# OVERVIEW

Combating the covid-19 pandemic which has brought the entire nation and the economy on a standstill with the explosive effect on education industry, India Education Week (IEW) presents the opportunity for the college and Universities, aspiring students of higher education and edtech companies to connect, engage and collaborate on a unified platform.

The exhibition will help connect the aspiring students with their preferred college / universities of their choice for their selective course. The college and universities will get access to thousands of students to engage and the edtech companies will get an opportunity to present their digital products and solutions to the academia to help them go digital.

The India Education Week is the first-ever 5 day event virtual exhibition and conference to host 3000+ industry experts and executives, students, professors and adopters of digital education technology. The summit will reflect the latest tendencies and recent application changes in the Higher Education space in the Indian market

For EduTech companies, this event presents a golden opportunity to network with academic bodies to present and showcase their innovative product and offerings

# HIGHLIGHTS

**LIVE**
Virtual Summit

**3000+**
Attendees

**30+**
Local & Global Speakers

**SPOT**
Admission Offers

**100+**
Colleges

**20+**
Sessions

Exclusive workshops

**LOAN**
Approval

# OPPORTUNITY
## EDTECH INDUSTRY

A report by **RedSeer** and **Omidyar Network India** has mapped the growth in usage from 2019 to 2020. It revealed that edtech users - both paid and free unique users - in K12 and post K-12 segment have seen an increase, with the user base doubling from 45 million to 90 million.

There also has been a 50 percent increase in time spent, which has gone up from 60 minutes to 90 minutes. The report also noted a 40 percent increase in willingness to pay and a massive 83 percent jump in the paid user base

According to the report, online education offerings across Classes 1 to 12 are projected to increase 6.3 times by 2022, to create a $ 1.7 billion market. The post-K12 market is set to grow 3.7 times to touch $1.8 billion. This will create meaningful opportunities for incumbent players and space for multiple new startups.

*"India's edtech market will touch $3.5B by 2022"*
RedSeer and Omidyar Network India report

*"Streaming at home may rise 60%"*
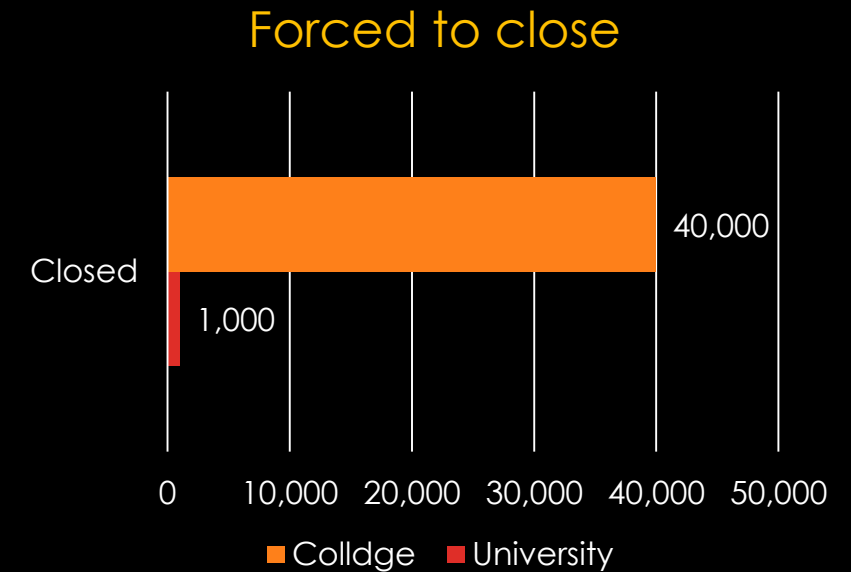Neilsen, 16 March 2020

# OPPORTUNITY
## HIGHER EDUCATION INSTITUTIONS

The UGC issued COVID-19 specific guidelines for Indian Higher Education Institutions (HEIs) has resulted into temporarily closing of ~1000 Universities and ~ 40,000 colleges while students going home.

This year, close to 1.44 crore students are appearing for their school leaving exams and close to 60 lakhs of these students will be looking to enroll in a higher education institution.

According to KPMG report, they suggested institutions should:

- Digital first

- Targeted campaigning

- Student experience

- Brand and community engagement

- Communication

### Forced to close

Closed — Colldge: 40,000 ; University: 1,000

(x-axis: 0, 10,000, 20,000, 30,000, 40,000, 50,000)

■ Colldge   ■ University

# OPPORTUNITY
## STUDENTS

As per the KPMG report on "Higher Education in India and Covid-19 Impact on Admission", nearly 60 lakhs students will be looking to enroll in higher education in India.

