



Your Event Our Technology

Use FPP's Interactive Online Platform
for your own events



A New Standard in International Recruitment

Scale Your Global Impact.

Engage More Students. Drive Better Results.

See How Universities and National Agencies Achieved Exceptional Outcomes
With FPP's Online Event Platform

Case Studies: [University of Alberta](#) | [Study in Sweden](#) | [Study in Hungary](#)

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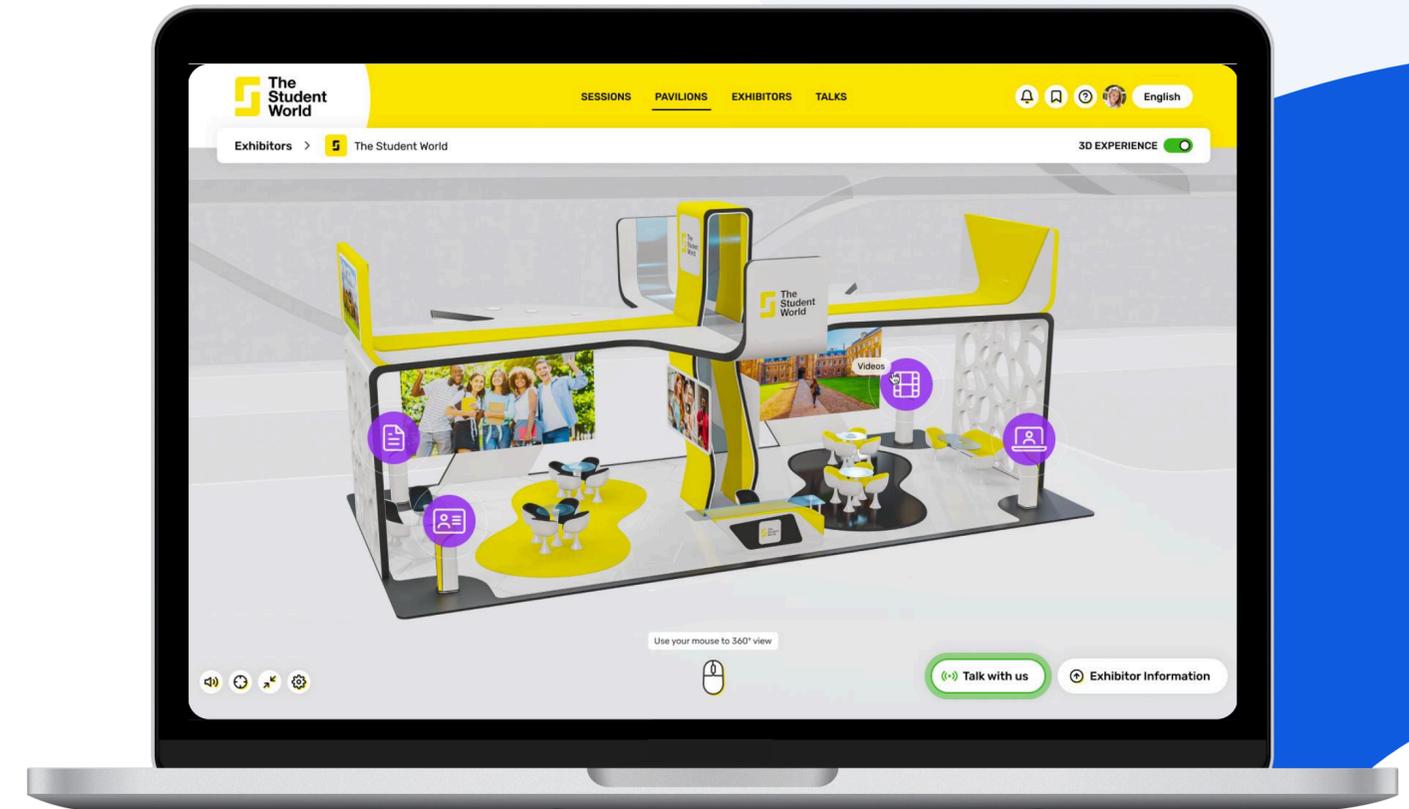
About FPP Edu Media

For more than 25 years, FPP Edu Media has connected universities, national agencies, and students across the world through innovative recruitment experiences.

