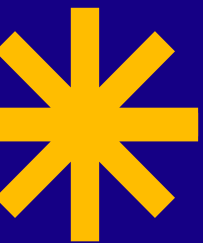
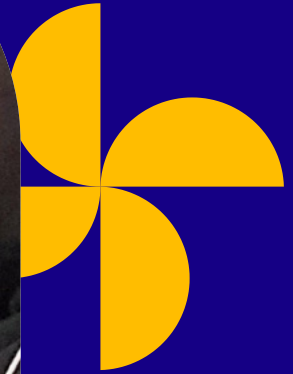




Times
Higher
Education



EXHIBITOR MANUAL

UAE INTERNATIONAL
EDUCATION WEEK
Dubai & Abu Dhabi
23 Sept – 1 Oct 2024

MENA & CENTRAL ASIA
SCHOLARSHIP FORUM
Istanbul - Turkey
3 - 4 Oct 2024

Dear Exhibitor,

This manual has been designed to help you make your final preparations for participation in the International Education Week as successful as possible and to book any additional services you may require. The International Education Week consists of the UAE Education Fairs in Dubai & Abu Dhabi, the Gulf International Schools Forum & Workshop, the High School visits in Dubai & Abu Dhabi and the MENA & Central Asia Scholarship Forum in Istanbul.

You will be able to enter essential information about your institution, book hotels or stand assistants for the UAE Education Fairs and the High School visits in Dubai and Abu Dhabi. For the fairs, you will also be able to book seminars and panel printing via the [BMI Exhibitor Information System \(EIS\)](#).

You will be able to enter your information for the Gulf International Schools Forum and Workshop in the form found in page 16 and for the MENA & Central Asia Scholarship Forum in the form found in page 19.

Please note that September 5th is the final day for submitting information in the EIS. After this date, extra services will still be available but will incur an additional 50% charge on their regular prices.

If you have any questions or require any special assistance, please do not hesitate to contact us.

Ms Alba Fraile | Event Director

Email: alba@bmiglobaled.com

Phone: +44 1727 324 397

ORGANISER AND CONTACT INFORMATION

BMI Head Office - UK (London)

5th Floor, 26 Red Lion Square

London WC1R 4HQ

England, UK

Organisers



Global Partner



Gold Sponsor



Destination of Honour



India Education Partner



Featured Countries



Supporting & Participating Organisation



Official Rankings



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1. EVENT GENERAL INFORMATION IN THE UAE

TRAVEL INFORMATION

Currency: The currency of the UAE is the United Arab Dirham (AED). Please visit www.oanda.com to see updated exchange rate information.

Visa and Covid Tests Requirements: Exhibitors are advised to check the latest covid test and visa requirements for traveling to the United Arab Emirates with the embassy and/or consulate in their home country and be aware of all Covid entry requirements. If you require a visa invitation letter, please send an email to alba@bmiglobaled.com with the name of your institution, full name of the participant/s (as per the passport), job title, and passport number of the participant/s.

Airport Pickup: BMI does NOT offer pick up services. If you require airport pick up, please contact the official hotels directly. Hotel information is on pages 5 and 6 of this manual.

Travel Tip – Dubai to Abu Dhabi: Traveling between Dubai and Abu Dhabi is extremely easy and very affordable. We strongly recommend getting a cab from Dubai to Abu Dhabi, which costs approx. USD 75. There are cab options outside the hotel, and you are also able to use Uber and Careem apps to order taxis. If the trip from Dubai to Abu Dhabi is traffic-free, it should take less than two hours.

THE EXHIBITOR INFORMATION SYSTEM (EIS)

The **EIS** is the BMI online Exhibitor Information System where you, as an exhibitor, can input all the information we require to help make your participation as successful as possible.

In the **EIS**, you will be able to:

- Enter your institution's profile for entry into the Official Catalogue which is given to each visitor.
- Enter your logo, the type of courses, languages and areas your school offers - this will be displayed in the official event's website (fairs.timeshighereducation.com/uae), on your profile (the new site goes live on 25 July 2024).
- Tell us the flag and the name you would like displayed above your stand, on the fascia board.
- Order a translator or stand assistant to help at your stand or request a seminar.
- Order full colour panel printing for your stand.
- Book an advertisement in the show catalogue which is given out to all visitors in every fair city.
- Make hotel reservations at official and venue hotels in each city at discounted rates.
- Download shipping labels and provide us tracking information for your shipment.

