DAWN EDUCATION EXPO 2020

Post Show Report

The 17th annual DAWN Education Expo was held in Karachi, Islamabad and Lahore in February 2020, 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 2020, the Education Expo was held at five-star hotels.

The event was held on the following dates and venues:

**Karachi:**
- February 1 & 2, 2020 at the Pearl Continental Hotel
- February 3, 2020 School Visits

**Islamabad:**
- February 4, 2020 at the Serena Hotel
- February 6, 2020 School Visits

**Lahore:**
- February 7, 2020 School Visits
- February 8 & 9, 2020 at the Pearl Continental Hotel

DAWN Education Expo is organized by DAWN, Pakistan’s leading English language newspaper, a newspaper that is read by Pakistan’s most influential and affluent audience segments and which is required reading at Pakistan’s leading schools and colleges.

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 2020 was highly supported by the higher education associations and organisations from Australia, Canada, France, Germany, Ireland, Malaysia, Russia and the USA; these organisations took the opportunity at the event and partnered schools to meet the prospective students.
The Exhibition

The 17th iteration of the event continued to include over 100 universities directly as well as through the booths of international education promotion organisations and agents, represented 18+ countries participated in the expo and reached out to over 15,000 students visited the exhibition this year.

<table>
<thead>
<tr>
<th>Australia</th>
<th>Iran</th>
<th>Russia</th>
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<tbody>
<tr>
<td>Canada</td>
<td>Ireland</td>
<td>Spain</td>
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<tr>
<td>France</td>
<td>Malaysia</td>
<td>Turkey</td>
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<td>Germany</td>
<td>North Cyprus</td>
<td>The UAE</td>
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<td>Gibraltar</td>
<td>Oman</td>
<td>The UK</td>
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<tr>
<td>Hungary</td>
<td>Pakistan</td>
<td>The USA</td>
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</tbody>
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These include students from the best schools in Pakistan’s major cities: Karachi, Lahore and Islamabad (where the Expo is held), as well many others located nearby, including Faisalabad, Gujranwala, Hyderabad, Muzaffarabad, Peshawar, Sialkot and Sukkur.

Travel Partner

AEG Travels (previously known as American Express Travels) is a Leading Travel Management Company in Pakistan providing travel solutions including Business Travels. Like previous events, AEG Travels 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, AEG was committed to adherence of corporate governance, business ethics, code of conduct and highest level of integrity.
The School Tours 2020

To bridge the gap between elite high school students and the international universities, in the 2020 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:

<table>
<thead>
<tr>
<th>School</th>
<th>Students Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KARACHI</strong></td>
<td></td>
</tr>
<tr>
<td>Karachi Grammar School</td>
<td>600+</td>
</tr>
<tr>
<td>Cedar College</td>
<td>350+</td>
</tr>
<tr>
<td>Nixor College</td>
<td>400+</td>
</tr>
<tr>
<td><strong>LAHORE</strong></td>
<td></td>
</tr>
<tr>
<td>Lahore Grammar School, Gulberg</td>
<td>200+</td>
</tr>
<tr>
<td>Lahore Grammar School, OPF Society</td>
<td>350+</td>
</tr>
<tr>
<td><strong>ISLAMABAD</strong></td>
<td></td>
</tr>
<tr>
<td>Benchmark School System</td>
<td>650+</td>
</tr>
<tr>
<td>Roots Millennium Schools (The Millennium College)</td>
<td>400+</td>
</tr>
</tbody>
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The DAWN International Education Conference

On the first day of the DAWN Education Expo in Karachi, a conference was organized by the DAWN Media Group that attracted over 300 attendees that mainly include senior level school students, Counsellors, Principals, Directors, Departmental Head from Pakistani Private Schools Sector Universities as well as Head of Business Associations, Foreign Trade Missions based in Pakistan. The conference was also attended by the participating universities and missions at the exhibition.

An opening plenary was also conducted for the mainstream countries and the leading counsellors of high schools and universities.

The agenda of the conference was to engage experts from educational institutions in Pakistan and overseas under one roof to identify the opportunities for the Pakistani students.