We deliver global reach through:

- ★ Large-scale Online events
- ★ In-person recruitment fairs
- ★ Year-round counselor outreach
- ★ AI-powered platforms
- ★ Student engagement technology
- ★ Dedicated customer success teams

Our Online event platform is the same advanced system used in FPP's global fairs - adapted to help institutions run their own branded Online events, with full support and measurable results.



Why Institutions Choose FPP's Online Platform

For more than a decade, FPP has been at the forefront of digital recruitment innovation. We launched our first online fairs in 2012 and have since delivered hundreds of customized virtual events for governments, national agencies, universities, and large-scale consortiums.

Built entirely by and for international education, our platform replicates the clarity and flow of a traditional fair, while adding powerful tools designed specifically for student recruitment.

What sets us apart is simple:

We combine advanced technology with over 20 years of experience delivering global education events.

YOU DON'T JUST GET A PLATFORM - YOU GET A PARTNER.



Our Difference: We Take Care of Everything

Unlike self-service platforms, FPP fully manages the operational side of your event. Just share your exhibitor list - we handle the rest.

This includes:

- ★ Onboarding and training for all exhibitors
- ★ Multilingual support for representatives and visitors
- ★ Live assistance before, during, and after the fair
- ★ Strategic guidance on how to structure your event for maximum impact

With FPP, institutions don't struggle with setup or troubleshooting. Your exhibitors are supported end-to-end, allowing you to focus on outcomes, not logistics.

Data, Privacy & Security You Can Trust

FPP is fully compliant with GDPR and international privacy regulations.

To protect your users and your organization:

- ★ All events are hosted on secure servers located in the European Union.
- ★ FPP acts strictly as a data processor - you remain the sole data owner.
- ★ All event data is permanently deleted from our servers 30 days after the event.
- ★ Multilingual privacy notices and terms can be implemented when required.

This makes the platform ideal for government agencies, official campaigns, and institutions with strict data-governance requirements.



Powerful Features Built for Recruitment Success

The platform includes everything needed for a smooth and engaging online event:

- ★ 100% web-based - no downloads for visitors or exhibitors
- ★ Mobile-responsive design
- ★ 1:1 text, audio, and video conversations
- ★ Automatic translation for all text chats
- ★ Unlimited brochures, videos, and downloadable materials
- ★ Integrated scheduling & session hosting (live or prerecorded)
- ★ Live analytics, traffic insights, and booth performance data
- ★ Immediate post-event access to full visitor profiles and chat transcripts
- ★ Customizable branding across the entire platform
- ★ Support teams available before, during, and after the event

Every detail has been designed to make participation simple, intuitive, and efficient for both visitors and exhibitors.

Trusted by Governments, National Agencies & Leading Institutions

FPP's platform has powered tailored digital events
for organizations such as:



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Optional Student Promotion Services

For institutions seeking broader reach and stronger attendance, FPP offers an optional promotional package designed to attract qualified students to your event.

Through our student-facing brand The Student World, we reach millions of students and thousands of high schools worldwide. Our team builds a targeted, multi-channel strategy aligned with your priority regions and goals.

This Service May Include the following:

- ★ **Targeted Email Campaigns** to opt-in student audiences.
- ★ **Targeted WhatsApp Campaigns** to opt-in student audiences.
- ★ **High School & Counselor Outreach** through our global network
- ★ **Social Media Promotion** on Instagram, TikTok, and Facebook
- ★ **Remarketing** to recapture and convert interested students

This optional add-on blends FPP's expertise with The Student World's reach to boost visibility, registrations, and engagement.

BELOW ARE SOME KEY USE CASES OF OUR ONLINE PLATFORM

Case Study 1 - University of Alberta
Global Online Open House (2023–2025)

Case Study 2 - Study in Sweden
Eight-Event Annual Online Fair Series (2023–2025)

Case Study 3 - Study in Hungary
Targeted Regional Online Fair for the Balkans



University of Alberta

GLOBAL ONLINE OPEN HOUSE

Three Consecutive Years: 2023, 2024, 2025

ABOUT THE CLIENT

The **University of Alberta (UAlberta)** is one of Canada's leading research-intensive universities, attracting students from more than 150 countries. UAlberta partnered with FPP to create a **fully customized global online open house** - now delivered for three consecutive years.