Please complete each online section in the Exhibitor Information System (EIS) by September 5th. After this date, extras services will may be available but will incur an additional 50% charge on the regular prices.

HOTEL BOOKING

The hotels and preferential rates are on the next page, however, all hotel reservations are made via the EIS with a valid credit card. Any changes to your reservation, including cancellations, will only be accepted one month prior to your scheduled arrival and submitted via email. Hotels may permit free cancellation if medical documentation advising against travel is provided or government travel regulations change so that you cannot travel or enter the country or if the events are suspended by local regulations.

If you are not staying in one of the BMI official hotels, please enter your hotel and contact number in case of emergency on the hotel page of the EIS.

For earlier check-in or check-out after our blocked dates, please contact alba@bmglobaled.com to check availability and rates.

VENUES, TIMETABLE, STUDENT WEBSITE & OFFICIAL HOTELS

EVENT DATES, HOURS & WWW	EVENT VENUE	HOTEL ACCOMMODATION
<p>HIGH SCHOOL VISITS DUBAI Monday 23rd and Tuesday 24th September</p> <p>Departure time: To be confirmed</p>	<p>SCHOOLS TO BE ADVISED (No permit form required)</p>	
<p>GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP, DUBAI Wednesday 25th and Thursday 26th September</p> <p>Event Time 1st Day appointments 09:10 to 16:45 Networking Cocktail & Dinner 19:30 to 21:30 2nd Day appointments 09:55 to 16:00</p>	<p>Millennium Plaza Downtown Hotel (formerly Crowne Plaza Dubai Hotel)</p> <p>Sheikh Zayed Road Tel: +971 4 305 4440 Room: Al Jumairah Ballroom</p> <p>COCKTAIL AND DINNER: TBC</p>	<p>Millennium Plaza Downtown Hotel SGL: USD 135 DBL: USD 150 Inclusive of breakfast and taxes</p> <p>Check in: 3 pm</p> <p>PAID DIRECTLY TO BMI</p>
<p>UAE EDUCATION FAIR - DUBAI Friday 27th and Saturday 28th September Set Up: 14:00 to 16:00 Event Time: 16:00 to 19:30</p> <p>Student promotion website: fairs.timeshighereducation.com/uae (goes live 25 July 2024)</p>	<p>Millennium Plaza Downtown Hotel (formerly Crowne Plaza Dubai Hotel)</p> <p>Sheikh Zayed Road Tel: +971 4 305 4440 Room: Al Jumairah Ballroom</p>	

VENUES, TIMETABLE, STUDENT WEBSITE & OFFICIAL HOTELS

EVENT DATES, HOURS & WWW	EVENT VENUE	HOTEL ACCOMMODATION
UAE EDUCATION FAIR - ABU DHABI Monday 30 th September Set Up: 14:00 to 16:00 Event Time: 16:00 to 19:30 Student promotion website: fairs.timeshighereducation.com/uae (goes live 25 July 2024)	Sheraton Abu Dhabi Hotel & Resort Corniche Road Tel: +971 2 677 3333 Room: Arzanah Ballroom	Sheraton Abu Dhabi Hotel & Resort SGL: USD 165 DBL: USD 180 Inclusive of breakfast and taxes Check in: 3 pm PAID DIRECTLY TO BMI
HIGH SCHOOL VISITS ABU DHABI Tuesday 1 st October Departure time: To be confirmed	SCHOOLS TO BE ADVISED A VISIT PERMIT FORM FOR ABU DHABI HIGH SCHOOL VISITS WILL BE SENT TO YOU IN JULY 2024	
BMI MENA & CENTRAL ASIA SCHOLARSHIP FORUM, ISTANBUL Thursday 3 rd & Friday 4 th October Event Time 1 st Day appointments: 09:00 to 17:30 Networking Gala Dinner: 19:30 to 22:00 2 nd Day appointments: 09:30 to 17:30	Elite World Grand İstanbul Küçükyalı Hotel İnönü Caddesi No: 22 Küçükyalı – Maltepe Tel: +90 216 458 90 00 Room: Marmara Ballroom	Elite World Grand İstanbul Küçükyalı Hotel SGL: USD 185 DBL: USD 200 Inclusive of breakfast and taxes Check in: 3 pm PAID DIRECTLY TO BMI

* Rooms in all hotels must be paid to BMI directly and above rates include all taxes and fees. BMI will charge for your accommodation to the credit card provided in the EIS.

