



EURASIAN
PEOPLES' ASSEMBLY



EDUCATION
EXPORT CENTER

Global Russian Education Day (Global RED) concept is built around high-quality real-time videoconference events between Russian universities, international student recruiters, and prospective students.

GLOBAL RED

GOAL AND CONCEPT

Alternative to conventional student fairs and exhibitions

The Global RED project is an answer by the Education Export Center (EEC) towards the current aggressive international environment built around videoconferences with multicast option.

Every day will be divided into 5 sessions. Each session will be dedicated to specific subject fields:

- Medical universities
- Technical and technological universities
- Domain-specific universities (agriculture, transport, power engineering, communications, pedagogy, etc.)
- Humanitarian (classic) universities

Local participants will be invited to take part in Global RED at local press-rooms of information agencies or classrooms

properly equipped with videoconferencing facilities.

Number of dedicated sessions of each category can be changed depending on the number of participating universities. Every session will comprise presentation of 5 universities.

EEC-certified student recruiting companies will become main local actors. They will be responsible for bringing prospective students together (minimum of 15 persons per each dedicated session; if the number of dedicated sessions is 2 or more then the number of persons will be increased accordingly).

Each university will have 10 minutes for self-presentation and 10 minutes for answering questions from the audience (questions will be prepared and distributed in advance and delivered by local moderators for the sake of time saving).

