



SUMMARY REPORT

**Gaudeamus[®] Prague 2020
CENTRAL EUROPEAN HIGHER EDUCATION
AND LIFELONG LEARNING FAIR**

13th year

PRAGUE 21st – 23rd January 2020

The 13th year of the Central European Higher Education and Lifelong Learning Fair Gaudeamus® 2020 was held at the PVA Expo Prague from 21st to 23rd January 2020.

The aim of the Gaudeamus® Exhibition in Prague was to provide information about study possibilities at higher schools, universities, colleges and language schools. The Gaudeamus® Exhibition focused on grammar school, higher school and college students and graduates and lifelong learning applicants.

Universities, colleges, higher schools, language schools and educational institutions from the Czech Republic and from 15 other countries were represented at the exhibition.

In 2020, three records were broken during the Gaudeamus fair in Prague:

- **307 exhibitors, the highest number so far, participated in the fair.**
- **The highest number of visitors came to see the fair – 13 136 students (an increase by 934 people) and 308 teachers (an increase by 15 people).**
- **The fair occupied the biggest exhibition space so far (2 161 m²).**

CONTENTS

1. Exhibitors structure.....	3
2. Organization of the Exhibition	4
3. Attendance of the Exhibition.....	4
4. Target group characteristics	5
5. Attendance of accompanying programs.....	9
6. Study abroad preferences	10
7. Exhibitor’s seminars	11
8. Science for Life accompanying program	11
9. The Exhibition catalogue.....	11
10. Exhibition development in 2008 - 2020	11
11. 14th Year of the Gaudeamus® Exhibition in Prague in 2021	11
12. Gaudeamus® Exhibitions in 2020/2021	12

1. Exhibitors structure

307 individual exhibitors in 96 booths participated in the Exhibition. The exhibitors' structure is presented in chart 1 and diagrams 1 and 2.

Number	Characteristic	Comparison to 2019
262	Universities, colleges, individual faculties	+ 13
15	Higher professional schools	+ 1
4	Language schools and agencies	+ 1
14	Other education or advisory institutions	+ 1
12	Study abroad agencies	+ 2
81	International exhibitors (15 countries) UK (53), The Netherlands (9), Denmark (8), Austria (3), Germany (2), USA (1), Slovakia (1), Sweeden (1), Canada (1), Slovenia (1), Poland (1), Australia (1), Finland (1), Ireland (1), Russia (1)	+ 5

