



**Spring 2021 India  
Undergraduate  
Student Recruitment  
Virtual Fair**



# Spring 2021 India Undergraduate Student Recruitment Virtual Fair

Dear U.S. Admissions Officers,

With immense pleasure, we are delighted to share with you our Spring 2021 India Undergraduate Student Recruitment Virtual Fair.

Our Organisation has established its presence with Leading High Schools in India - one of the Fastest Growing Countries for Outbound International Undergraduate Students to the U.S.

Our Virtual Fair's Focused Structure promoting the concept of a U.S. Undergraduate Education at High Schools in India enables Institutions to achieve Quality Undergraduate Student Interactions, Rich Exposure, Long-term Relationship Building with High School Counsellor Officials and Productive Meetings with 11th and 12th Grade Students, Parents.

**Our Undergraduate Student Recruitment Virtual Fair are designed with the following unique benefits:**

- **Established Target Audience of Participating High School Students & Parents**

Over 80% of the graduating 12<sup>th</sup> grade class students from the participating high schools choose to study in the US for their Bachelors Degree. Furthermore, students from these schools pursue a diverse set of majors in College such as Psychology, Political Science, Fine Arts, Film and Media Studies, Economics, Business, Computer Science, Engineering etc. These students have also taken their English Proficiency Tests such as TOEFL, IELTS and Duolingo and thus are well prepared to pursue their Bachelors Degree in the US. Similarly, Parents also play an active role in meeting with International Admission Officials to learn more about their institutions, are globally well travelled and come from professional backgrounds that recognise the strength and quality of a US Bachelors Education.

- **Strong Profile of High School Counsellors**

The participating high school counsellors have extensive experience working in their schools and in the field of international education via active involvement in educational conferences such as NAFSA, International ACAC, IB World Conference etc, in order to help their 12<sup>th</sup> grade students pursue a Bachelors Degree education in the United States.

- **Good Fit High Schools from Tier 1 & Tier 2 Cities in India**

The quality of high schools chosen to participate during our virtual fair is the what truly differentiates our service. Each participating school is chosen carefully considering the above parameters which in turn enables students, parents and counsellors to be well

prepared and actively participate during the time of the virtual fair leading to increased engagement with U.S. Institutions.

• **High Growth Market for International Undergraduate Enrolment at U.S. Institutions**

India is One of the Fastest Growing Countries in the World in terms of International Undergraduate Student Enrolment at U.S. Institutions having witnessed significant growth by doubling from 12,677 students in 2013/14 to 24,813 students in 2018/19.

• **Positive Return on Investment**

Our Partners across the board have witnessed a significant increase in their undergraduate program inquiries, applications and enrolments after participation in our recruitment events that has enabled them to enrol good fit undergraduate students and establish strong long-term relationships with high school counsellors across India.

• **Promoting US Undergraduate Education at High Schools in India**

At Kunal Parekh High School Tours, our organisation today has partnered with 100+ High Schools in 15 Cities across India catering to Universities and Colleges across the United States. Our virtual fair’s unique structure enables institutions to enrol well qualified good fit undergraduate students and build long-term relationships with high school counsellors.

In the following pages, we have included information regarding our fair’s schedule, structure, costs and application details.

We look forward to providing a highly productive experience to your institution. In the meantime, please feel free to contact us if you require any further information and it will be our pleasure to be of any assistance to you.

Kunal Parekh (Director) - Kunal Parekh High School Tours

## Spring 2021 India Undergraduate Student Recruitment Virtual Fair

Spring 2021 India Virtual Fair	Spring 2021 India Virtual Fair
<b>Focus</b>	Undergraduate Student Recruitment
<b>Audience</b>	11th and 12th Grade Students, Parents and High School Counsellors
<b>Participating Cities</b>	10 Cities: Ahmedabad - Bangalore - Hyderabad - Indore - Jaipur - Mumbai - New Delhi - Pune - Surat - Vadodara



Spring 2021 India Virtual Fair	Spring 2021 India Virtual Fair
Date & Time	Friday, February 12th 2021 5:30 pm to 7:30 pm Indian Standard Time (7:00 am to 9:00 am Eastern Standard Time USA)
Virtual Fair Fee	USD 1200

### Spring 2021 India Virtual Fair Inclusions:

**Dedicated Virtual Booth Space:** A branded, dedicated virtual booth for your institution that includes live audio, live video, live chat, screen sharing and materials sharing capabilities.

