



**CENTRAL EUROPEAN HIGHER EDUCATION  
AND LIFELONG LEARNING FAIR  
GAUDEAMUS®**

**26<sup>th</sup> YEAR**

**Brno 22<sup>nd</sup> – 25<sup>th</sup> October 2019**

**SUMMARY REPORT**



The 26<sup>th</sup> year of the Central European Higher Education and Lifelong Learning Fair Gaudeamus® 2019 was held at the Brno exhibition grounds from 22<sup>nd</sup> to 25<sup>th</sup> October 2019 in the exhibition hall P. The aim of the exhibition was to provide a wide range of information about university and other higher education to high school and higher professional school students and graduates, bachelor students and graduates and to the whole spectrum of lifelong learning applicants. Representatives of universities, colleges and higher professional schools from the Czech Republic and from the whole world participate in the exhibition regularly.

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## 1 Exhibitors structure

**389 exhibitors** participated in the Gaudeamus® 2019 exhibition in **93 individual booths**. Most of the exhibitors were Czech universities and colleges; there also were record breaking **124 universities from abroad**. Exhibitor's structure is described in table no. 1 and charts no. 1 and 2.

Number	Feature	Comparison to 2018
<b>302</b>	Universities, colleges or individual faculties	<b>- 50</b>
<b>32</b>	Higher professional schools	<b>+ 3</b>
<b>14</b>	Education advisory and entrance exam preparation institutions	<b>+ 2</b>
<b>17</b>	Institutions providing language and other education abroad	<b>+ 4</b>
<b>24</b>	Companies offering internships and employment	<b>- 3</b>
<b>124</b>	International exhibitors (13 countries) <i>UK (51), Slovakia (36), Denmark (12), Germany (9) The Netherlands (6), France (4), Italy (1) Sweden (1), USA (1) Finland (1), Norway (1), Australia (1)</i>	<b>- 51</b>
<b>438</b>	Faculties	<b>- 77</b>
<b>3 624</b>	Czech fields of study	<b>+ 42</b>
<b>2 438</b>	International fields of study	<b>- 271</b>

Table no. 1 Exhibitor's structure in 2019

### STRUCTURE OF EXHIBITORS

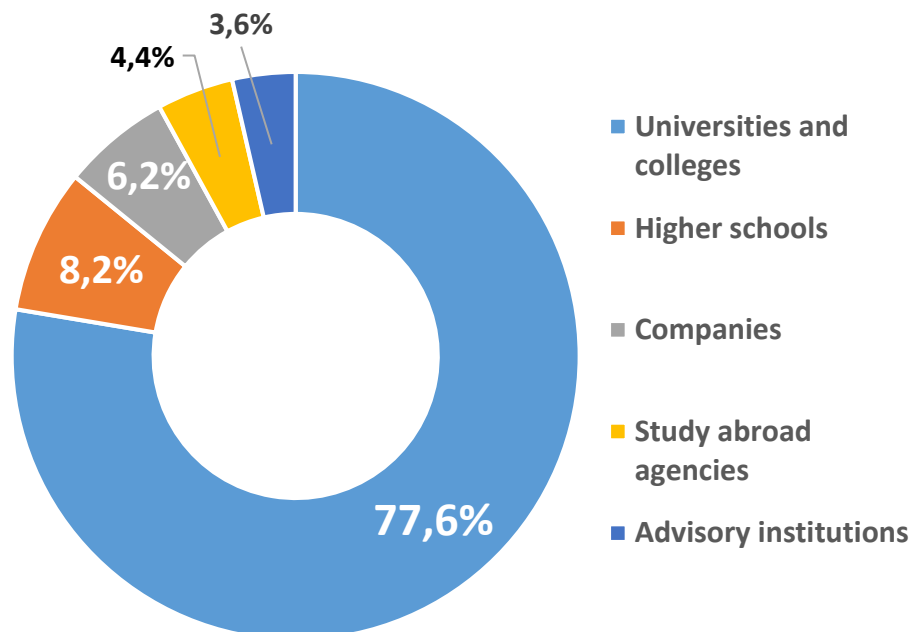
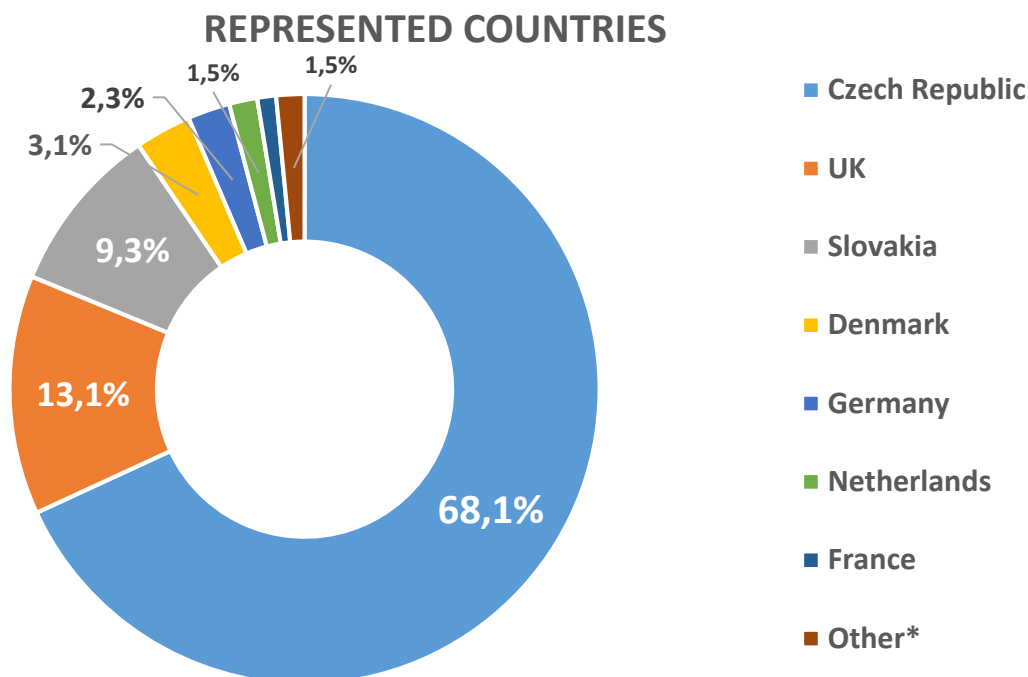


Chart no. 1

There were exhibitors from 13 countries worldwide at the 2019's edition of the Exhibition. The most international universities came from UK, Slovakia and Denmark, see table no. 1. It is however difficult to determine the exact number of foreign universities, because there were joint country presentations like Campus France and DAAD.