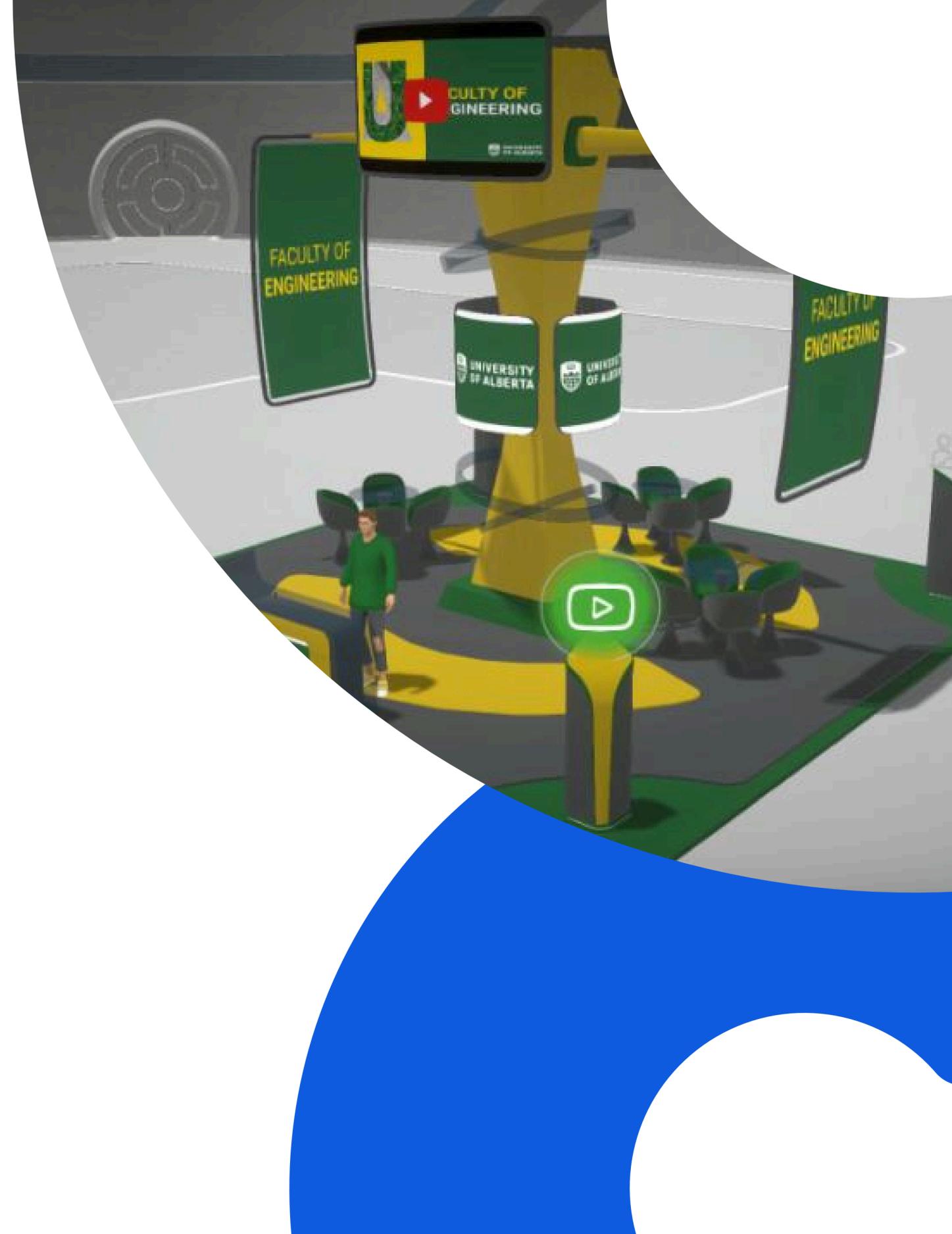
University of Alberta

GLOBAL ONLINE OPEN HOUSE

THE SOLUTION: FPP'S ONLINE OPEN HOUSE PLATFORM

FPP created a **multi-booth Online environment** with customized 3D-style or rich-media booths for key faculties and services, including:

