



**Bharath**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

**DEPARTMENT OF INTERNATIONAL RELATIONS**

**WORLD EDUCATION FAIR ON HIGHER STUDIES**

**Organized by the International Development Programme (IELTS)**  
**at Hotel Taj Coromandel, Nungambakkam, Chennai – 34 on 23.02.2020**

Educational Fairs are one of the instruments allowing for effective communication with future students. However, in order to take full advantage of the participation in educational fairs, the Institutions need to be well prepared by applying the rules of exhibition marketing and taking into account the specific character of education oriented exhibition events.

The Role of Educational Fair in the Higher Education\ promotion system is unique. Despite this unique role that education fair vents may play, the opinion is sometimes expressed among academic circles that the impact of education fairs is diminishing. It is a general feeling that educational institutions do not give importance in deputing the students for Education Fair.



The Department of International Relations, BIHER, bearing in mind to develop the skills and knowledge of the students and to erase out the impression of diminishing impact, as aforesaid, it arranged for participation of the students in the Education Fairs, in the past, many. In continuation of the process, the students of Civil, CSE and Aeronautical Engineering, have been directed to attend the Biggest Education Fair for **UK, U.S., CANADA, NEW ZEALAND** organized by BIHER in collaboration with IDP.

The highlights of this Education Fair are:

- To meet one to one with 70+ University Representatives
- To submit on-spot applications for 2020 Intakes
- To know about past study work rights
- To avail application fee waivers

The interaction of the students with the Representatives of these Foreign Universities, took place in the usual manner and the students were clarified on their doubts.

The feedback of the students after attending the Education Fair is an encourage able one for the Institution to organize more such events. The students also felt that they are so fortunate enough to be identified by the Institution for participation since attending such Education Fairs is of more informative and useful for the career planning.

