

FPP

The Student World

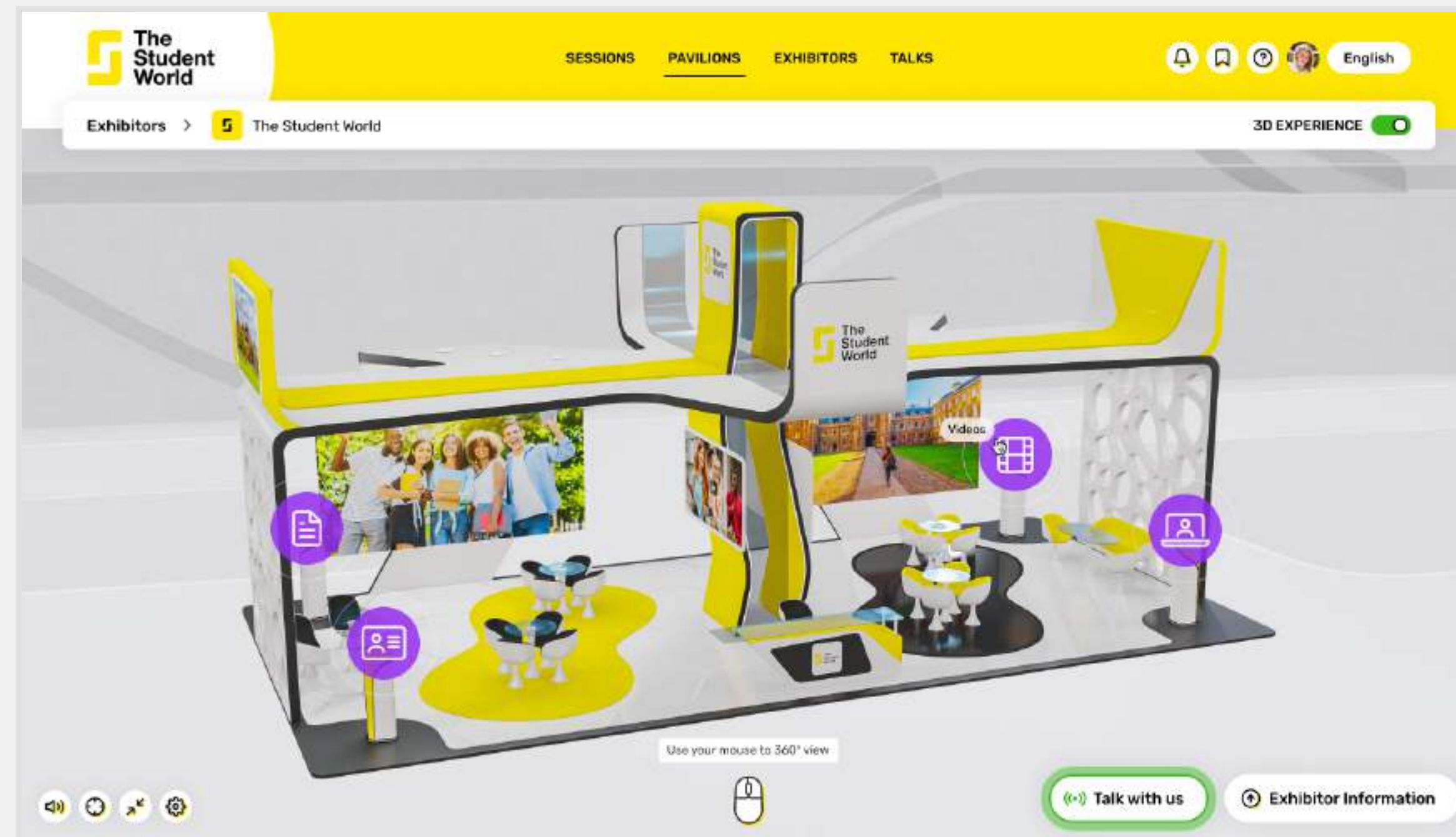


ONLINE

POSTGRAD FAIRS

Introducing *The Student World* Online Postgrad Fairs

- Live engagement with postgraduate prospects
- Interactive and customizable booth
- Intelligent follow up with leads