**Chart no. 2**

\* Other countries include: Italy, Australia, USA, Finland, Sweden and Norway.

## **2 Organization of the Exhibition**

The exhibition was organized by the company MP-Soft<sup>®</sup>, a.s., Brno in cooperation with Brno University of Technology with support of Trade Fairs Brno, a.s. The 26<sup>th</sup> year was held under the patronage of the Ministry of Education, Youth and Sport; prof. RNDr. Ing. Petr Štěpánek, CSc., dr.h.c.; rector of the Brno University of Technology; Prof. Ing. Karel Rais, CSc., M.B.A., member of the Parliament of the Czech Republic; JUDr. Bohumil Šimek, governor of the South Moravian province; Mgr. Markéta Vaňková, Mayor of Brno; Nick Archer MVO, British Ambassador to the Czech Republic; Dr. Christoph Israng, Ambassador of the Federal republic of Germany in the Czech Republic and Roland Galharague, ambassador of France in the Czech Republic. Media partners of the Exhibition were Europe 2 radio, and VysokeSkoly.cz. The academic guarantor of the Exhibition was Brno University of Technology, represented by Prof. Ing. Jan M. Honzík, CSc., academic advisor of the Exhibition. The organization guarantor was Ing. Pavel Mikula representing MP-Soft<sup>®</sup>, a.s.

The conception of the Exhibition is being set by the Academic Preparatory Committee. Members of the committee are representatives of the most important universities. The Chairman of the committee is Prof. Ing. Jan M. Honzík, CSc.

The Exhibition was opened for the public from 22<sup>nd</sup> to 24<sup>th</sup> October, daily from 8 a.m. to 4 p.m. and on 25<sup>th</sup> October, from 8 a.m. to 2 p.m..

The 26<sup>th</sup> year of the Gaudeamus Exhibition was inaugurated at 22<sup>nd</sup> October 2019, in the exhibition hall P of the Brno exhibition grounds at 9 a.m. The ceremonial opening was attended by representatives of government institutions universities and other partner institutions. The ceremonial opening hosted more than 150 other guests of honour.

## **3 Attendance at the 26<sup>th</sup> year of the Exhibition**

The exact number of visitors has been determined according to the number of sold catalogues.

**The total number of visitors in 2019 was 30 152.** The attendance distribution into individual days is shown in table no. 2 and chart no. 3. The attendance distribution comparison can be seen in table no. 3.

Day	Number of students	Number of teachers
22nd October 2019	7 161	156
23rd October 2019	8 451	175
24th October 2019	8 518	112
25th October 2019	6 022	74
<b>Total</b>	<b>30 152</b>	<b>517</b>

Table no. 2 Attendance distribution into individual days

### ATTENDANCE DISTRIBUTION

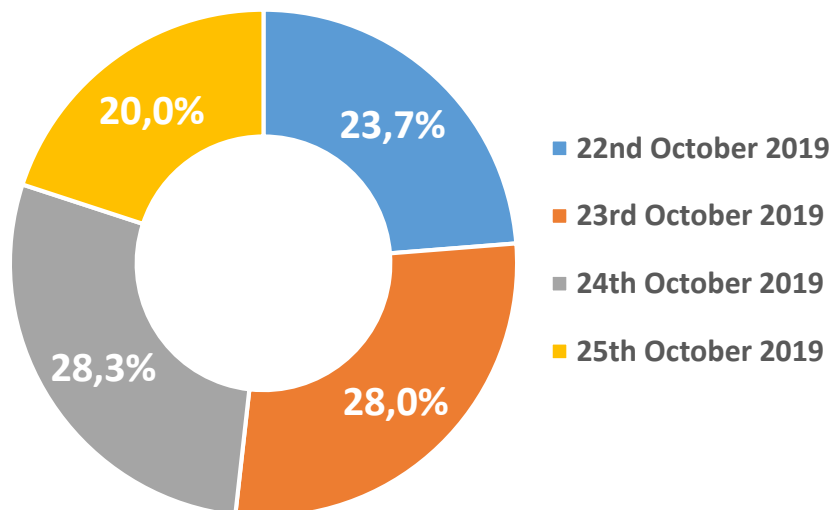


Chart no. 3

Year	1 <sup>st</sup> day	2 <sup>nd</sup> day	3 <sup>th</sup> day	4 <sup>th</sup> day	Seminars
2013	7 396	8 621	7 274	4 203	8 770
2014	8 271	8 941	7 253	4 209	9 807
2015	7 234	8 407	8 345	4 189	10 706
2016	7 069	8 456	8 252	4 105	10 038
2017	7 290	8 187	8 603	4 584	10 319
2018	7 124	9 460	8 641	5 390	11 021
2019	<b>7 161</b>	<b>8 451</b>	<b>8 518</b>	<b>6 022</b>	<b>10 795</b>
<b>Average</b>	7 364	8 646	8 127	4 672	10 208

Table no. 3 Attendance distribution into individual days, in the last 7 years

#### 4 Statistical survey among lecture attendants

A statistical survey was carried out among lecture attendants using prize draw coupons. **10 795** visitors filled in coupons, which is **35,8 %** of the total number of visitors. Detailed results of the survey are stated in the following tables. The survey results confirm usage of suitable marketing techniques during the preparation of the exhibition. A state-wide effect of the Exhibition can be seen in the results. **The 26<sup>th</sup> year of the Gaudeamus Exhibition confirmed its important position in informing the public about higher education possibilities.**

##### 4.1 Target group representation:

The target group representation can be seen in chart no. 4.

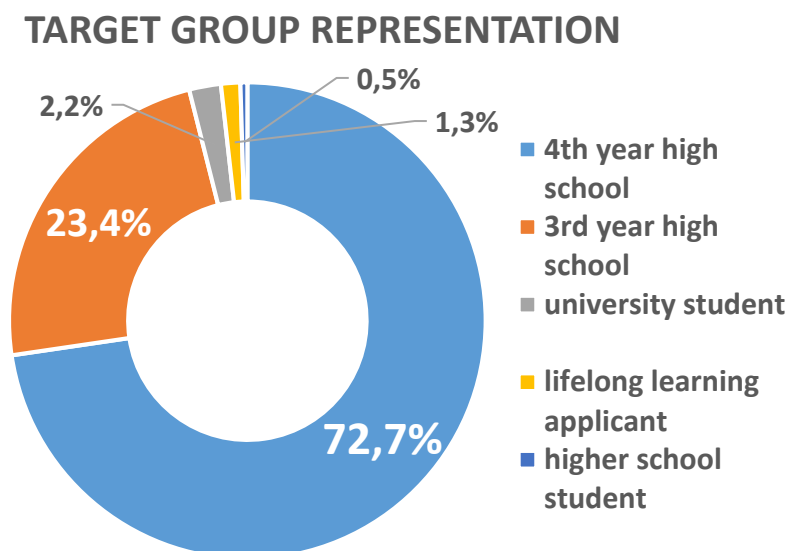


Chart no. 4

##### 4.2 Fields of study preferences:

- |                      |                         |                     |
|----------------------|-------------------------|---------------------|
| • Transport          | • Management            | • Sports            |
| • Economics          | • Mathematics - Physics | • Civil Engineering |
| • Electro Technology | • Medicine              | • Engineering       |
| • Chemistry          | • Law                   | • Teaching          |
| • Informatics        | • Science               | • Art               |
| • Languages          | • Social Science        | • Agriculture       |

Students could select one or more fields of study they would like to study at the university or higher school. Chart no. 5 show the percentages of students who are interested in the individual fields of study. These values represent student's interest in different fields of study they would like to choose for their future studies.

