

EDUCATION FAIR

FUTURE

FEST

**A GLOBAL
EDUCATION
EXPERIENCE**



“Good Fortune is what happens when opportunity meets with planning.”

~ Thomas Edison

A successful study abroad journey begins with an organised plan. We believe that studying abroad is not only about choosing a university, but it also requires lots of planning such as determining the personal goals, career plans, university selection, and sound financial planning.

To help them get started, FutureFest covers everything the students and parents need. From determining personal goals, career plans, university selection & application to financial plans, we provide all information and advice in our education fair.

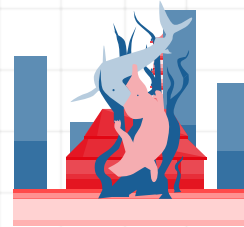
About Event

In collaboration with a highly reputable bank, we organise the education fair – FutureFest to help students 'kick start' their futures, and is geared towards giving them practical advice for various aspects, i.e. career & study plan, university choices and applications and financial plans.

To ensure both students and colleges/universities gain benefit from the education fair, we invite selected higher educational institutions with high demand among Indonesian students.

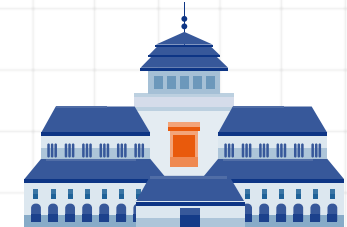
Itinerary

Futurefest will be held on August 2024 with the details below:



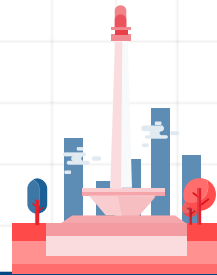
Surabaya

4 August 2024
01.00 pm – 06.00 pm



Bandung

7 August 2024
02.00 pm – 07.00 pm



Jakarta

10 August 2024
01.00 pm – 06.00 pm



Tangerang

11 August 2024
01.00 pm – 06.00 pm

Programmes

FutureFest Journey

Each participant is able to gain comprehensive information for a better study abroad plan via our FutureFest Journey:



Study & Career Counselling

Each student will be guided to choose the right-fit majors via our Axel Path – career assessment. We have assisted more than 15,000 students since 2009 with their career plans, and the students have shown good responses towards the counselling sessions.



University Consultation

There will be booths attended by the representatives of various higher educational institutions. The students and parents are able to get information about the programmes, requirements, cost of study and life on campus, as well as to answer any questions that students may have.



03

Financial Consultation

Parents are able to get professional advice about financial planning & management for their children's study abroad plans.



04

Admission

Our admission team will provide the information related to campus and visa application. We will be able to handle the applications on the day of the education fair.



05

Seminar & Talk Sessions

We invite well-known speakers to share information about study abroad related matters such as financial planning, career planning, scholarship opportunities, and other relevant topics. The higher educational institutions are welcomed to participate in the seminar & talk sessions during the events.

Event & Promotional Activities

To ensure the fair will be attended by lots of potential students, we will promote the FutureFest Education Fair in various promotional activities & media.

High School & University Approach

To create greater awareness and interest within these institutions, we will visit potential schools and universities to distribute promotional materials such as posters and flyers.

These visitations will also enable the committee to interact directly with principals, counsellors, teachers, and students.



Cross-Channel Marketing

In order to reach potential students and parents effectively, we adopt cross-channel marketing.



Email Marketing

We will distribute the information about FutureFest via email to our potential students and parents. Our bank partner will also share the information to its customers.

Social Media Marketing

Social media is a great way to reach a specific, targeted audience and connect directly with potential customers. Hence, we use social media such as TikTok, Instagram, and Facebook as those platforms are widely used in Indonesia.

Video Marketing

People love video. It is the reason that video is one of the most powerful digital marketing channels. We will do promotion via YouTube as it is the most popular platform in Indonesia.

FutureFest Website

The website will be the first point of contact for potential students & parents. The information about each educational institution will be displayed on the website, and it can increase the brand awareness of each institution.

Affiliate Marketing

We will hire some social media influencers to promote the FutureFest. The influencers will be selected based on their profiles, number of followers, number of posts and engagements.

Display Advertising

To get more potential students and parents, we will use road banners, outdoor videotron LED display on the road, billboard and also digital display ads.

Registration Steps

01

Open the Registration Page in Axel's website:
<https://www.axel.co.id/ffexhibitor>

02

Complete and submit the registration

03

Receive the invoice from the Committee

04

Make payment via bank transfer

05

Send the proof of payment to event@axel.co.id

06

Receive the payment receipt from the Committee

07

Attend **FutureFest Education Fair**

Additional Services

Hotel Reservations

We recommend all exhibitors to stay at the hotels in cooperation with our education fair. We can assist you with reservations at these hotels for no additional fee, get special rates, and payable directly to the hotel.

Material Printing

To minimise the costs, we offer reliable material printing in Indonesia. The benefit of printing in Indonesia is no overseas freight costs & tariff/import duties.

Our committee will liaise with the printing vendor and ensure the printing quality is as expected and on-time delivery is guaranteed so that exhibitors have timely arrival of good quality materials for the exhibitions.

Participation

Facilities

We provide the following facilities for each participant:

- Exhibition booth equipped with:
 - 1 (one) consultation table
 - 4 (four) chairs
 - Roll-up banner 200cm x 150cm
- Logo placement on the following media :
 - FutureFest website
 - Social media
 - Catalogue

Rate

The participation rate for the 4-location events is USD 3600.

Special offers

The first registered 10 universities will enjoy the benefit below:

- Free 2 presentation slots:
 - Option 1 : Bandung & Jakarta
 - Option 2 : Tangerang & Surabaya

Through this event, each institution is able to boost its brand awareness and increase the numbers of student enrolment. At the same time, students are able to explore and decide the right-fit educational institutions for their educational needs.

The involvement as a participant offers long-lasting benefits well beyond the close of the event. We urge you to contact us at your earliest convenience to ensure you receive the greatest level of exposure.

ORGANISED BY



Lead students onto the right track is the mission of Axel Education. Driven by a passion for students' excellence in education since 2009, Axel has assisted more than 15,000 students and placed them in reputable educational institutions around the world.

Its commitment in their services allows students to develop personalised academic and career plans based on their goals, interests, abilities, and learning styles. That services enable institutions to reach and connect with students that are the right-fit and help them stay on track to achieve their goals with

**15,000++
STUDENTS**

Assisted many students to discover their study & career plans.

**ESTABLISHED
IN 2009**

Strive for excellence to serve students and parents for more than 10 years.

**99.8% POSITIVE
RESPONSES**

Reflect to our commitment in providing luxurious and comprehensive services to our students.

5 CITIES

Branch offices are located in Bandung, Jakarta, Tangerang, Surabaya, and Balikpapan

FUTURE FEST

EDUCATION FAIR

Axel Education

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Click here to register >>

<https://www.axel.co.id/ffexhibitor>