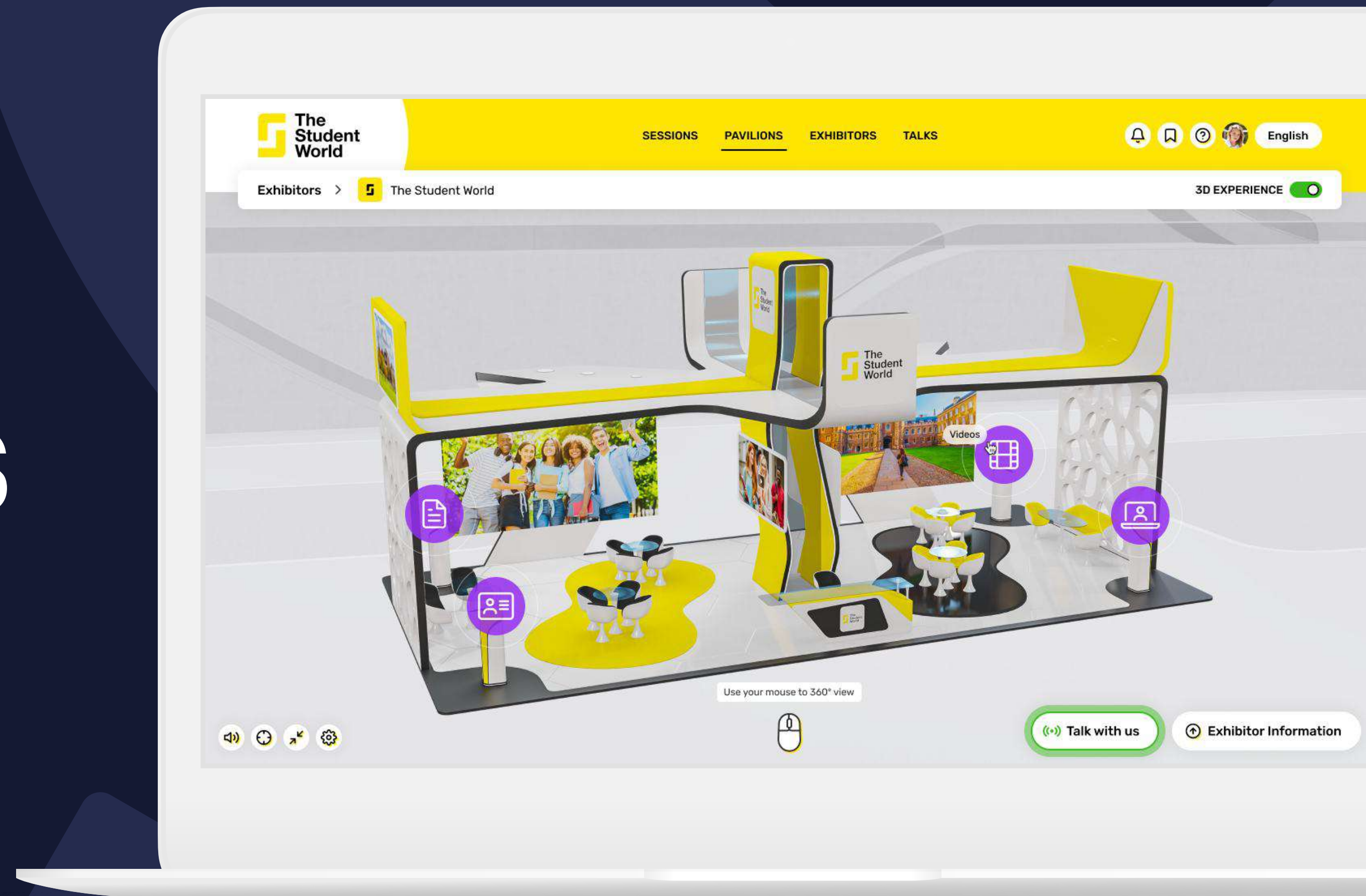


Online Postgrad Fair

- 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

Targeted recruitment, without geographical restriction

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.