Chart 1 Exhibitors at Gaudeamus® Prague 2020

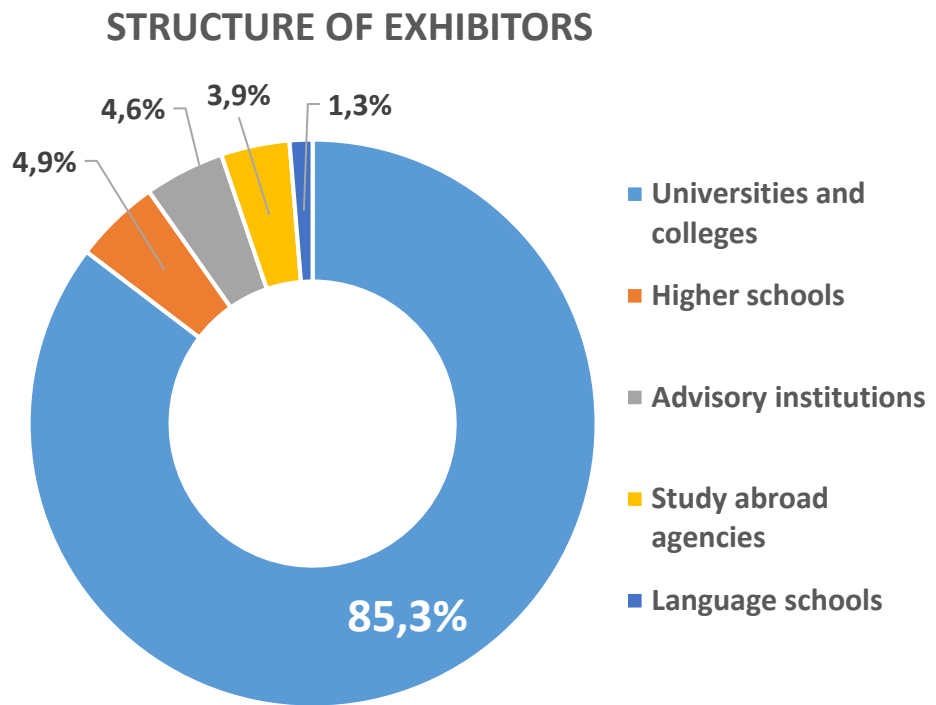


Diagram 1

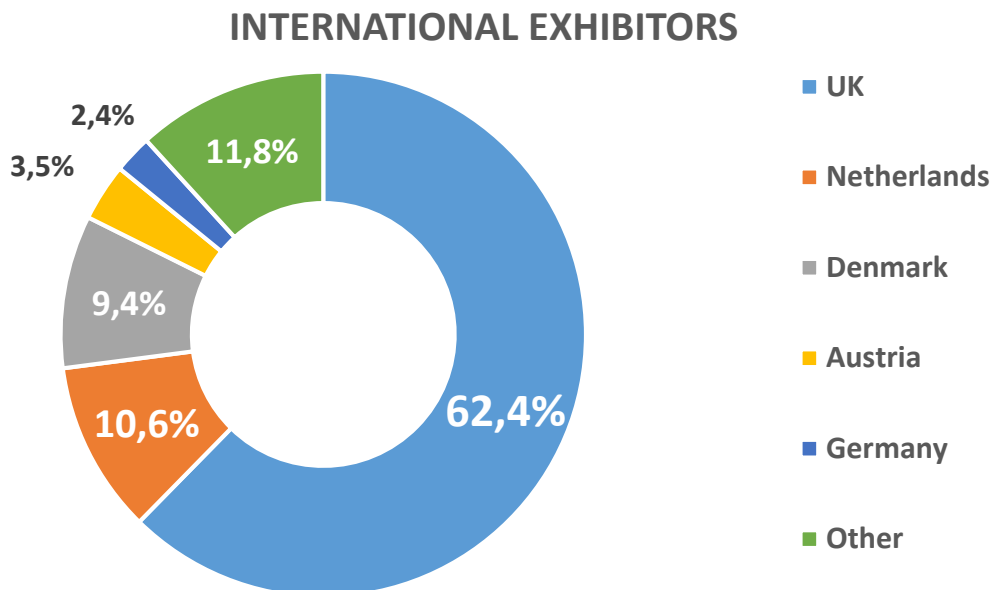


Diagram 2

2. Organization of the Exhibition

Organization of the Exhibition was guaranteed by MP-Soft®, a.s., Brno and the Brno University of Technology represented by Mr. Prof. Ing. Jan M. Honzík, CSc. The exhibition was held under the patronage of the Ministry of Education of the Czech Republic; rector of the Czech Technical University in Prague, prof. Doc. RNDr. Vojtěch Petráček, CSc.; Czech Parliament member prof. Ing. Karel Rais, CSc., MBA; governor of Central Bohemia Ing. Ing. Jaroslava Pokorná Jermanová; ambassador of the Federal Republic of Germany Dr. Christop Israng; ambassador of France Roland Galharaque and British ambassador in the Czech Republic Nick Archer MVO. Academic counsellor of the Exhibition was Prof. Ing. Jan M. Honzík, CSc. Organisation guarantor was Ing. Pavel Mikula, chairman of the board of MP-Soft®, a.s., Brno.

The 13th year of the Gaudeamus® Exhibition was held in the exhibition hall no.4 of the PVA Expo Prague exhibition grounds. The exhibition was open for the public daily from 8:00 a.m. to 4:00 p.m., from the 21st to the 23rd January 2020.

The second day of the exhibition culminated by a gala evening and discussion meeting of exhibition participants, this took place in the Kaiserstein Palace.

3. Attendance of the Exhibition

The Exhibition was held at the PVA Expo Prague exhibition grounds as a standalone event so it was possible to determine the accurate number of visitors. **The total attendance was 13 136 visitors (an increase by 934 people). This number is the highest in the Exhibition's history. There were also 308 teachers and education specialists visiting the exhibition**

The students had a possibility to register before the exhibition and 12 108 (an increase by 2 017 people) took advantage of the opportunity. The distribution of attendance into individual days is presented in charts 2 and 3.

