

FPP

The
Student
World

Physical Recruitment Fairs

- Meet in-person with matched students
- Available in multiple cities worldwide
- Smart lead capturing & post-event follow up



Exhibitor
cap:

40



What is a Physical Recruitment Fair

In-person student fairs, made better with tech

FPP's *The Student World* smart Physical Recruitment Fairs are designed to provide an exceptional experience for both exhibitors and students, supported by cutting-edge technology. Our advanced Smart Matching system allows you to connect with well-matched, pre-screened students from key cities around the world who are actively seeking international education options at various levels.

Our physical fairs are carefully curated to ensure that you meet students who are the best fit for your institution, saving you valuable time and resources. Whether you're looking to recruit at the undergraduate or graduate level, our fairs offer a targeted, efficient approach.

What's more, by leveraging technology to optimize the student experience, we can help you connect with highly motivated and engaged candidates who are actively seeking institutions like yours, and make post-event follow up intuitive, accessible and efficient.

Leads
you
get

ALL
scanned
visitors



ALL
other students
who match
+70%



Summary



Taster: Fair setup



Taster: Fair vibe



Powered by The Student World

Offering an unparalleled opportunity to engage with a well-matched audience of prospective students and take your physical recruitment activities to the next level.



Bringing you relevant students

Pre-screening with the help of FPP's smart tech

FPP's Smart Matching = more meaningful outcomes

The FPP Smart Matching System is fully integrated with our in-person events, creating a seamless and highly efficient experience for both students and exhibitors.

When students register for an event, they fill out a profile detailing their academic interests and goals. This information is then cross-referenced with exhibitor profiles to create a customized list of recommended institutions for each student.

Our Smart Matching System allows students to easily identify and prioritize the exhibitors who are most likely to meet their specific needs and interests, ensuring that their time at the event is spent productively. Students are of course free to browse all other exhibitors at the event, perhaps discovering some unexpected opportunities.

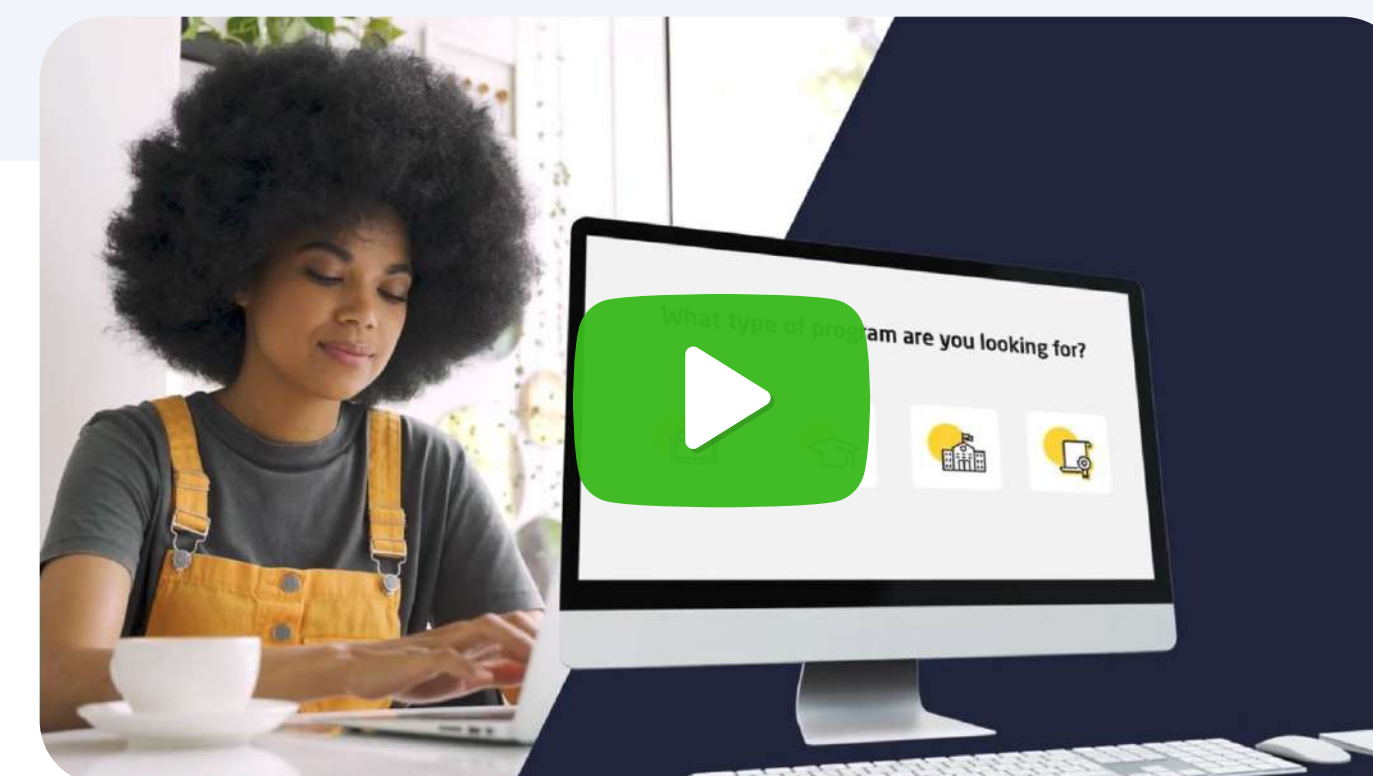
By leveraging our matching technology, we can help you connect with highly qualified and motivated students who are actively seeking institutions like yours.