- ★ International Student & Visitor Services
- ★ Graduate & Postdoctoral Studies
- ★ Engineering
- ★ Nursing & Kinesiology
- ★ Education
- ★ Campus Saint-Jean
- ★ Alberta School of Business
- ★ Augustana Campus
- ★ Arts & Native Studies
- ★ Agricultural, Life & Environmental Sciences
- ★ Law
- ★ Science
- ★ Scholarships Office





University of Alberta
GLOBAL ONLINE OPEN HOUSE

CUSTOMER SUCCESS

Professional Support for a Seamless Experience

FPP delivered:

- ★ Personalized onboarding for each faculty
- ★ Training sessions for all staff representatives
- ★ Event-day monitoring by FPP's operations team
- ★ Dedicated help desk for students needing technical support
- ★ Post-event analytics: registrations, attendance, countries, engagement time, and more



GLOBAL PROMOTION STRATEGY

To deliver a highly international audience, FPP executed a **multi-region outreach campaign** targeting high school counselors and prospective students.

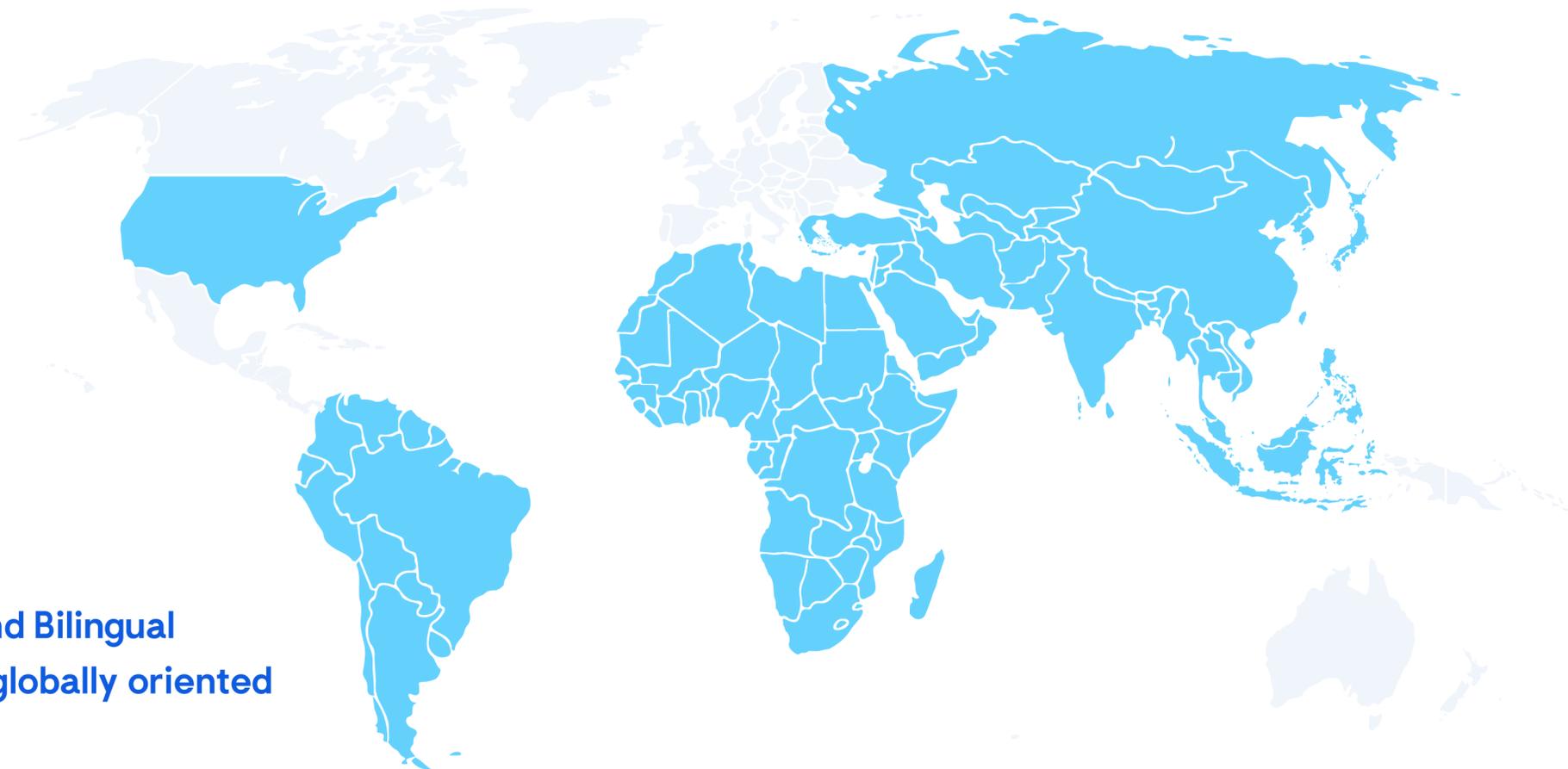
Regions Targeted

- 📍 United States
- 📍 Latin America
- 📍 Africa
- 📍 Asia

Channels Used

- ★ Email invitations to high school counselors (two waves)
- ★ Reminder emails to all registered attendees
- ★ WhatsApp reminders to confirmed registrants

The outreach focused on schools with Private, IB, and Bilingual programs, maximizing exposure among motivated, globally oriented students.





University of Alberta

GLOBAL ONLINE OPEN HOUSE

RESULTS

Global Reach

- 📍 112 Countries
- 📍 720 Cities

Student Engagement

- ★ 2,442 students registered
- ★ 786 students attended (strong conversion rate for global online fairs)
- ★ Dozens of faculties represented across the institution
- ★ Thousands of engaged leads and meaningful conversations

3 YEARS OF CONSISTENT PARTNERSHIP

UAlberta has renewed the Open House project with FPP for: **2023** **2024** **2025**

This demonstrates trust in the results, consistency, and strategic value of the event.