**Virtual Fair Logistics:** Each University will have a dedicated, video and audio enabled Virtual Room. Our Virtual Fair will use an integrated platform that will enable seamless audio/ video integration that will allow university & college officials to have live conversations with students, parents and counsellors as well as make presentations and respond to questions over chat.

**Institution Profiles:** A featured section highlighting your university with your logo, description and website will be sharing with students, parents and high school counsellors.

**Virtual Fair Marketing:** Event Invitations will be sent out to our extensive network of high schools. Marketing activities will also be conducted via with our network of high schools. High School Students, Parents and High School Counsellors are invited from the participating cities. University and College information along with marketing materials (Logos, E-brochures, Videos) will be shared and emailed to each participating student, parent and high school. Institutions are invited to have Current Students or Alumnus participate along with them for the Virtual Fair.

**Virtual Fair Orientation Event:** An Orientation Event will be held where Participants will be briefed via a Demo Run and tutorial on how our virtual platform works including the set-up process for your branded, dedicated virtual booth, salient features along with insights for interacting with students, parents and high school counsellors and more information.

**Virtual Fair Wrap Up Report:** Comprehensive Fair Wrap Up Report which includes Contact Information about the Participating High School Students along with Contact Information of the Participating High School Counsellors responsible for Student Applications. Our Comprehensive Fair Wrap Up Report will also include detailed information on Industry Dynamics, Regional Demographics, Undergraduate Student Recruitment Trends in India, School Profiles, Fair Analysis etc.

**Hands on Coordination and Support:** End-to-End Logistics and Assistance, Coordination and Support by Kunal Parekh High School Tours personnel to ensure a Seamless, Productive and Memorable Experience.

## Application Process

Please complete the Application Process by clicking on the Application Page Link [here](#)

## Terms and Conditions

- Participating Institutions must be accredited two-year and/or four-year degree granting institutions.
- The participating institution's personnel must have knowledge of the institution's admissions policies, procedures and other relevant information of their institution.
- Kunal Parekh High School Tours reserves the right to make changes to the virtual fair, if in its judgement the changes will be in the interest of the participating institutions.
- In event of any change for the person participating, Kunal Parekh High School Tours must be informed 14 days prior to the virtual fair event date.
- Educational institutions and their representatives must support and adhere to NAFSA's Statement of Ethical Principles.
- Kunal Parekh High School Tours is not liable for any loss due to damage, theft, injury or delay of any items carried by the participant.
- Kunal Parekh High School Tours holds itself free from liability for any damage, theft, loss, injury or delay from any cause beyond its control.
- All prices are based on exchange rates as of January 2021 and are subject to change.
- Virtual Fair Participation is non-cancellable and Fair Participation Fee is non-refundable and is payable upon receiving confirmation.
- Virtual Fair Participation Fee is subject to 18% Goods and Services Tax India.
- Institutions will be liable for the full virtual event cost, even if the participant attends the event partially.
- In the event Kunal Parekh High School Tours is unable to conduct the Virtual Fair Event due to reasons that maybe directly or indirectly beyond the control of Kunal Parekh High School Tours, the participating institution shall not be entitled to any refund. However, the Participation Fee Amount will be credited towards a future Virtual Fair Event.
- Participating Institution grants Kunal Parekh High School Tours permission to use its name, image and logo in all media forms.
- Kunal Parekh High School Tours will not be liable for the quality of service or actions of independent service providers including the recommended technology platform to be used to connect and conduct the Virtual Fair Event.

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# KunalParekh

## High School Tours

### **Contact Information:**

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