

FPP

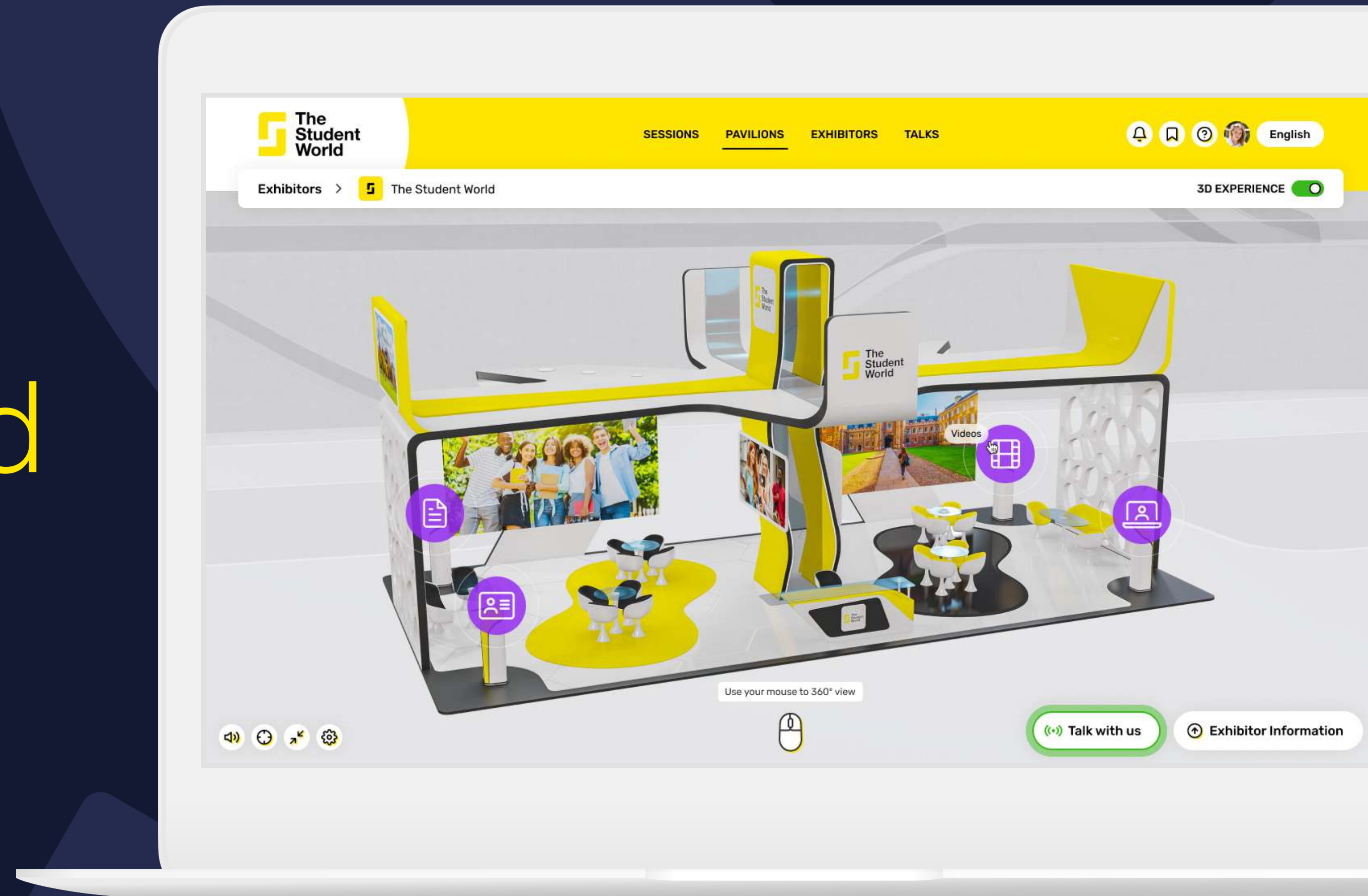


3D ONLINE FAIRS

# Introducing The Student World 3D Online Fairs

A new era in digital recruitment

On-demand, live student engagement +  
Upgraded interactive virtual booth +  
Mobile app for students







