



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

23rd YEAR

Bratislava 24th – 26th September 2019

SUMMARY REPORT



The 23rd year of the Central European Higher Education and Lifelong Learning Fair Gaudeamus - Akadémia® 2019 was held at the Incheba Expo in Bratislava, Slovakia from 23rd to 26th September 2019 in the exhibition hall D. 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 Slovakia, the Czech Republic and from the whole world participate in the exhibition regularly.

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1 Exhibitors structure

355 exhibitors participated in the Gaudeamus® 2019 exhibition in **69 individual booths**. Most of the exhibitors were Slovak and Czech universities, colleges and faculties; there also were **112 universities from abroad**. Exhibitor's structure is described in table no. 1 and charts no. 1 and 2.

Number	Feature
355	exhibitors in total
149	universities and colleges
18	study abroad agencies
7	advisory institutions
13	represented countries
112	international exhibitors
186	represented faculties
7 000	represented fields of study

Table no. 1 Exhibitor's structure in 2019

STRUCTURE OF EXHIBITORS

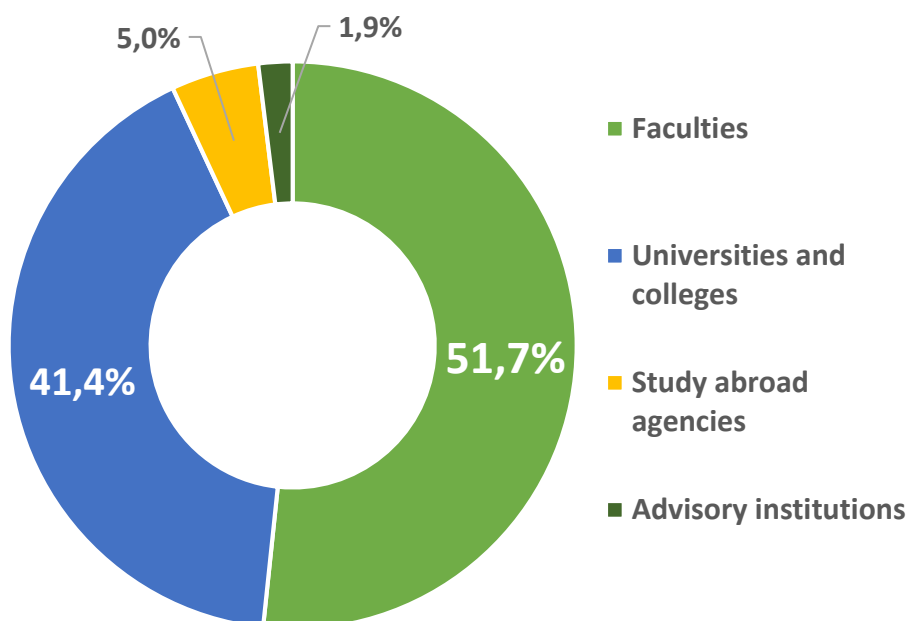


Chart no. 1

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

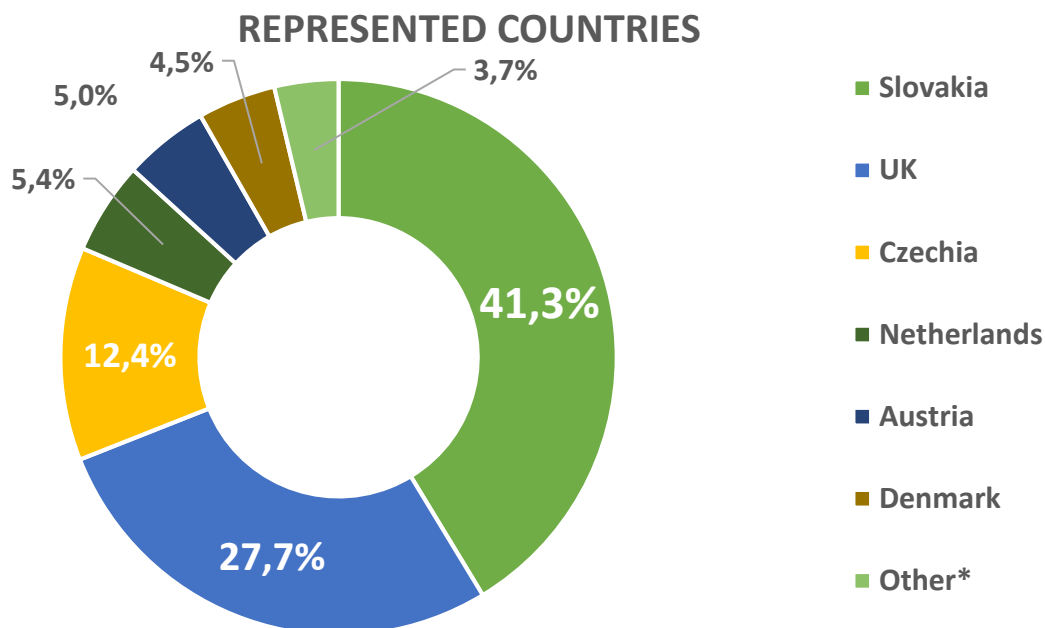


Chart no. 2

* Other countries include: Italy, Australia, USA, Finland, Sweden, Canada and Germany.

2 Organization of the Exhibition