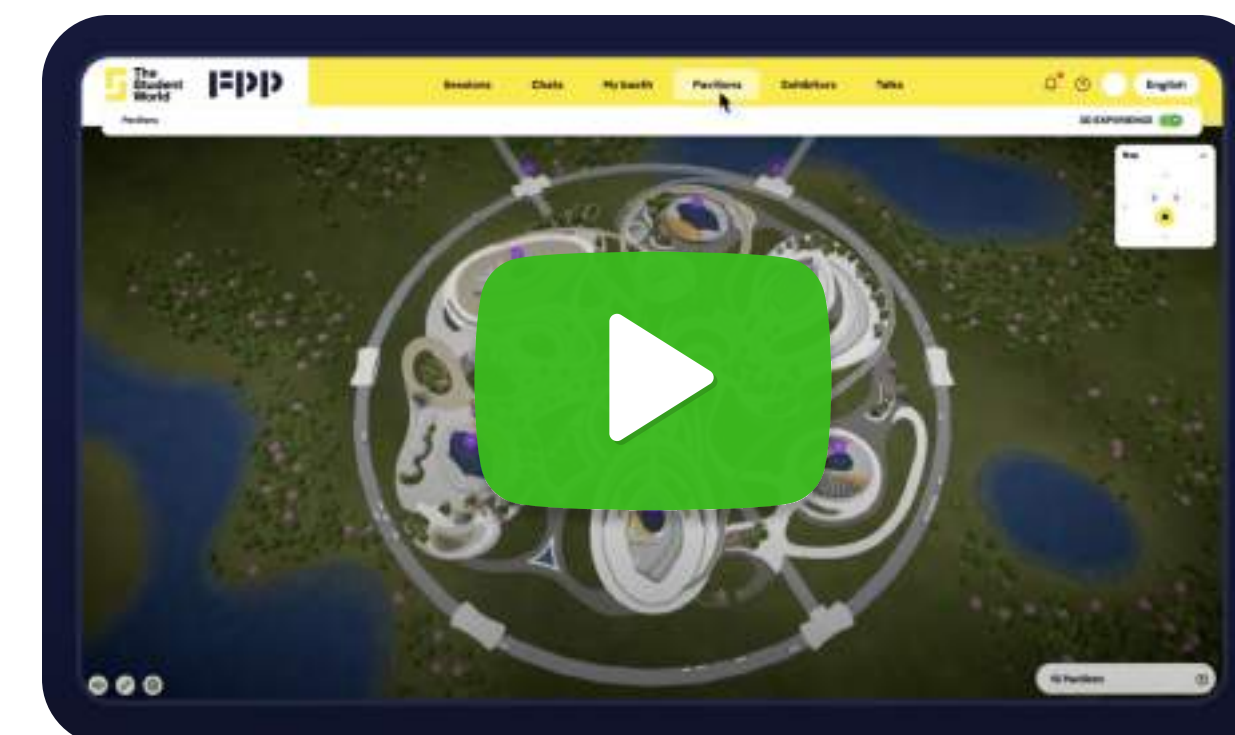
What is an Online Postgrad Fair?

Reach more of a market, more intelligently

Hand-in-Hand with physical events

Physical fairs offer invaluable face-to-face connections with prospective students, but their reach is often limited to major cities. Online fairs break these geographical barriers, providing a way to connect with students in all towns & cities, where physical fairs may have difficulties.

FPP's platform boasts a cutting-edge online experience with immersive 3D features designed for students. Attendees can navigate pavilions and booths to view and save detailed exhibitor information and engage in flexible 1-1 chats with representatives over text or video. Your representatives have the power to organize and reassign conversations amongst colleagues, making for an efficient experience and better outcomes.



01

ON-DEMAND LIVE ENGAGEMENT

Connect with students visiting your booth live over 1-1 text or audio/video chat, with full visibility of their unique profiles.

02

AN INTERACTIVE BOOTH

Interactive 3D booth showcasing brochures, videos & more for students to view & save.

03

EFFICIENT LEAD GENERATION

Our tech delivers well-matched leads (all booth visitors plus all others matching +70%) for better conversion.

04

THE APP FOR STUDENTS

Leads you gain automatically follow you in *The Student World* app, getting push notifications when you follow up, maximising response rates.