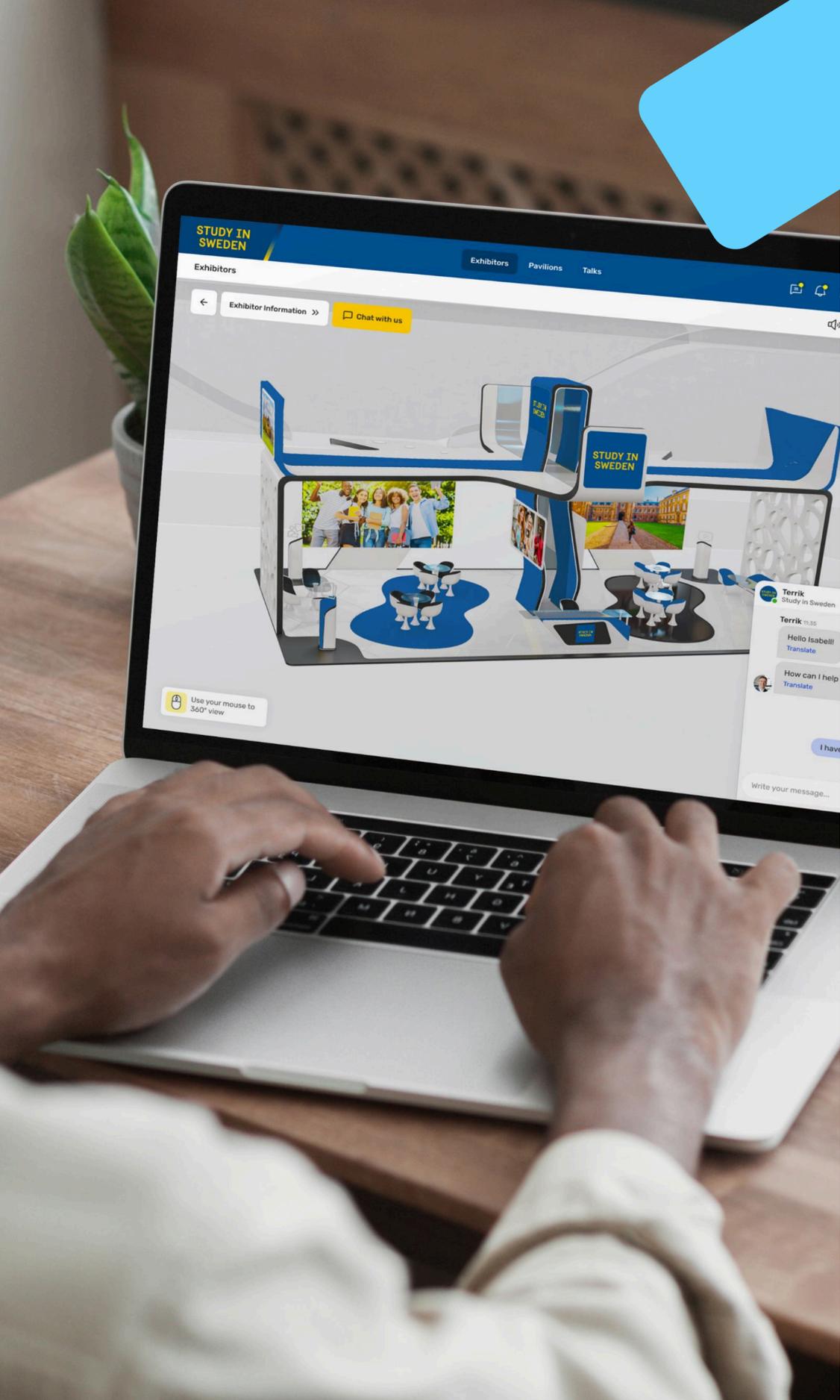
University of Alberta

GLOBAL ONLINE OPEN HOUSE

"For our virtual open house, we use the FPP platform, for the third consecutive year which is very easy for us to use in terms of setup. And one of the great things about it is the conversion from registrations to attendees. For example, this year, over a third of people who registered for the event actually showed up on the day and engaged with colleagues from across the university. I highly recommend the FPP platform for your virtual open houses."

[*Click here to watch the full testimonial*](#)

— John Gregory, Director of International Recruitment at the University of Alberta



**STUDY IN
SWEDEN**

Study in Sweden

EIGHT-EVENT ANNUAL
ONLINE FAIR SERIES

ABOUT THE CLIENT

Study in Sweden, Sweden's national international education brand, partners with FPP to deliver a **12-month Online recruitment strategy with eight events per year**, connecting +25 Swedish universities with prospective students worldwide.

THE CHALLENGE

Study in Sweden needed to:

- ★ Support **all member universities** with equal visibility
- ★ Maintain **continuous international presence**
- ★ Target different regions at the right times
- ★ Provide a digital-first experience aligned with international students expectations