2. OPTIONAL SERVICES

TRANSLATORS / STAND ASSISTANTS: These have proved very popular for institutions that do not have personnel who speak the local language (English). They are also invaluable for institutions only sending one person, as you will have an extra person to help during the peak periods and allow staff to take breaks without missing potential enquiries. If you are interested in ordering an assistant, please order through the EIS (Extra Services Section).

EVENT	EVENT RATE	DAYS
DUBAI HIGH SCHOOL VISITS	USD \$520	2 Days
ABU DHABI HIGH SCHOOL VISITS	USD \$260	1 Day
DUBAI FAIR	USD \$260	2 Days
ABU DHABI FAIR	USD \$130	1 Day

- **AV EQUIPMENT RENTAL:** In order to receive a quote, please send an email with all the information to alba@bmiglobaled.com.
- **INTERNET:** Internet is included in all venues. Please approach a member of the BMI staff during the set up and ask for the network details. Please remember to bring a travel adaptor or plug converter.

3. BRANDING YOUR INSTITUTION

- **SEMINARS:** The 30-minute seminars present institutions with a unique opportunity to promote their programs to a mass audience. They are designed to inform the students, parents and executives about the institutions, courses and countries represented at the fairs. The following items are provided: a laptop, projector and screen, microphone and speakers in the seminar room. All seminars can be ordered using the EIS (Extra Services Section) and are subject to availability. The price for a seminar in each city is USD 700 (subject to availability).
- **CATALOGUE ADVERTISING:** A catalogue is emailed to all pre-registered guests and visitors to the fairs, and widely promoted in our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, which will give greater impact to your presence at the fairs and will continue to promote your institution after the event. If you want to book advertising in the catalogue, please do it through the EIS (Required Information Section).
Your advertising material should be sent in PDF Format, High Resolution 300 dpi, before 5th September 2024.

SPACE	SIZE	UAE EDUCATION FAIRS	GULF INT'L SCHOOLS FORUM & WORKSHOP	MENA & CENTRAL ASIA SCHOLARSHIP FORUM
Half Page	21 cm (w) x 14.85 cm (h)	USD \$1,200	N/A	USD \$450
Full Page	21 cm (w) x 29.7 cm (h)	USD \$2,400	USD \$480	USD \$750
Inside Front Cover	21 cm (w) x 29.7 cm (h)	USD \$3,500	N/A	USD \$1,300
Back Cover	21 cm (w) x 29.7 cm (h)	USD \$4,000	N/A	USD \$1,800

4. EQUIPMENT PROVIDED FOR THE UAE FAIRS

■ STAND CONSTRUCTION

Equipment provided: Each stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board above each stand. Corner sites will be open to the aisles with fascia overhead. If you require additional furniture, please email us and we will contact the stand construction company and obtain a price for the additional items required. Please remember to bring a travel adaptor or plug converter as we don't provide them.

Unless it is a corner stand, your stand comes fully fitted with 2 side walls and a back wall. Please [click here](#) for further information and a layout diagram of the stand.

Panels: Double sided tape or similar may be used but must be removed by exhibitors at the end of the exhibition. Under no circumstances must anything be nailed, screwed, glued or painted onto the panels or metal framework of the stand. **All damage will be charged to the exhibitor.** All stands must be clean and ready 30 minutes before the opening of each event. No packing materials or goods will be allowed inside the hall after that time. **Please keep in mind that panels are 0.95m wide x 2.40m tall.**

FULL COLOUR GRAPHICS FOR YOUR STAND

You may have seen many institutions at recent fairs decorate their stands with full colour graphics printed directly on to the stands. This not only looks very attractive and attracts many more visitors to the stand but also avoids the need to carry or ship display material and spending time decorating the stand.

International institutions usually ship expensive stand displays or bring them when they travel to the event. Normally, they do not know local suppliers who often cannot issue proper receipts or only accept payment in local currency.

BMI has therefore negotiated with suppliers in each city so that you may take advantage of having full colour printed panels so that your stand is ready when you arrive. The cost for the panel printing is **USD140 per panel** in each city. This service can be ordered online, using the **EIS**.