Enhancing the experience, boosting results

Our matching algorithms cross-reference student & exhibitor data, assigning matching percentages. This helps students find their best-fit institutions, and institutions focus on those with higher chances of conversion.

The matching system enhances FPP events and increases the chances of conversion.





The Tech behind the curtain

Saving time and making lead gathering easier!

FPP's smart Physical Recruitment Fairs, powered by The Student World, are supported by ever-evolving technology to improve the experience for both exhibitors and students. It enables you to connect with well-matched students from key cities around the world, and makes post-event follow up more efficient than ever.

Two apps, one community

✓ The FPP App

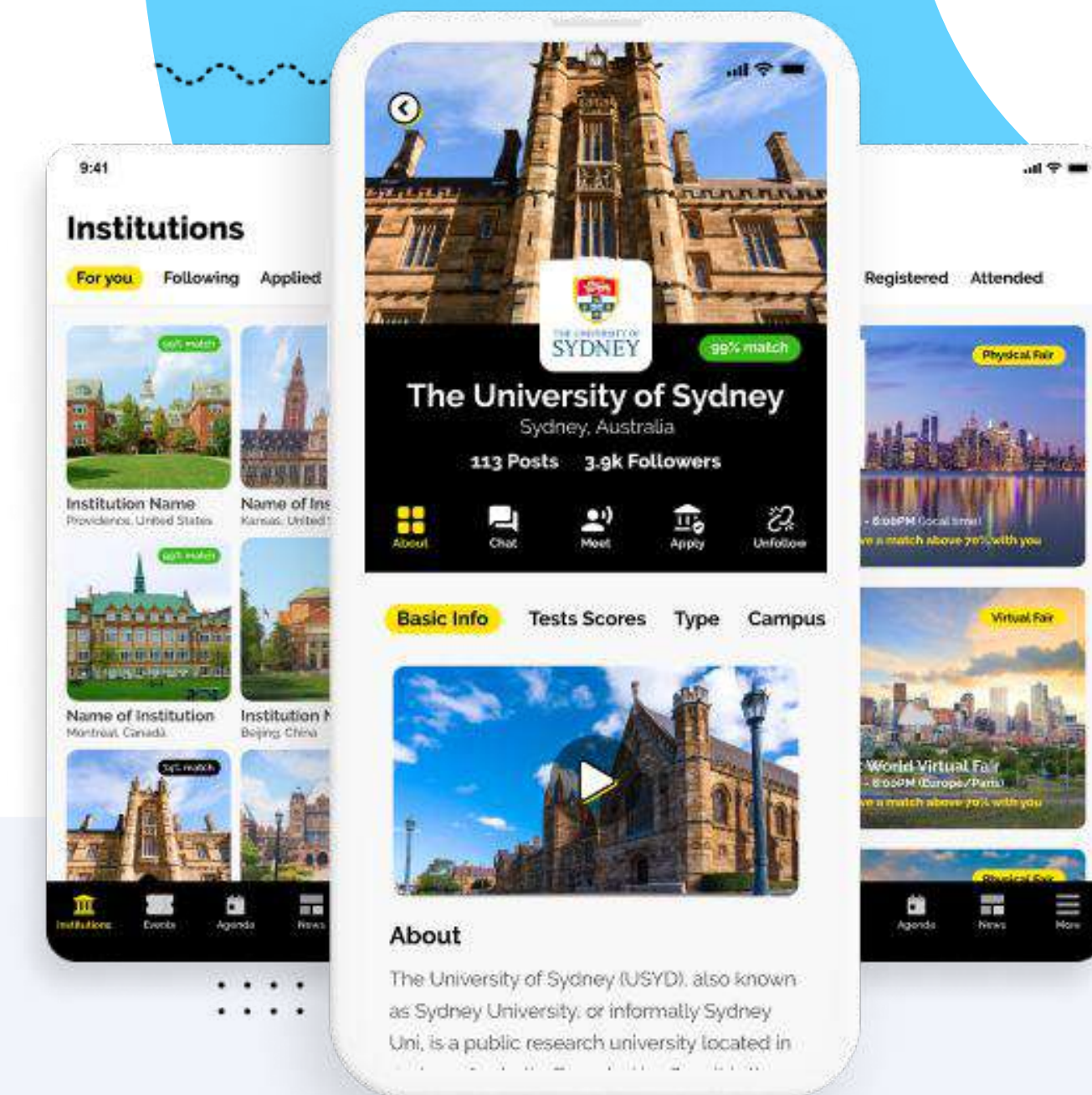
This allows exhibitors at our physical events to easily collect leads. This means more time talking to students and less time collecting data. All leads are stored in your FPP Hub account for immediate access and download after the event, and are added to your community in the app for students.