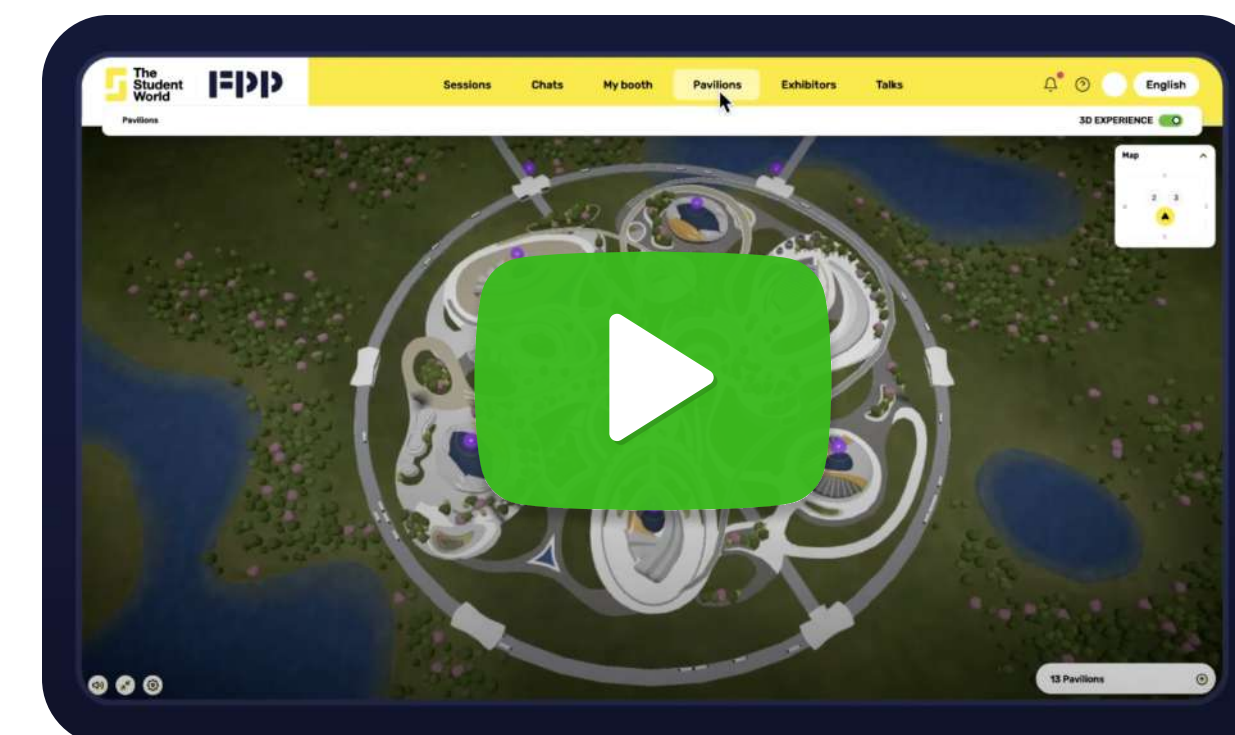
# What is a 3D Online Fair?

A new era in digital recruitment

## Hand-in-Hand with physical events

Physical fairs offer invaluable face-to-face connections with prospective students & parents, 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, session registrants & 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.