In an intuitive and dynamic venue, our Online Postgrad Fairs connect you with students specifically interested in postgraduate study, and who can be located in any town, city or village in the region the event is focused on, from MENA to Sub-Saharan Africa to Latin America and beyond. This approach delivers well-matched and actionable leads for minimal investment and effort. **Key benefits are:**

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

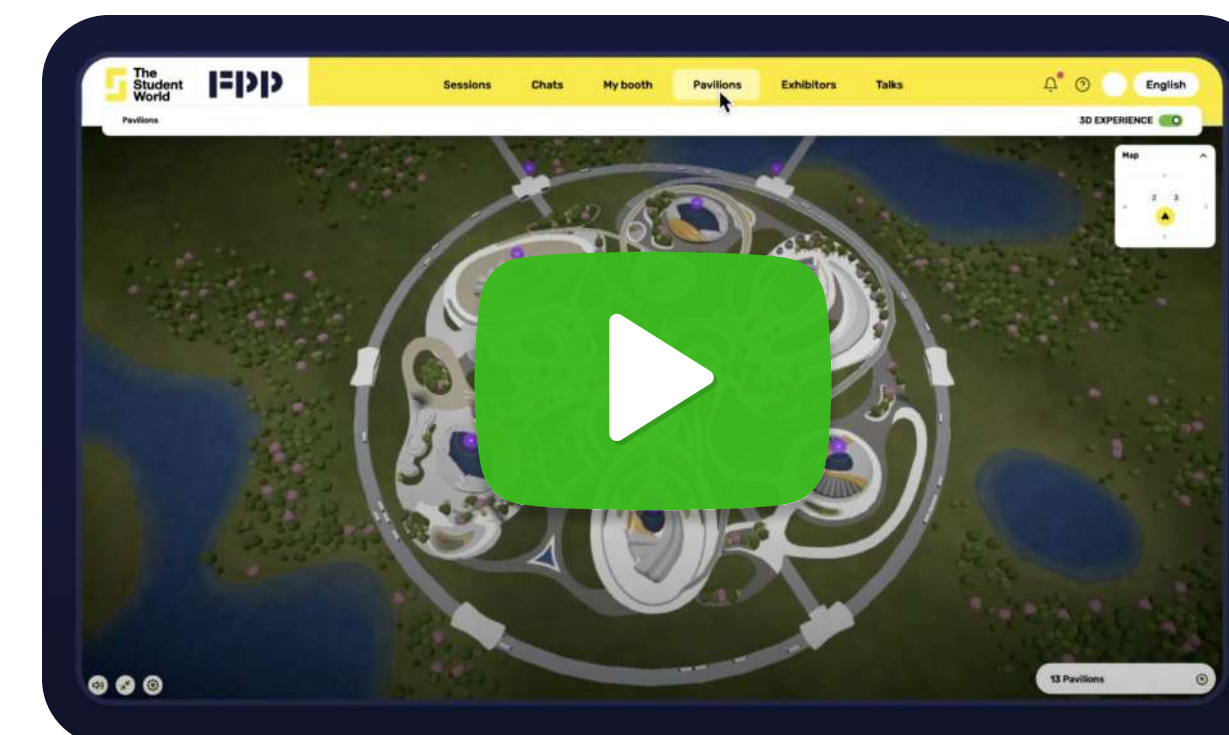
EFFICIENT LEAD GENERATION

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.