✓ The Student World App

Like exhibitors, students at a physical FPP event are armed with an app. It not only acts as their ID badge, but shows them which exhibitors they match best with and allows them to scan exhibitor QR codes to instantly view & save materials digitally - highly accessible & much more sustainable.

✓ Community building

When students and exhibitors connect at a physical event, their profiles are linked in the same online community. This means students can see & interact with updates, send direct message & schedule meetings. More accessible continued engagement means more enrolments.



Your booth, digitally

Exhibitors at physical FPP events can now share their brochures, videos and other information with students digitally - and more sustainably. Students simply scan QR codes on the banners we provide, eliminating the need to carry heavy, wasteful brochures around the venue and back home.



Powered by The Student World

A global community of nearly 3 million

FPP's student-facing brand is called **The Student World**. Since 2015, it's been rapidly expanding and has become a central hub for all of FPP's communication with its global student users.

For each Physical Recruitment Fair, we leverage this powerful brand and promote extensively via social media to reach the relevant demographics. This helps to connect you with students - and their families - face-to-face on the day, whose journey's with The Student World have already started meaningfully when they registered and got their unique matching scores for each exhibiting institution.

In addition to continuous fresh pools of prospects, we also call upon existing segments of The Student World community to attend upcoming Physical Recruitment Fairs that are relevant to them.



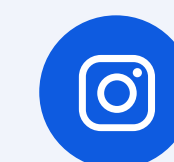
The Student World elevates your recruiting power

FPP's student-facing brand with a global audience is active & growing.

Every event, physical or online, benefits from TSW's presence and engagement with students around the world.



2.3M



476K



40K

[CLICK NUMBERS TO VIEW](#)