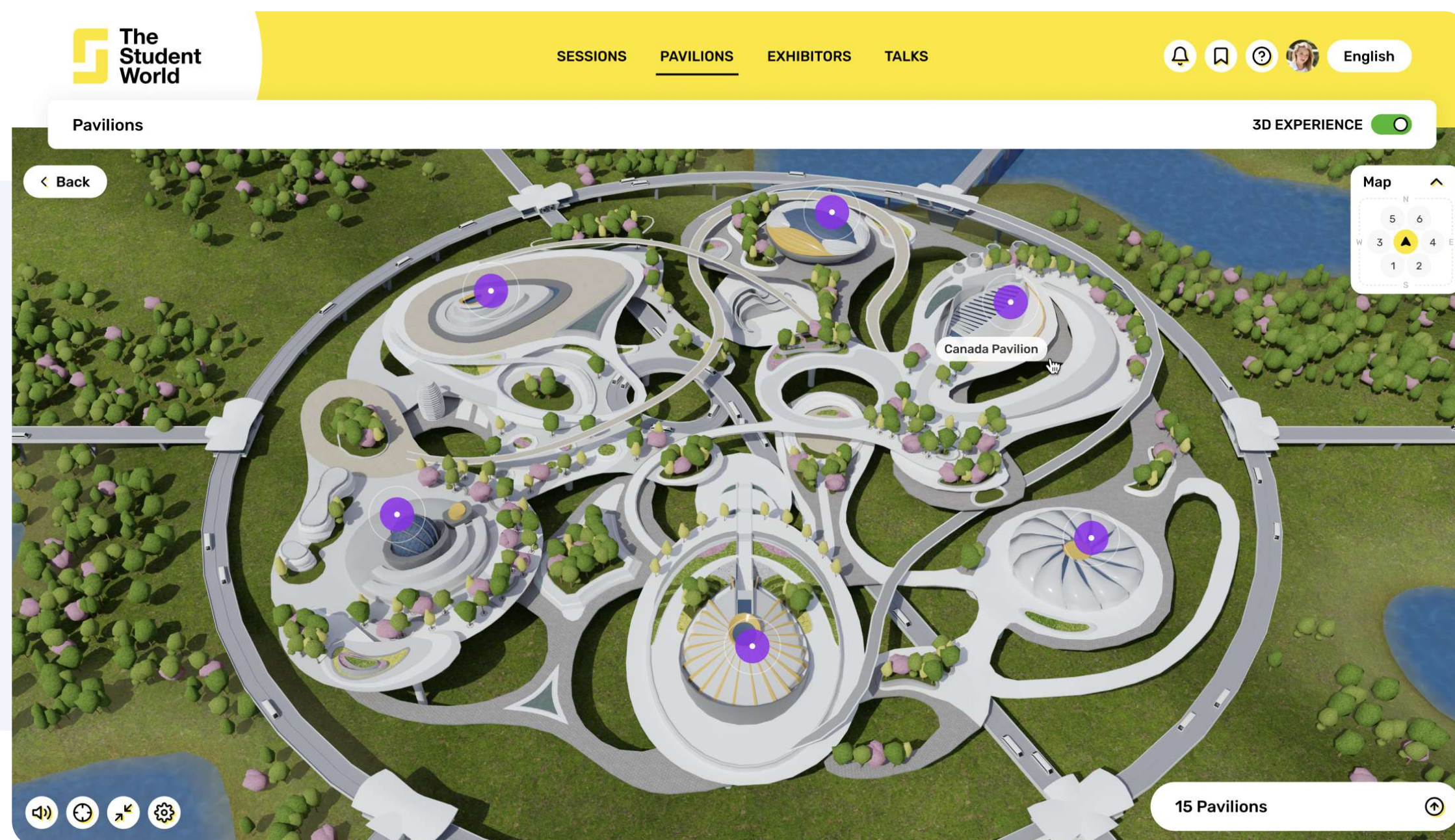


# An immersive & dynamic venue

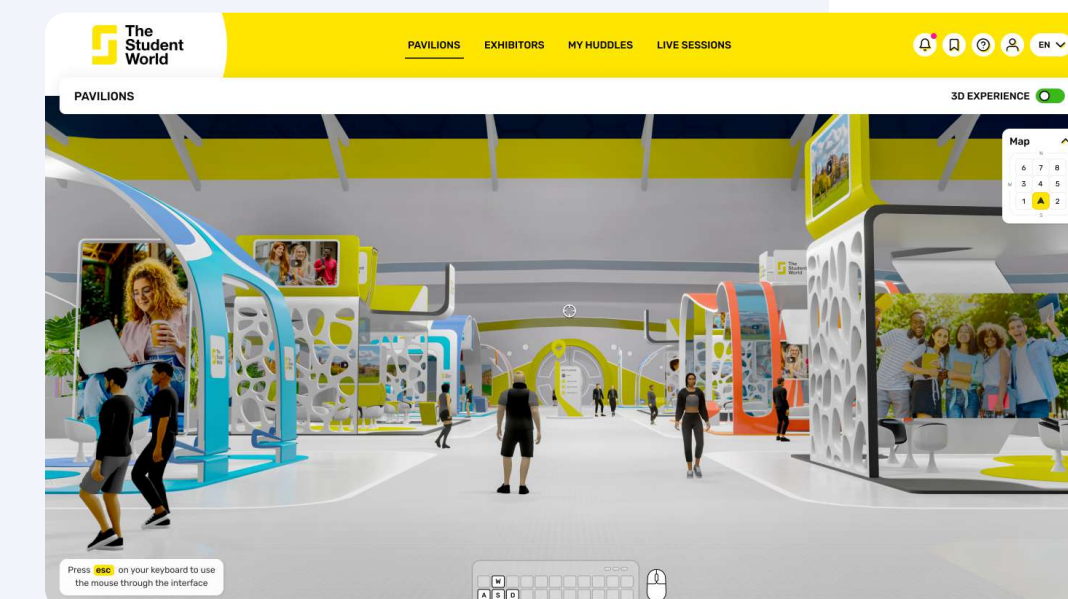
The experience

## Recruit globally like never before

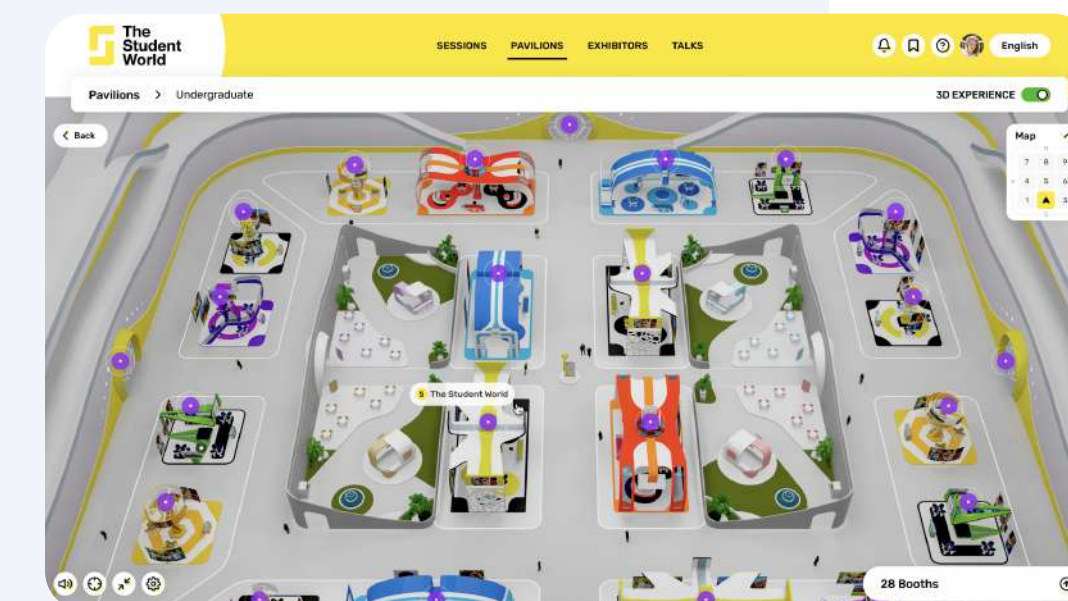
At a 3D Online Fair, students explore an immersive, multi-layered venue segmented into navigable Pavilions, organized by program type or region. They have at least 3 hours to explore and connect with exhibiting institutions.



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.