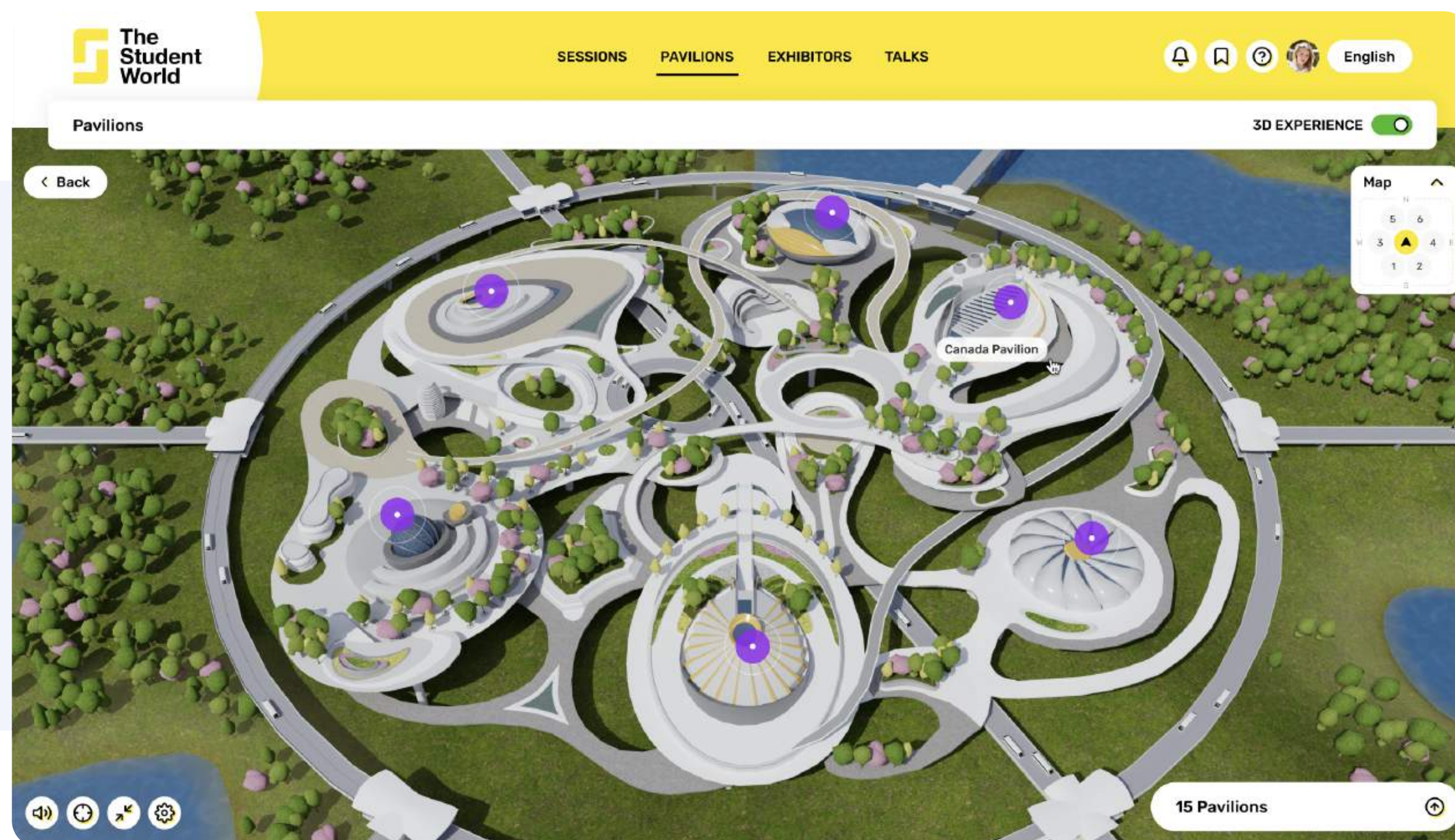


An immersive & dynamic venue

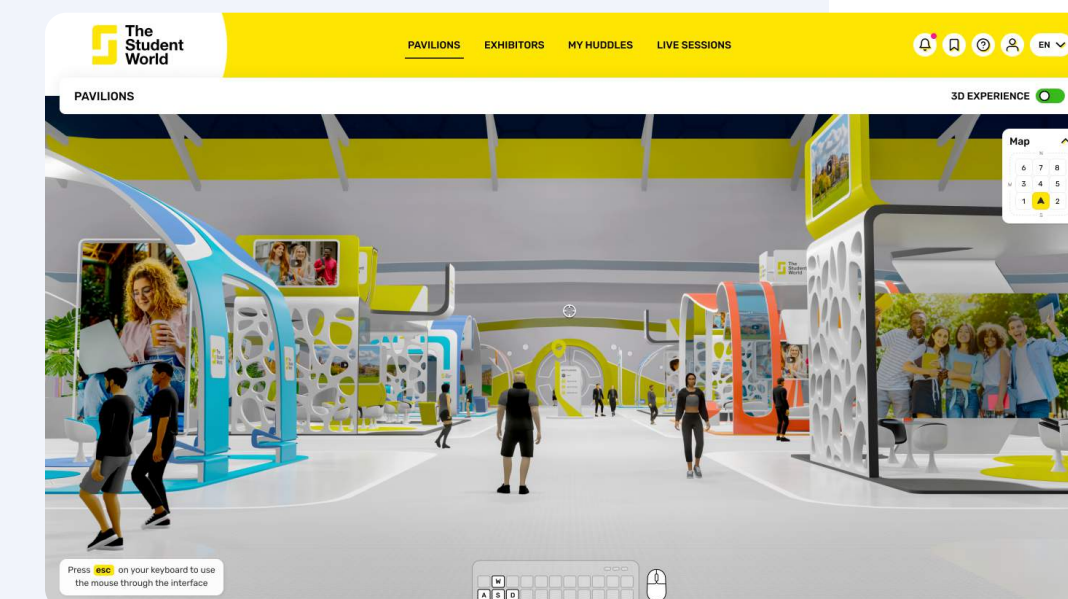
The experience

Recruit globally like never before

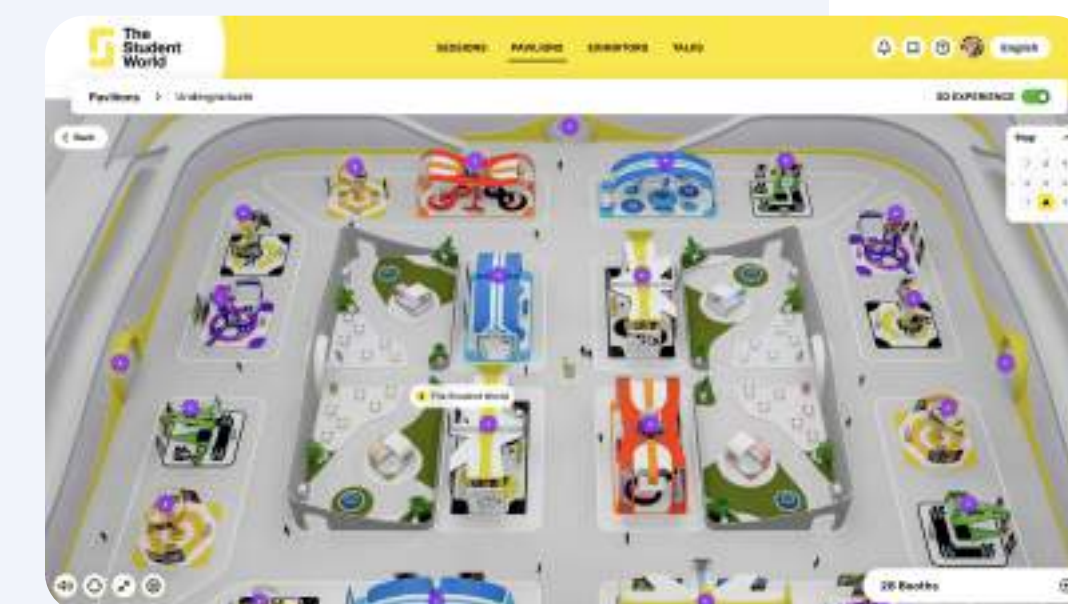
At an Online Postgrad Fair, students explore an immersive, multi-layered venue segmented into navigable Pavilions, organized by program type or region. They have at least 3 hours to explore & connect with exhibiting institutions.