Better Connections, Better Connected

Smart Matching & Lead management



Technology for better connections

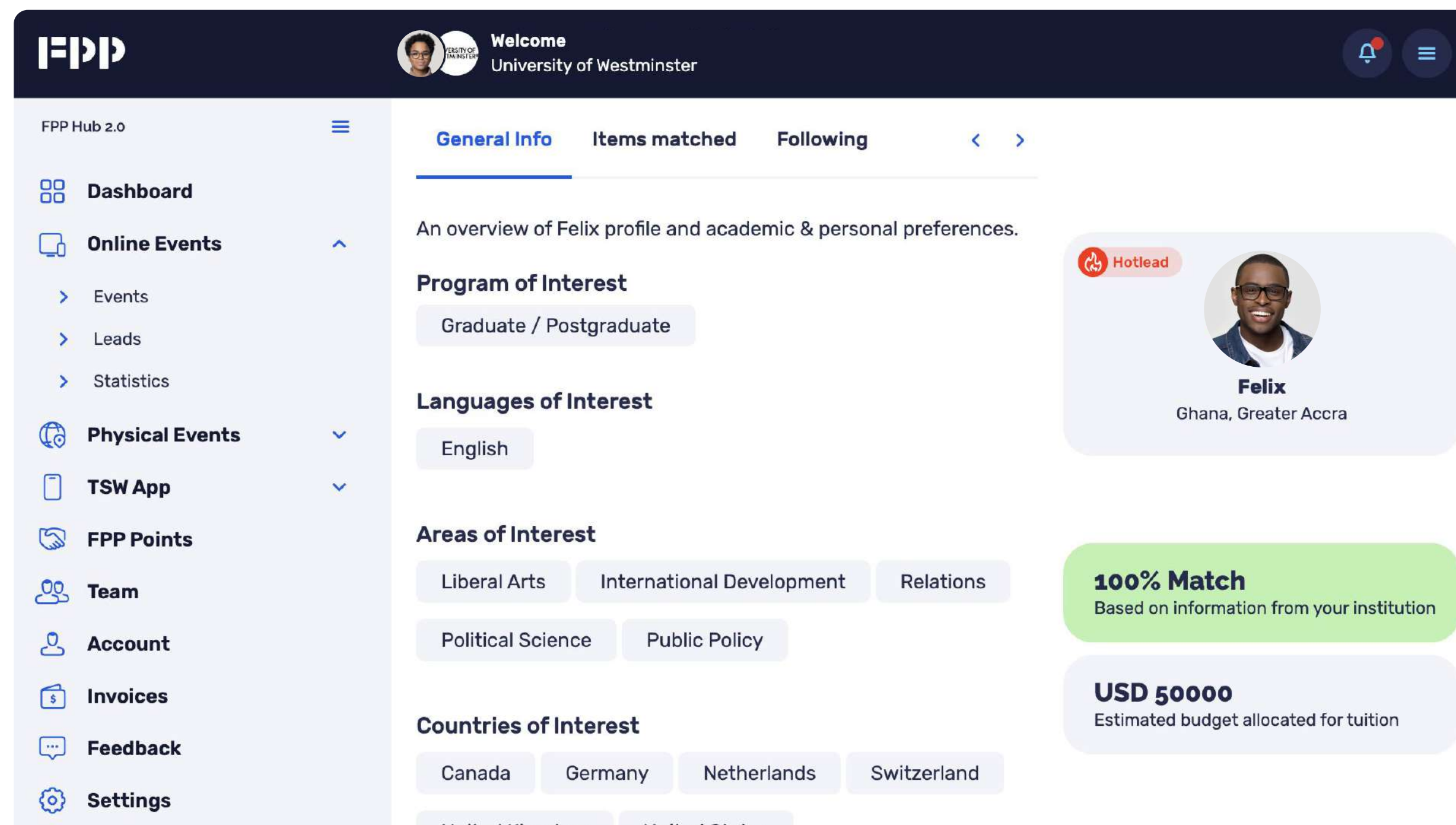
Using our tried & tested **Smart Matching System**, students get unique matching scores for each exhibitor at the fairs, immediately after registering. This helps ensure they don't miss out on great opportunities, and ensure you engage with students that have a stronger chance of conversion.

Post-event lead management

Profiles of all students whose badges you scanned (or who scanned your QR code) are available in your FPP Hub post-event. 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.

Bonus Leads

If a student's profile fits with your institution 70% or above, you will also get their data even if you weren't able to capture them in-person at the event! This ensures you can maximum ROI and that students don't miss out on potential opportunities.