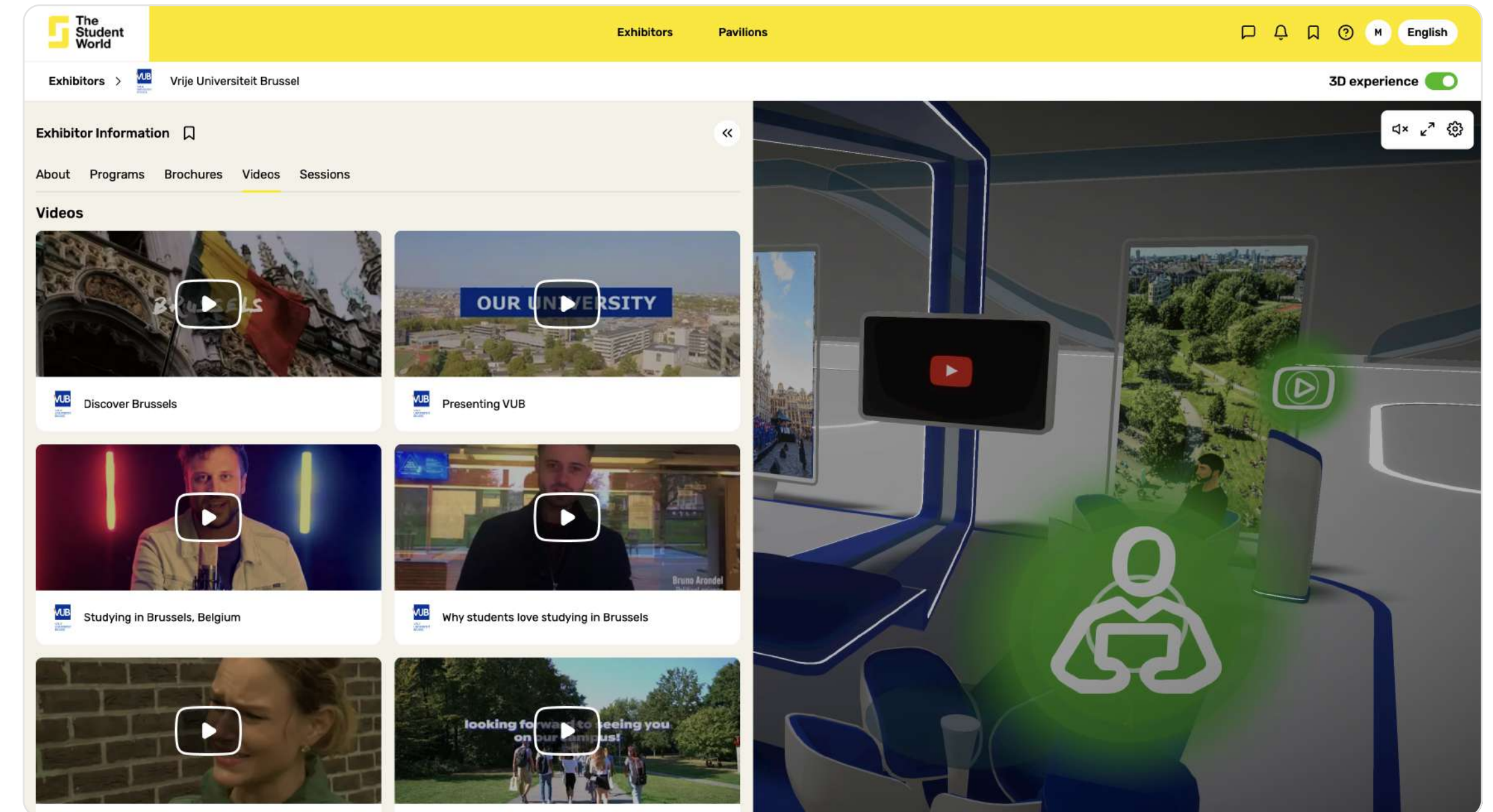
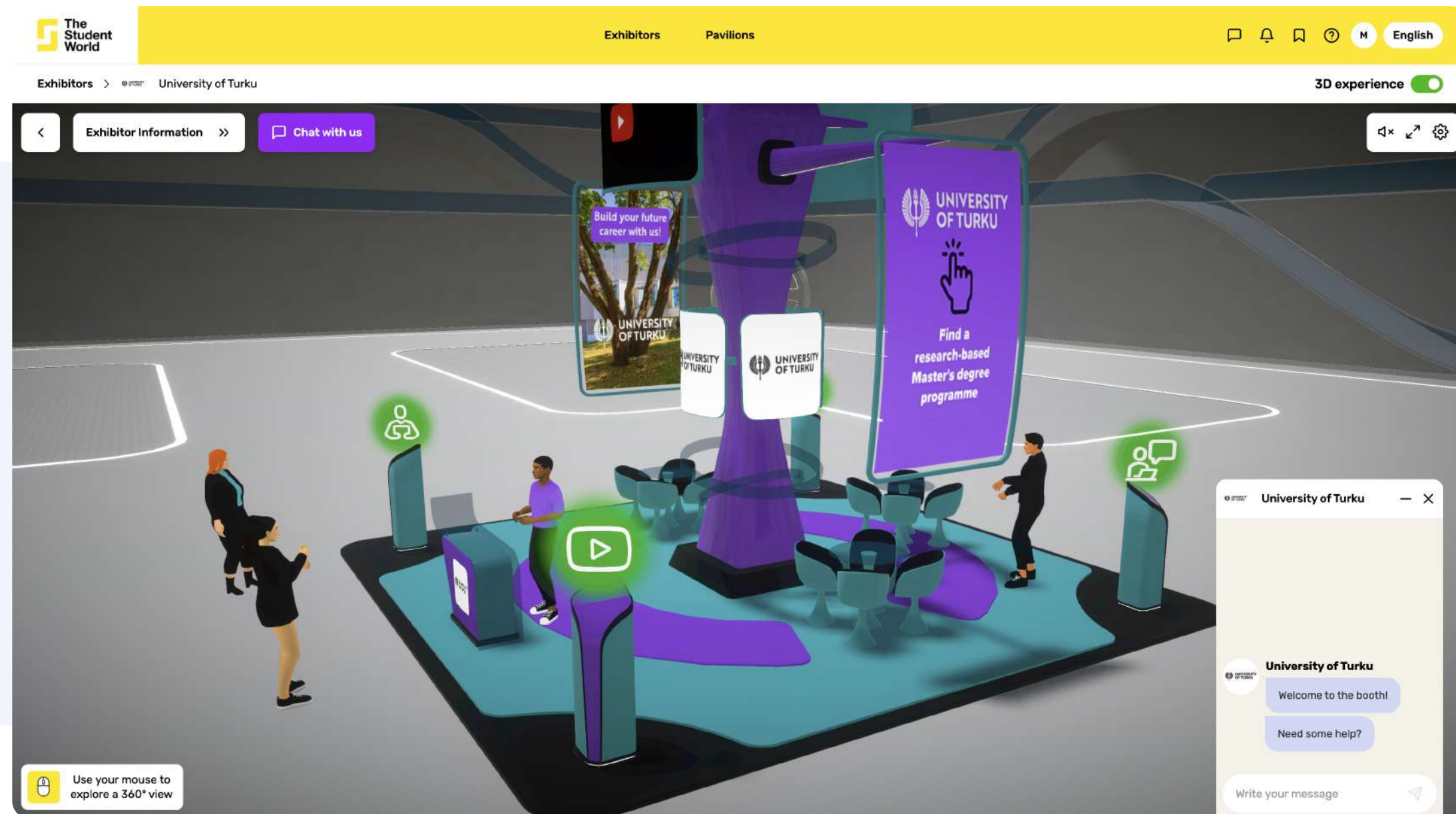