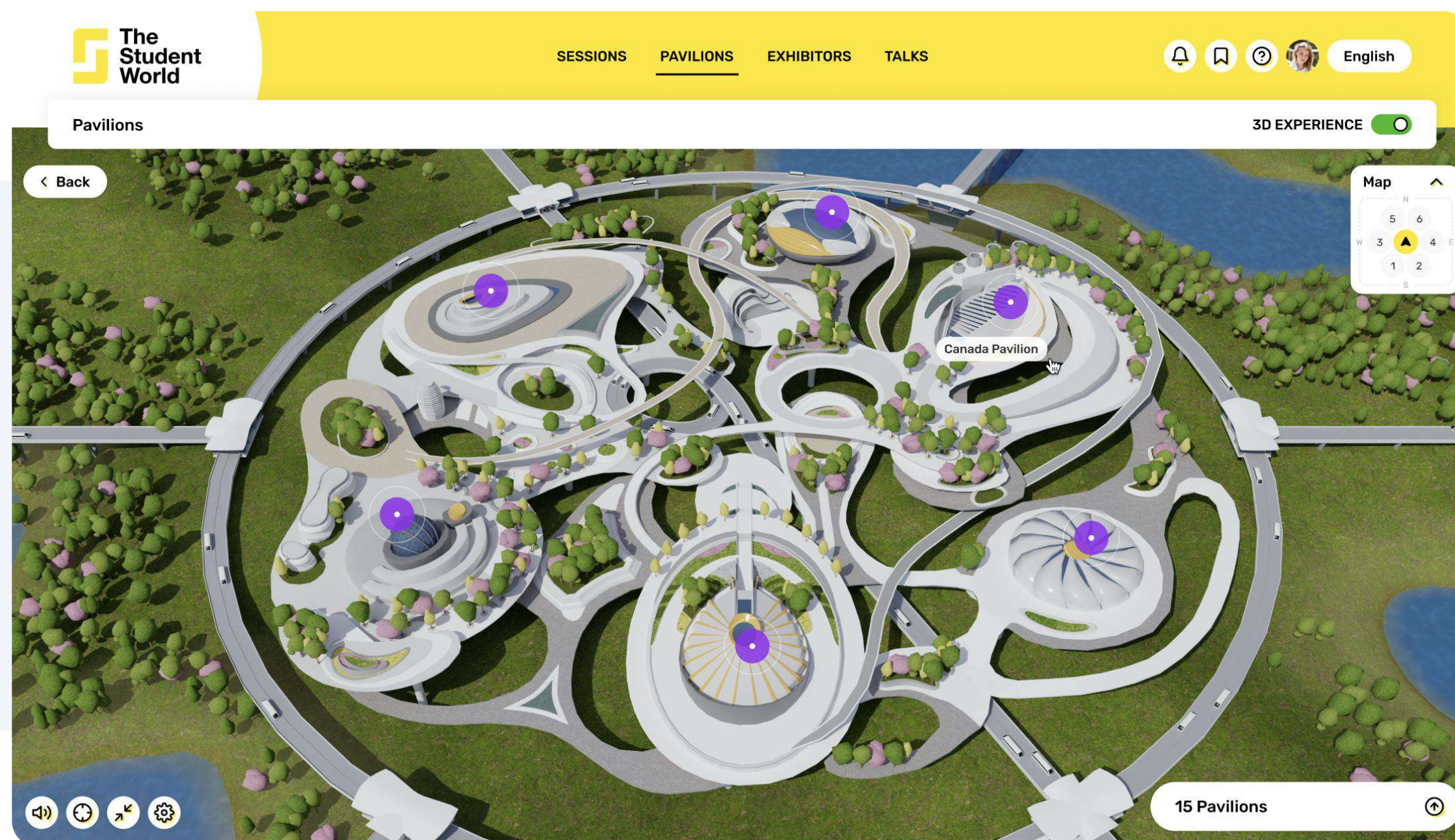


An immersive & dynamic venue

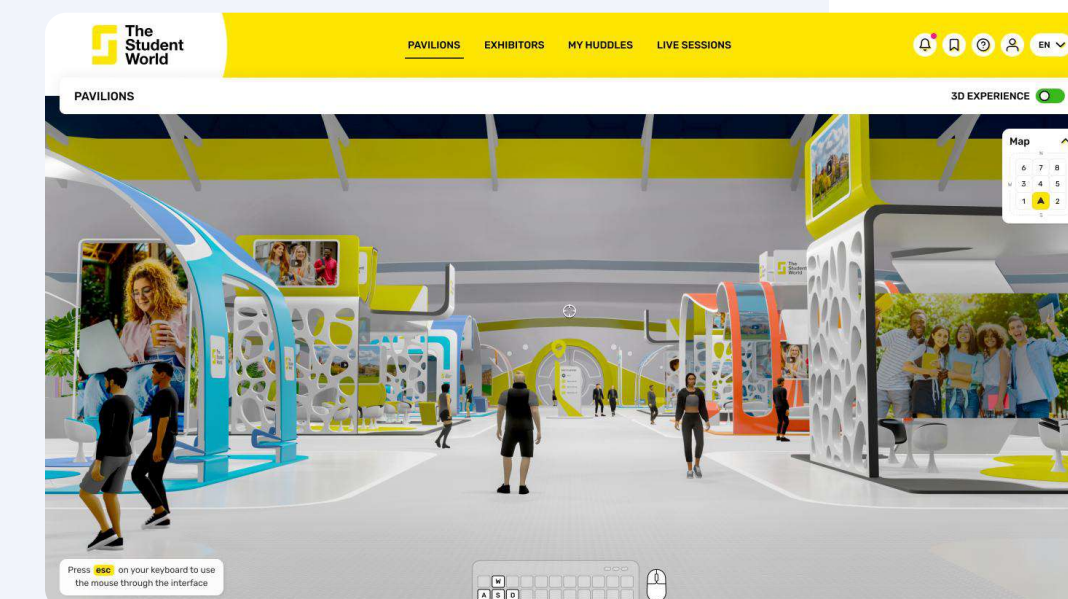
The experience

Recruit globally like never before

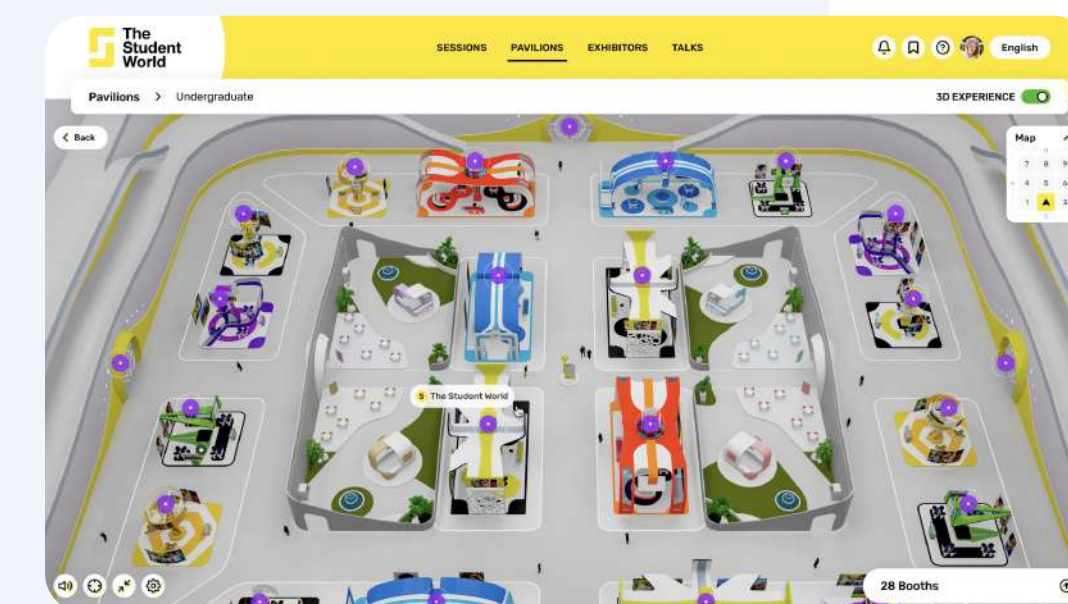
At an Online Postgrad Fair, students explore an immersive, multi-layered venue segmented into navigable Pavilions, organized by program type or region. They have at least 3 hours to explore & connect with exhibiting institutions.



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.