The characteristics of the panels are the following:

- Each panel is 0.95m wide x 2.40m tall - Artwork should be exactly this size
- PDF Format
- High Resolution 100 DPI
- You must send a different file for each panel by email to **alba@bmiqlobaled.com**
- No corrections can be made once we receive the files for printing
- **Deadline:** 5th September 2024

You can see some typical examples of panel printed stands [here](#).

GDPR AND THE BMI SMART SCAN APP

Lead management and particularly the contact information you collect at education fairs are crucial components of any student recruitment campaign.

The BMI SmartScan App allows you to collect detailed student information in real time. With one touch, you will access the name and full contact details of the student, as well as key information including which course and country the student is interested in and the date they plan to begin their course abroad. You will also be able to add comments and rate the lead. Your database will be ready for follow up the moment you walk out the door of the fair.

By collecting a student's data via the **BMI Smart Scan App**, your institution will be receiving all information provided by that specific student in the registration form which they complete before entering the fair. The fair registration form and the process is fully GDPR compliant.

All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair and on the visitor badge they receive at the entrance to the fair. If they do not wish to share their data, they should not allow you to scan their badge.

Once the student information is collected via the **BMI Smart Scan App**, your institution may use this data for fair and reasonable follow-up after the fair. However, for ongoing generic marketing communications, your institution must obtain explicit consent from the student as per GDPR data processing compliance rules and regulations.

By using the BMI Smart Scan App your organisation commits to act responsibly, treat this information under GDPR data processing guidelines and exonerates BMI for any misuse or data breaches that may occur from your follow up, or future marketing communication sent to visitors you have scanned at the event.

The privacy policy for the fair can be found [here](#). A few weeks prior to the event you will receive a document with full instructions on how to download and use the app.

Manual visitor data scanners will no longer be available to institutions as the scan is not GDPR compliant.

REGULATIONS

Cleaning and storage: Aisles and stands will be cleaned regularly throughout the event.

Insurance: Whilst we take every precaution to protect your property during the event, we are not responsible for any loss or damage and we recommend that you arrange insurance cover for your travel and participation. You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition, you should protect your expenditure against abandonment and cancellation or curtailment of the event due to reasons beyond our control.

Security: Every reasonable precaution is taken to ensure the safety and security of personnel and equipment. The premises will be locked overnight, but we cannot accept responsibility whatsoever for any injury, loss or damage or any consequential losses which befall your personnel or their property. BMI recommends that valuables, particularly of a portable nature, are not left unattended on your stand.

5. SHIPPING INFORMATION

BMI highly recommend the services of Air Concepts, which is used by many educational institutions for shipping of materials to international exhibitions worldwide. Air Concepts will pick up and ensure that your material is delivered direct to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

AIR CONCEPTS USA

Address: 645 SE Central Parkway, 34994 - Stuart, FL – USA.

Tel: +1 772 219 2525 | Email: megan@airconceptsusa.com / madison@airconceptsusa.com

You may also use one of the following three methods to ship material:

1. We urge all exhibitors to bring all (or as much as possible) of their display and handout material with them when they travel to the UAE and Turkey.
2. Exhibitors having local representative partners may wish to ship material directly to the representatives.
3. You may ship material direct to each city following the instructions below through DHL, Federal Express, UPS or any other major air courier company. Please ensure that the air courier company you use has an official representative in the UAE and that you have the contact details of the representative.

GENERAL INFORMATION

If you are not using AIR CONCEPTS, please note:

1. All shipped boxes should arrive no earlier than 10 days before each event at the delivery address provided on the [labels form](#).
2. The delivery address details and shipping labels for each city can be found in the **EIS Shipping/Tracking section**;
3. If you are not using AIR CONCEPTS, you must input all the information on how you shipped your material along with the airway tracking numbers into the EIS system. If you do this, we will be able to track your boxes and immediately act if there is a problem with the delivery. Without this information we are unable to help you if any problems occur with your shipping;
4. The deadline for sending your tracking numbers and shipping information is 13th September 2024;
5. If we don't have the tracking numbers in the EIS by this date, we will not be able to help you with your shipping and you will need to contact your shipping provider directly to try and solve the problem. BMI staff will not be able to help you on the day of the fair;

If you do not follow the above recommendations exactly as explained, your material may be held up in customs, sent back, lost or destroyed.