In each Pavilion, students can walk around and explore the booths of all exhibiting institutions. They can enter any booth to discover more and chat 1-1 with representatives.



Students explore booths in either 1st person or bird's eye view, or even just flat 2D if they prefer. This enables them to access your institution in the way that suits them best.



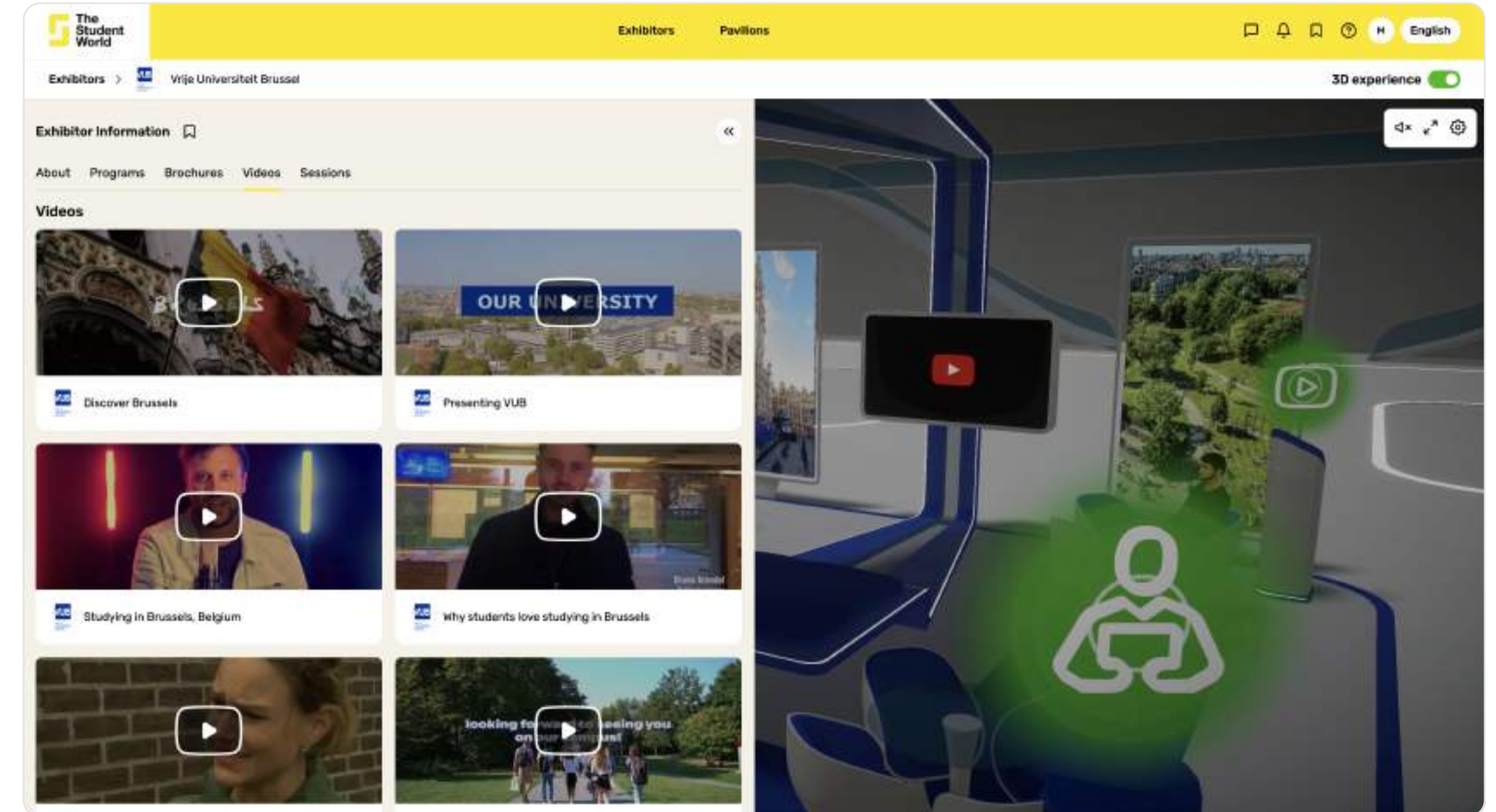
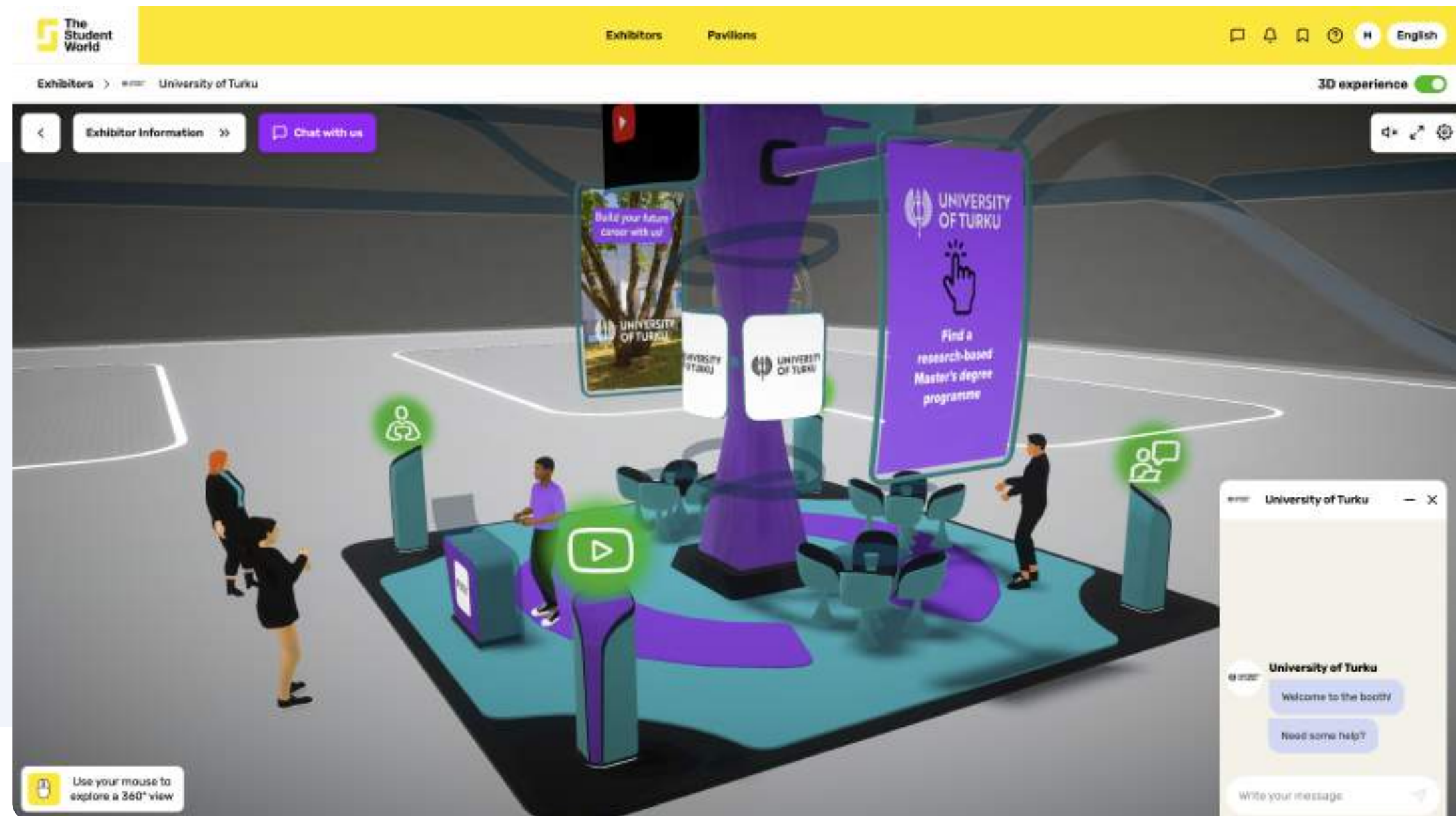