# Your interactive Booth

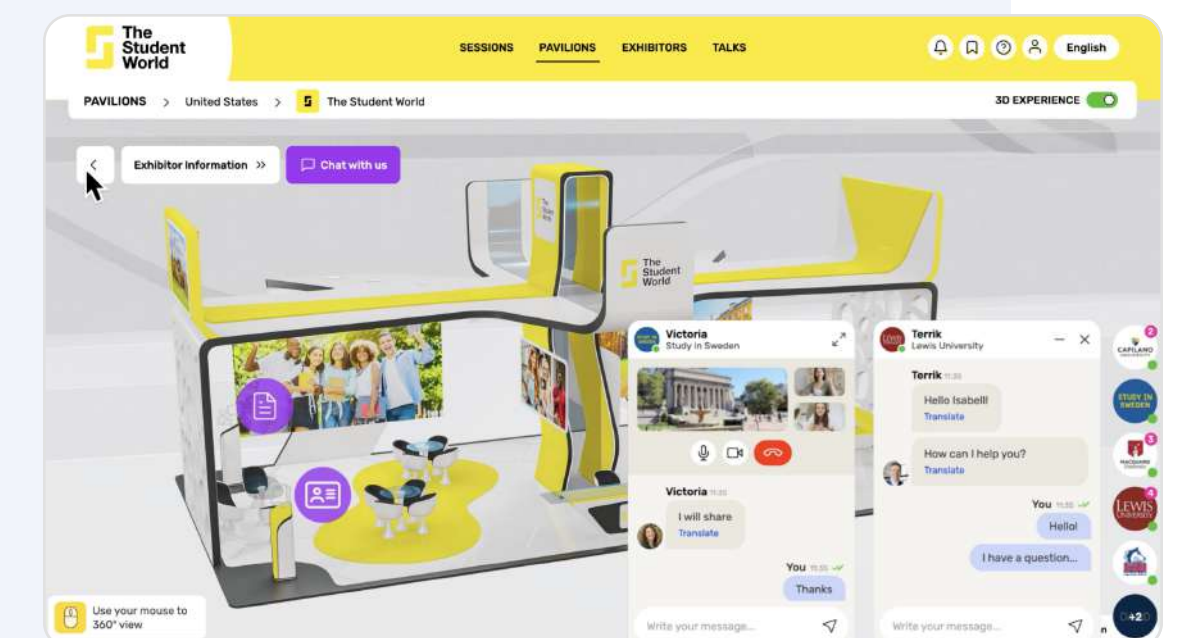
How students explore & engage with you

## 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 & students can make the best use of your time!




Chats

My Booth

Pavilions

Exhibitors

 D. . Karlsson

Messages

Order By: % Match

Unassigned

Assigned to me

Archived

Blocked

L

Luuk

95%

12:16

Chat transferred

E

Ece

90%

12:16

hi

R

Rita

11%

12:16

Chat transferred

E

Ece

90%

Assignee

Disa Karlsson

E

Ece

9 days ago

hi


See Translation

9 days ago

You assigned this chat to yourself

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.


You a minute ago

 Masterbrochure Stockholm University

I've just shared our brochure for masters programmes above – check out page 12 for our courses in psychology!


Do you want to jump on a call to discuss your thoughts?

a few seconds ago

 Video call invitation


Write your message...


Video call






**Victoria • Study in Sweden**

The call will start as soon as you accept it.