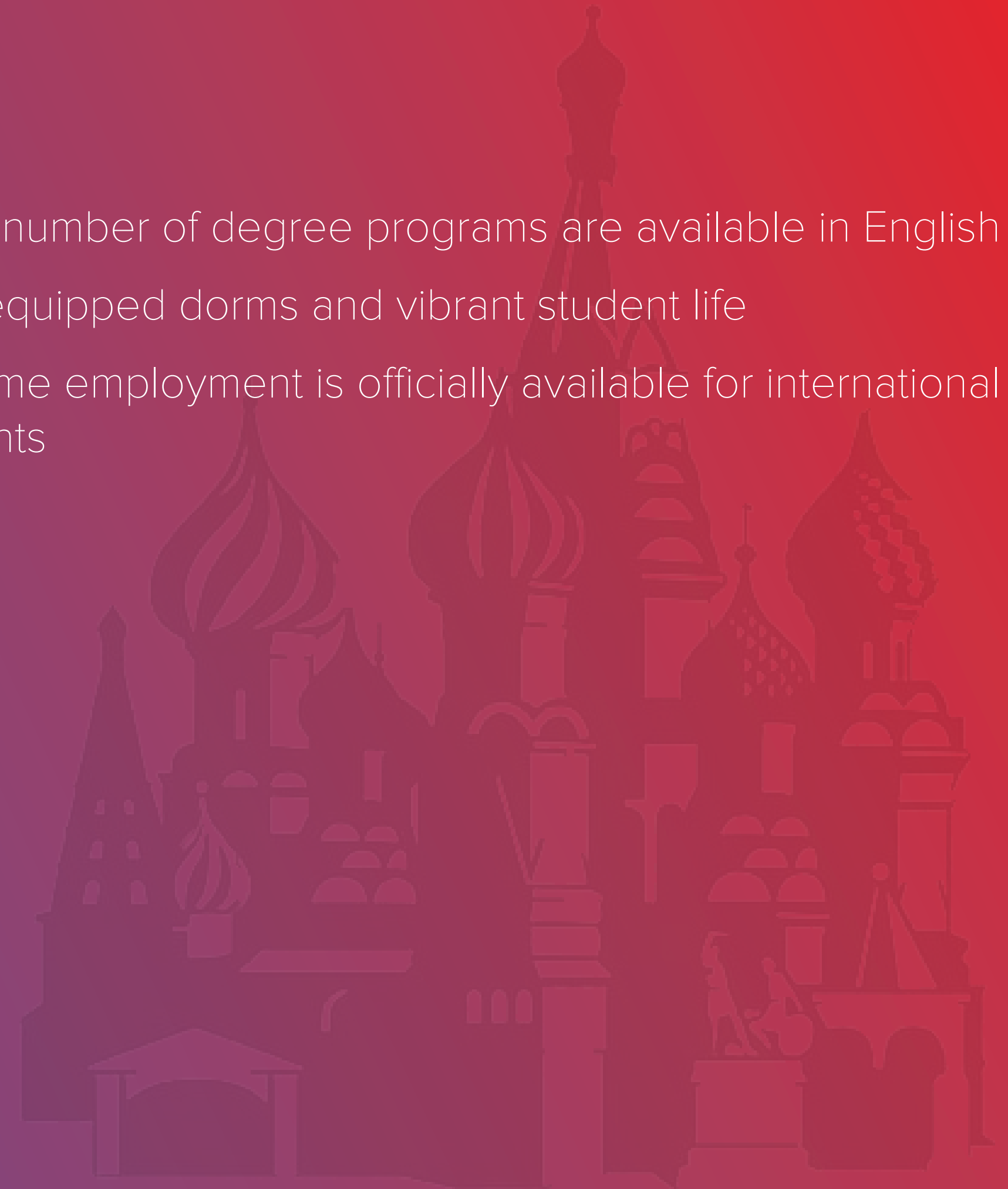
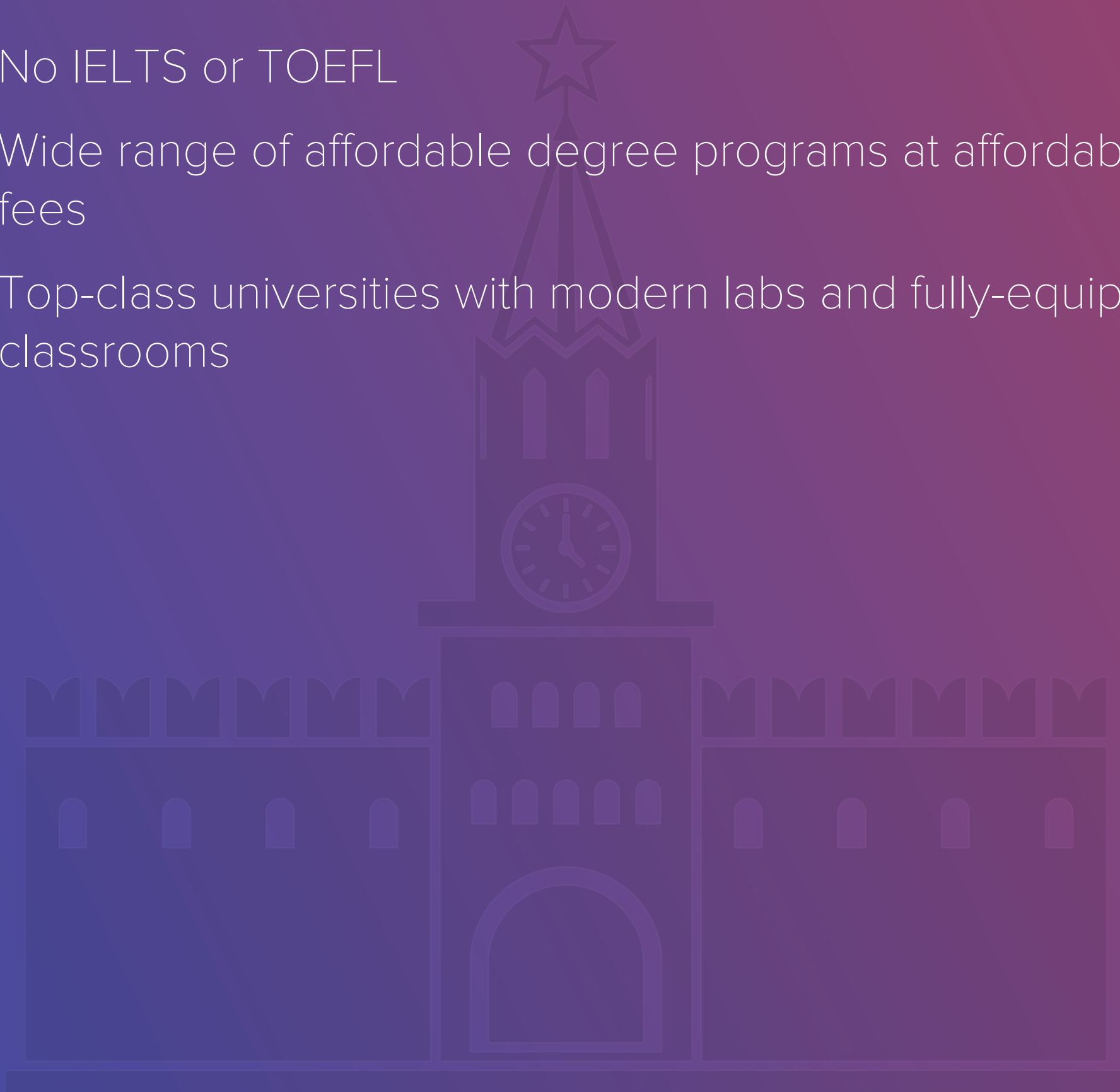
BENEFITS FOR AGENTS

- **Status** — We invite only applicants from carefully selected agents
- **Reputation** — Participation in the Top-Level event covered by Russian leading news agencies
- **Opportunity** — Free agency certification by the Russian Education Export Center for agencies who recruit 5+ students