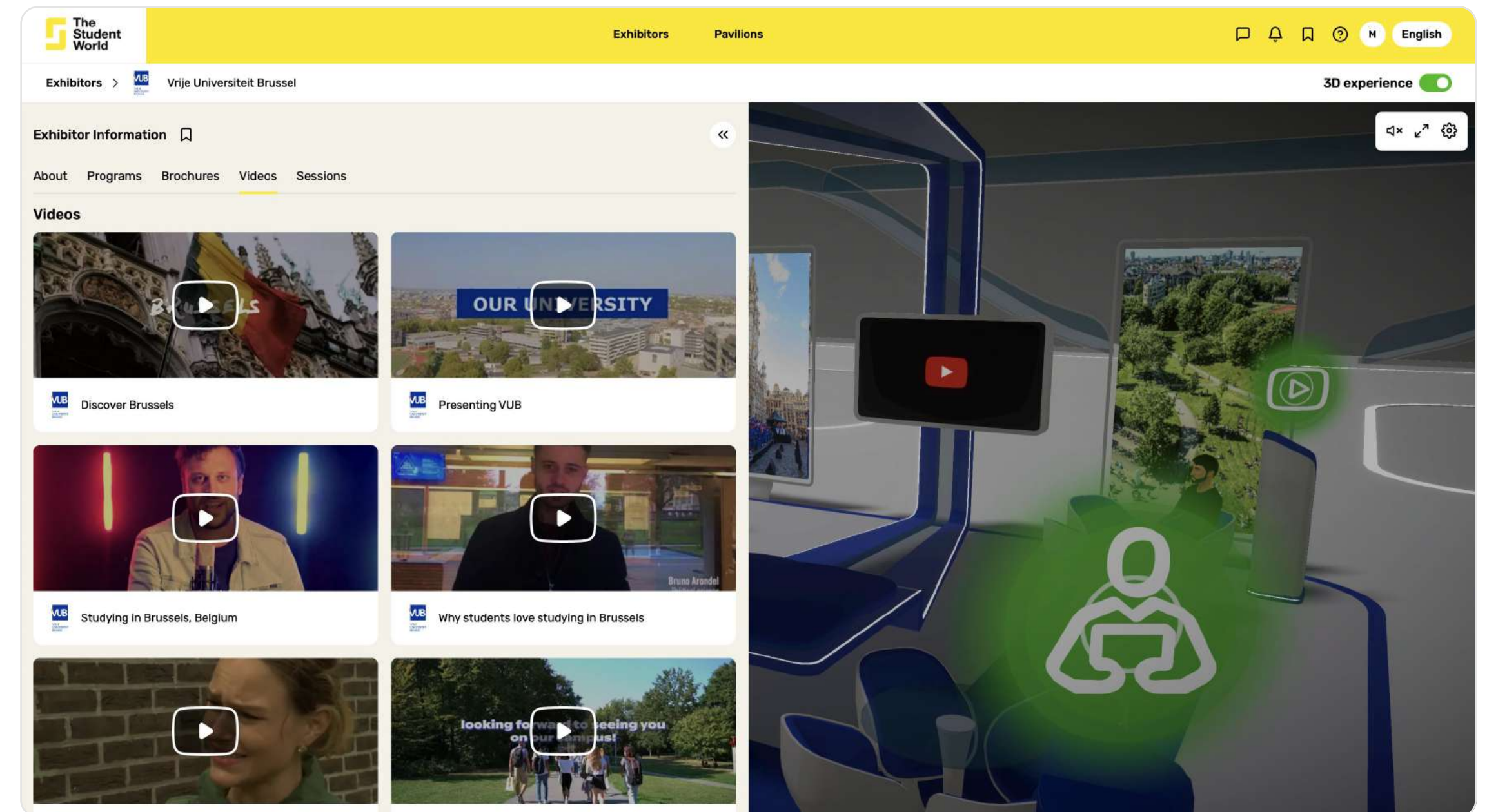
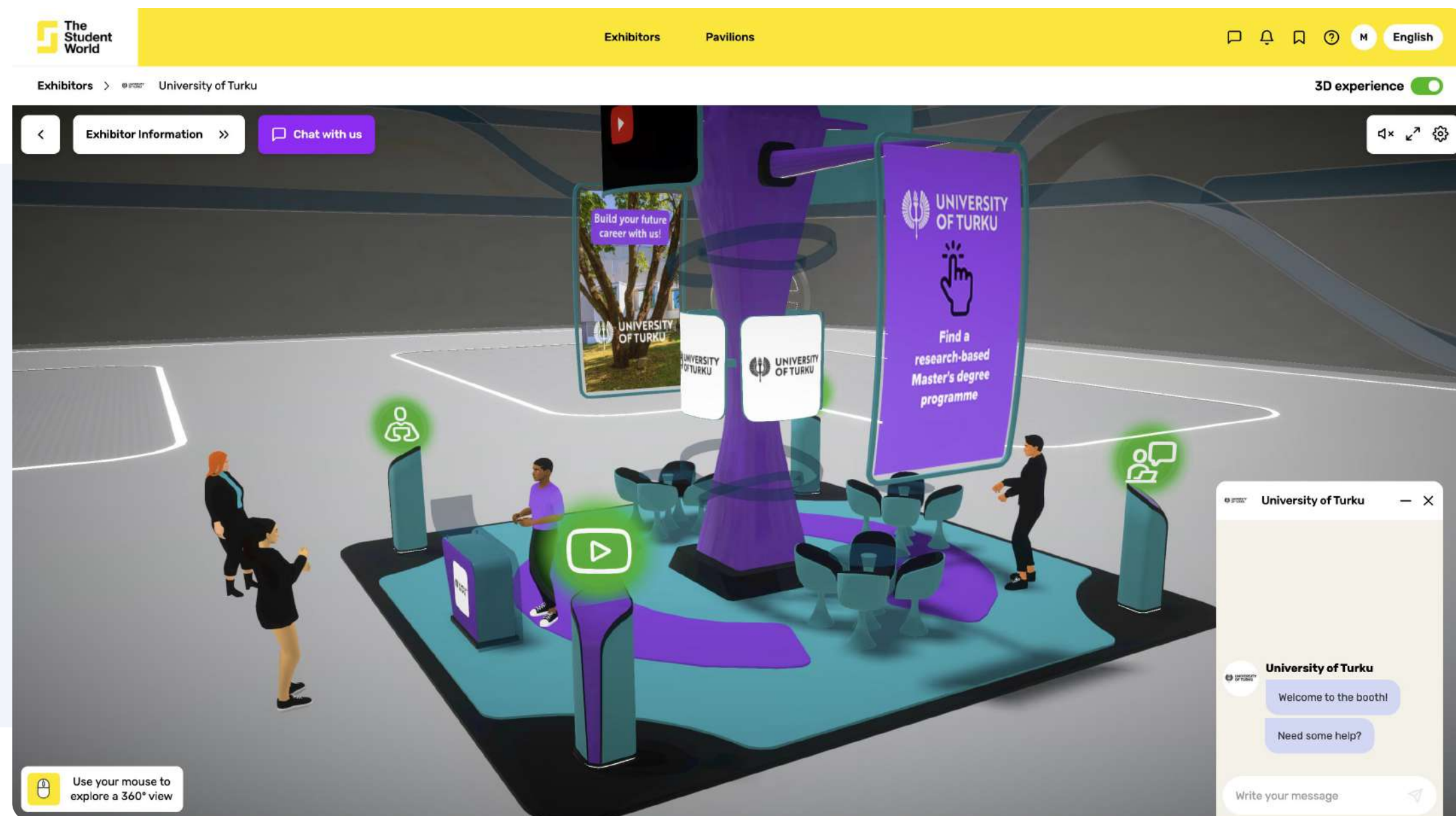