Your interactive Booth

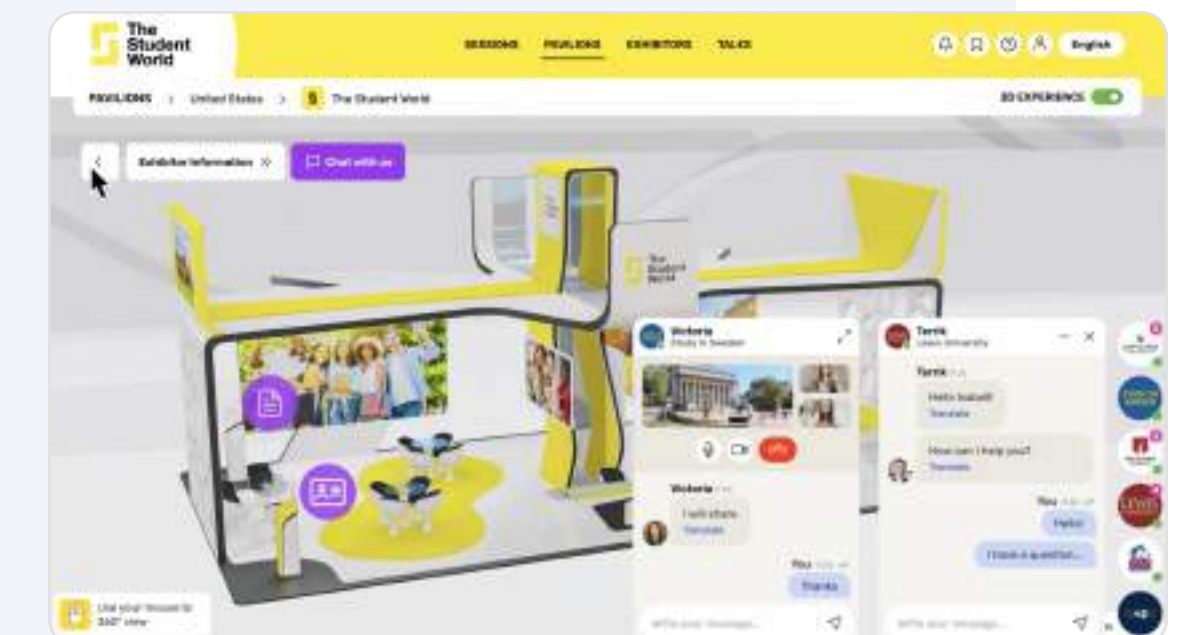
How students explore & engage with you

Showcase the right stuff, in the best way

Building on the success of our first platform, we've now levelled up how your booth **captures student attention**, **delivers the right information** and enables **live connections** with between students & representatives.



Students visiting your booth explore your materials like brochures, videos & photos, saving whatever they want to view again later in the app for students.





Smart chat features

Engaging with students

Efficient use of students' & your time

With the ability to have multiple conversations on the go at any one time, and the possibility to reassign and arrange chats in a user friendly way, both you & prospective students can make the best use of your time!

The screenshot shows the FPP (Future Professional Profile) chat interface. On the left, there's a sidebar with filters: Unassigned, Assigned to me, Archived, and Blocked. The main area displays a list of chats. The selected chat is with 'Ece' (90% match), showing a message 'hi' and a status 'Chat transferred'. Below this, there's a detailed view of the chat with 'Ece', showing a message 'hi' and a status 'Chat transferred'. The interface also includes a 'Messages' section with a dropdown for 'Order By: % Match' and a 'Video call invitation' button.

Your representatives connect to students through 1-1 text or video chat, with full insight into profiles and how well they match with your institution. Every student is automatically synced to your FPP hub as a unique lead.

This screenshot shows a chat conversation with a student. The student has shared a brochure for Stockholm University and asked if the user wants to jump on a call to discuss their thoughts. The interface includes a 'Video call invitation' button and a text input field for the user to respond.

This screenshot shows a video call invitation overlay. It features a profile picture of a student named Victoria, who is studying in Sweden. The text indicates that the call will start as soon as the user accepts it. There are two buttons: a red 'X' to decline and a green phone icon to accept the call.

This screenshot shows a student profile page. The profile includes a 'Profile' section with a '90% Match' indicator. Below this, there are several questions and answers: 'Is It Essential For You To Work While Studying?' (Yes), 'Planning To Stay After Your Program To Acquire Professional Experience?' (Yes), 'School Size' (Not relevant), 'Program' (Postgrad), 'Interest Areas' (Political Science, Public Policy), 'Languages' (English), and 'Countries Of Interest' (Sweden).