It is essential that **the person who is travelling carries a copy of all the following information:**

1. Courier / Airway bill numbers for each box you have shipped.
2. How many boxes were sent and to which fair city.
3. Full contact details of the local handling/courier company in the UAE or Turkey, and in your home country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in the UAE or Turkey.
4. We also suggest carrying a digital PDF of your material in case of any delay in your shipment, so we may be able to help you printing it locally.

DIRECT SHIPMENT / AIR COURIER OPTIONS IN THE UAE

If you prefer to send your materials through a courier company of your choice, **please carefully follow the instructions below when shipping material to the UAE.** Customs are extremely strict, and it is very important that goods be correctly sent. Please ensure your material is sent to the address in the shipping label.

INSTRUCTIONS	RULES
Each shipment (consignment) should not exceed the weight of:	50 kg
No box can exceed the weight of:	5 kg
Be sure that your shipping company is aware that your institution is paying for the shipment and no money will be required on delivery.	✓
All shipments must read " Publication of no commercial value, for free distribution " on the content section of the airway bill.	Please include the translation in Arabic: منشورات ليس لها قيمة تجارية وللتوزيع المجاني
Do not ship display materials or any terms which are not printed matters like <u>shirts, pens, etc.</u>	✓
Airway Bill should be accompanied by a Proforma Invoice , which states the content and a value for customs. The value should not exceed an overall sum per shipment of:	US\$200
On the airway bill, the section: duties and taxes must be marked to indicate that these charges (if applied by customs) will be paid by the Sender.	✓
The only items not permitted are playing cards and facemasks.	✓

INSTRUCTIONS	RULES
Send the material for each city to the person and addresses indicated on the Label Form available in the EIS. All materials will be placed on your booth and each box must clearly indicate:	Your Institution Name & The Event Name E.g. UAE Education Fair Dubai
Each shipment must be sent on a door-to-door basis with taxes and fees paid by the sender (if applicable).	
Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the limit of weight.	

DIRECT SHIPMENT / AIR COURIER OPTIONS IN TURKEY

Turkey imposes stringent regulations on the importation of dutiable materials, including brochures and similar items. Air Concepts' team in Turkey is authorized to manage the customs clearance of paper materials. However, for the delivery of promotional items, the process is more complex. Such items must be shipped to an individual's residence. The recipient is then required to complete extensive paperwork and provide detailed records for customs clearance, a procedure that may take several weeks.

We highly recommend that clients either personally carry their materials or utilize Air Concepts services for the shipment of paper materials to ensure compliance with Turkish customs regulations.

ADDRESSES FOR SHIPPING

If you are sending material for your participation in the fairs, you will be able to **download the shipping labels**, with the information of the venue where you must send your material. You can also download the labels by clicking [here](#). Please use the pre-addressed labels provided.

Please enter your tracking information in the EIS. This will help us track your shipment and try to help in case it gets lost or stuck in customs. Without this information, we will not be able to help you.

IF YOU ARE PARTICIPATING IN MORE THAN ONE EVENT, IT IS ESSENTIAL THAT YOU SEND YOUR BOXES TO THE CORRECT LOCATION INDICATED BELOW FOR EACH EVENT. ALL BOXES MUST BE CLEARLY MARKED WITH THE NAME OF THE EVENT AND WITH THE PRE-PRINTED LABEL ATTACHED.

If you are not using **AIR CONCEPTS** as your shipping company, the addresses for shipping are listed below:

<p>BMI High School Visits in Dubai MILLENNIUM PLAZA DOWNTOWN HOTEL (Formerly Crowne Plaza Dubai Hotel) Sheikh Zayed Road Dubai, UAE ATTN: Hisham Kassem Tel: +971 4 305 4440</p>	<p>Gulf International Schools Forum & Workshop MILLENNIUM PLAZA DOWNTOWN HOTEL (Formerly Crowne Plaza Dubai Hotel) Sheikh Zayed Road Dubai, UAE ATTN: Hisham Kassem Tel: +971 4 305 4440</p>
<p>UAE Education Fair Dubai MILLENNIUM PLAZA DOWNTOWN HOTEL (Formerly Crowne Plaza Dubai Hotel) Sheikh Zayed Road Dubai, UAE ATTN: Hisham Kassem Tel: +971 4 305 4440</p>	<p>UAE Education Fair Abu Dhabi SHERATON ABU DHABI HOTEL & RESORT Corniche Road P.O. Box 640 Abu Dhabi, UAE ATTN: Shabnam Khan Tel: +971 2 677 3333</p>
<p>BMI High School Visits in Abu Dhabi SHERATON ABU DHABI HOTEL & RESORT Corniche Road P.O. Box 640 Abu Dhabi, UAE ATTN: Shabnam Khan Tel: +971 2 677 3333</p>	<p>MENA & Central Asia Scholarship Forum ELITE WORLD GRAND ISTANBUL KÜÇÜKYALI HOTEL İnönü Caddesi No: 22 Küçükyalı Maltepe, Istanbul - Türkiye ATT: Ilkim Nur Gezen Tel: +90 216 458 90 00</p>