Day	Number of visitors
21 st January 2020	3 933
22 nd January 2020	5 068
23 rd January 2020	4 135
Total	13 136

Chart 2 Attendance distribution into individual days

Year	1 st day	2 nd day	3 rd day	Total
2014	4 264	4 340	-	8 604
2015	4 878	4 776	-	9 654
2016	4 889	4 830	-	9 719
2017	5 231	4 787	-	10 018
2018	3 199	4 121	3 350	10 670
2019	4 070	4 206	3 926	12 202
2020	3 933	5 068	4 135	13 136

Chart 3 Attendance distribution into individual days during the last seven years

4. Target group characteristics

During the 13th year of the Gaudeamus® Exhibition in Prague a statistical survey was carried out among the registered visitors. 12 108 students registered and took part in the survey. This represents 92 % of the total number of visitors. Detailed results are shown in the following charts and diagrams.

Diagrams 3 and 4 show the basic visitor's structure according to gender and age. The visitors were 61 % female and 39 % male. 65 % of visitors were in the 18 – 21 age group, representing mainly final year high school students and fresh graduates. 32 % of visitors were in the 15 – 17 age group, representing mainly 3rd year high school students.

GENDER STRUCTURE OF VISITORS

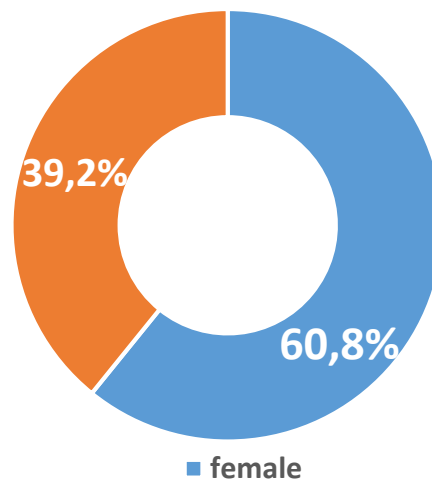


Diagram 3

AGE SPECTRUM OF VISITORS

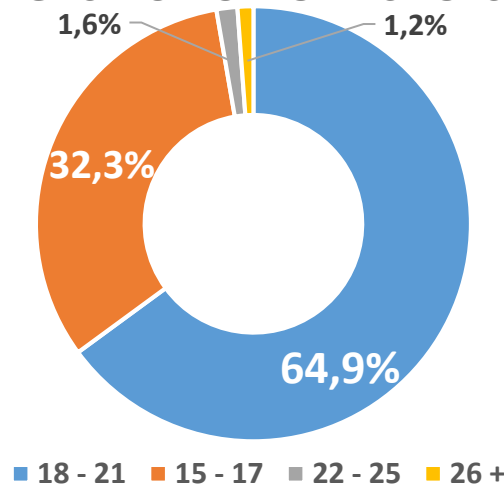


Diagram 4

Diagram 5 shows the representation of individual target groups within the total exhibition attendance. The most represented target group are the 4th year high school students, who make up 58 % of visitors.

TARGET GROUP REPRESENTATION

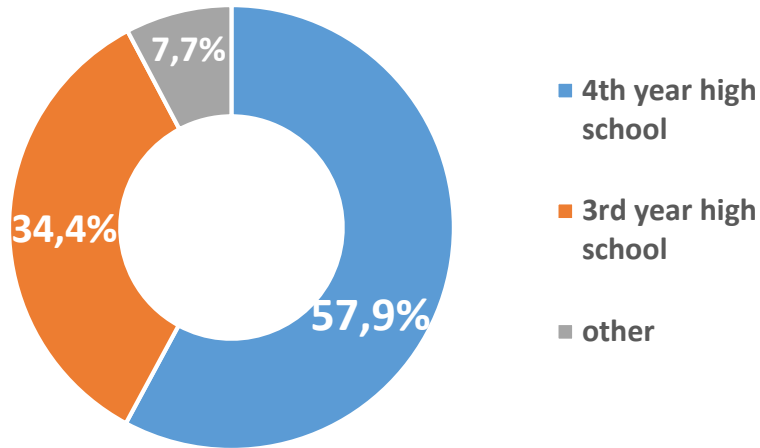


Diagram 5

Apart from standard attendance data, which are stated in diagrams 1 to 5, information regarding the students focus in choosing their future studies and their criteria were gathered. 12 108 students registered and took part in the survey. This represents 92 % of the total number of visitors. The students answered the following questions:

1. Type of school currently studied:

- Grammar school
- High school
- Higher school
- University or college
- Do not study

The most represented target groups of the fair are grammar school students, who make up 54 % of total attendance number and high school students, who represent 42 % of the total number of visitors. See diagram 6.