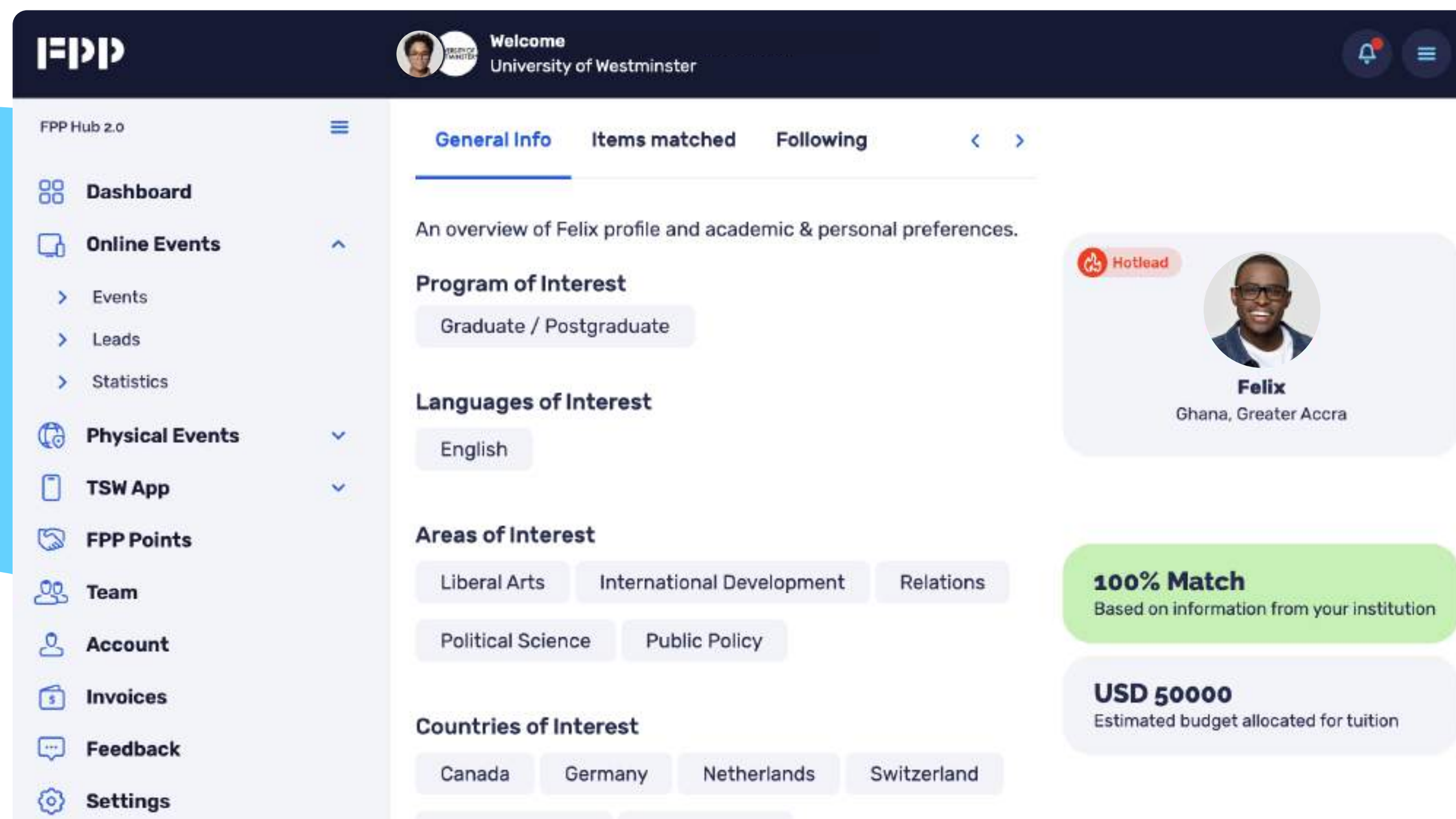


Better Connections, Better Connected

Smart Matching & Lead management

Technology for better connections

Using our tried & tested **Smart Matching System**, students get unique matching scores for each exhibitor at a 3D Online Fair immediately after registering. This helps ensure they don't miss out on great opportunities, and ensure you engage with students that have a stronger chance of conversion.



**ALL
booth
visitors**

**ALL
other students
with +70%
match**

Post-event lead management