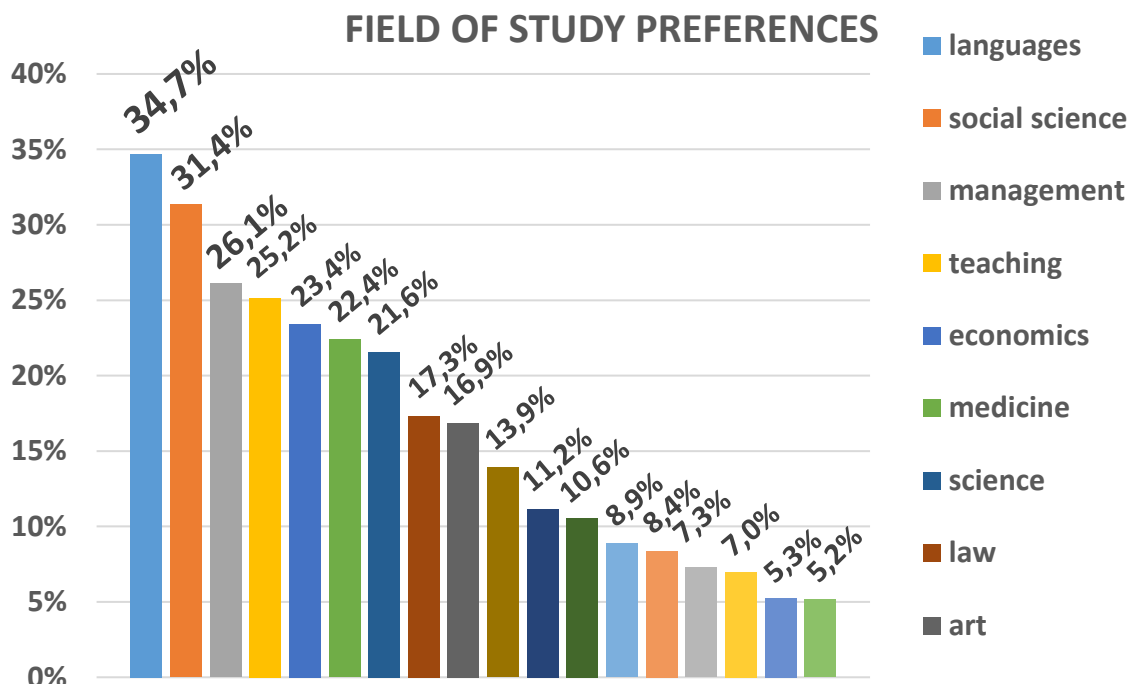


Chart no. 5

#### 4.3 Type of study preferences:

- Bachelor
- Master long
- Bachelor with possible master follow-up
- Ph.D.
- Master
- MBA
- Higher school

Students could select what type of degree they would like to achieve during their future studies. Student's answers can be seen in chart no. 6.

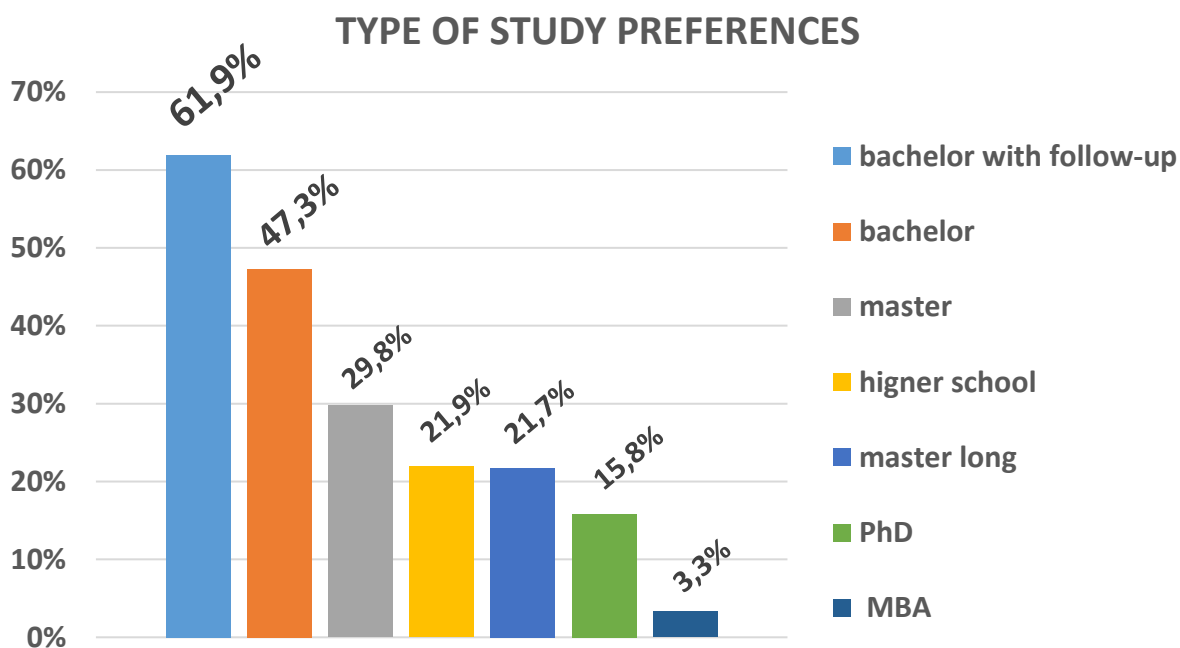


Chart no. 6

#### 4.4 Decision criteria

Chart no. 7 shows the importance of various factors influencing student's decisions when choosing a school. The most important factor is the offer of study opportunities at the school, other important factors are the prestige of the school and tuition fees.