The exhibition was organized by the company MP-Soft[®], a.s., Brno with support of Incheba, a.s., Bratislava. The 23rd year was held under the patronage of the Minister of Education, Science and Sport of the Slovak Republic, JUDr. Martina Lubyová, PhD.; rector of the Comenius University in Bratislava, prof. JUDr. Marek Štěvček, PhD.; Ambassador of the Czech Republic in Slovakia, Genpor. Mgr. Bc. Tomáš Tuhý, Ph.D. MBA and Director of the European Commission Representation in Slovakia doc. RNDr. Ladislav Miko, Ph.D.. Media partners of the Exhibition were Europe 2 radio, and VysokeSkoly.cz. The academic guarantor of the Exhibition was Prof. Ing. Jan M. Honzík, CSc., academic advisor of the Exhibition. The organization guarantor was Ing. Pavel Mikula representing MP-Soft[®], 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 24th to 25th September, daily from 8 a.m. to 4 p.m. and on 26th September, from 8 a.m. to 2 p.m.

The 23rd year of the Gaudeamus Exhibition was inaugurated on 24th September 2019, in the exhibition hall D of the Incheba Expo Bratislava 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 70 other guests of honour.

3 Attendance at the 23rd 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 9 356.** The attendance distribution into individual days is shown in table no. 2 and chart no. 3.

Day	Number of students	Number of teachers
24 th September 2019	3 009	92
25 th September 2019	3 874	106
26 th September 2019	2 473	51
Total	9 356	249

Table no. 2 Attendance distribution into individual days

ATTENDANCE DISTRIBUTION

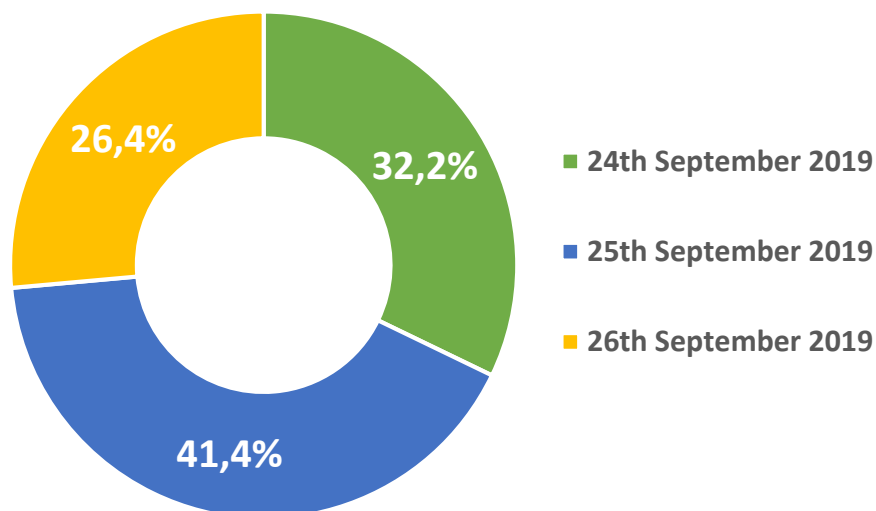


Chart no. 3

4 Statistical survey among lecture attendants

A statistical survey was carried out among lecture attendants using prize draw coupons. **2 245** visitors filled in coupons, which is **24 %** 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 23rd 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.