 English

Profile >>

You fit each other:

90% Match

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

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.

The screenshot displays the FPP Hub 2.0 interface. The top navigation bar includes the FPP logo, a user profile for 'University of Westminster', and notification and menu icons. The left sidebar lists various dashboard sections: Dashboard, Online Events (with sub-items: Events, Leads, Statistics), Physical Events, TSW App, FPP Points, Team, Account, Invoices, Feedback, and Settings. The main content area shows the 'General Info' tab for a student named Felix. It includes a 'Program of Interest' (Graduate / Postgraduate), 'Languages of Interest' (English), 'Areas of Interest' (Liberal Arts, International Development, Relations, Political Science, Public Policy), and 'Countries of Interest' (Canada, Germany, Netherlands, Switzerland). A 'Hotlead' badge is visible next to Felix's profile picture. Two key statistics are highlighted: '100% Match' based on information from the institution and 'USD 50000' estimated budget allocated for tuition.

**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.**



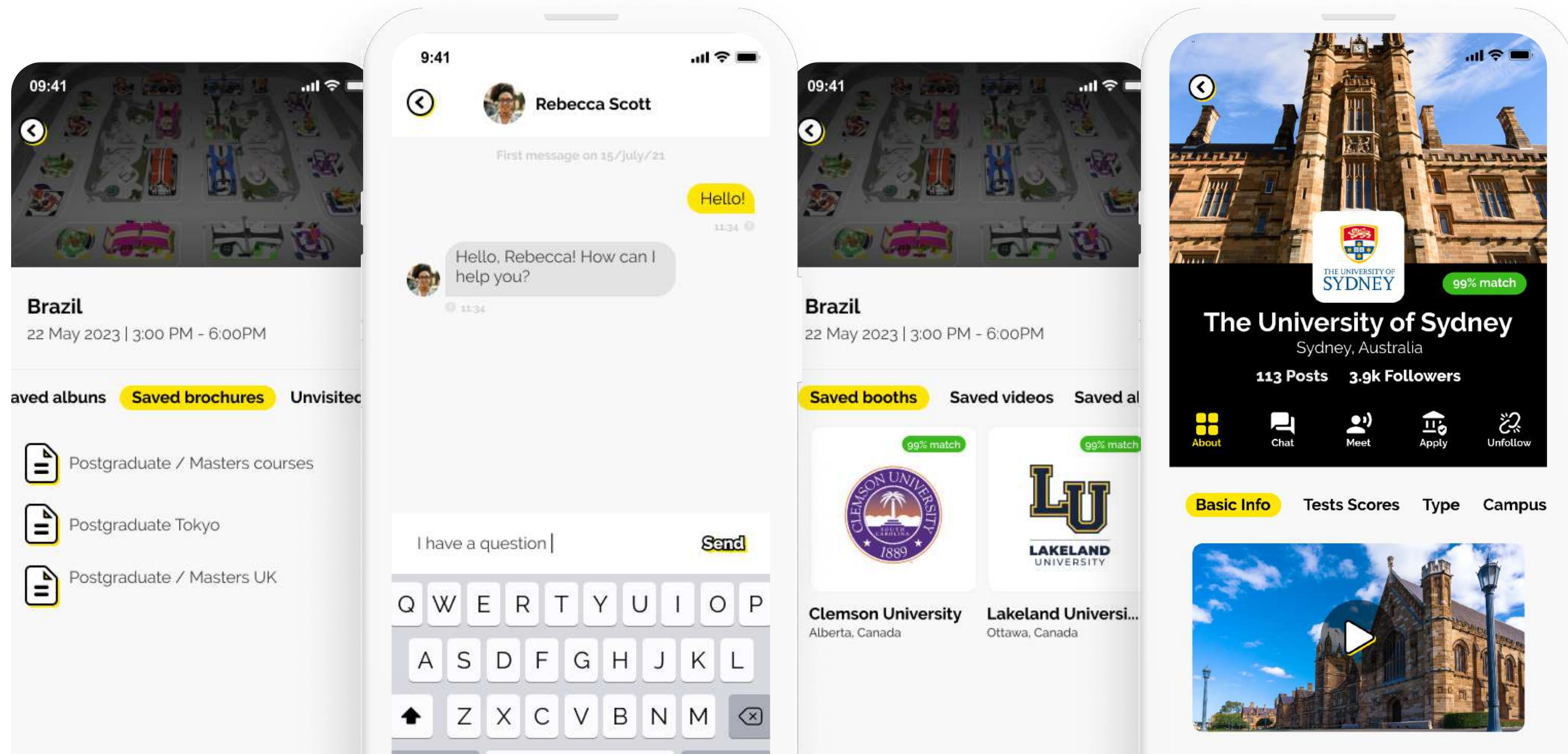


# The Student World app

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.