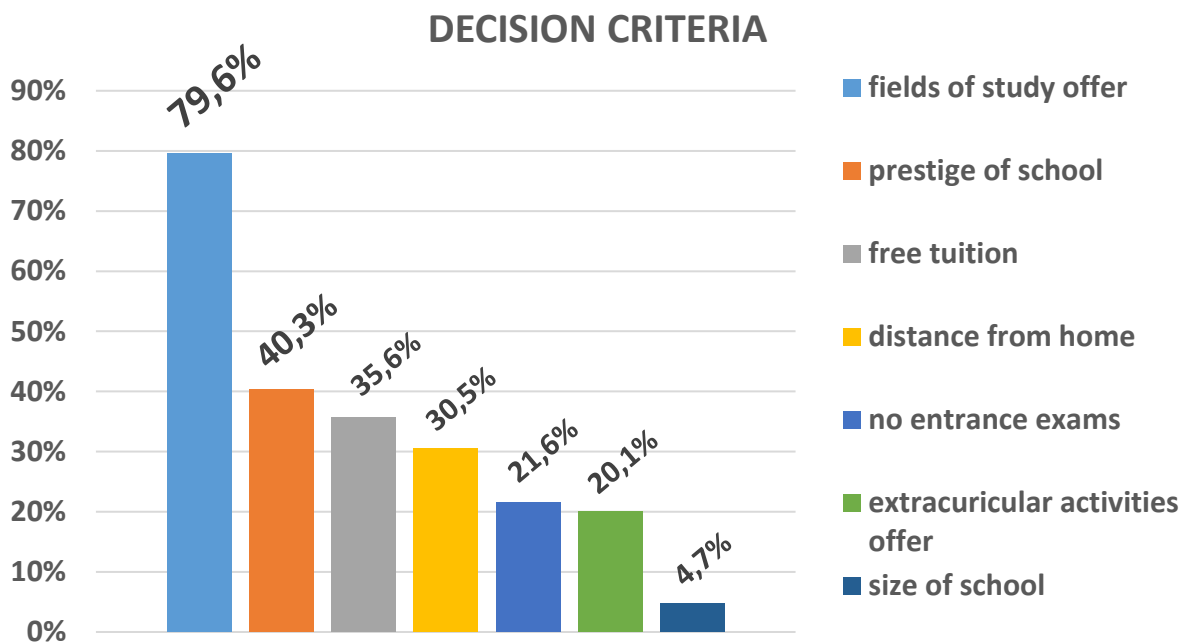


Chart no. 7

#### 4.5 Main goal of fair visit:

Students were asked about the main goal of their visit to the Gaudeamus Fair. The answers to this question are presented in chart no. 8. 44 % of visitors were deciding between several schools or fields of study and were expecting to decide at the fair. 33 % of visitors were already decided for a specific field of study and were looking for the best school that offers it.

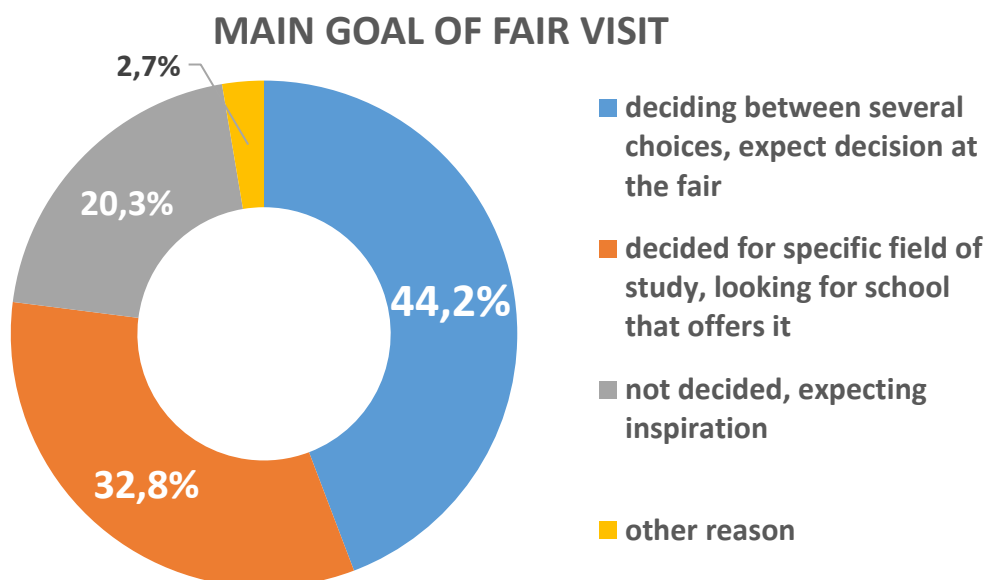


Chart no. 8



#### 4.6 Main reasons to visit specific booths:

Another new question was aimed to determine the main reasons why the students have visited specific exhibitor's booth. The answers to this question are presented in chart no. 9. As can be seen the most important factors for attracting visitors to exhibitor's booths are regarding the booth personnel and accompanying programs. Booth design and activities in the booth were also important factors for students.