TARGET GROUP REPRESENTATION

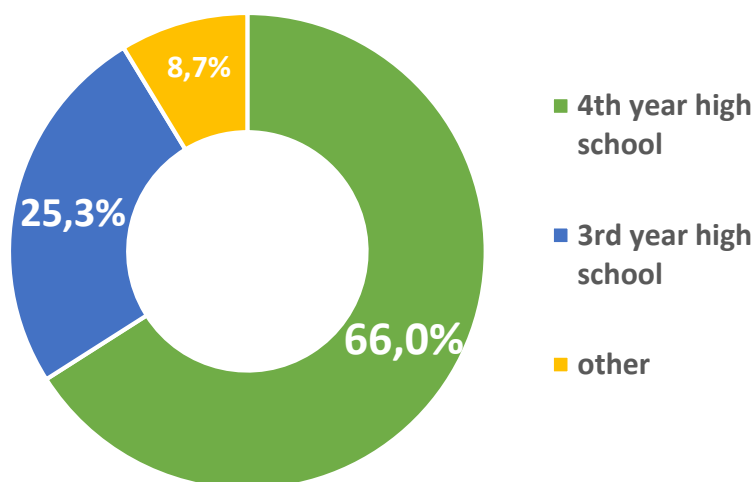


Chart no. 4

4.2 Fields of study preferences:

- Transport
- Economics
- Electrical engineering
- Chemistry
- Computer science
- Languages
- Management
- Mathematics
- Medicine
- Law
- Science
- Social Science
- Civil Engineering
- Mechanical engineering
- Teaching
- Art
- 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.

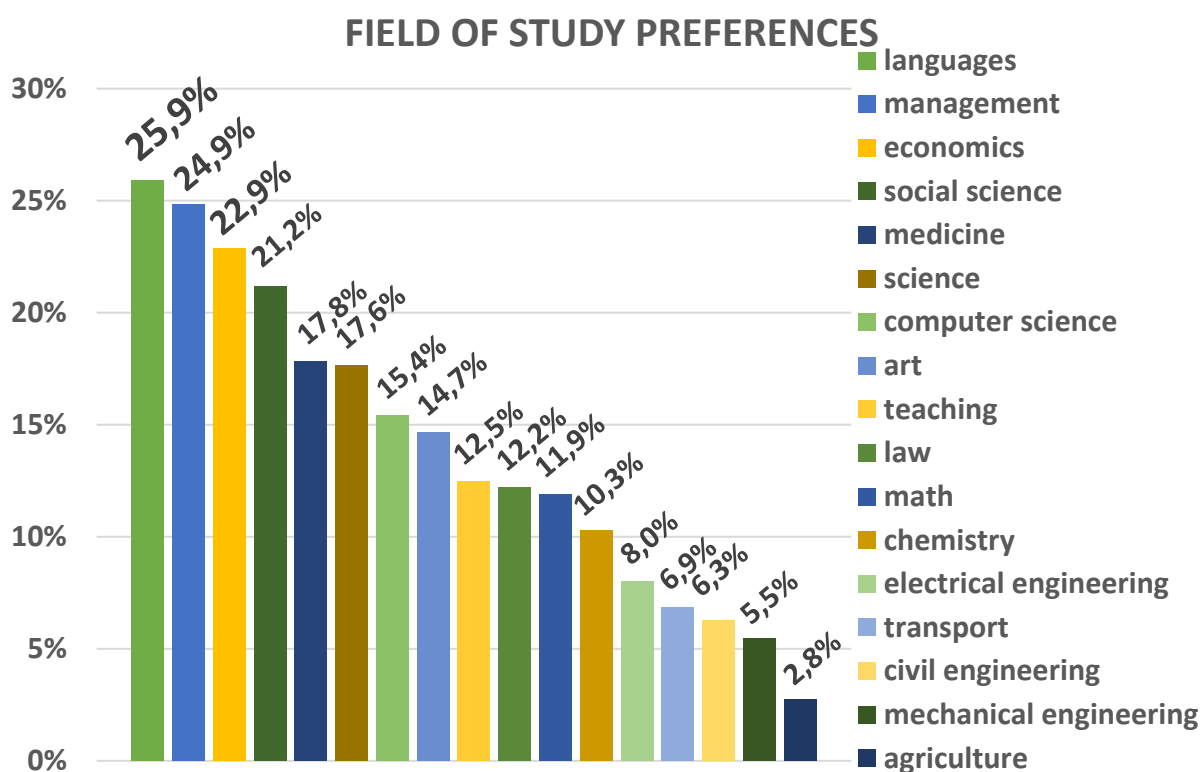


Chart no. 5

4.3 Type of study preferences:

- Bachelor
- Bachelor with possible master follow-up
- Master
- Master long
- 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.