6. PRINTING IN THE UAE AND TURKEY

You may also choose to print your material locally and have it on your stand when you arrive. BMI currently translates and print brochures for over 80 international institutions.

Printing in the UAE or in Turkey is usually higher than in Europe, but you will make huge savings in shipping costs, avoid any customs issues, taxes or delivery problems.

If you are interested in printing locally, please fill out the form to request this service through the EIS, in the Printing Service section or send an email with your request to alba@bmiglobaled.com. We will then get back to you with a quotation or any additional information we may require.

The deadline for this service is 5th September 2024.

7. PRESS AND PR CAMPAIGN

An extensive press and public relations campaign will be conducted for the event in addition to the print, web and direct marketing campaigns.

Therefore, we are offering you the opportunity to receive extra promotion prior to the events in the media, at no extra charge. This will then be added to our event media pack and we may contact you for additional information.

We would welcome information on any of the following subjects:

- Any new courses that you will be promoting
- Details of courses that are unique to you
- Any special promotions/discounts you may have during the fair
- Names of any famous past or present students
- Anything else you would like the media to know or that you feel may be of interest

To submit information, please [click here](#) to complete the online form with the above information by **5th September 2024**.

8. HIGH SCHOOL VISITS: DUBAI & ABU DHABI

Taking place in UAE's top private high schools, the High School Visits will present you with the opportunity to meet senior students, parents and high school counsellors. The event is set up in a table and chairs format, where you may use a pop-up banner (maximum width 2 meters) behind your table, should you be traveling with one.

Specifically labelled boxes, sent to BMI at the official hotel in Dubai and Abu Dhabi for all the High School visits, will be loaded on the bus for you. Please use the correct shipping labels (see them [HERE](#)) and remember to send all High School visit boxes to the respective official hotel of the city.

The event is limited to **ONE person only per institution** and transport is included to and from the official hotel in each city.

The final schedule with a complete tour guide will be sent you one month before the visits.

Please note that a visit permit is required to enter in all Abu Dhabi high schools. If you still haven't received the form, please send an email to ahmed@bmiglobaled.com and he will email it to you. **Deadline: 19th August 2024**.

9. GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP

The official hotel and venue for the workshop will be the Millennium Plaza Downtown Hotel on 25th & 26th September in the Al Jumairah Ballroom.

FORUM & WORKSHOP FORMAT AND SETUP

Each participating institution is provided with a table and one chair. You may decorate your table in any way you wish but standing or portable displays are strictly prohibited during the workshop.

Second Participant: Unless you have booked space for two participants, your registration only entitles one person to participate in the workshop. There are no second participant places available in this workshop as it is sold out.

Online Scheduling System (Marcom Connect): You will receive your login and password for the Marcom eSchedule System on Monday 19th August 2024. The online system should be used to schedule all workshop appointments. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will be able to start scheduling meetings from Monday 26th August 2024 but you will receive the logins earlier to give you time to check and update your profile and familiarise yourself with the Marcom appointment system.

Please keep in mind that the Marcom eSchedule system will close on Thursday 19th September 2024. After that date, you will only be able to request/book additional appointments at the workshop at the BMI desk. **Appointments must not be booked directly with other participants.**

Internet: Free Internet is provided in the workshop room for all participants. Extension cords will be available but please remember to bring a travel adaptor or plug converter

NETWORKING COCKTAIL RECEPTION & DINNER (WEDNESDAY 25TH SEPTEMBER 2024)

There will be an informal networking cocktail reception and dinner on 25th September. This is only open to delegates taking part in the workshop on 25th & 26th September. If you wish to invite a guest or colleague that is not registered to participate in the workshop, there is an additional cost of USD \$350 per guest.