TYPE OF SCHOOL CURRENTLY STUDIED

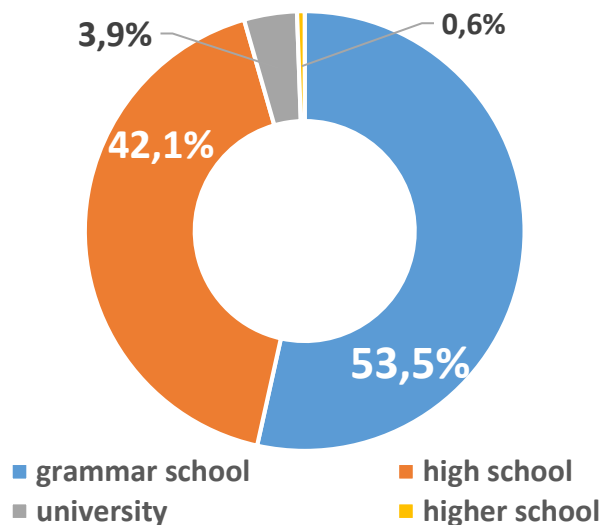


Diagram 6

2. Academic subject preferences:

- Social sciences
- Economics
- Teaching
- Art
- Management
- Law
- Language studies
- Medicine
- Informatics
- Science
- Mathematics
- Sports
- Transportation
- Electrotechnology
- Chemistry
- Civil engineering
- Mechanical engineering
- Agriculture

The students could select one or more of the listed subjects, which they would like to study at the university or college. Results of the survey are shown in diagram 7.

In 2020 the students are most interested in language studies and social sciences followed by management and economics.

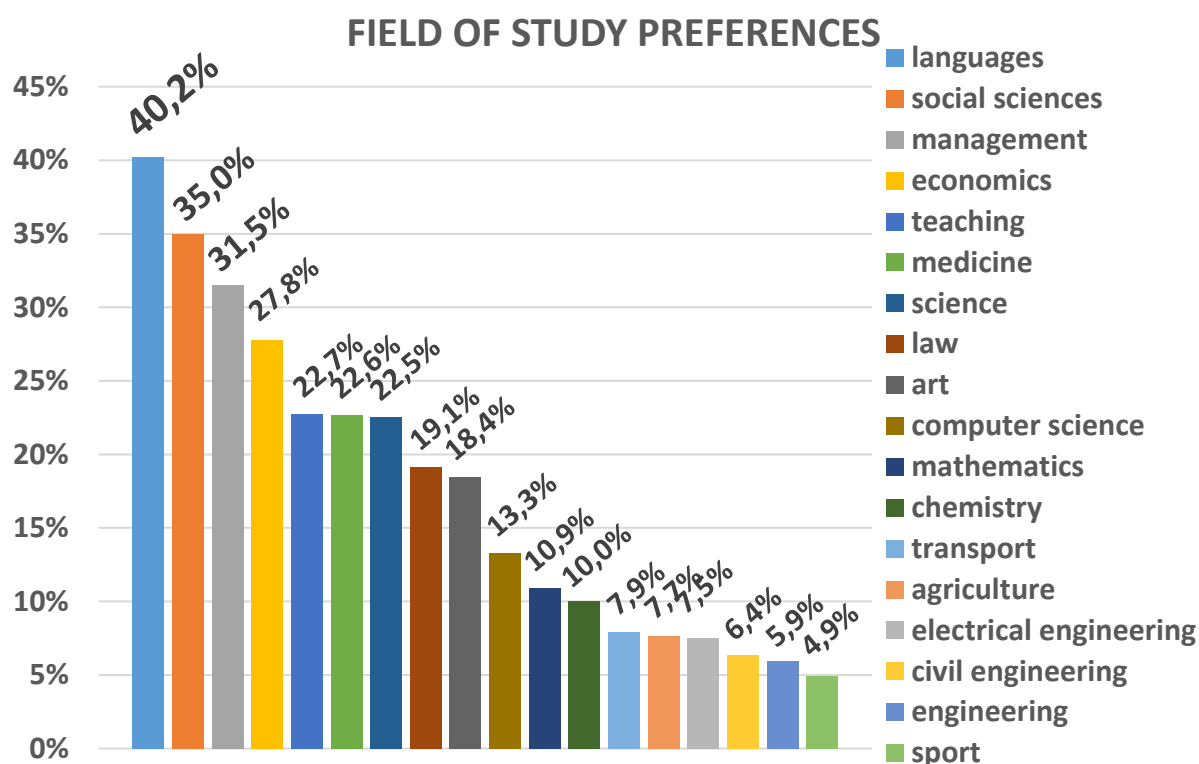


Diagram 7

3. Type of study preferences:

- Bachelor
- Bachelor with possible follow-up
- Master's
- Master's long
- Higher professional school
- Ph.D.
- MBA

Students could select what type of degree they would like to acquire. Results of the survey are shown in diagram 8.