TYPE OF STUDY PREFERENCES

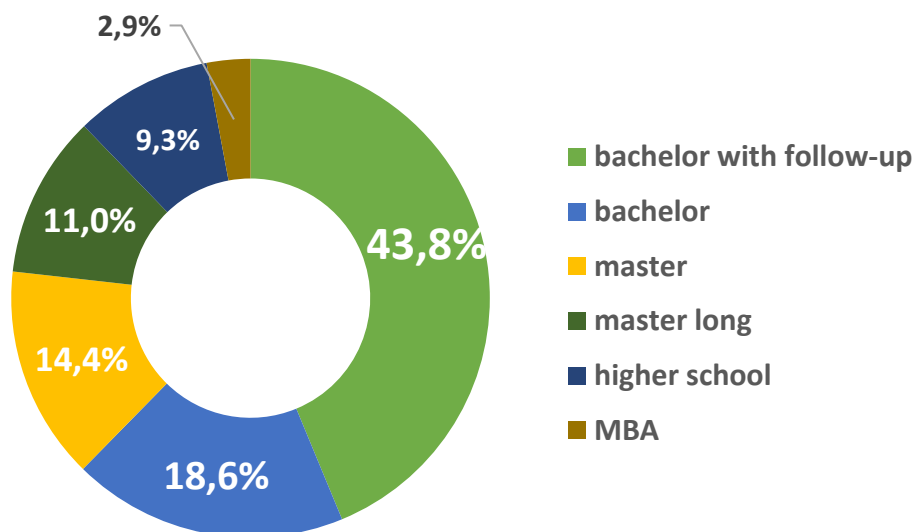


Chart no. 6

4.4 Decision criteria - schools

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.

DECISION CRITERIA - SCHOOLS

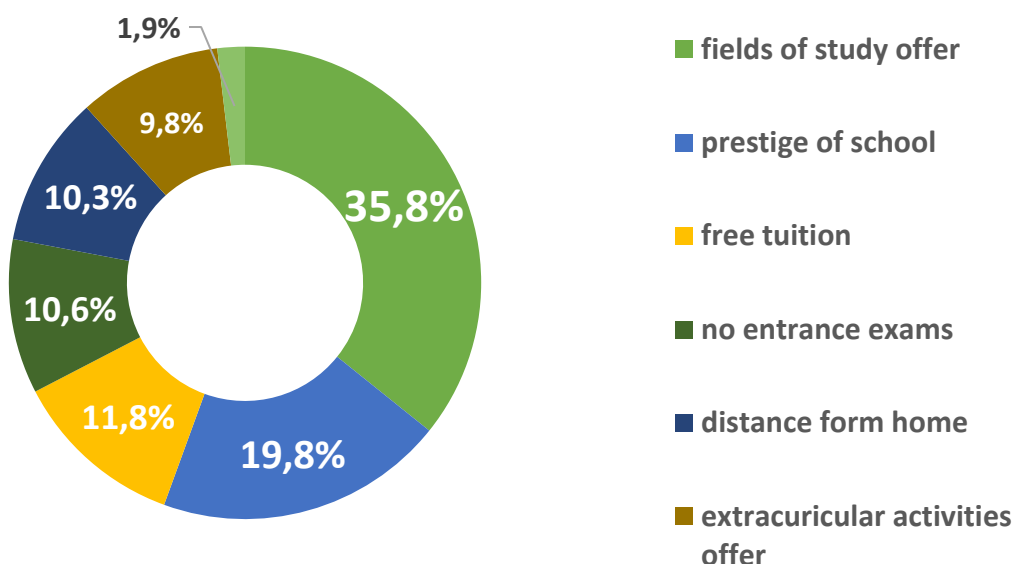


Chart no. 7

4.5 Decision criteria – fields of study

Chart no. 8 shows the importance of various criteria that students take into account when choosing a specific field of study. The most important factor are personal prerequisites of individual students, followed by the probability of employment in the given field and average salary levels in the desired field.