Your interactive Booth

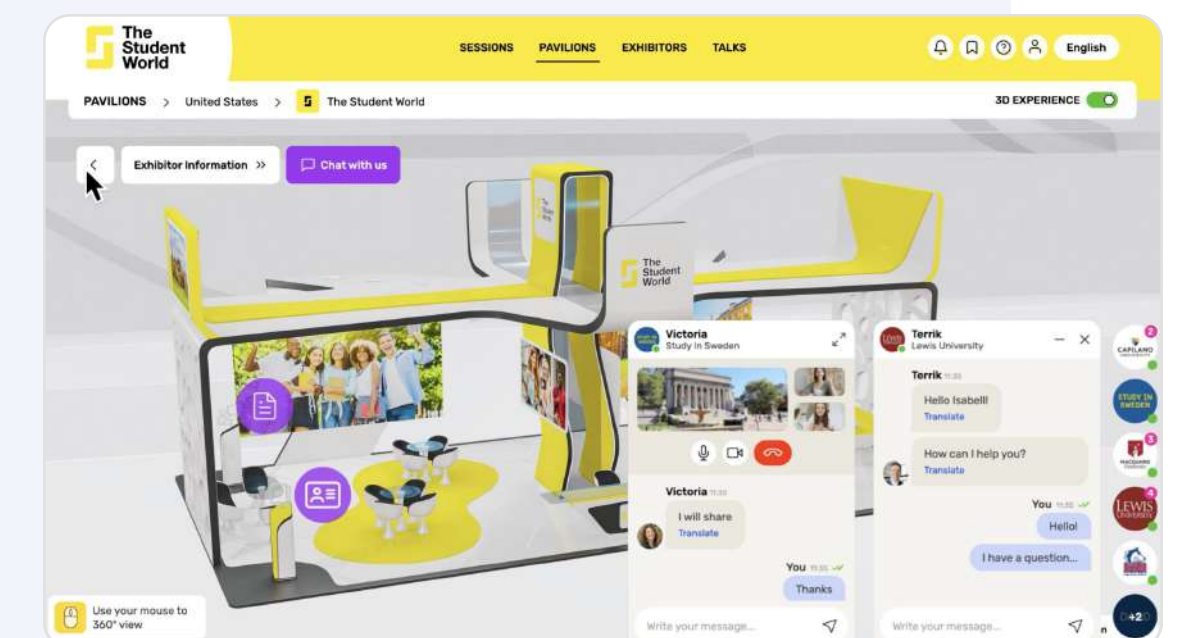
How students explore & engage with you

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!




Chats

My Booth

Pavilions

Exhibitors

<<

 D. . Karlsson

>>

Unassigned

Assigned to me

Archived

Blocked

Messages

Order By: % Match

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 the event, 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 visited your booth or chatted with your representatives are available in your FPP Hub. You'll be able to follow up with them directly from your Hub, synced to your inbox for ease, and/or integrate the contacts with your CRM.

Be where students are

After the fair, each of your leads will automatically "follow" your institution in the dedicated app for students. This means that if you follow up with them via your FPP Hub, they'll get instant push notifications in the app, improving engagement.