Profiles of all students who visit your booth and those who register for any of your sessions, are available to you in your Hub (including any session no-shows). What's more, you will also get bonus leads of all students who didn't engage with you, **but who match with your institution 70% or above.**

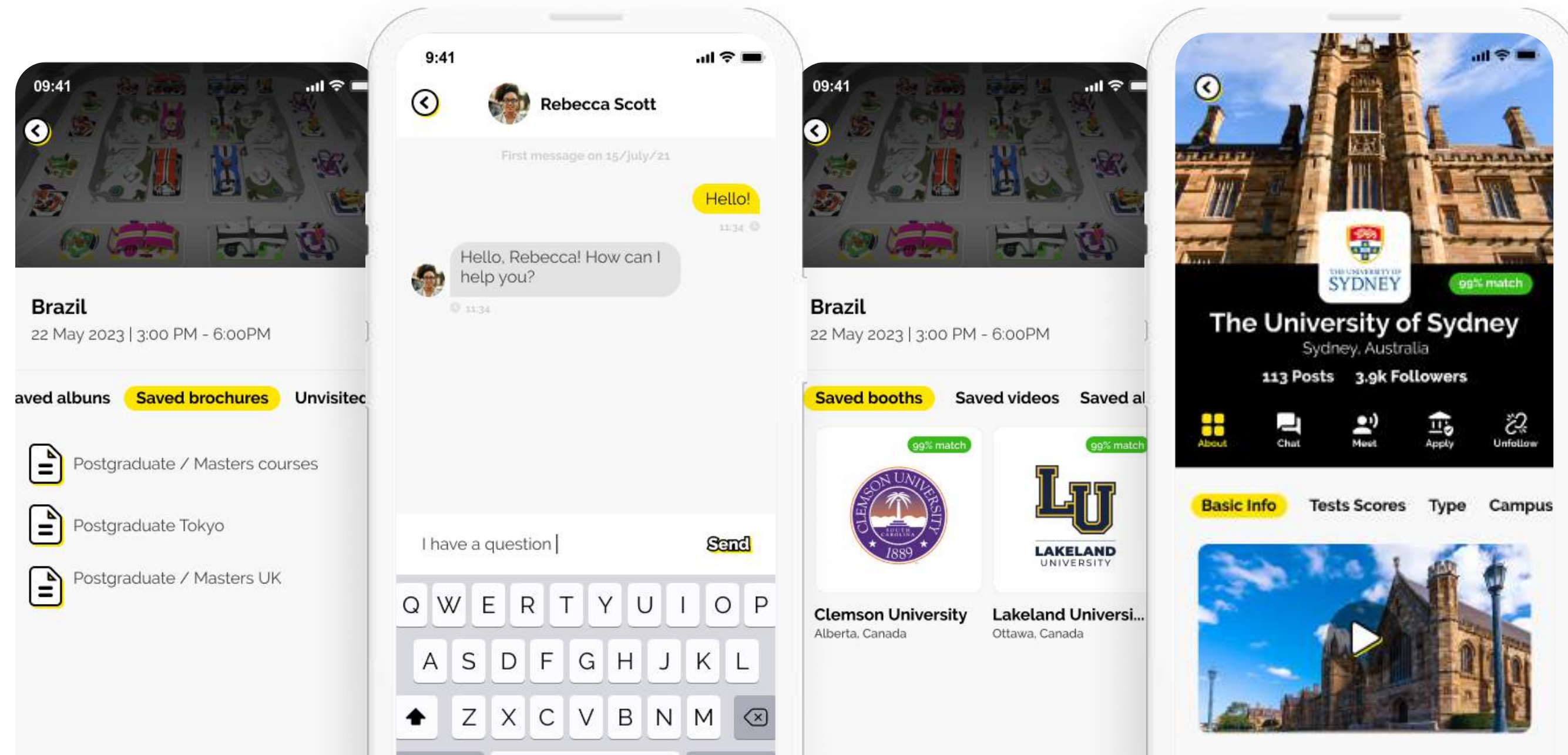


The Student World app

Coming to the app in 2024:
Smart AI Assistant

Students you engage with are automatically added to your institutions' community in the **The Student World app**, where they can re-explore your institutional profile and review all of their activity.