The most demanded type of study in 2020 is bachelor with possible master's follow-up and bachelor's degree.

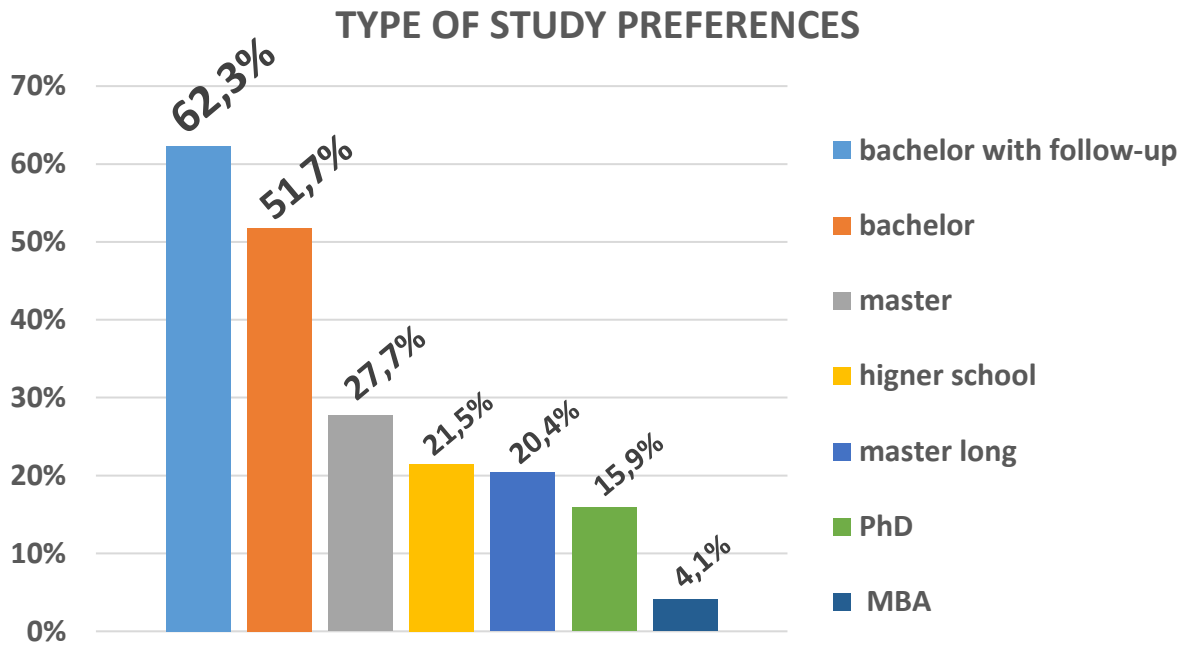


Diagram 8

4. Form of study preferences:

- Full-time study
- Part-time study
- Lifelong learning

Students could select which form of study they prefer. Results of the survey are shown in diagram 9. 84 % of students prefer the full-time study, 7 % prefer part-time study and 1 % would choose lifelong learning.

