FPPEDU Media

We innovate. You see results.

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WHO WE ARE

FPP EDU Media was founded in 1997 with the desire to bridge a gap in international education by matching quality students with quality international programs.

Today FPP is the largest student fair organizer in the world.

Being a global company, FPP prides itself on its international presence and multicultural environment.

With staff in 16 countries, FPP provides unparalleled local expertise, market insight, as well as on-the-ground organisation.

In 2019, FPP EDU Media hosted 3,900 booths at 160 fairs, in 55 cities across 25 countries on 5 continents. 290,000 pre-screened students met with over 1000 exhibiting organisations at FPP’s fairs throughout the world.
What are Virtual Fairs?

Virtual Fair ≠ Webinar ≠ Zoom Call

And a little background on FPP 's Virtual Fairs . . .

2012
We started with Virtual fairs by renting a platform. First fair in December 2012, with 36 exhibitors. Had very bad experiences.

2015
Started to build our own platform from scratch, focused on international education and designed to replicate traditional student fairs, but online.

2017
Started with virtual events on our own platform, focusing the events by type and region to complement our in-person events. First event with 113 exhibitors.
Virtual vs In person

VIRTUAL
Vs
IN PERSON
Comparing virtual fairs with in-person fairs
## Comparing virtual fairs with in-person fairs

### Successes and failures of in-person fairs

**Venue**
- Good infrastructure and location
- Venue in a poor location, and/or of unsatisfactory infrastructure

**Logistics**
- Well-researched, informative and helpful logistics and customer service
- Poor logistics & customer service

**Students**
- Well promoted, with the budget to invest in reaching the right students
- Incorrectly or poorly promoted to students

### Successes and failures of virtual fairs

**Platform**
- Simple and robust interface. Easy to use and manage
- Outdated and complicated technology.
- Not user friendly.

**Logistics**
- Well-researched, informative and helpful logistics and customer service
- Poor logistics & customer service

**Students**
- Well promoted, with the budget to invest in reaching the right students
- Incorrectly or poorly promoted to students
Why a Hybrid Future for your recruitment strategy?

- Virtual events have a much wider reach, democratising the access to information to all the students.
- Possibility to test new markets
- Much lower investment than traditional fairs
- Our Target = Generation Z
- Real-Time analytics
- Immediate follow-up, with more information
1N73LL1G3NC3
15 7H3
4B1L17Y
70 4D4P7 70
CH4NG3
- 573PH3N H4WK1NG
Student Survey  The impact of COVID-19 in your study abroad plans

Number of students that responded to the survey:
25,000

Region:
Latin America, Africa, Asia

The time frame that the Survey was open:
From April 25 to May 10
Of all students that took part in the survey, there was a mixture of intended start date. Those that answered “I don’t know yet” may have been more impacted by the COVID-19 outbreak than others, but they are still aiming to study abroad.
Due to the COVID-19 crisis, would you consider replacing your study abroad program for an online program instead?

- 80%: Yes, I would consider doing an online program instead of studying abroad.
- 20%: No, I still plan to study abroad. Even if I have to postpone it.

It is clear that students are interested in the experience more than just learning English!
Student Survey  The impact of COVID-19 in your study abroad plans

Has the COVID-19 crisis impacted your financial situation forcing you to adapt your study abroad plans?

- 63%: Yes, I now need to consider cheaper options.
- 24%: Yes, I now need to consider staying for less time than I was originally planning to.
- 14%: It did not impact my budget set for my studying abroad experience.
Student Survey   The impact of COVID-19 in your study abroad plans

Would you join an online event with international universities in order to chat LIVE with their representatives?

- Yes: 73%
- No: 27%
Key Findings:

43% of students say that COVID-19 has had little impact and they are still keeping their original plans.

83% of students say that they still plan to study abroad, even if they have to postpone their start date - Just 17% would consider a fully online program as an alternative.

Due to the COVID-19 crisis, would you consider replacing your study abroad program for an online program instead?

- I would consider doing an online program instead of studying abroad.
- I still plan to study abroad. Even if I have to postpone it.
Key Findings:

69% of students say that they might now need to look at cheaper alternatives.

Just 2% of students are thinking about changing the country they will study in.