The screenshot displays the FPP Hub 2.0 interface. At the top, there's a navigation bar with the FPP logo, a user profile (Felix), and a 'Welcome University of Westminster' message. Below this is a sidebar menu with options: 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 a profile for 'Felix' with the following details:

- General Info:** An overview of Felix profile and academic & personal preferences.
- Program of Interest:** Graduate / Postgraduate
- Languages of Interest:** English
- Areas of Interest:** Liberal Arts, International Development, Relations, Political Science, Public Policy
- Countries of Interest:** Canada, Germany, Netherlands, Switzerland
- Hotlead:** A red badge indicating a high-potential lead.
- 100% Match:** Based on information from your institution.
- USD 50000:** Estimated budget allocated for tuition.

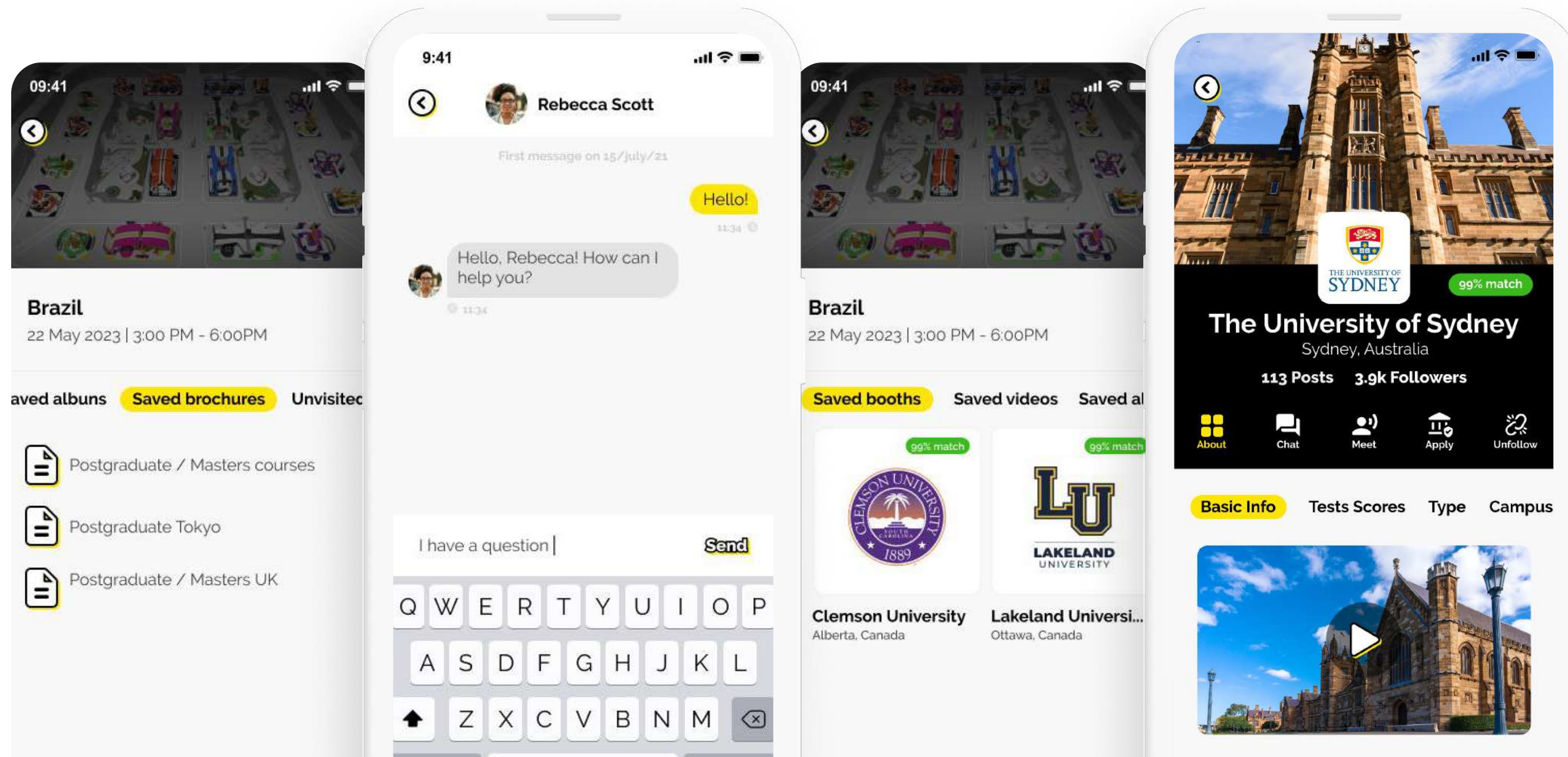


The Student World app

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



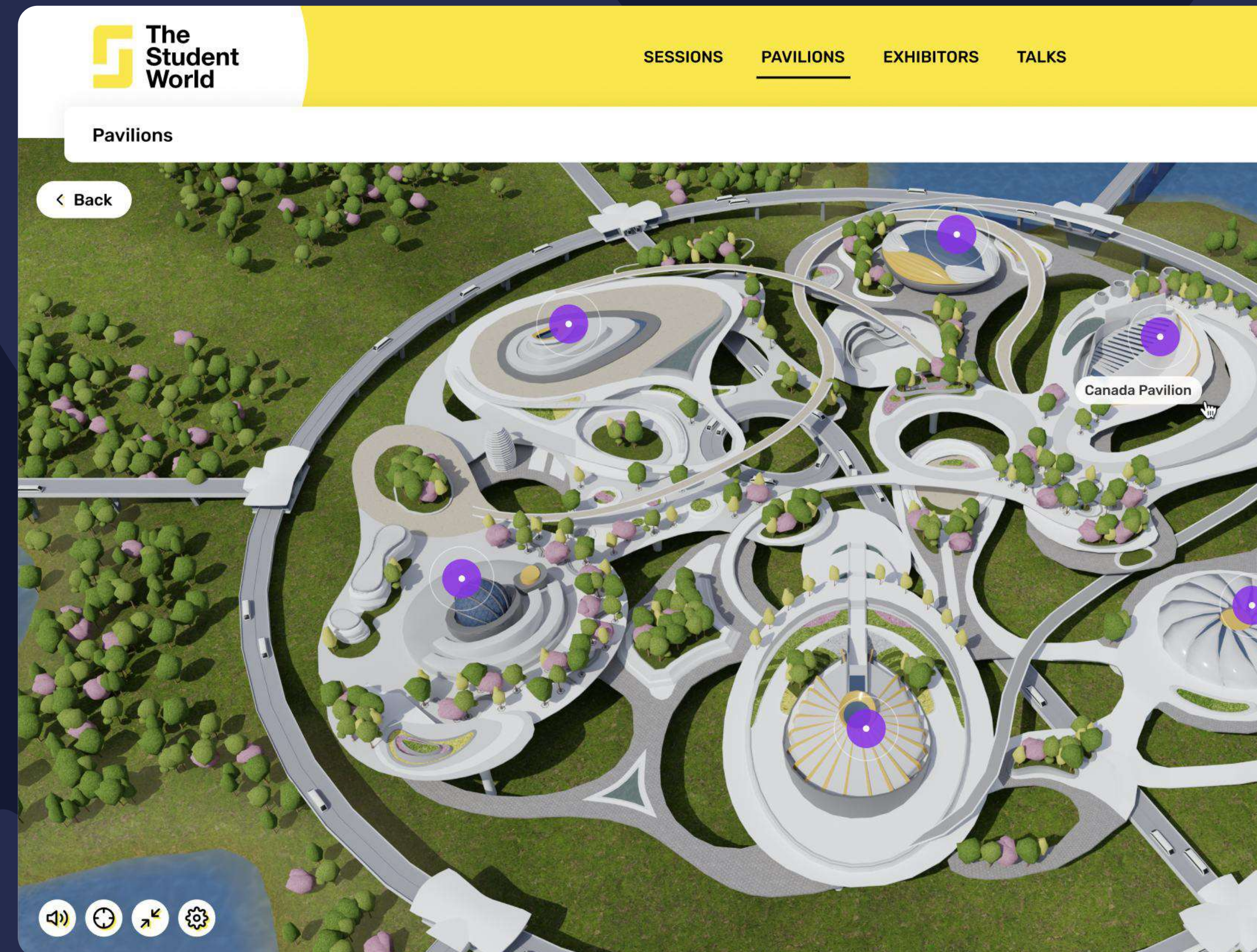
Early bird USD 1800 | Regular USD 2100

Join upcoming Online Postgrad Fairs

Available fairs are listed on our [events page](#).

Contact your FPP representative at any time to discuss!

talkto@fpp.world



The logo consists of the letters 'FPP' in a bold, white, sans-serif font. The 'F' and 'P' are connected, and the second 'P' is slightly offset to the right. The background is dark blue with abstract geometric shapes in lighter blue and white.

**We innovate.
You see results.**

FPP.WORLD