



EXPOIDIOMAS COLOMBIA 2009 REPORT

Dear Friends

Thanks a lot for trusting GRUPO GALES / TLI COLOMBIA. Our 13th Fair (EXPOIDIOMAS COLOMBIA 2009) was, once again, a successful event.

Our Philosophy is that ***the best statistic report is the outcome***. Just 3 weeks after the EXPO and almost 30% of the institutions have received new applications and/or enrolments from Colombia. If this is not your case, please be patient, we are working on it. We keep in mind what institutions attended the event and will keep our promise of producing new enrolments. In the meantime We invite you to have a quick look to our summarized report, and to objectively measure your "numbers" in a year time. Participating again in April 2010 will mean you were satisfied with the results.

SUMMARIZED REPORT

Venues: Instead of having uncomfortable rooms where students could hardly move, this year most institutions and students were happy with the spacious facilities of The World Trade Center in Bogota and Hotel Intercontinental in Medellin. Please feel free to send your comments on this matter.

Presentations: There was a 100% attendance to all Power Point Presentations in Bogota. Needless to mention the outstanding Presentation run by Ms Isabel Toro from New Zealand Embassy. We have a huge list of students asking this presentation to be repeated in Colombia. It looks New Zealand Education is on the road! A formal request will be sent to the Embassy.

Students Attendance: 2716 individuals attended our 2 cities (Bogota & Medellin). (We, ourselves, also attend other events in Colombia, as Educational Agents: FPP, EXPO CANADA, NEXUS. We are never provided of a full data base of participating students once the EXPO has ended). Please find attached our 2009 EXPOIDIOMAS data base, which listed 76.5% of attending students. (Nevertheless, We respect the fact that some students do not fill out Entrance forms properly, or provide wrong information, to avoid being contacted by an excessive number of institutions).

Participating Institutions: 50 institutions were part of the event, coming from 5 Continents. 25% attended for the first time (CHINA, SOUTH AFRICA, MALTA and some from COLOMBIA). 75 % attended again. Important to note that some institutions like GEOS OCEANIA, THE LINCOLN ENGLISH CENTER and THE BRITISH COUNCIL have attended for the last 5 years in a row.

Thank you all for your support. <http://expoidiomas.com/2009/index.php>

Marketing Impact: A 15 week marketing session (January to April 2009) on local newspapers, radio, Facebook , Youtube, fliers, posters and our web site where we promoted all attending institutions was completed. Please check <http://expoidiomas.com/2009/english/index.php> . This will continue to be online in our site for a year.

Videos: According to our Web Master analysis on 26 April 11.234 students viewed our promotional video in FACEBOOK:
http://expoidiomas.com/2009/english/pop_ups/video/video_expo.html ; (Only Susan Boyle 's talent surpassed our "rating" in Colombia last April !!) A video from our event in MEDELLIN http://expoidiomas.com/2009/pop_ups/video/video_expo_medellin.html has also been placed in Youtube.

Attendance profile: 36% of students from Medellin were interested in USA , 21% in Australia and 20% in New Zealand, whereas 49% from Bogota were interested in Australia, 32% in New Zealand and 9% in the UK. Likewise, 63% of students from Bogota were currently undergraduate students and 50% from Medellin were in high school.
Complete report on http://expoidiomas.com/2009/english/ganador_mercadeo.php

Testimonials: Some testimonials have been received from exhibitors. Thanks. Please feel free to send US your comments including good & bad opinions about the EXPO. Your honest feedback really helps us to improve our event year after year
Please view <http://expoidiomas.com/2009/english/testimonios.php>

Pictures: Due to our limited space just a few selected pictures were published in our site.
http://expoidiomas.com/2009/english/pop_ups/2009_bogota/fotos_evento_uno.html More pictures of the event are available upon request

We hope our event was productive for you and we will remain working from now onwards in our commitment of marketing your institutions as well as sending many Colombian students .

Warmest Regards

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www.expoidiomas.com