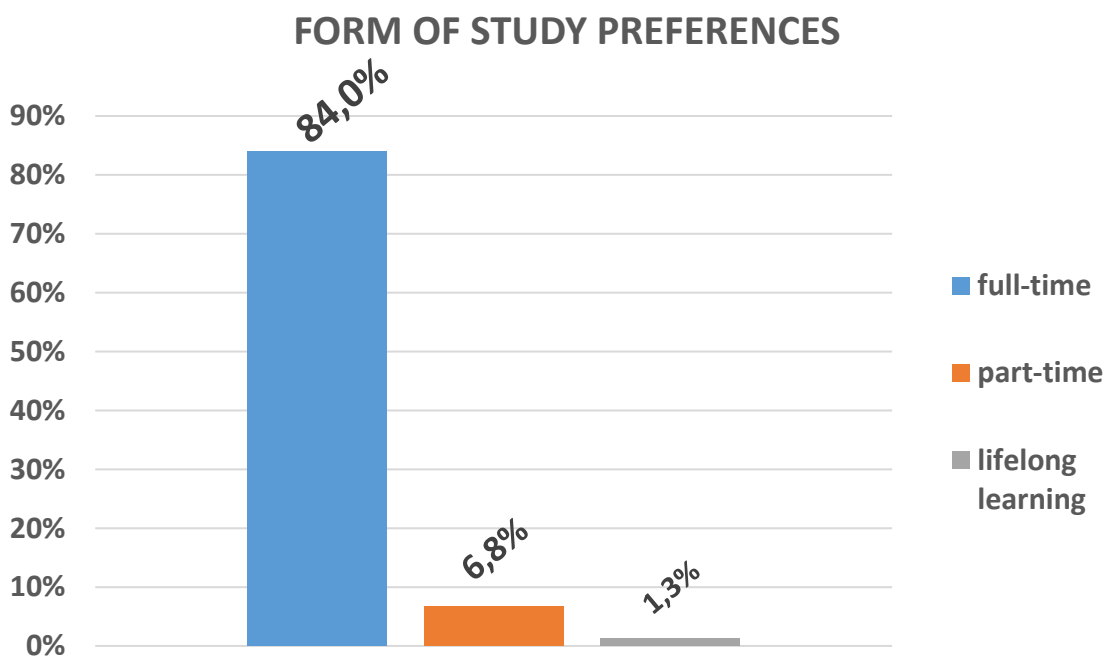


Diagram 9

5. Attendance of accompanying programs

There were six accompanying programs at the fair in 2020:

- Exhibitor’s lectures
- Science for Life
- Testing center
- Advisory service
- Career advisory
- Study abroad advisory

As a part of the survey, we also inquired about the attendance of the accompanying programs. The results of the survey are shown in diagram 10. The detailed description of accompanying programs can be found in the following chapters.

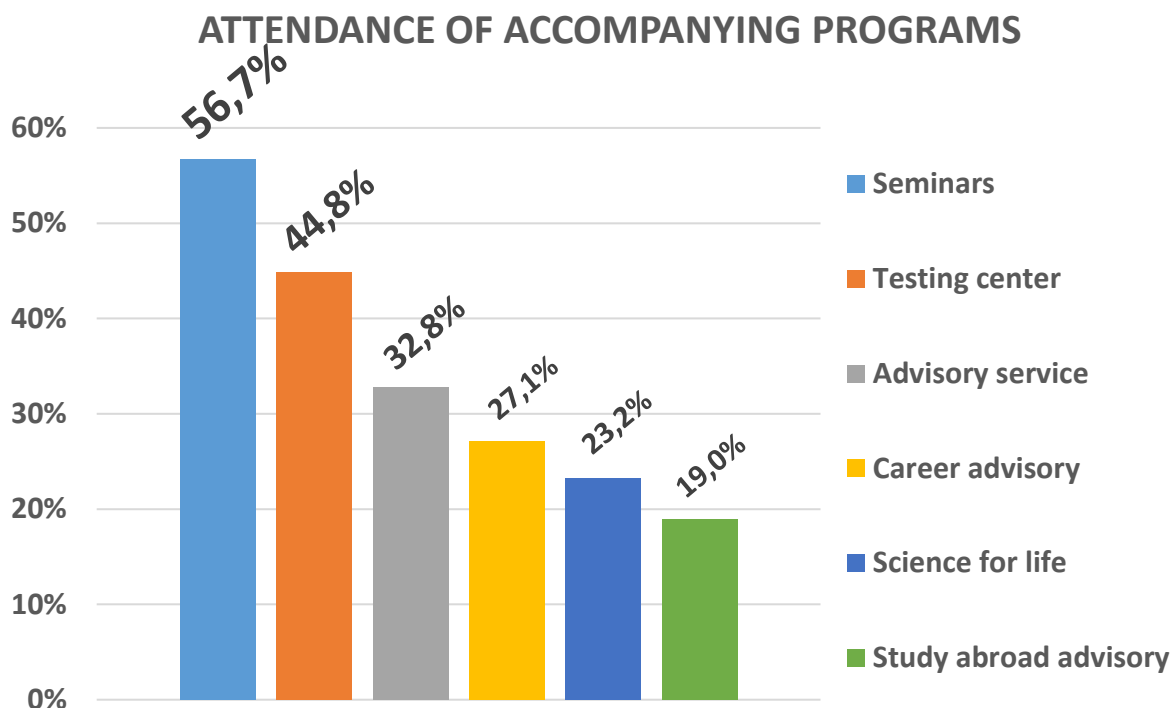


Diagram 10

Exhibitor’s lectures are the most important accompanying program of the fair. 67 % of visitors (8 801 people) stated their intentions to attend at least one of the lectures.