DECISION CRITERIA - FIELDS OF STUDY

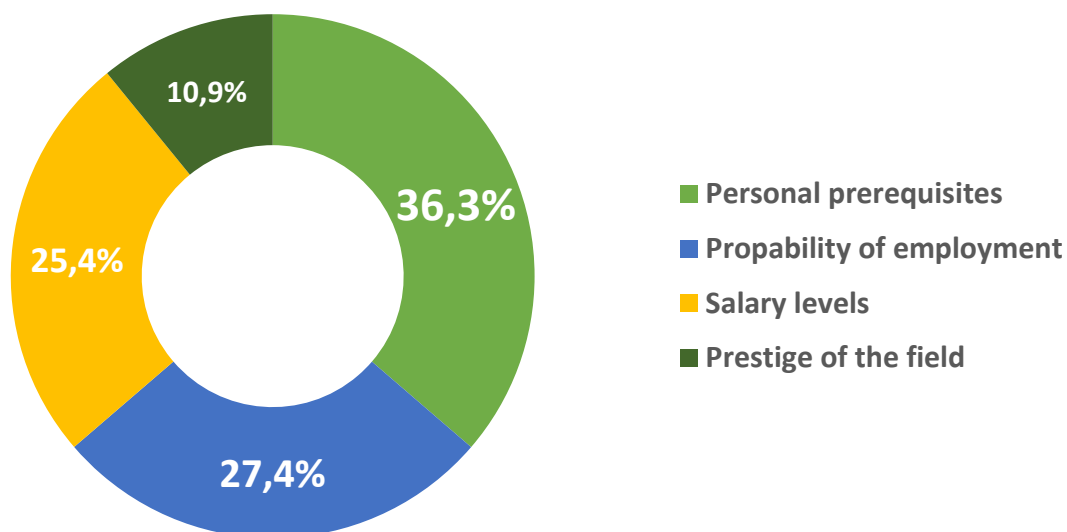


Chart no. 8

4.6 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. 9. 37 % of visitors were already decided for a specific field of study and were looking for the best school that offers it. 34 % of visitors were deciding between several schools or fields of study and were expecting to decide at the fair. 20 % of visitors were undecided when coming to the Fair.

MAIN GOAL OF FAIR VISIT

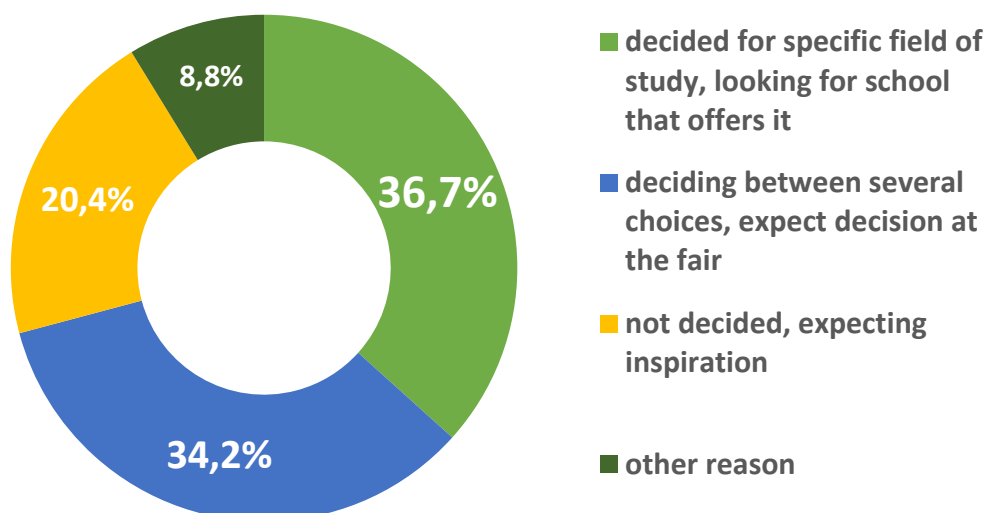


Chart no. 9

5 Target group characteristics

A detailed survey has been carried out during the 23rd year of the Gaudeamus Exhibition with aim to determine accurate target group characteristics. **800 visitors up to 25 years of age were addressed during the survey**, 67 % of them female and 33 % male, see chart no. 10.