86% of students would attend a virtual event if they have the opportunity to speak with representatives from international institutions.

Would you join an online event with international universities in order to chat LIVE with their representatives?
Students have not changed their minds as to the idea of studying abroad but they may have to adapt financially in the short and mid-terms.

However, these unprecedented times show that it has affected families' finances big time.

In emerging countries, the wealthier layer of society has not been affected financially and they will continue with their plans depending on the situation to go back to some normality.
Student Survey Insights

The impact of COVID-19 in your study abroad plans

- Do not stop engaging with students, when this is over they will remember you first
- Offer very special deals to those students who commit now to start their courses in 2021
- Offer better deals in 2021 for those who start your online programs now in 2020.
Student Survey Insights  The impact of COVID-19 in your study abroad plans

Scholarships

ARE DIFFERENT FROM

Discounts
Are You Taking Advantage Of Your Most Valuable Selling Asset?

ALUMNI

Come up with strategies to get your Alumni to recommend some special deals (above) your school is offering especially to their network of friends and family (offer something unique for them)
Total number of responses: 120

Regions: Worldwide
Agency Survey  The impact of COVID-19 in your agency

Is your agency operating right now?

Yes  79.17%  No  20.83%

How has COVID-19 affected your agency’s financial health?

All fine  6.89%
We are in trouble but with some adjustments, we will be fine  33.11%
We are in a very difficult situation  50.49%
We are going to be forced to close  9.51%

They are operating but 93.11% are facing some different levels of difficulties
Agency Survey  The impact of COVID-19 in your agency

When do you expect for normal sales to recover?

In one month  3.48%
In 3 months  20.26%
In 6 months  24.51%
Next year  44.69%
In 2022  7.06%

76.26% believe that the situation will be back to normal only in 6 or more months from now.
What is a key need from your school partners?

- Raise commission rates for the next 12 month  **11.51%**
- Payment plan for the overdue  **9.78%**
- Special discounts for students  **52.97%**
- Other  **25.74%**

They clearly need help. They need the prices to go down to incentivize sales.
How much do you believe the rise in the USD exchange rate affected your sales?

- Very much 46.69%
- Not Much 27.06%
- Not at all 14.60%
- I'm not sure 11.65%

The truth is that the USD has increased considerably in the past few months elevating the costs in their currencies.

In some cases, it has increased by more than 50% in some emerging countries.

This has made your costs increase considerably to agents/students in emerging countries.

Prices go up -> Demand goes down
Agency Survey  The impact of COVID-19 in your agency

Do you intend to increase your partner network (schools)?

Yes  52.10%      No  47.90%

If yes, for which reasons?

Higher commission rates  6.19%
More affordable institutions for students  15.14%
More potential destinations for students  21.70%
Other  8.32%
Not interested in adding new partners  48.66%

Agents tend to be loyal to their partners.

They do not change partners so easily but this unprecedented situation is forcing them to go after more affordable options for their clients.
Agencies Survey  The impact of COVID-19 in your

Are you interested in representing online English courses?
Yes  56.24%    No  43.76%

Which countries do you believe will be the most sought after by students to study English in 2021?
United States  8.18%
Canada  42.52%
Australia  11.77%
United Kingdom  15.66%
Rep of Ireland  9.05%
New Zealand  8.24%
Other  4.59%

Canada has been promoting their institutions very effectively and consistently in the past 8 years.

The Government has invested in Canada as a destination and invested in their EduCanada Brand.

Also, the Canadian Dollar is considerably cheaper than the US Dollar. (More than 25% cheaper)
When meeting agents at in-person or virtual agent workshops consider to offer a high commission to new agents on the first student they refer to you.

Consider offering a payment plan to your best agents on the overdue situation during this crisis, if possible.

Consider offering an attractive deal for their students who commit now for 2021 programs.

If you do not have a database of satisfied agents (and students), create one immediately.

Stay in touch with your partners on your list at least 4 times a year with exclusive offers.

Create a technique to tie and connect your happy partners to your school so when things go back to normal you are remembered.
What's the Future look like? Covid-19 disruption?

Rethinking & Retooling Student Recruitment: A Hybrid Future
Thank You!!!