If you are a student and looking to enroll in higher education this year, this is for you.

This platform will connect you to 100+ colleges from different parts of India and you can choose your preferred stream (B.Tech, B.E, MBA etc.) in your preferred college or university.

More than that, it will also give you the opportunity to block your admission on the spot and also look for financial aid to support your financial motivation.

- ✓ Visit Higher Education Institution / University
- ✓ Interact with institute representatives
- ✓ Interact with students and alumni
- ✓ Attend info-sessions
- ✓ Enquire about financial aid
- ✓ Visit campus, campus tour
- ✓ Complete application process
- ✓ Interact with similar students
- ✓ Visit residential/hostel facilities
- ✓ Avail financial aid
- ✓ Attend counselling/seat allocation process
- ✓ Spot admission

# VIRTUAL EXPO OVERVIEW
## VIRTUAL BOOTH

India Education Week is the first even 5 days exhibition designed to host 3000+ visitors and industry veterans. The exhibition will present the latest tendencies and application methods in the education industry of India. Discover institutes and colleges in all domains and sectors like Management, Engineering, Pharmacy etc.

| | | | |
|---|---|---|---|
| Amity University | Sharda University | Lovely Professional Univ. | Symbiosis University |
| **Grab Meeting** | **Grab Meeting** | **Grab Meeting** | **Grab Meeting** |
| **View Profile** | **View Profile** | **View Profile** | **View Profile** |

# WHO WILL BE ATTENDING

India Education Week is a must-attend event for anyone who wants to network, promote, enquire, interact and take admission in their preferred stream and institute. The event presents:

- Educational Colleges and Institutes
- Students
- EduTech companies
- Directors, Professors, Education veterans etc
- CEO's and MD's
- Executives & Professionals

# WHO SHOULD SPONSOR

- Universities and Colleges
- EduTech companies
- Education Technology Solution Providers
- Training Institutes

# KEY SESSIONS

- 30+ Keynote Presentations
- Education technology & products showcase
- Networking sessions with education experts
- Pitch competition
- Start-up Innovation Hub

# WHY SPONSOR

For this virtual exhibition cum conference, our innovative app partner will be your venue; it is where the conference is hosted for remote attendees, and where the speakers, sponsors and delegates spend their time before, during and after the event. Let the AI-matchmaking algorithm search the virtual crowd to find your next valuable connection.

# STREAMLINED VIRTUAL EXPERIENCE

- Listen to insightful presentations and practical discussions
- Join interactive Q&As and participate in audience polls
- Take advantage of innovative matchmaking algorithm to meet your peers with similar background and interests
- Schedule 1-1 meetings before, during and after the event
- Increased flexibility with an option to watch key sessions on-demand
- Download conference materials all in one place

# ACCESS TO YOUR OWN DIGITAL SPACE

## INCREASED BRAND EXPOSURE

Showcase your expertise and services to a captive audience who are more engaged with digital offerings than even before, by creating a material bank of shareable information.

## YOUR DIGITAL BOOTH:

Share your white papers and present your products in one easily accessible place where attendees can meet company representatives.

## ENGAGE WITH THE INDUSTRY

Seamlessly chat to people who are excited and want to know more about you.

# HAVE ACCESS TO INSIGHTFUL DATA & ANALYTICS

### PRE EVENT REPORT

List of complete attendees. With their job titles, contacting details and interests given to you prior to the event.

### INFORMATION ON WHO ATTENDED:

See who tuned in for the sessions you delivered, or were involved in, and what their interests are.

### MEETING SUMMARIES:

You'll have access to a summary detailing the number of meeting requests each of your company representatives sent out and received.

### POST EVENT REPORTS:

Give you insights into how the attendees engaged with your session or virtual booth so you can fine-tune your strategies for the future.

# WHY YOU SHOULD ATTEND

- 5 days of interactive exhibition showcasing all colleges and institutes of all streams from India

- Powerful Industry panel discussions on current status and future strategies of education industry

- Latest trends and tools on technology in education

- 30 national and international speakers sharing their thoughts on future of education in India

- Understand how the latest developments in education and technology are being implemented in Indian market

- Network with leaders across multiple sectors and discover the blueprint for transforming your business

# KEY TOPICS TO BE COVERED

- The future of education in India

- Use of technology for better student engagement

- Leveraging online education in Covid times

- Innovative technology and trends in Education