FORUM & WORKSHOP HANDBOOK

There are two handbooks. There is an Event Handbook given to all the counsellors which contains details about your institution and all the other participating international education institutions. The Event Handbook is the only guide to the event and is constantly referred to by the participating counsellors during the event. They also retain it for future reference.

Your Profile: Every participating international education institution will have a listing in the Official Event Handbook for High Schools. The listing includes your institution's name, address, website, telephone numbers, and a 200-word profile of your institution. We require a passport-style photograph of your participating representative (or representatives if you have

booked a second representative for your institution) as well as a high-resolution colour jpeg logo of your institution. This will appear alongside your institution profile in the Handbook.

Please use the [ONLINE FORM HERE](#) to send the following information:

- 200-word institution profile
- Your institution logo
- The participant(s) photo (please label the file with the full name of each participant)

Once the Marcom eSchedule Pro system is open, you can check and update your institution profile. Please make sure you review and update your profile in the Marcom eSchedule Pro system, as this is the same information that will be published in the handbook given to all the High School counsellors.

FORUM & WORKSHOP AGENDA

DATE	TIME	PROGRAM
WEDNESDAY 25 th Sep	08:30 - 09:10	International Institutions Registration
	09:10 - 09:30	Meeting 1
	09:35 - 09:55	Meeting 2
	10:00 - 10:20	Meeting 3
	10:25 - 10:45	Meeting 4
	10:45 - 11:00	Refreshment Break
	11:00 - 11:20	Meeting 5
	11:25 - 11:45	Meeting 6
	11:50 - 12:10	Meeting 7
	12:15 - 12:35	Meeting 8
	12:35 - 13:45	Networking Lunch
	13:45 - 14:05	Meeting 9
	14:10 - 14:30	Meeting 10
	14:35 - 14:55	Meeting 11
	15:00 - 15:20	Meeting 12
	15:20 - 15:35	Refreshment Break
	15:35 - 15:55	Meeting 13
	16:00 - 16:20	Meeting 14
	16:25 - 16:45	Meeting 15
	19:00	Bus Departs from Millennium Plaza Downtown Hotel
19:30 – 21:30	Networking Cocktail Reception & Dinner	
21:40	Bus Departs to Millennium Plaza Downtown Hotel	
THURSDAY 26 th Sep	9:30	Hall opens
	09:55 - 10:15	Meeting 16
	10:20 - 10:40	Meeting 17
	10:45 - 11:05	Meeting 18
	11:05 - 11:20	Refreshment Break
	11:20 - 11:40	Meeting 19
	11:45 - 12:05	Meeting 20
	12:10 - 12:30	Meeting 21
	12:30 - 13:45	Networking Lunch
	13:45 - 14:05	Meeting 22
	14:10 - 14:30	Meeting 23
	14:35 - 14:55	Meeting 24
	14:55 - 15:10	Refreshment Break
	15:10 - 15:30	Meeting 25
	15:35 - 15:55	Meeting 26
16:00	WORKSHOP ENDS	

**This schedule is subject to change*

Your final event schedule which contains all your meetings will be printed and given to you at registration - so you do not need to print it in advance.

10. BMI MENA & CENTRAL ASIA SCHOLARSHIP FORUM

The official hotel and venue for the BMI MENA & Central Asia Scholarship Forum will be the Elite World Grand İstanbul Küçükyalı Hotel. All meetings will be held in the Marmara Ballroom on October 3rd & 4th 2024.

TRAVEL INFORMATION

Passport & Visa: Participants are advised to consult the Turkish consulate or embassy in their home country to check on the latest visa requirements for travel to Turkey. BMI can supply a visa invitation letter if required. Please email us with the name of your institution, title, full name and passport number of the participant and we will send this to you within 48 hours.

Currency: The official currency of Turkey is the Turkish Lira (code TRY). You can exchange your currency into liras at the airport, international hotel chains and banks. Please visit www.xe.com to see updated exchange rate information.

Airports: Istanbul Sabiha Gokcen International Airport (SAW) is 27.7 km away from the hotel and iGA Istanbul Airport (IST) is 69 km away from the hotel. BMI does NOT offer pick up services. If you require airport pick up, please contact the official hotel directly. Hotel information is on page 6 of this manual.

SCHOLARSHIP FORUM FORMAT AND SETUP

As a participating institution, you are entitled to have one schedule of appointments unless you have registered for a second schedule. At the time of your meeting, you should promptly make your way to the table of the organisation with whom you have the meeting. Please note that unless you have booked an exhibition stand, no standing or portable displays are permitted during the forum.