GENDER STRUCTURE OF VISITORS

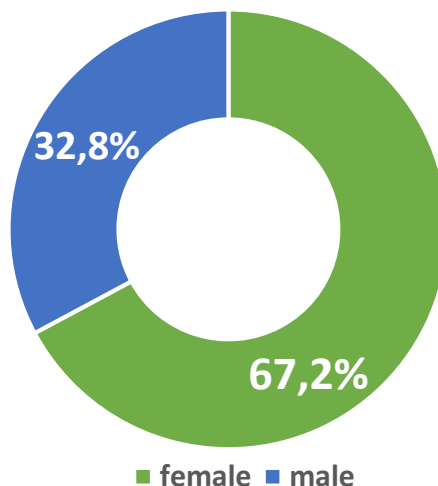


Chart no. 10

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. Other age groups were negligible among the visitors.

AGE SPECTRUM OF VISITORS

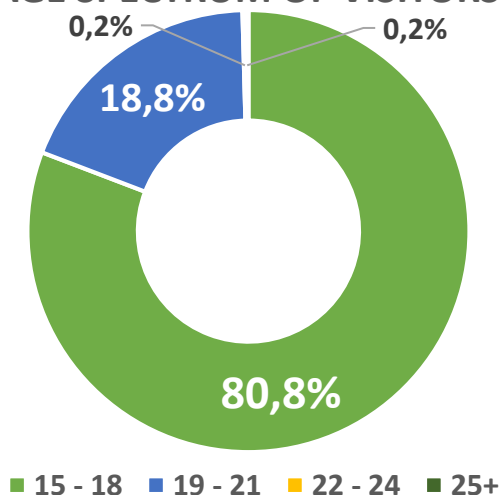


Chart no. 11

Chart no. 12 shows answers to the question **"What type of school are you currently studying?"** The most numerous groups are grammar school students (65%) and high school students (32%).

TYPE OF SCHOOL CURRENTLY STUDIED

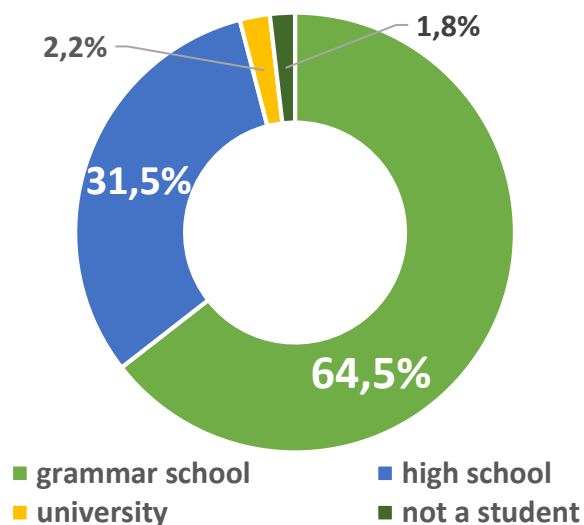


Chart no. 12

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?**

71 % of visitors came with a group organised by school, 29 % came to the fair on their own, see chart no. 13.

ORGANIZATION OF VISIT

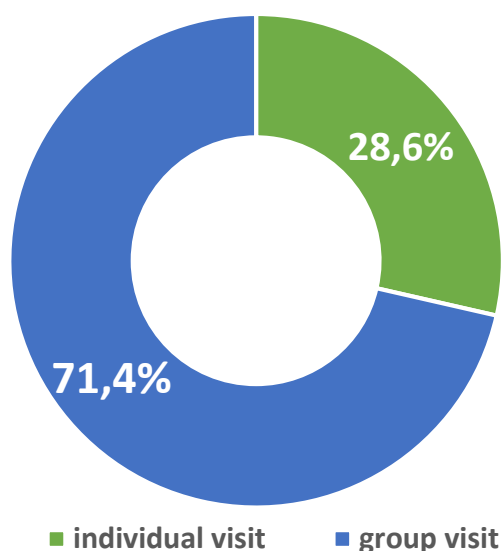


Chart no. 13

Chart no.14 shows that 50 % spend 2 – 4 hours at the fair and 37 % spend 1 – 2 hours and 13 % dedicate 4 – 6 hours for Fair visit. The total time sent at the fair is gradually increasing every year.

