

19th DAWN EDUCATION EXPO 2024

Post Show Report

The 19th annual DAWN Education Expo was held in Karachi, Islamabad and Lahore in January and February 2024, attracted universities and colleges from across Pakistan and around the world under one roof to showcase their offerings to counsellors, prospective students and their parents. To attract the right kind of audience, in 2024, the Education Expo was held at five-star hotels.

The event was held on the following dates and venues:

Karachi:	January 27 & 28, 2024 at the Pearl Continental Hotel January 29, 2024 School Visits
Islamabad:	January 30, 2024 School Visits January 31, 2024 at the Serena Hotel
Lahore:	February 2, 2024 School Visits February 3 & 4, 2024 at the Pearl Continental Hotel

Dawn Education Expo is organised by **DawnMedia Pvt. Ltd. Pakistan's most influential media house**, headquartered in **Karachi, Sindh, Pakistan**, with other offices in Lahore and Islamabad, has been publishing and producing content across all multimedia platforms and catering to a diverse audience of **29 million every day** in both **English and Urdu**. It boasts a rich history and plays a significant role in Pakistan's media landscape.

DAWN Education Expo is Pakistan's longest-running and most successful educational platform. Since 2004, the DAWN Education Expo has consistently facilitated the enrolment of Pakistan's brightest students into universities, colleges and business schools, be they in Pakistan or overseas.

Supporting Country Promotional Organisations

The DAWN Education Expo 2024 was highly supported by the higher education associations and organisations from Australia, Canada, France, Ireland, Erasmus, The UK; these organisations took the opportunity at the event and partnered schools to meet the prospective students.



SUPPORTING PARTNERS



The 19th iteration of the event continued to include around 100+ universities directly as well as through the booths of international education promotion organisations and agents, represented 20+ countries, participated in the expo, and reached out to over 8,000 students who visited the exhibition this year.

Australia
Canada
France
Germany

Malaysia
North Cyprus
Pakistan
Ireland

Turkey
The UAE
The UK
The USA

These include students from the best schools in Pakistan's major cities: Karachi, Lahore and Islamabad (where the Expo is held), as well as many others located nearby, including Faisalabad, Gujranwala, Hyderabad, Muzaffarabad, Peshawar, Sialkot and Sukkur.



Travel Partner

Travel Sphere & Tours is a Leading Travel Management Company in Pakistan providing travel solutions including Business Travels. Travel Sphere & Tours was selected for the travel arrangements. All coordination from the arrivals at the first airport, hotels, ground transportation, excursion trip, school trips and air travel, Travel Sphere & Tours was committed to adherence of corporate governance, business ethics, code of conduct and highest level of integrity.

The School Tours 2024

To bridge the gap between elite high school students and the international universities, in the 2023 edition, group visits to some of Pakistan's leading and elite Cambridge schools were organized for the admissions team of participating international universities, that provided them with the opportunity to meet counsellors, students, their parents and faculty members there. The visits were highly appreciated by the participating international universities.

Schools that were included are listed below:

School	Students Attended
KARACHI	
Eden College	400+
Karachi Grammar School Clifton	700+
Nixor College	400+
MITE Korangi Creek	300+
LAHORE	
Lahore Grammar School Gullberg III	300+
Lahore Grammar School 55 Main Boulevard	100+
Lahore Grammar School Paragon	700+
ISLAMABAD	
Benchmark School System Sihala	700+
Future World	700+
ICE International Centre of Excellence	150+
Roots International H8	600+



Excursion Trip to Wagha Border Lahore

On 2nd February, the delegates of the participated universities were invited to a trip to Wagha Border which is located in the Wagha Zone near Lahore City District. The town is renowned for its Wagah border ceremony and functions as a crucial transit hub for goods and a railway station connecting Pakistan and India.

Pre-Event Promotion

The event was promoted through an extensive advertising and marketing campaign in the daily DAWN Newspaper, DawnNews TV, DAWN.com website, ads on social media including Facebook, Instagram, LinkedIn and X. etc., outdoor advertising and direct invitations to principals/counsellors of high school and universities.

Additionally, English Radio Station CITYFM89, DawnNews English YouTube also heavily covered both the lead-up to the event, as well as the exhibition days themselves. As part of our engagement plan for prospective students, leading educational institutions were invited to bring final-year students to attend the event with faculty and career guidance staff.

Additionally, participating universities also gained unprecedented advertising mileage, through the publication of a **30-Page Special Supplement on International & Local Education**, & that circulated nationwide with the daily DAWN, Pakistan's most-widely read English newspaper.

Print Adverts

Dawn Education Expo 2024

Global

ACADEMIC ODYSSEY!

Directly engage with **80+ University Representatives** from around the world.
Ignite Your Educational Journey Today

Register Now!
at educationexpo.dawn.com

KARACHI 27 & 28 January 2024 Pearl Continental Hotel	ISLAMABAD 31 January 2024 Serena Hotel	LAHORE 3 & 4 February 2024 Pearl Continental Hotel
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Dawn Education Expo

GOLD SPONSOR:

SUPPORTING PARTNERS:

Announcement

Shape Your Future in Higher Education | Explore 100+ DAWN EDUCATION EXPO. Over 1000 Career, Tuition & Skill-set Opportunities.