Second Participant: Unless you have booked space for two participants, your registration only entitles one person to participate in the forum. There are no second participant places available in this forum as it is sold out.

Online Scheduling System (Marcom Connect): You will receive your login and password for the Marcom eSchedule System on Monday 26th August. The online system should be used to schedule all forum appointments. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will be able to start scheduling meetings from Monday 2nd September but you will receive the logins earlier to give you time to check and update your profile and familiarise yourself with the Marcom appointment system.

Please keep in mind that the Marcom eSchedule system will close on Friday 27th September. After that date, you will only be able to request/book additional appointments at the forum at the BMI desk.

Appointments must not be booked directly with other participants.

Internet: Free Internet is provided in the forum room for all participants. Extension cords will be available but remember to bring a travel adaptor or plug converter.

NETWORKING COCKTAIL & GALA DINNER

The networking cocktail & gala dinner is designed to help facilitate networking in a relaxed environment. If you wish to invite a guest or colleague that is not registered to participate in the forum, there is an additional cost of USD \$450 per guest. This will also allow them to network at the dinner with all delegates as well and includes a full dinner and drinks.

The networking cocktail & gala dinner will take place at the hotel terrace on the evening of the first day of the Forum - Thursday 3rd October 2024. The cocktail will start at 19.30h and dinner will begin at 20.00h.

Dress code: Smart Business Attire.

SCHOLARSHIP FORUM HANDBOOK

There are two handbooks. There is an Event Handbook for the Scholarship & Training Organisations which contains details about your institution and all the other participating international education institutions. The Event Handbook is the only guide to the event and is constantly referred to by the participating Ministries, Scholarship Organisations and Training Providers during the event. They also retain it for future reference.

Your Profile: Every participating international education institution will have a listing in the Official Event Handbook for Scholarship Organisations. The listing includes your institution's name, address, website, telephone numbers, and a 200-word profile of your institution. We require a passport-style photograph of your participating representative (or representatives if you have booked a second representative for your institution) as well as a high-resolution colour jpeg logo of your institution. This will appear alongside your institution profile in the Handbook.

Please use the [ONLINE FORM HERE](#) to send the following information:

- 200-word institution profile
- Your institution logo
- The participant(s) photo (please label the file with the full name of each participant)

Once the Marcom eSchedule Pro system is open you can check and update your institution profile. Please make sure you review and update your profile in the Marcom eSchedule Pro system, as this is the same information that will be published in the handbook given to all Scholarship Organisations.

SCHOLARSHIP FORUM AGENDA

DATE	TIME	PROGRAM
THURSDAY 3 rd Oct	08:00 - 09:00	Registration & Handbook Collection
	09:00 - 10:00	Opening conference
	10:05 - 10:30	Meeting 1
	10:35 - 11:00	Meeting 2
	11:00 - 11:30	Refreshment Break
	11:30 - 11:55	Meeting 3
	12:00 - 12:25	Meeting 4
	12:30 - 12:55	Meeting 5
	13:00 - 14:30	Lunch (Included)
	14:35 - 15:00	Meeting 6
	15:05 - 15:30	Meeting 7
	15:35 - 16:00	Meeting 8
	16:00 - 16:30	Refreshment Break
	16:30 - 16:55	Meeting 9
	17:00 - 17:25	Meeting 10
	17:30	Day 1 of the Forum ends
19:30 - 22:00	Networking Cocktail & Gala Dinner	
FRIDAY 4 th Oct	09:00	Hall opens
	09:35 - 10:00	Meeting 11
	10:05 - 10:30	Meeting 12
	10:35 - 11:00	Meeting 13
	11:00 - 11:30	Refreshment Break
	11:30 - 11:55	Meeting 14
	12:00 - 12:25	Meeting 15
	12:30 - 12:55	Meeting 16
	13:00 - 14:30	Lunch (Included)
	14:35 - 15:00	Meeting 17
	15:05 - 15:30	Meeting 18
	15:35 - 16:00	Meeting 19
	16:00 - 16:30	Refreshment Break
	16:30 - 16:55	Meeting 20
	17:00 - 17:25	Meeting 21
17:30	Forum ends	

**This schedule is subject to change*

Your final event schedule which contains all your meetings will be printed and given to you at registration - so you do not need to print it in advance.



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