TIME SPENT AT THE FAIR

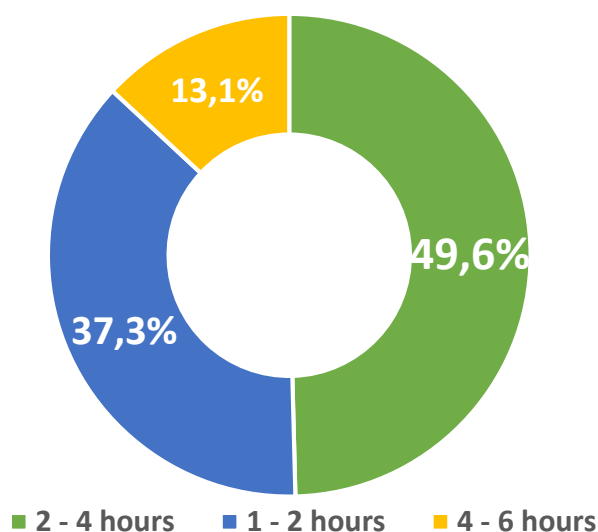


Chart no. 14

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?**

In chart no. 15 you can see, that 58 % of the students are interested in studying in a foreign language abroad and 29 % would like to study in a foreign language at home.

INTEREST IN STUYING IN A FOREIGN LANGUAGE

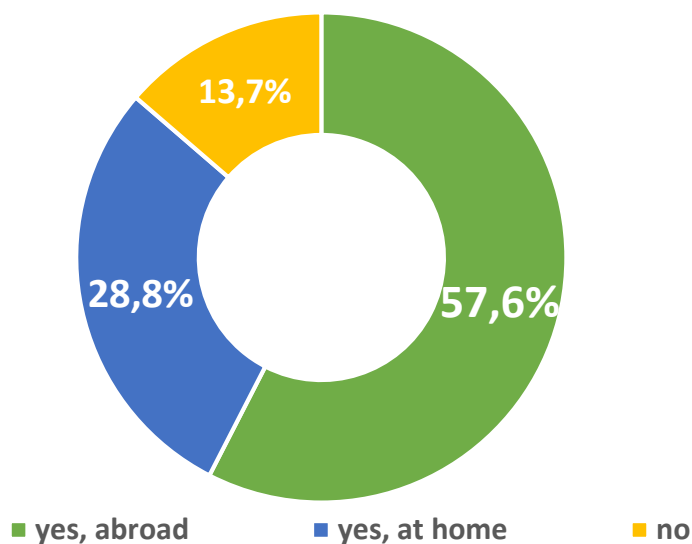


Chart no. 15

Chart no. 16 shows answers to the question no. 2. It can be seen that for 82 % 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

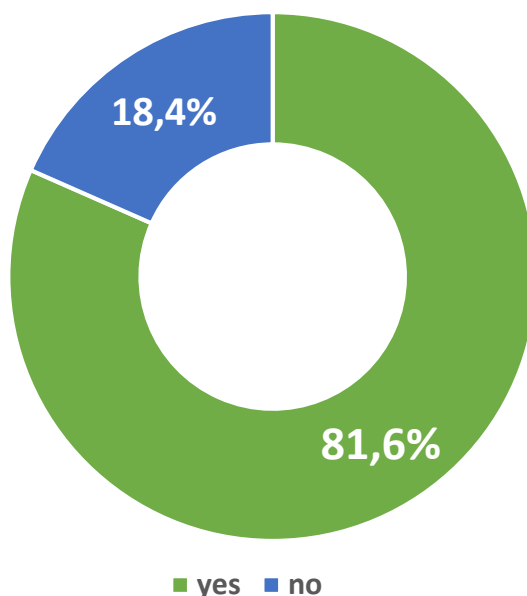


Chart no. 16

There are many international schools interested in presenting themselves at the Exhibition. So, we also asked the students about their opinions about study abroad. 64 % of the addressed students were interested in study abroad, see chart no. 17. Student's preferences about individual countries can be seen in chart no. 18.