- ★ Centralize analytics across multiple events
- ★ Reduce cost and complexity for each institution

**STUDY IN
SWEDEN**

Study in Sweden

EIGHT-EVENT ANNUAL
ONLINE FAIR SERIES

THE SOLUTION: A YEAR-ROUND MULTI-EVENT ONLINE SERIES

FPP developed a **global calendar** with eight Online events each year:

Annual Event Line-Up

- 📍 Europe / MENA / Africa
- 📍 Americas
- 📍 Asia
- 📍 MENA / Africa (second edition)
- 📍 Europe (second edition)
- 📍 Americas (second edition)
- 📍 India
- 📍 Asia (second edition)

This structure delivers:

- ★ Predictable planning
- ★ Repeated brand visibility
- ★ Touchpoints with students across multiple markets
- ★ A sustainable, scalable recruitment framework





**STUDY IN
SWEDEN**

Study in Sweden

EIGHT-EVENT ANNUAL
ONLINE FAIR SERIES

SERVICES

Everything Universities Need to Succeed

FPP provides full support for each participating university:

- ★ Onboarding and booth creation
- ★ Training sessions for representatives
- ★ Dedicated customer success team
- ★ Registration system managed end-to-end
- ★ Email + WhatsApp reminders
- ★ Intelligent tracking links to measure ROI
- ★ Optional regional promotion
- ★ Post-event performance analytics (per institution + per region)



