

SCHOLARSHIPS FAIR 2007 REPORT AND STATISTICS

1. Exhibitors and visitors

The third annual Scholarships Fair achieved an outstanding success in terms of the number of attending exhibitors and visitors:

- Over **6,000 visitors** in one day;
- **27 exhibitors** (14 foreign and 13 Croatian institutions);
- Presentation of **over 70 scholarship programmes** for studying in Croatia and abroad.

2. Sponsors, supporting institutions and partners

The Institute for Development of Education would like to thank all the sponsors, supporting institutions and partners of the Scholarships Fair 2007 who recognised the importance of this event and played a crucial role in ensuring the success and high quality of the Fair.

- Sponsors: **Zagrebačka banka d.d.** (Gold Sponsorship) and **Coca-Cola Beverages Hrvatska** (Silver Sponsorship);
- General partner: **National and University Library in Zagreb**;
- Supporting institutions: **Croatian Ministry of Science, Education and Sports** and **Croatian Rectors' Conference**;
- Media sponsors: **Večernji list**, **Radio 101** and **T-Portal**;
- Promotion partners: student organisations of different faculties at the University of Zagreb: **BEST**, **CroMSIC**, **eSTUDENT**, **IEEE**, **Sociology Students' Club Diskrepancija**, **Law Students' Association Pravnika** and **Zoon politikon**.

3. Media coverage

Scholarships Fair 2007 also achieved an outstanding success in terms of media coverage. More than **86 articles, reports and announcements** were published in Croatian print and electronic media, as well as on various internet portals and websites.

The most notable media coverage was the following:

- **Television:** two national TV stations featured Scholarships Fair reports in their prime time news shows: Croatian Television (HTV) Daily News and RTL News; five reports on the HTV programme "Good Morning Croatia" between 16 and 24 October 2007;
- **Daily press:** 14 articles in six daily publications, including the most popular daily newspapers in Croatia: Večernji list, Jutarnji list, Vjesnik and Novi list;
- **Radio:** seven reports on five radio stations, including Radio 101, Otvoreni Radio and Plavi Radio announcements;
- **Internet portals:** 34 articles and announcements featured on internet portals, including some of the most visited Croatian portals (such as T-portal and Net.hr), web pages of daily press (such as Jutarnji list and Poslovni dnevnik), student portals (Studentnet and MojFaks), as well as news and culture portals (such as Culturenet and Zamirzine);
- **Web sites:** 19 announcements featured on web sites of faculties and student organisations of the University of Zagreb, as well as on home pages of other Croatian universities.

4. Public visibility

In addition to its media coverage, the Institute for the Development of Education ensured the high visibility of the Scholarships Fair 2007 through Internet promotion and distribution of printed materials:

- The www.stipendije.info web portal, which was also the official website of the Scholarships Fair 2007, registered a **30% rise in the number of visitors** in October 2007;
- **25,000 promotional flyers** and **2,000 posters** were distributed before the Scholarships Fair;
- **6,000 Scholarships Fair brochures** were distributed among the visitors of the Scholarships Fair; 2,000 brochures were distributed among various student organisations in Zagreb;
- Of all the posters and flyers, **60%** was distributed among Zagreb faculties or sent to student organisations. The remaining **40%** was distributed among high-schools, student dormitories, libraries and other locations in the City of Zagreb.

ADDITIONAL INFORMATION

Scholarships Fair **Photo Gallery:** <http://www.iro.hr/hr/o-nama/odnosi-s-javnoscu/fotogalerija/view-gallery-1060/>

Scholarships Fair **Media Clippings:** <http://www.stipendije.info/page.php?lang=hr&id=57>