### MAIN REASON TO VISIT SPECIFIC BOOTHS

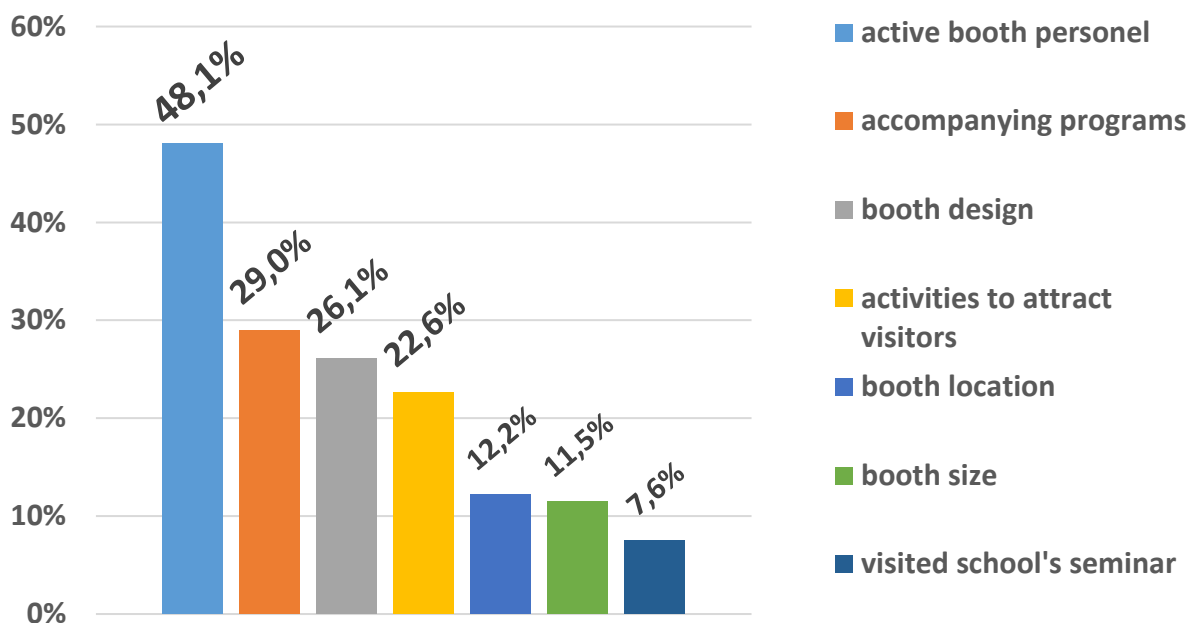


Chart no. 9

#### 5 Target group characteristics

A detailed survey has been carried out during the 26<sup>th</sup> year of the Gaudeamus Exhibition with aim to determine accurate target group characteristics. **2 741 visitors up to 25 years of age were addressed during the survey**, 61 % of them female and 39 % male, see chart no. 10.

### GENDER STRUCTURE OF VISITORS

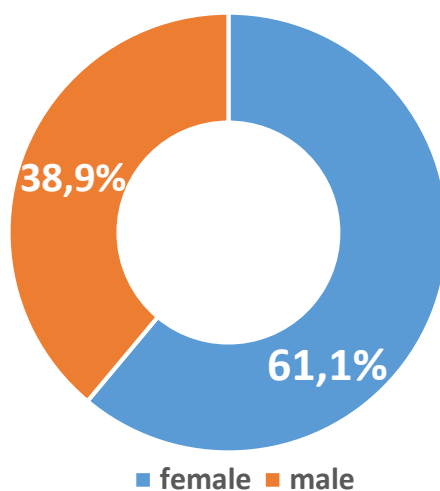
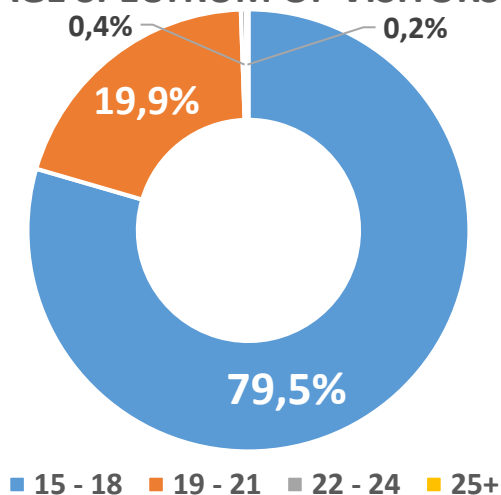


Chart no. 10

The age spectrum of visitors is shown in chart no. 11. The most numerous group are final year high school students aged 15 – 18. The second largest group are high school graduates, aged 19 - 21.

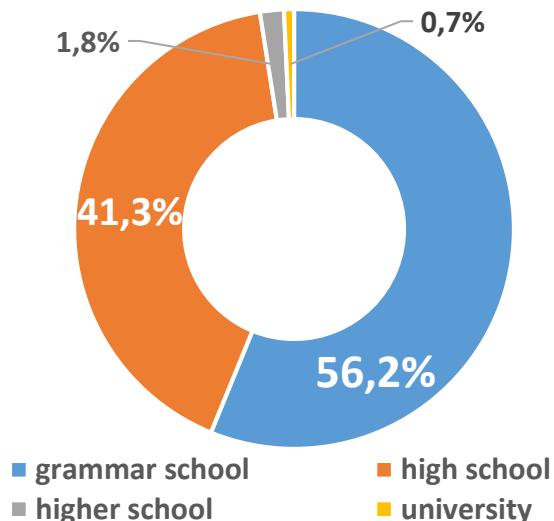
**AGE SPECTRUM OF VISITORS**



**Chart no. 11**

Chart no. 12 shows answers to the question **“What type of school are you currently studying?”** The most numerous groups are grammar school students (56%) and high school students (41%).

**TYPE OF SCHOOL CURRENTLY STUDIED**



**Chart no. 12**

Next question of the survey was: **„Where did you first find out about the exhibition?”** Answers to this question are shown in chart no. 13. The most important sources of information for students are their teachers and recommendations from friends or family. Other important sources are social networks, posters placed at schools and fair website. These results confirm right usage of marketing methods during promotion of the Exhibition with emphasis on web presentation and promotion in schools.

### SOURCE OF INFORMATION ABOUT THE FAIR

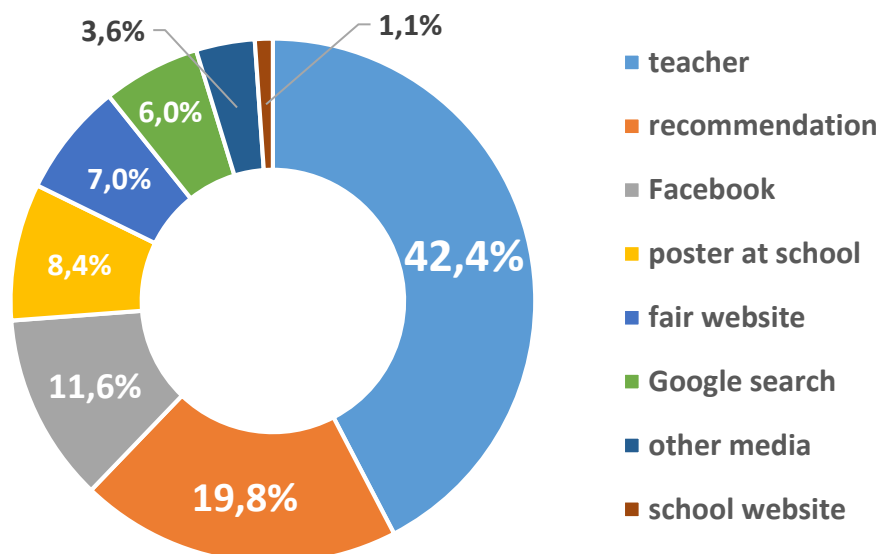


Chart no. 13

The next group of questions was aimed to determine how the students organise their visit of the Exhibition. The questions were:

1. **Did you come alone or with an organized group?**
2. **How much time did you spend at the fair?**

70 % of visitors came alone, 30 % came with a group organised by school, see chart no. 14.