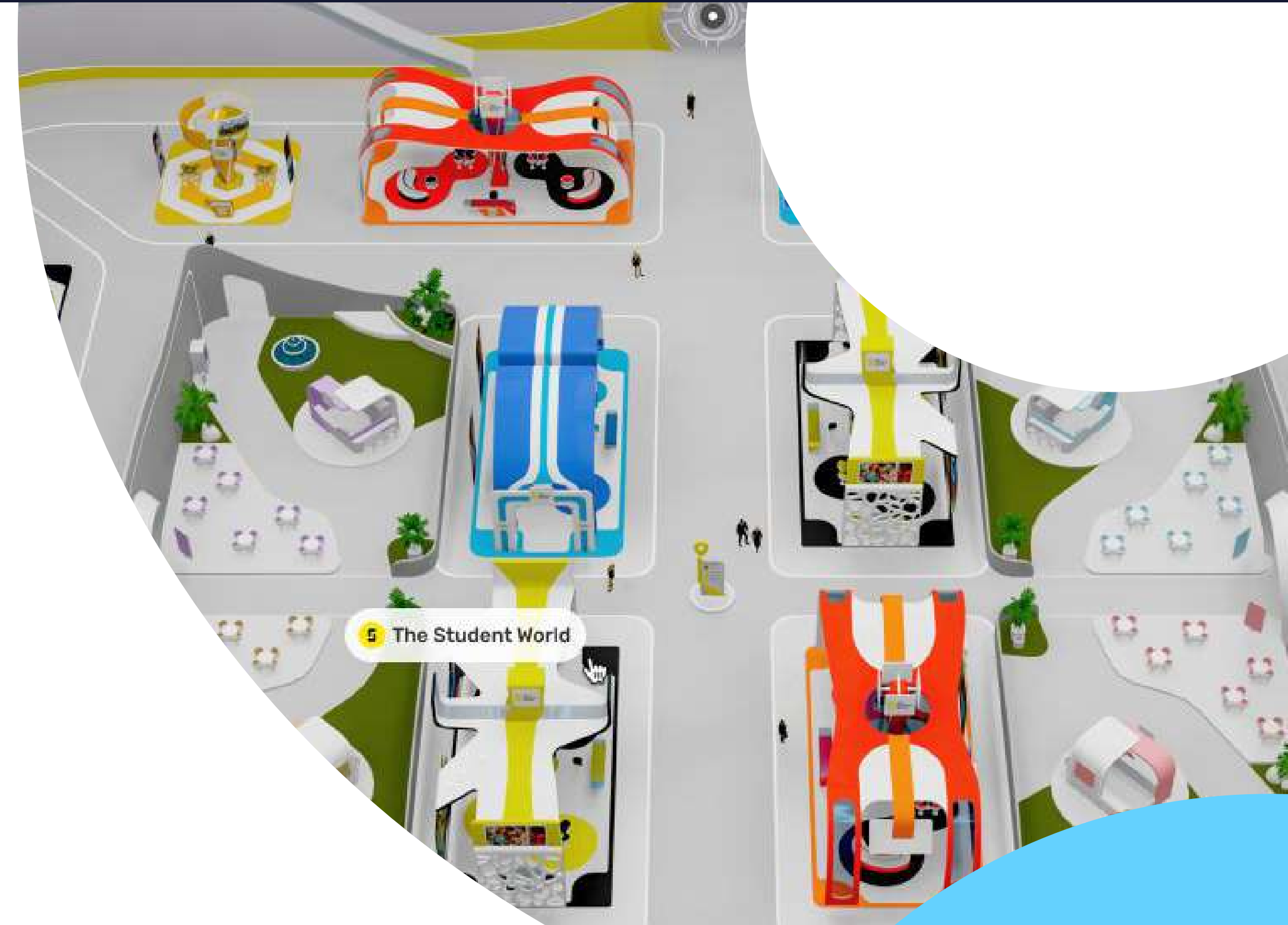
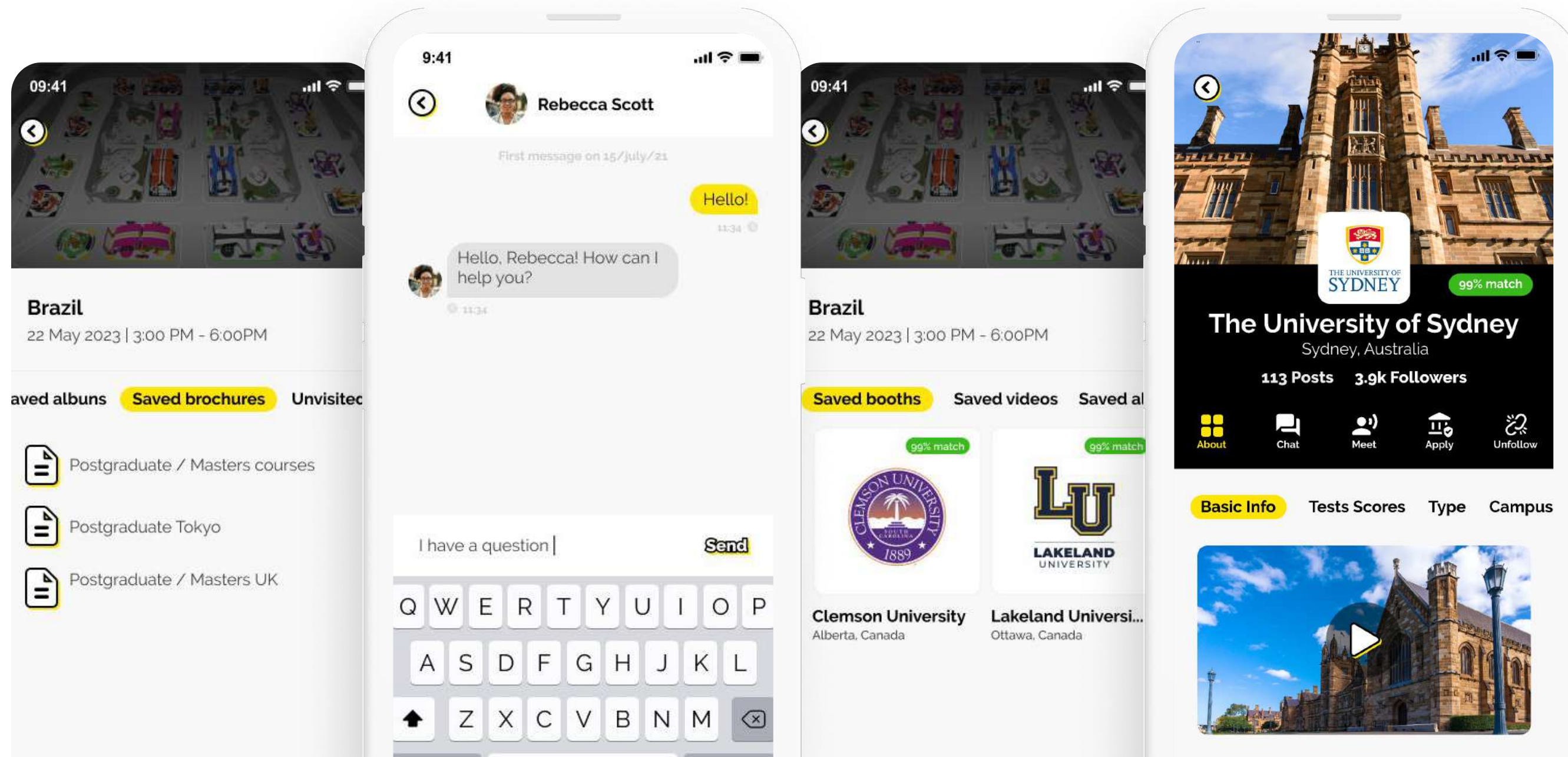




The Student World app

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.



Physical Recruitment Fairs



Pricing

Early bird USD 2500 | Regular USD 2800

Join upcoming Physical Recruitment Fairs

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

Contact your FPP representative at any time to discuss!

talkto@fpp.world



Exhibitor
cap:
40

The background features several large, abstract geometric shapes. In the top left, a dark blue parallelogram points towards the center. In the top right, a bright blue curved shape, resembling a partial circle or a thick arc, is visible. In the bottom left, a light blue curved shape, also a partial circle or arc, is present. In the bottom right, another dark blue parallelogram points towards the center. The overall color palette is dark blue, with accents of bright blue and light blue.

FPP

**We innovate.
You see results.**

FPP.WORLD