**STUDY IN
SWEDEN**

Study in Sweden

EIGHT-EVENT ANNUAL
ONLINE FAIR SERIES

IMPACT ON SWEDISH UNIVERSITIES

- ★ Equal exposure for all members
- ★ Consistent pipeline of global prospects
- ★ Lower cost compared to repeated travel
- ★ A shared national brand amplifies attention
- ★ Rich, actionable data for recruitment planning
- ★ Increased engagement in priority regions

WHY THIS MODEL IS IDEAL FOR ASSOCIATIONS & STATE CONSORTIA

- ★ Provides a unified brand across multiple institutions
 - ★ Low cost per institution
 - ★ Easy for members to participate
 - ★ Measurable outcomes and transparent ROI
 - ★ Sustainable year-round international presence
 - ★ Works even with budget uncertainty or travel limitations
- 



Study in Hungary

TARGETED REGIONAL ONLINE FAIR
FOR THE BALKANS

ABOUT THE CLIENT

Study in Hungary, the national agency, sought to connect Hungarian universities with students from Balkan countries - an important region with strong interest in **European mobility**, but one they were unable to visit in person due to the current situation.



THIS YEAR'S EDITION STARTS IN
301 Days
06 Hours
13 Minutes
21 Seconds

ENGLISH

[GET YOUR FREE TICKET NOW](#)

STUDY IN HUNGARY

Official "Study in Hungary" Fair organized by the Hungarian government

04 December
7pm - 9pm (local time)

Online Event

[GET YOUR FREE TICKET NOW](#)



Connect with Hungarian universities

Visit each interactive booth to chat live with admissions staff and ask questions via text or video. For the best experience, use a desktop or laptop computer. An immersive and interactive venue to explore your study options!

[REGISTER NOW](#)

Instead of searching on your own, talk to the experts.

Meet the representatives online!



Hungary

Eszterházy Károly Catholic University



Hungary

Eötvös Loránd University



Hungary

Semmelweis University, Medical School, Hungary



Study in Hungary

TARGETED REGIONAL ONLINE FAIR FOR THE BALKANS

THE SOLUTION: A DEDICATED REGIONAL ONLINE EVENT FOR BALKAN STUDENTS

FPP delivered a fully branded "Study in Hungary Online Fair", including:

- ★ Exhibitor booths for each university
- ★ Targeted promotion in Balkan countries
- ★ Access to FPP's existing student and counselor networks in the region
- ★ Email and WhatsApp reminder systems
- ★ Event-day support
- ★ Full analytics and student databases
- ★ Customised landing Page and promotional ads on social networks



Study in Hungary

TARGETED REGIONAL ONLINE FAIR
FOR THE BALKANS

BENEFITS FOR HUNGARIAN UNIVERSITIES

- ★ Access to regionally relevant, high-intent prospects
- ★ Strong national brand representation
- ★ Lower cost compared to physical roadshows
- ★ Clear ROI through analytics and lead delivery
- ★ Visibility to students who may not attend in-person events



Why Online Events Matter Now

1. LOWER COST, HIGHER REACH

Online fairs provide global access without travel barriers.

2. ALIGNED WITH GEN Z EXPECTATIONS

Students expect digital-first engagement and instant connection.

3. RESILIENT AMID POLICY CHANGES

Visa caps, financial constraints, and travel limitations make Online fairs essential.

4. BETTER ANALYTICS

Online events offer clear, granular ROI - far beyond most in-person fairs.

5. GREATER ACCESSIBILITY

Students worldwide can explore programs regardless of geography or cost.

6. SUSTAINABILITY

Online formats support ESG and carbon reduction goals.

7. IDEAL COMPLEMENT TO IN-PERSON TOURS

Perfect for pre-engagement and post-tour follow-up.



A Proven Model for Universities, Consortia & Government Agencies

Whether you represent a:

- ★ National education agency
- ★ State or regional consortium
- ★ Individual university
- ★ Multi-campus system
- ★ Scholarship or government mobility program

FPP offers customizable Online recruitment solutions backed by global reach, strong technology, and dedicated support.