### ORGANIZATION OF VISIT

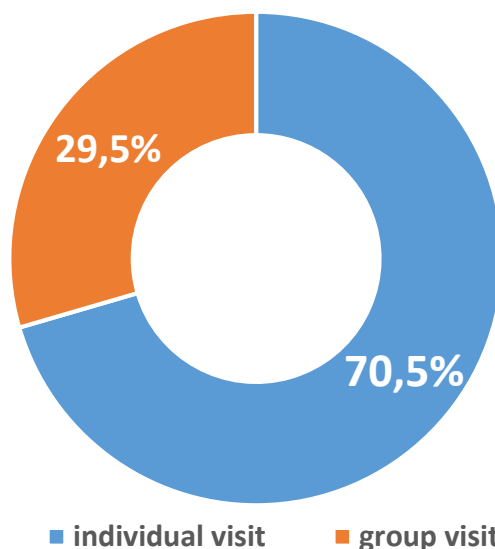


Chart no. 14

Chart no.15 shows that 59 % spend 2 – 4 hours at the fair and 18 % spend 4 – 6 hours. The total time spent at the fair is gradually increasing every year.

### TIME SPENT AT THE FAIR

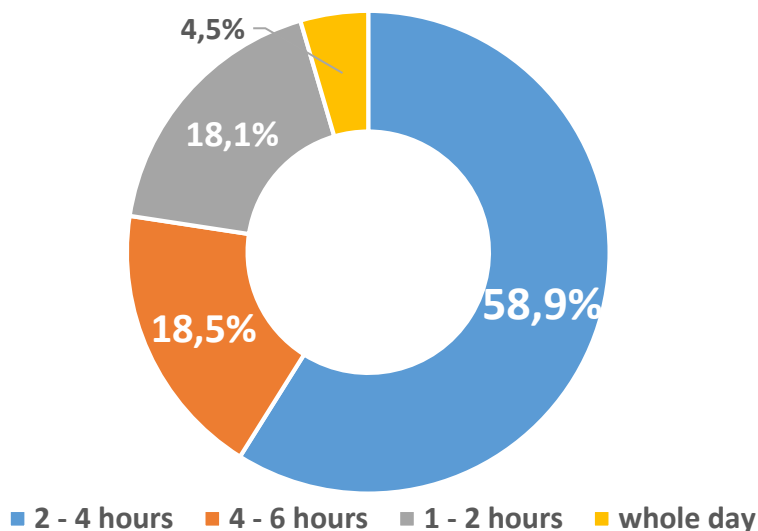


Chart no. 15

To determine the visitor's purposefulness and successfulness of their visit, we asked these questions:

1. Are you interested in a program taught in foreign language?
2. Did you find your future school at the fair?
3. Why didn't you find your future school?

In chart no. 16 you can see, that 56 % of the students are interested in studying in a foreign language abroad and 32 % would like to study in a foreign language at home.

### INTEREST IN STUYING IN A FOREIGN LANGUAGE

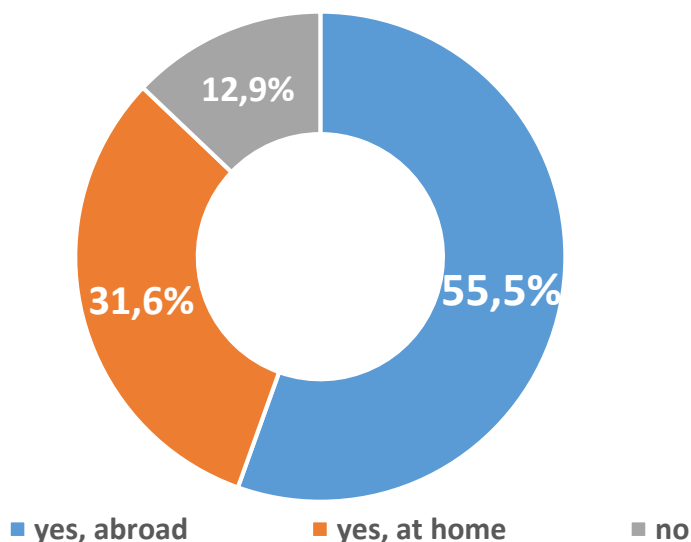


Chart no. 16

Chart no. 17 shows answers to the question no. 3. It can be seen that for 70 % of visitors the visit to the Fair was a success and they have selected a school and a field of study to apply to.

### SUCCESS OF FAIR VISIT

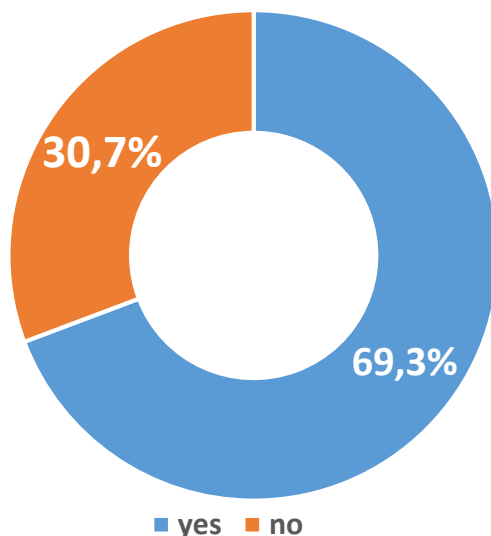


Chart no. 17

Answers to the question „**Why haven't you found your future school?**“ are presented in chart no. 18. The most common reason was student's indecision (65 %).

### REASONS FOR UNSUCCESSFUL VISIT

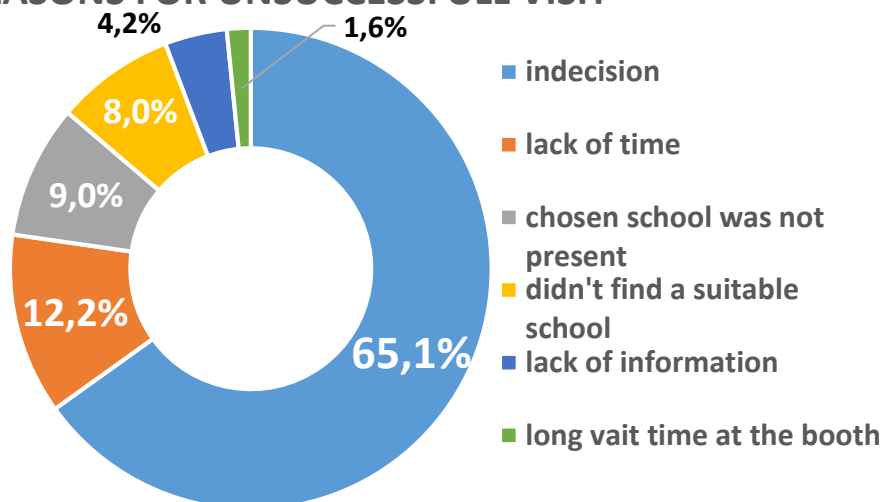


Chart no. 18

There are many international schools interested in presenting themselves at the Exhibition. So, we also asked the students about their opinions about study abroad. 58 % of the addressed students were interested in study abroad, see chart no. 19. Student's preferences about individual countries can be seen in chart no. 20.

