



Dhaka International Edu Expo, 2017



/DIeduexpo

Venue

The Daily Star Center, Dhaka

Date

29-30 September 2017

Time

10.00 AM to 7.00 PM

Organized by

Pro Info & Edu Consultant (PIEC)



Address:

44/13 West Panthapath, 5th Floor,
North Dhanmondi, Dhaka-1205
Bangladesh

Phn- +8802 9114814
Mob: +88 01775631883/+8801856996772
Email: piecbd2u@yahoo.com
Facebook: <https://www.facebook.com/piecbd>

1

Organizer's Recognition



Media Partner



Sub: Invitation for participation at the Dhaka International Edu Expo, 2017.

Dear Sir/Madam,

Pro Info & Edu Consultant (PIEC) is a Bangladesh-based education consultancy specialized in study counseling and international student recruitment services. Since its inception in 2009, it has successfully recruited more than 1000 students to many international universities, including Halmstad University in Sweden, Curtin University and Taylors University in Malaysia, University of Debrecen in Hungary and many more.

The number of Bangladeshi students going abroad for their higher study is ever increasing, and the need for information session event such as fair, expo becoming more and more urgent. In recent time a number of successful educational fair has taken place with good number of students turn over. Therefore, Dhaka International Edu Expo, 2017 is organized for our selected educational partners.

Dhaka International Edu Expo, 2017 is designed to be a platform for our partner educational institutes to promote and show case their products to our highly prospective audience. As our audience is carefully selected before inviting them to the Expo. Our audience will be mainly from English medium schools, where elite section of our society send their children to study.

We have planned a very strategic and robust advertising campaign to make this event highly successful. We expect the biggest students gather of the year.

Therefore, we earnestly expect your valued participation at the Dhaka International Edu Expo, 2017. Especially, we believe presence of your reputed educational institute will further enrich and glorify the event.

Yours,



Ali Zabed
CEO,
Pro Info & Edu Consultant

Event Description

Event Name	Dhaka International Edu Expo, 2017
Venue	The Daily Star Center, Dhaka
Date	29-30 September, 2017
Entrance	For walk-in students
Expected Visitors	1000 per day
Expected participants	15

Target Participants

We mainly wish to invite our partner universities from Europe, Russia, and Malaysia. We also wish to invite local related trades like English language center, prominent educational agency and so on.

Advertisement Campaign & Plan

Advertisement	Month long advertisement will be carried out in the English Newspaper (The Daily Star), which will specifically target English medium schools and universities.
Distribution of poster & leaflets	Near schools, colleges and universities.
Roadside & Lamp post	Banners will be strung through at most of the logistic areas, where the traffic could attract attention in Dhaka city.
Bulk SMS & Email Marketing	Through bulk SMS and Email, we will reach out to more than 100000 students, who have completed HSC and A level in 2016
Facebook	Facebook marketing & campaign at least 30 days prior to the event

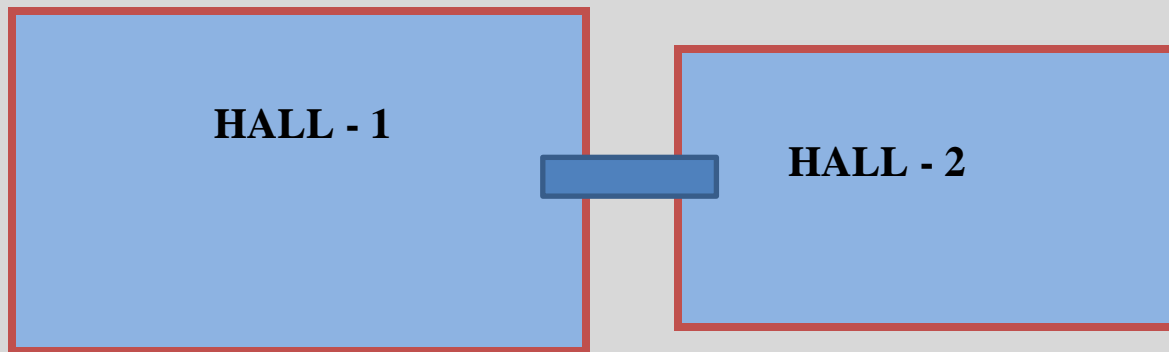
Why Participate at the Dhaka International Edu Expo, 2017?

Dhaka International Edu Expo, 2017 is designed to attract a large number of particular segment of students (English medium schools and universities) who mainly go abroad for higher study. Pro Info & Edu Consultant (PIEC) through its seven years of operational experience has developed good relation and experience with many stakeholders such as educational institutes, venues and advertisement agency, and with this long experience in hand we are able to tap into the most prospective students segment with our well planned campaign. Therefore, I believe it will be a great opportunity for our partner universities to reach out a large targeted audience by participating in the expo, when the educational expo or fair is becoming a powerful marketing tool for the international university in Bangladesh.

Target Audience

1. Students from English medium schools in Dhaka.
2. Students who have completed HSC.
3. Students from colleges and private universities in Dhaka.
4. Working adults.

Venue layout:



Participation Fee

- 3000 USD for each participating university.

Bank details

Beneficiary	Pro Info & Edu Consultant
Beneficiary bank name	Prime Bank Ltd.
Beneficiary account Number	11311080011838
SWIFT	PRBLBDDH010
Bank Address	Kawran Bazar Branch, 54 Kawran Bazar, C/A, Dhaka-1205, Bangladesh.
Beneficiary address	44/13 West Panthapath, 5th Floor, North Dhanmondi, Dhaka-1205, Bangladesh

What the fees will cover:

1. Three nights' accommodation at Best Western La Vinci Hotel. Each university will be provided with one double or twin sharing bed room.
2. Breakfast, lunch and dinner.
3. Transport from airport to hotel and from hotel to airport.
4. A cultural night at the end of the event.
5. An open court with table and chairs for each university at the venue.
6. Refreshments at the venue.
7. T-shirt and collar badge.

Terms & Conditions:

1. Participant has to confirm before 15th July 2017
2. Cancellation of participation by any participant by 1st August 2017 will get refund of 50% participation fee.
3. Participants are allowed to make their simple decoration of their open court.
4. Court will be provided on first come first serve basis as per the venue layout.
5. Participants are requested to provide us suggestions or especial request by 15th January 2017.

THANK YOU

Snaps of Previous Expo by PIEC