You can send follow-up messages to your new leads either from your FPP Hub **or directly from your inbox**. However you choose to nurture your leads, when they are on the app, any messages you send will appear as **push notifications on their phones**. This means an increased response rate.



Online Postgrad Fair pricing

- ★ Interactive 3D booth with brochures, photos, videos
- ★ Booth includes 1-1 chat for on-demand conversations with students, group chat coming 2024
- ★ Booth visitors & all non-engagers with +70% match all count as leads – appearing in your FPP Hub within 24 hours to follow up with or download
- ★ Leads auto-follow your institution in the app for students, delivering efficient follow up methods



Early bird USD 1800 | Regular USD 2100



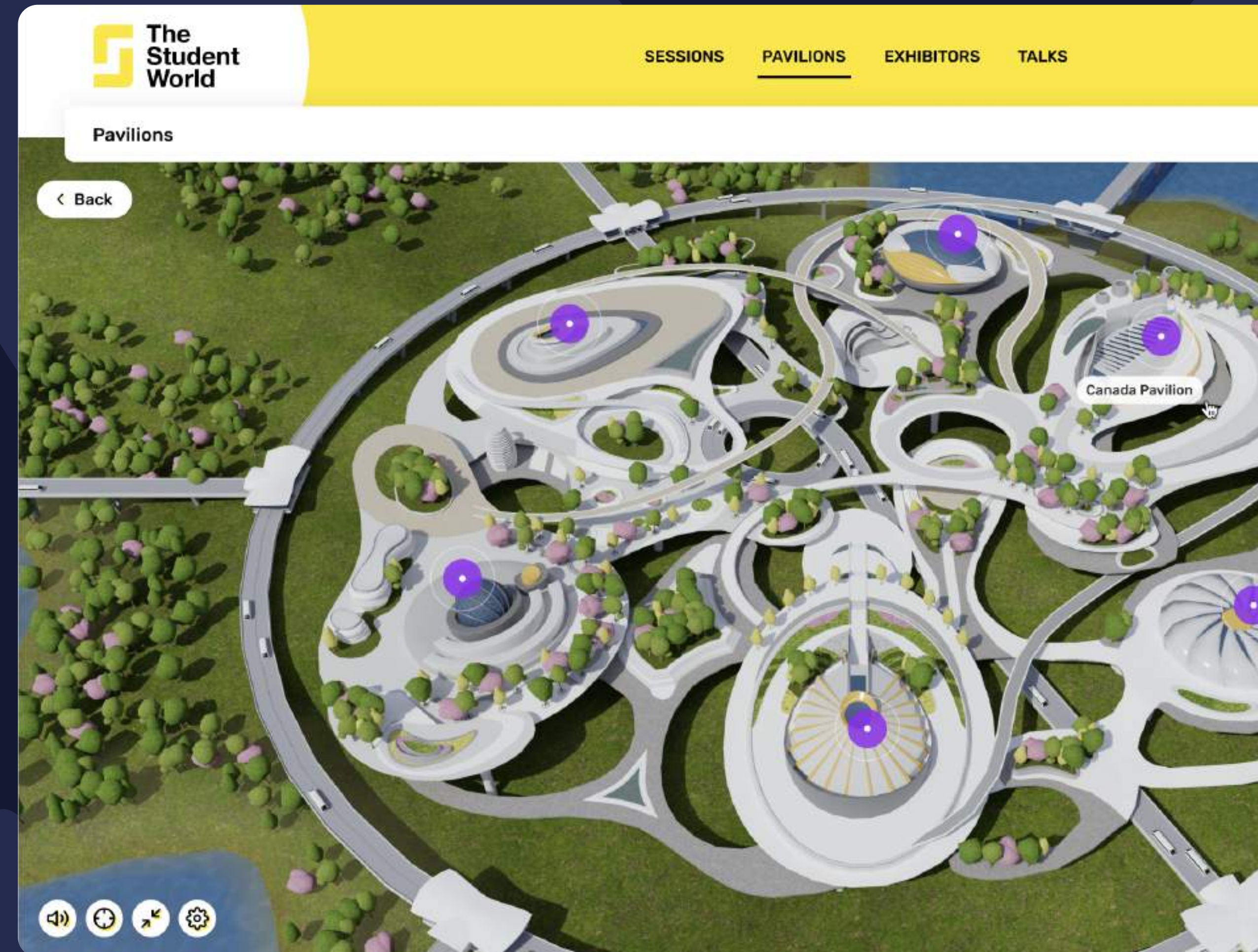
ONLINE
POSTGRAD FAIRS

Join upcoming *The Student World* Online Postgrad Fairs

Available Online Postgrad Fairs are listed on our [events page](#).

Contact your FPP representative at any time to discuss!

talkto@fpp.world





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