**Based on this survey, we can say that the presentation at the fair is effective for foreign exhibitors. The number of students interested in study abroad was 17 488 this year. The most demanded countries were the United Kingdom, USA, Germany and Denmark. The most demanded countries are those, that are traditionally well presented at the fair. It usually takes 3 to 5 years for a new country to establish itself in the Czech market and start to see an increase in student's interest.**

### INTEREST IN STUYING ABROAD

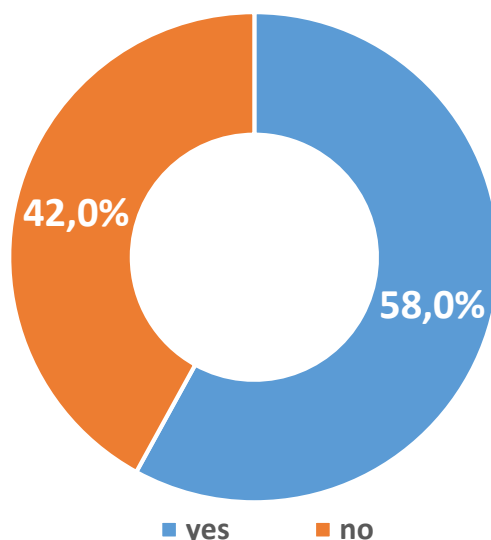


Chart no. 19

### 10 MOST DEMANDED COUNTRIES

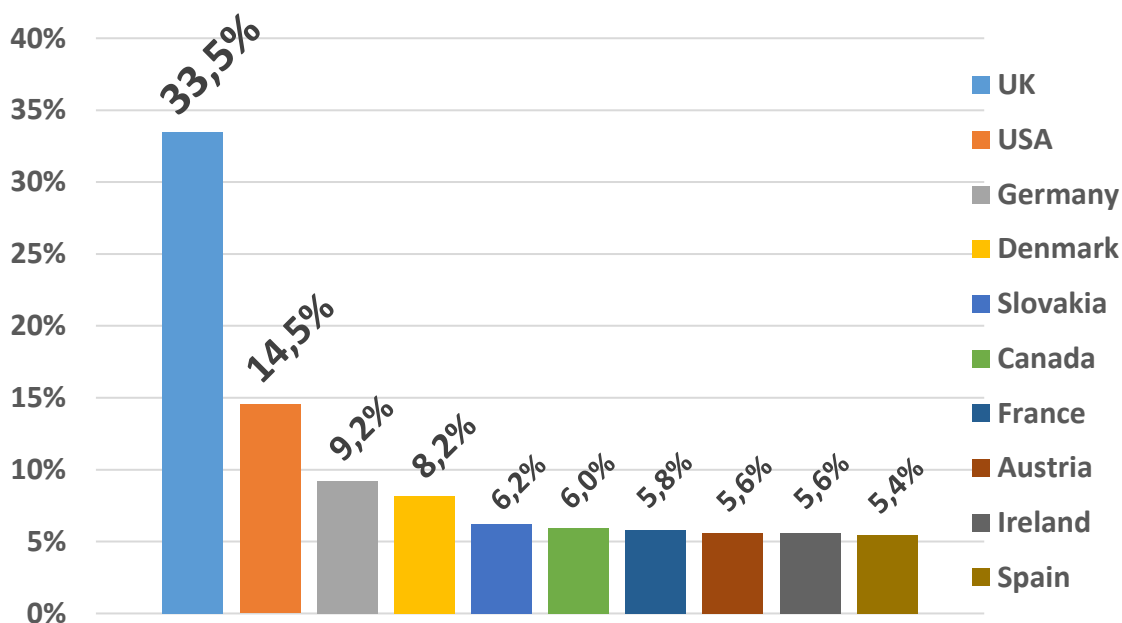


Chart no. 20

## 6 Exhibitor’s seminars during the fair

Two seminar theatres were a part of standard exhibition facilities. Both seated 300 people. Both theatres were equipped with high quality presentation technology. The lectures were held by qualified representatives of schools.

**Verifiable attendance was 10 795 visitors, which is 35,8 % of the total number.** These are the numbers of students who filled in the coupons. The actual attendance was higher. The estimated number is **more than 20 000 visitors.**

After each seminar a prize draw was carried out. 3 visitors who filled in the coupons were awarded a prize donated by the organiser or by the presenting school.

The survey shows that the seminar are the most effective way to present information about study opportunities. Both seminar theatres are the most visited places at the Exhibition every year. Table no. 4 shows the development of seminar attendance in the last seven years.

There was also a survey aimed to determine the student's opinion of the seminars. 10 795 visitors of seminars were addressed during the survey. The results can be seen in chart no. 22. For 84 % of visitors the seminars met their expectations and were interesting for them. 15 % of visitors found the seminars interesting despite them not meeting their expectations. Only 1.6 % of visitors found the seminars not interesting.

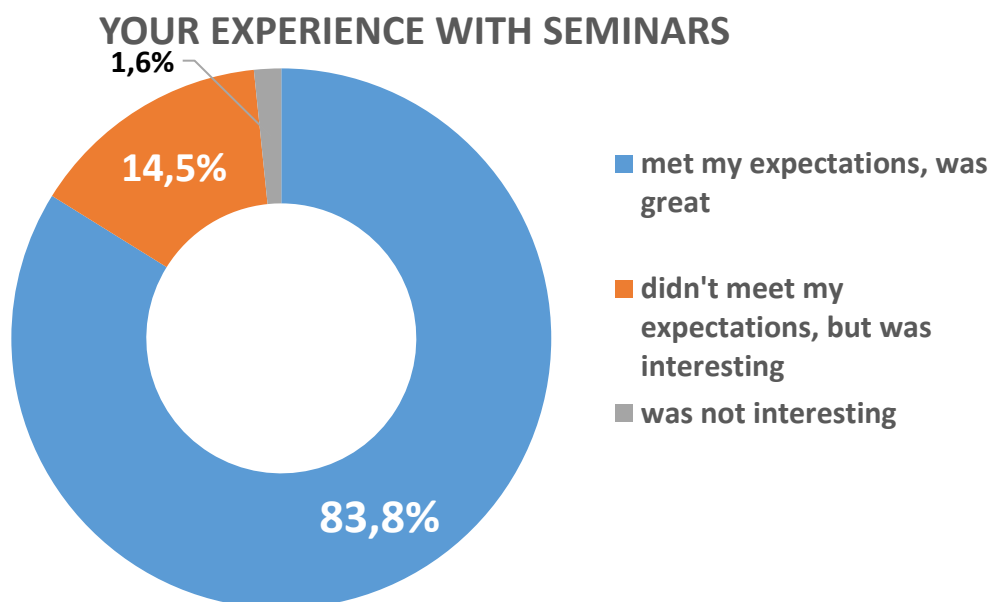


Chart no. 21

Year	Attendance
2013	31,9 %
2014	34,2 %
2015	38,0 %
2016	36,0 %
2017	36,1 %
2018	36,0 %
<b>2019</b>	<b>35,8 %</b>