The Science for Life program was a part of the Prague for the ninth time in 2020. Diagram 10 shows the student interest in this program. 23 % of visitors, which is 3 021 people, came to see the presentations in the program.

The advisory service is an important service for the students at the fair. The aim of this service is to help students with finding the right field of study or school fitting their needs. According to diagram 10, 33 % (4 335 students) of visitors used the advisory service in 2020.

The Testing center is a new complement to the advisory service. The Testing center can help determine the student’s prerequisites for individual academic subjects based on an on-line test. According to diagram 10 45 % of visitors (5 911 students) used the Testing center in 2020.

The Career advisory is a new service for visitors of the Gaudeamus Exhibition. Its aim is to assist the students with choosing the right field of study and consequent career based on their abilities. 27 % (3 547 people) of visitors showed interest in this new service.

The Study abroad advisory center was visited by 19 % of visitors (2 496 students).

6. Study abroad preferences

The offer of study abroad possibilities is traditionally an important part of the fair. In 2020, study abroad opportunities were offered by **81 exhibitors from 15 countries** and also by agencies from the Czech Republic. Results of the survey are shown in diagrams 11 and 12.

Study abroad preferences

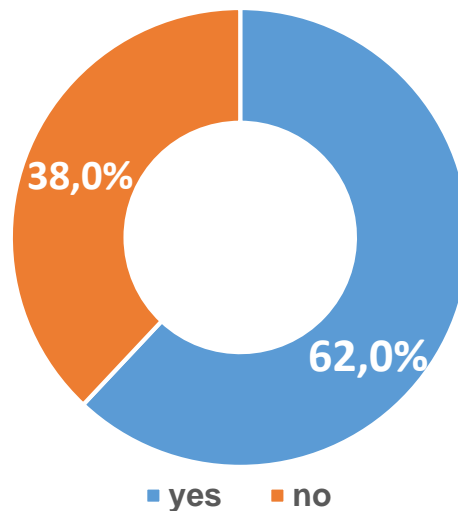


Diagram 11

At first, the general interest to come study abroad was mapped. According to diagram 11, 62 % of visitors are willing to go study abroad. **This represents 8 144 students with potential to go study abroad.** As a second part of the survey, the country preferences were researched. Results can be seen in diagram 12. In 2020 the most demanded countries were United Kingdom, USA, Germany and Denmark.