Topics under discussion during a series of interactive panels were:
- Education in Australia
- Education in the United Kingdom
- Education in Europe
- Education in North America

Key Speakers of the conference included from the below institutions:
- AKU Examination Board, Pakistan
- Campus France
- Cedar College, Pakistan
- EduCanada
- Habib University, Pakistan
- IBA Karachi, Pakistan
- International Business School, Budapest
- Monash University, Australia
- Pakistan Academic Consortium, Pakistan
- Practical Schooling System, Pakistan
- Princeton Review Pakistan, Pakistan
- Sheridan College, Canada
- SZABIST, Pakistan
- The City School, Pakistan
- Millennium University College, Pakistan
- University of Alberta Canada
- University of Huddersfield, UK
- University of New England, Australia
The Career Compass @ DEE

For the fifth year in a row, a series of career workshops – ‘Career Compass’ were held at the Expo and conducted by industry leaders, trainers and career specialists who provided students with the chance to learn about which career path they should follow.

The workshops were organized by Octara in partnership with DAWN to help young generation to steer their careers in the right direction with competency based training solutions. It included discussions with career experts that highlighted the most lucrative careers for students. The workshops were advertised in the media to attract large number of students that benefited the participating universities.

Excursion Trip to Khewra Salt Mines

On 5th February, the delegates of the participated universities were invited to a trip to Khewra Salt Mines which is located in the Salt Range, Potowar plateau. It is Pakistan’s largest, the world’s 2nd largest. The mine is famous for its production of pink Khewra salt, and is a major tourist attraction. Its history dates back to its discovery by Alexander's troops in 320 BC, but it started trading in the Mughal era.
Pre-Event Promotion

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

Additionally, English Radio Station CITYFM89 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 **24-Page Special Supplement on International Education** & **6-Page on Education in Pakistan** that circulated nationwide with the daily DAWN, Pakistan’s most-widely read English newspaper.
Participated Universities

AUSTRALIA:
- AEO
- Chisholm Institute
- Holmes Education Group
- King’s Own Institute
- Monash University
- RMIT University
- University of New England
- University of Technology Sydney

CANADA:
- Algoma University
- EduCanada
- Fanshawe College
- Illume Consulting
- Seneca College
- Sheridan College
- Toronto School of Management
- University of Alberta
- University of Windsor

GERMANY:
- Berlin School of Business & Innovation
- DAAD Germany
- University of Applied Science Europe

HUNGARY:
- International Business School
- University of Debrecen

IRELAND:
- Enterprise Ireland
- Letterkenny Institute of Technology
- TU Dublin
- Waterford Institute of Technology

MALAYSIA:
- Asia Pacific University
- Education Malaysia
- Help College of Arts & Technology
- Kolej MDIS Malaysia

MIDDLE EAST:
- American University of Sharjah
- Majan University College (Oman)
- Tehran University of Medical Science
- UK College of Business & Computing (Dubai)

PAKISTAN:
- Aga Khan University Examination Board
- Blackstone School of Law and Business
- Forman Christian College
- Ghulam Ishaq Khan Institute

Habib University
ICMA Pakistan
Institute of Business Management
Karachi School of Business & Leadership
LUMS
Minhaj University
PAF-IASF, Haripur
SBB Women University, Peshawar
Superior University

UNITED KINGDOM:
- Coventry University
- Manchester Metropolitan University
- Queen Mary University of London
- SI-UK
- Teesside University
- University of Birmingham
- University of East Anglia
- University of Exeter
- University of Huddersfield
- University of Kent
- University of Law
- University of Liverpool
- University of Nottingham

USA:
- Concordia University
- DePaul University
- Indiana University
- Stony Brook University
- University of Colorado Boulder
- University of New Haven
- US Educational Foundation
- Webster University

Other international institutions:
- ABN Overseas Education
- Arkin University of Creative Arts (North Cyprus)
- Campus France
- Classic Consultants
- D’Educationist
- Ed Programs
- EdFolio Consultancy
- Group of Russian State Universities (RACUS)
- IE University (Spain)
- Nisantasi University (Turkey)
- Times Consultant
- University of Gibraltar
- & many more...
Post event acknowledgement in the newspaper