KARACHI 27 & 28 January 2024 Pearl Continental Hotel	ISLAMABAD 31 January 2024 Serena Hotel	LAHORE 3 & 4 February 2024 Pearl Continental Hotel
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Dawn Education Expo

Social Media Campaign

Explore, Engage, Excel at

Higher

EDUCATION WITH DAWN EDUCATION EXPO 2024
Navigate Your Higher Education Journey with Expert Advice from Professional Academic and Career Counsellors FOR FREE!
Climb the Ladder to Academic Success!

Register Now!
at educationexpo.dawn.com

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Dawn Education Expo

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READY SET LEARN

DAWN EDUCATION EXPO UNLOCKS AN ADVENTURE OF GLOBAL ACADEMIC OPPORTUNITIES

Register Now

FOR A KNOWLEDGE-FUELED EXPERIENCE!

- 100% FREE CAREER COUNSELING
- CONNECT WITH 80+ UNIVERSITY REPRESENTATIVES
- DISCOVER INTERNATIONAL SCHOOL OFFERS
- EXPERT ACADEMIC GUIDANCE

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Dawn Education Expo

Participated Universities

AUSTRALIA:

AEO – Australian Education Office
Auspak International

CANADA:

Algoma University
Canadore College
EduCanada
Illume Consultancy
NAIT
North Island College
Saint Mary's University
Seneca College
Sheridan College
University of Calgary
University of Waterloo
Western University

France:

Campus France
ESSCA School of Management

IRELAND:

Ireland Education Office Pakistan
Trinity College Dublin
TU Dublin

Japan:

Kyoto University of Advanced Science

MALAYSIA:

Segi University

PAKISTAN:

Bahria University
Beaconhouse National University
College of Aviation Safety Management
Denning Consultants
Denning Services
DG Aviation
Forman Christian College University
Ghulam Ishaq Khan Institute (GIKI)
Higher Education Commission Pakistan (HEC)
IBA – Sukkur
Institute of Business Administration Karachi
(IBA)
Karachi Film School
Karachi Institute of Economics and Technology
(KIET)

Karachi School of Business & Leadership (Ksbl)
Lahore Leads University
LUMS
Millennium Institute of Technology and
Entrepreneurship (MITE)
Minhaj University
Mirchawala's Hub of Accountancy
Mohammad Ali Jinnah University (MAJU)
Newports Institute of Communications &
Economics Karachi
NUR International University Lahore
Roots Millennium Schools
Sindh Education Foundation
Superior University
Tabani's School of Accountancy (TSA)
The Millennium Universal College TMUC
The University of Lahore
Universal College Lahore
University of Management & Technology
University of The Punjab

UAE:

American University of Sharjah
Gulf Medical University

UNITED KINGDOM:

British Council Study UK
Cardiff University
Loughborough University
Manchester Metropolitan University
Queen Mary University of London
Royal Holloway University of London
University of Bolton
University of Gloucestershire
University of Lincoln
University of Liverpool
University of Northampton
University of The West of Scotland
University of Warwick
University of York

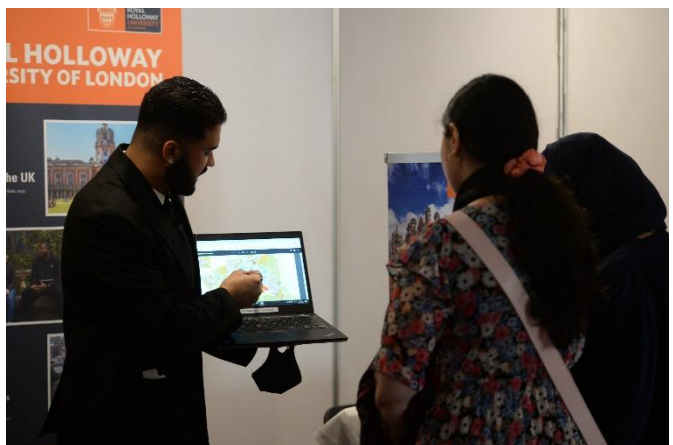
Turkey & North Cyprus:

Arkin University of Creative Arts (North Cyprus)
Eastern Mediterranean University EMU (North
Cyprus)
Final International University (North Cyprus)
Istanbul Aydin University
Istanbul Okan University

Other Institutions:

Academic Mark
Apex Ascend
Aspire Educational Consulting
Breeo International
Campus France
Columbia College
Conzept Connections
Edceum
EdFolio Consultancy
Educate and Explore
Education Links
EduFox
Erasmus+
Euro Immigration Consultants Pvt Ltd.
Falcon Education & Consultancy Services
Horizon International
HS Global Consultants Pvt. Ltd.

JnS Education
Legacy Study Advisers
Metropolitan International Education
Navitas
Opicka Consultant
Paragon Overseas Education Pvt. Ltd.
PeopleCert
Prime-Edu
Right 4 Migrants
SAUK
Scholar Hub Educational Consultant
Shaheen Advisors
STEPS Edu
Sun Consultants
The Next Study Abroad Consultants
Think Ahead Immigration Pvt. Ltd.
Tri-Star Education
& many more...



Post event acknowledgement in the newspaper



Our Gratitude to 100+ Global Universities

THANK YOU!

For Contributing to the Remarkable Success of the

19th DAWN Education Expo

January 27th - February 4th Karachi, Islamabad, & Lahore.

Your Participation has Been Invaluable. We Look Forward to Your Commitment and Support at the 20th DAWN Education Expo
DAWN EDUCATION EXPO - The Gateway to Limitless Opportunities

GOLD SPONSOR



SUPPORTING PARTNERS



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