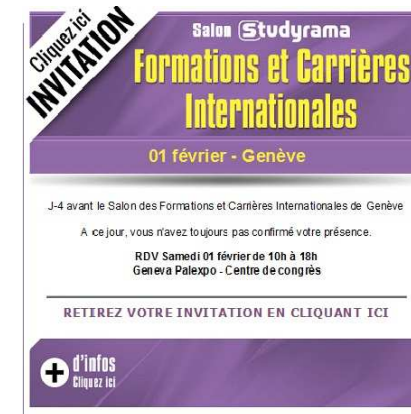
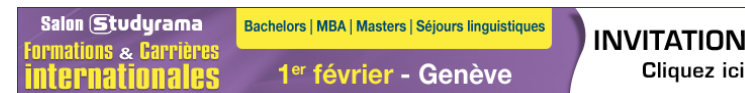
- Campagne sur www.studyrama.ch + Studyrama.com + vivre.a.letranger.fr

Emailing

- Plus de 5 000 emails envoyés auprès d'étudiants



Tract R/V



Pictures of the Fair:



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31 January 2014**