## 3D Online Fair Pricing

- ★ Interactive 3D booth with brochures, photos, videos
- ★ Booth includes 1-1 chat for on-demand conversations with students
- ★ 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





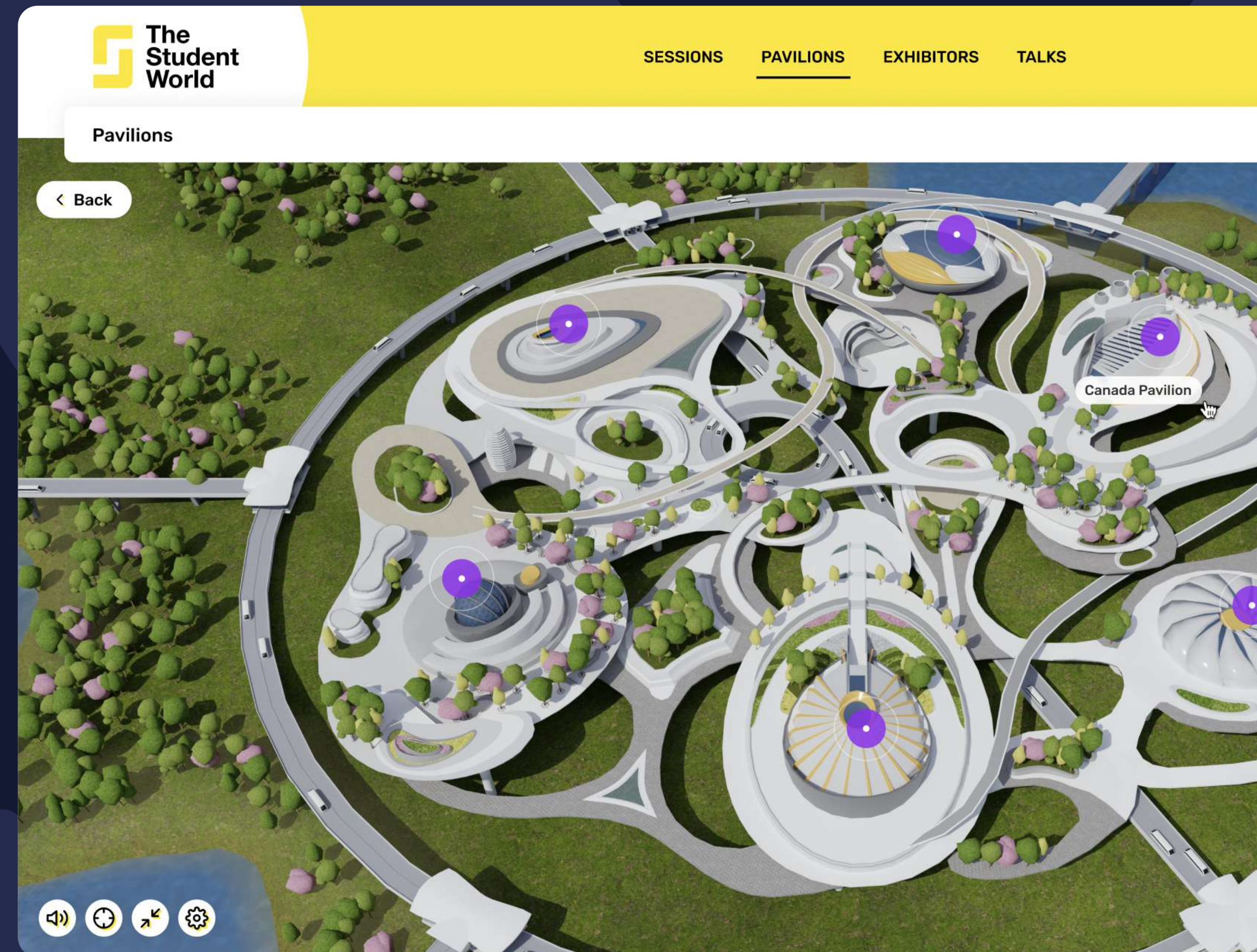
3D ONLINE FAIRS

# Join upcoming The Student World 3D Online Fairs

Available 3D Online Fairs are listed on our [events page](#).

Contact your FPP representative to discuss further.

talkto@fpp.world







FPP

bond the world™

FPP.WORLD



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