Table no. 4 Seminar attendance in the last 7 years

## 7 Exhibition catalogue

Every visitor received an 80-page printed catalogue and a detailed electronic catalogue. The catalogues contain detailed information about participating schools and their offer of study opportunities. Every exhibitor has a free of charge advertisement containing:

- Name of school
- Booth number
- Address
- Phone number
- E-mail and website addresses

Most schools publish more information, like: list of faculties, academic subjects, study department contacts, student statistics and more.

Part of the electronic catalogue is also an interactive index of fields of study. Fields of study are in alphabetical order, each with a list of schools where it is possible to study it and each school is linked to its contact information. There is also a list of participating schools with links to lists of fields

of study that the schools offer. The electronic catalogue also contains a guide how to choose a right school and an index of countries with conditions of study.

30 000 copies of the printed catalogue have been distributed this year to students and exhibitors. The electronic catalogue was also available for download at [www.gaudemus.cz](http://www.gaudemus.cz) for the first time.

## 8 Advisory service and other services for students

The surveys show that it is important to pay close attention to students who are unable to orient themselves in a large amount of information presented at the Exhibition. Students demand complex information about study opportunities, a comparison with other schools and assistance with choosing a right field of study. Individual exhibitors are unable to provide such complex information. To meet this demand the organisers introduce a variety of free services for students:

- **Free advisory service for students.** Its aim is to help students find right fields of study, schools or faculties for them. The service was available in a special info booth inside exhibition hall P. **9 498 visitors used the service.**
- **Testing centre.** A new complement to the advisory service. The testing centre allowed visitors to take an online test to correctly determine their predispositions to individual academic subjects.
- **Gaudeamus Guide mobile app.** Allowing students to download a complex exhibition guide, including lists of exhibitors, lecture schedule, fair plans and interactive fields of study search.
- **„Future university student’s guide“**, which contains step by step instructions on how to proceed from choosing a right school up to enrolment at a university.
- **„University terms dictionary“**, which explains some of the terms that new students come into contact with when starting at a university.
- **„Student’s section“ at [www.gaudemus.cz](http://www.gaudemus.cz).**
- **Index of faculties**, containing:
  - Basic contact information
  - Information about entrance exams
  - Information about admission process
  - Other information

Registration into this index is free of charge for participating schools. The index is available for public at [www.gaudemus.cz](http://www.gaudemus.cz).

- **Interactive index of fields of study** at [www.gaudemus.cz](http://www.gaudemus.cz), which contains all registered fields of study available at participating schools. It is available for public at [www.gaudemus.cz](http://www.gaudemus.cz) and features an interactive search engine. The index is being regularly updated according to exhibitor’s requests.
- Same index is also a part of **the electronic catalogue**.
- **„Index of countries“**, contains information about countries where Czech students can study including information about conditions of study.



## 9 Development of the Fair in 1994-2019

Year	Exhibitors	Area (sqm)	Visitors
1994	27	280	17 000
1995	31	320	17 000
1996	32	315	21 500
1997	30	378	19 800
1998	40	534	18 700
1999	42	474	13 500
2000	46	530	24 600
2001	59	669	23 400
2002	71	701	26 830
2003	77	705	28 038
2004	94	839	29 161
2005	99	960	29 460
2006	126	1 109	27 841
2007	143	1 295	30 608
2008	152	1 393	30 865
2009	206	1 556	32 981
2010	186	1 925	30 008
2011	185	2 000	30 359
2012	201	2 163	28 841
2013	190	2 307	27 494
2014	226	2 382	28 674
2015	215	2 470	28 175
2016	240	2 544	27 882
2017	303	2 985	28 664
2018	438	3 818	30 615
<b>2019</b>	<b>389</b>	<b>3 862</b>	<b>30 152</b>

Table no. 5 Exhibition development since 1994

## 10 The Fair on the internet

All information about the exhibition is available at the website [www.gaudeamus.cz](http://www.gaudeamus.cz). Basic contact information about participating schools is also published every year after the Exhibition. There also are indexes of fields of study, index of faculties and list of schools with fields of study they offer available for students at the website. All indexes feature new interactive search engines. There is also a new section for students at [www.gaudeamus.cz](http://www.gaudeamus.cz) containing index of college terms, a guide how to choose a right school and an index of countries with conditions of study. This is without overstatement the on-line version of the Exhibition.

This service is completely free of charge for all participating institutions. Numbers of accesses at [www.gaudeamus.cz](http://www.gaudeamus.cz) over the last seven years are presented in table no. 6.

Year	Accesses per year
2012	10 493 241
2013	15 762 823
2014	13 090 107
2015	12 314 580
2016	10 843 328
2017	12 136 987
2018	12 382 469
<b>2019</b>	<b>12 736 128</b>

Table no. 6 Accesses at [www.gaudeamus.cz](http://www.gaudeamus.cz)

## 11 Gaudeamus Fairs in 2020

**The 13<sup>th</sup> year of the Gaudeamus Exhibition in Prague** will be held from 21<sup>st</sup> to 23<sup>rd</sup> January 2020 at the PVA Expo Prague exhibition center in Prague, Czech Republic.

**The 24<sup>th</sup> year of the Gaudeamus – Akadémia Exhibition in Bratislava** will be held from 6<sup>th</sup> to 8<sup>th</sup> October 2020 at the Incheba exhibition center in Bratislava, Slovak Republic.

**The 27<sup>th</sup> year of the Gaudeamus Exhibition in Brno** will be held from 20<sup>th</sup> to 23<sup>rd</sup> October 2020 at the Brno exhibition grounds in Brno, Czech Republic.

**The 8<sup>th</sup> year of the Gaudeamus Slovakia Exhibition in Nitra** will be held from 11<sup>th</sup> to 12<sup>th</sup> November 2020 at the Agrokomplex Nitra exhibition center in Nitra, Slovak Republic.

In Brno, 22<sup>nd</sup> December 2019



Prof. Ing. Jan Maxmilián Honzík, CSc.  
Chairman of the preparatory committee and academic advisor



Ing. Pavel Mikula,  
Organization guarantor