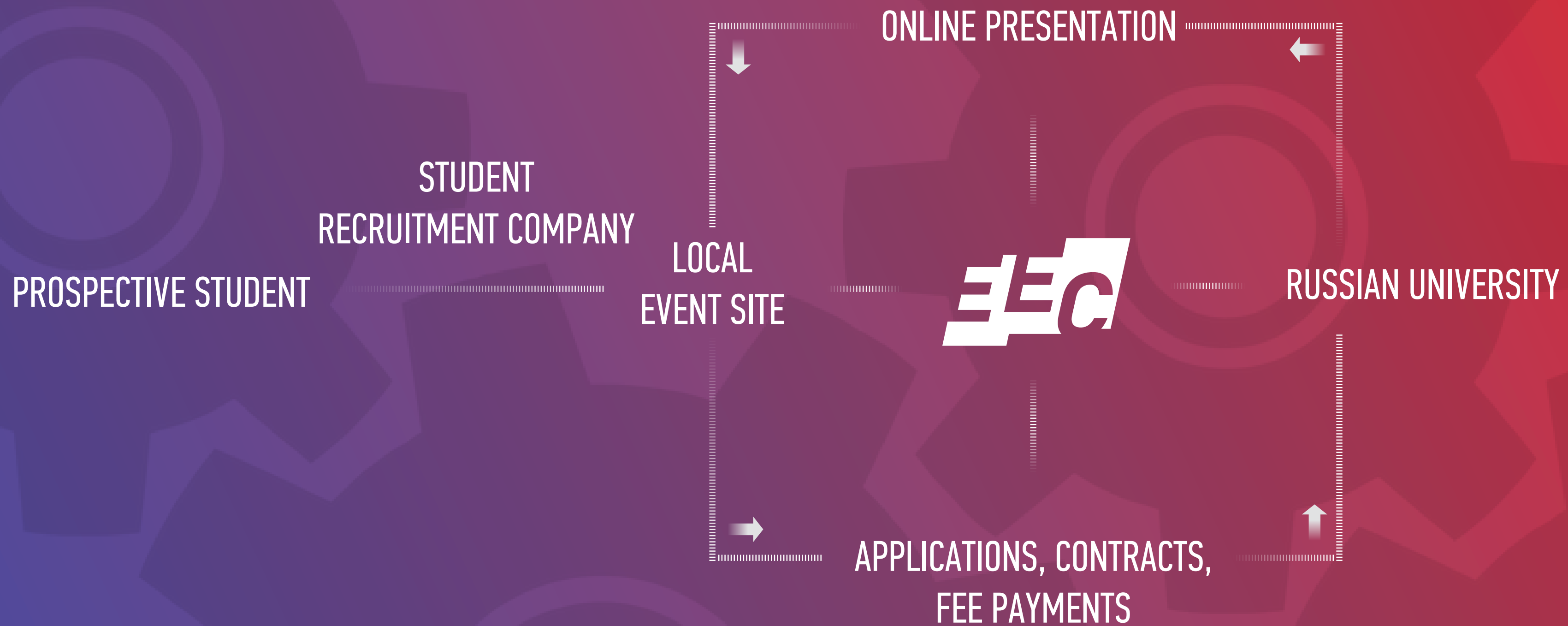
Every agency participated at the Global RED event will receive Certificate of Global RED Partnership from the Russian Education Export Center

WHY STUDY IN RUSSIA?

- No IELTS or TOEFL
- Wide range of affordable degree programs at affordable fees
- Top-class universities with modern labs and fully-equipped classrooms
- Great number of degree programs are available in English
- Well-equipped dorms and vibrant student life
- Part-time employment is officially available for international students



EVENT SCHEME



EVENT GEOGRAPHY

Presentation of Russian universities will be conducted during few days (Africa, Asia, Latin America).

Universities can conduct presentations from their premises or Moscow-based hub studio.

Asia, 20 sites

Africa, 16 sites

Latin America, 14 sites

INTERNATIONAL PARTICIPANTS

Participants of Global RED will be prospective students brought together by EEC-certified student recruitment companies.

Number of prospective students — minimum of 15 persons per site per dedicated session, i.e. minimum of 750 perspective students per event per dedicated session.

Duration of one day is 685 minutes including 5 minutes break between presentations and 4 breaks 15 minutes each between dedicated sessions.



INDISPENSABLE SUCCESS CONDITIONS

- Involvement of information and technology partner who is able to provide high-quality equal level of connection and services on every site and disseminate information on the Global RED event on local markets.

Provider: TBA

- Engagement of resul-oriented local student recruitment companies that are able to bring together a proper audience and secure high level of conversion from leads to deals and further to contracts and fee payments.

Provider: Education Export Center

- Unified format of universities' presentation suitable for the on-air conditions and taking into account specific demands of target audience.

Provider: Education Export Center, participating universities

- Securing of at least 15 proper prospective students per dedicated session per site.

Provider: Student recruitment companies

CONTACT DETAILS

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