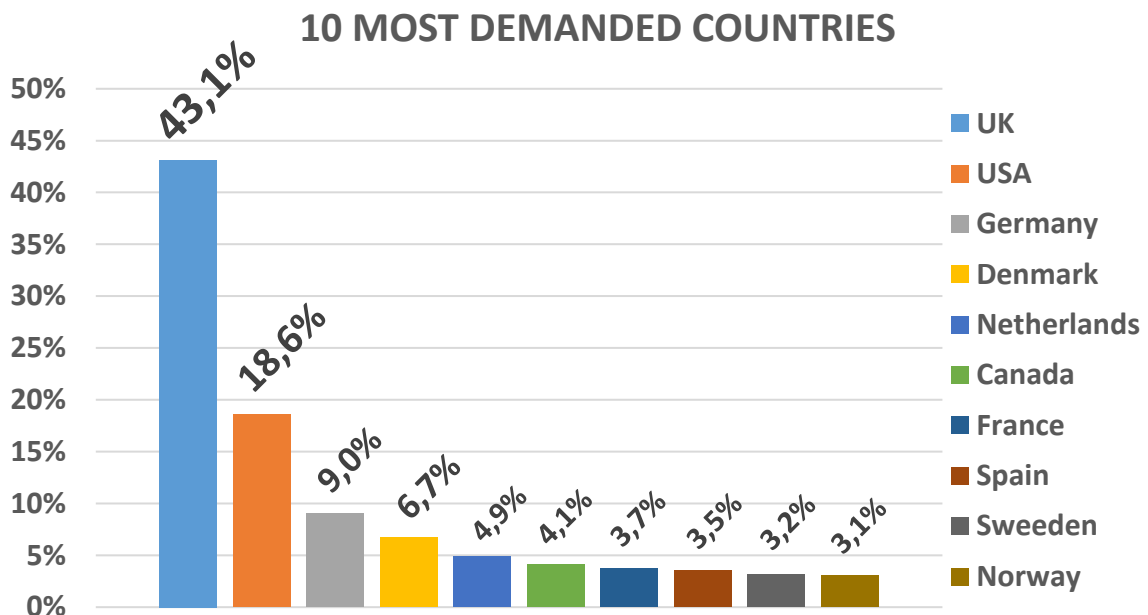


Diagram 12

7. Exhibitor's seminars

The seminar theatre was a part of the standard exhibition facilities. The theatre seated 250 people. The seminars were given by qualified representatives of participating schools.

After each seminar, the organizers drew lots and drew out the names of 3 participants, who then got prizes with the Exhibition logo or prizes donated by the participating schools.

During the 13th year of the exhibition, seminar theatre was the most attended place. The seminars have been for a long time the most efficient way of passing information about possibilities of higher education and conditions of entrance examinations.

8. Science for Life accompanying program

The Science for Life program was part of the Prague fair for the ninth time in 2020. The aim of the program was to present interesting technologies, natural processes, experiments and scientific findings to the visitors of the fair. Students could see and try everything for themselves.

9. The Exhibition catalogue

Each visitor received the printed Exhibition catalogue with the possibility to download the detailed electronic catalogue. Both catalogues contained detailed information about education possibilities at participating schools and educational institutions. Most of the schools supplied information about school, the list of faculties, contacts to studies departments, information about faculties' subjects, entrance examinations, student's statistics at individual faculties and departments, etc. There was basic contact information published free of charge for every participating school (name of the institution, address, phone number, e-mail and web address).

10. Exhibition development in 2008 - 2020

All important figures regarding the development of the fair over time are presented in chart 8. It can be seen that almost all factors are steadily increasing during the fair's history. The exhibition space, which is one of the most important characteristics of the fair has increased by 598 m² compared to last year. The attendance in 2020 was by 934 visitors higher than in 2019. The number of exhibitors grew by 18 institutions

Year	Number of exhibitors	Exhibition space (m ²)	Number of visitors
2008	89	658	5 459
2009	101	678	6 368
2010	140	804	7 204
2011	153	825	8 001
2012	156	861	8 362
2013	156	939	8 376
2014	148	984	8 604
2015	186	1 218	9 654
2016	185	1 332	9 719
2017	193	1 446	10 018
2018	213	1 513	10 670
2019	289	1 563	12 202
2020	307	2 161	13 136

Chart 8 Exhibition's development

11. 14th Year of the Gaudeamus® Exhibition in Prague in 2021

The exhibition conception will be prepared by the consultative board consisting of representatives of the most important exhibitors. The consultative board will meet at the end of March 2020 and will determine the exact date and basic concept of the next Exhibition in 2020. The Gaudeamus® exhibition in Prague 2021 will most likely be held at the same venue in January 2021.

12. Gaudeamus® Exhibitions in 2020/2021

At all Gaudeamus Fairs in 2020/2021, the service standard and price level will be maintained as in previous years. Extensive promotional support is being prepared for all fairs to maximize the awareness of teachers and secondary school students about the fairs and their accompanying programs. The core of the fair will be direct communication with educators, educational counselors and heads of secondary schools in the Czech Republic and Slovakia.

The goal of the Gaudeamus Fairs already held in the four regions of the Czech and Slovak Republics is to enable all students of secondary schools from both republics to get the most comprehensive information to support their decision-making on post-secondary studies.

In 2020/2021, Gaudeamus Fairs will be held in these locations:

- **24th year of Gaudeamus – Akadémia Bratislava**
 - **6th – 8th October 2020**
 - **Incheba Exhibition Center Bratislava, Slovak Republic**
 - **hall D**
 - **3 day event**
- **27th year of Gaudeamus Brno**
 - **20th – 23rd October 2020**
 - **Brno Exhibition Center, Czech Republic**
 - **hall P**
 - **4 day event**
- **8th year of Gaudeamus Nitra**
 - **11th – 12th November 2020**
 - **Exhibition Center Agrokomplex Nitra, Slovak Republic**
 - **hall F**
 - **2 day event**
- **14th year of Gaudeamus Prague**
 - **19th – 21st January 2021**
 - **PVA Expo Prague, Czech Republic**
 - **hall 4**
 - **3 day event**