Let's Build Your Next Online Recruitment Success Story

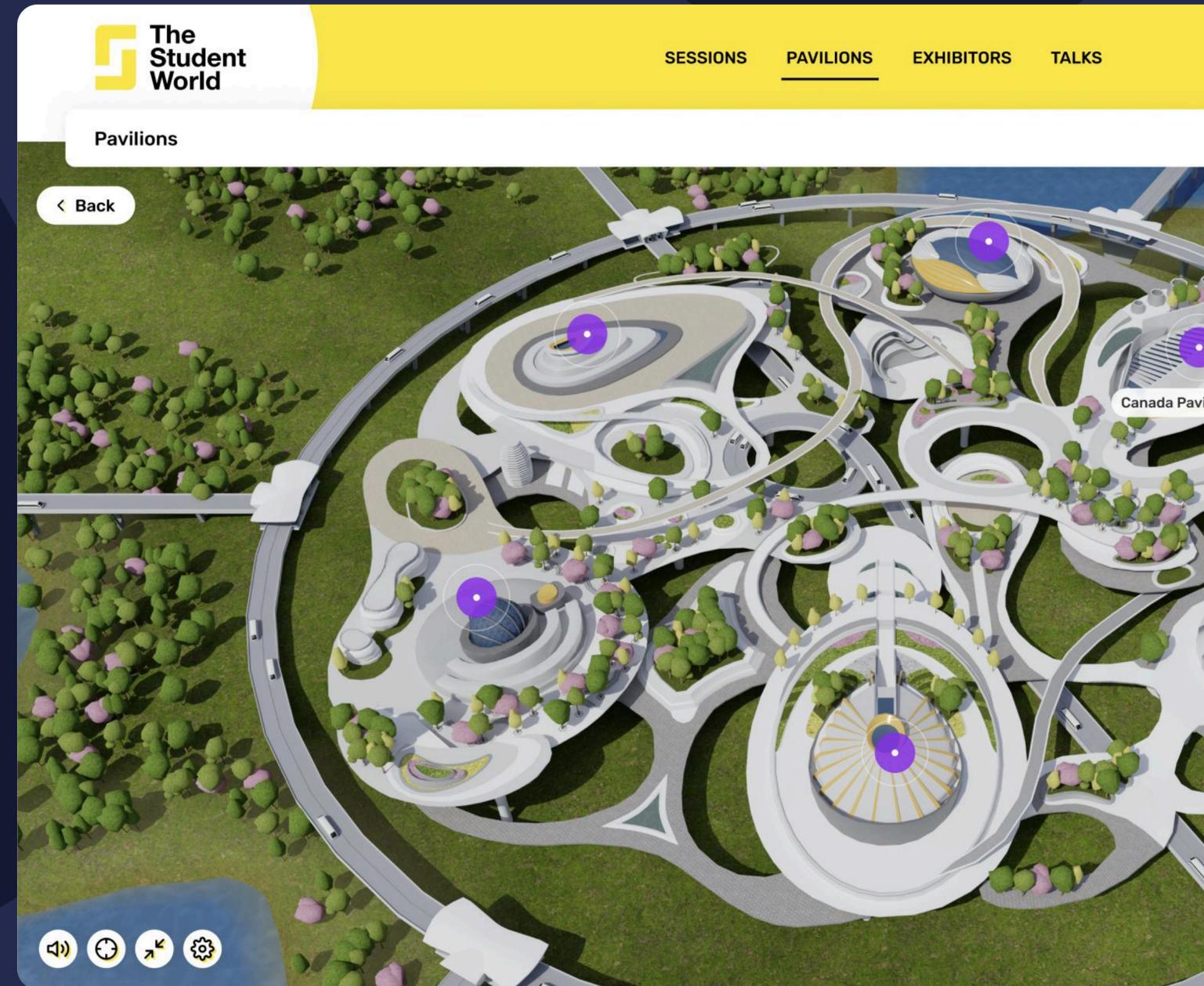
Whether you're planning an online **open house**, a **multi-event annual series**, or a **targeted regional campaign**, FPP provides the technology, support, and global reach to make it happen.

CONTACT US

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www.fpp.world

FPP Edu Media - Leading Online Recruitment Worldwide



The logo consists of the letters 'FPP' in a bold, white, sans-serif font. The 'F' and 'P' are connected at the top, and the 'P' has a distinctive shape with a curved top and a vertical stem. The background is dark blue with abstract geometric shapes in lighter blue and white.

**We innovate.
You see results.**

FPP.WORLD

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