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 5 988 this year. The most demanded countries were the United Kingdom, Denmark and The Netherlands. 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 Slovak market and start to see an increase in student's interest.

INTEREST IN STUYING ABROAD

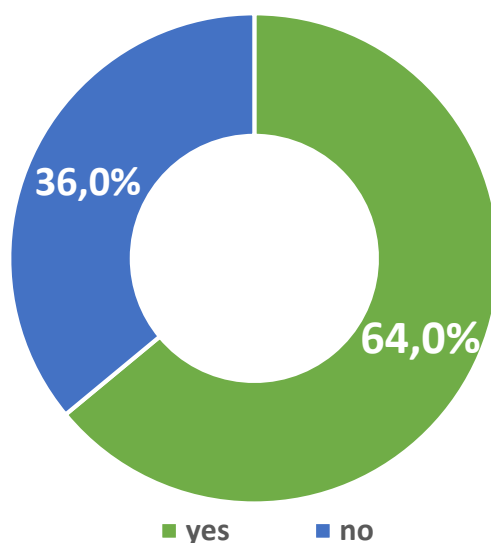


Chart no. 17

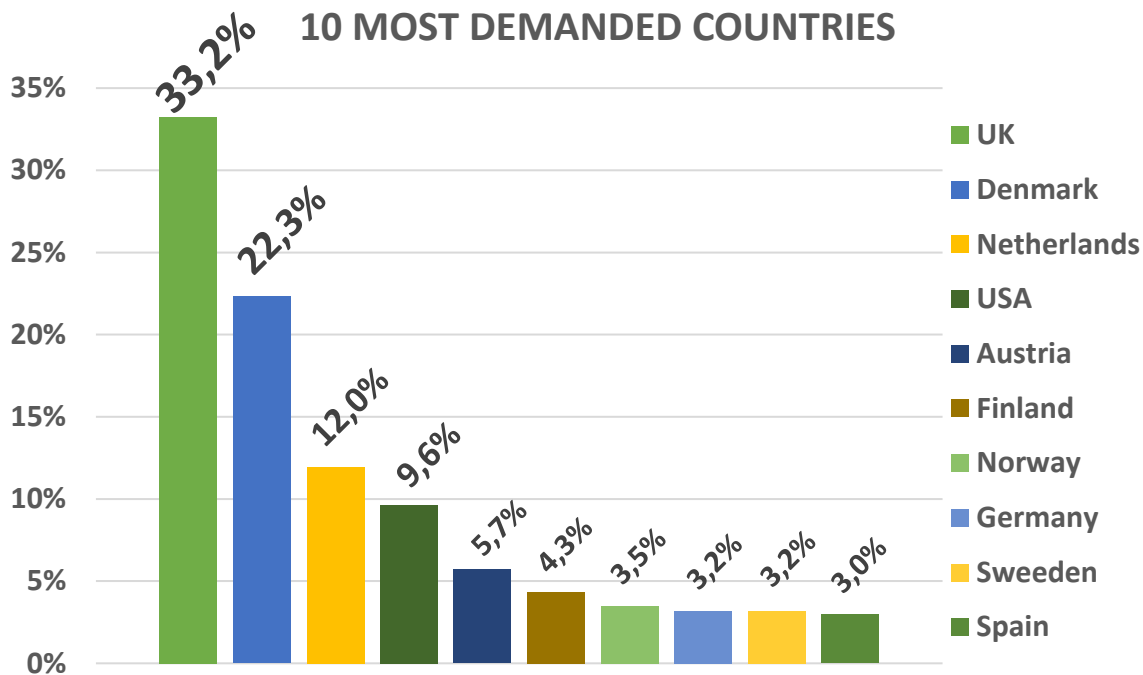


Chart no. 18

6 Exhibitor's seminars during the fair

A seminar theatre was a part of standard exhibition facilities. It seated 200 people. The theatre was equipped with high quality presentation technology. The lectures were held by qualified representatives of schools.

Verifiable attendance was 2 245 visitors, which is 24 % 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 3 500 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. 2 245 visitors of seminars were addressed during the survey. The results can be seen in chart no. 19. For 79 % of visitors the seminars met their expectations and were interesting for them. 19 % of visitors found the seminars interesting despite them not meeting their expectations. Only 3 % of visitors found the seminars not interesting.

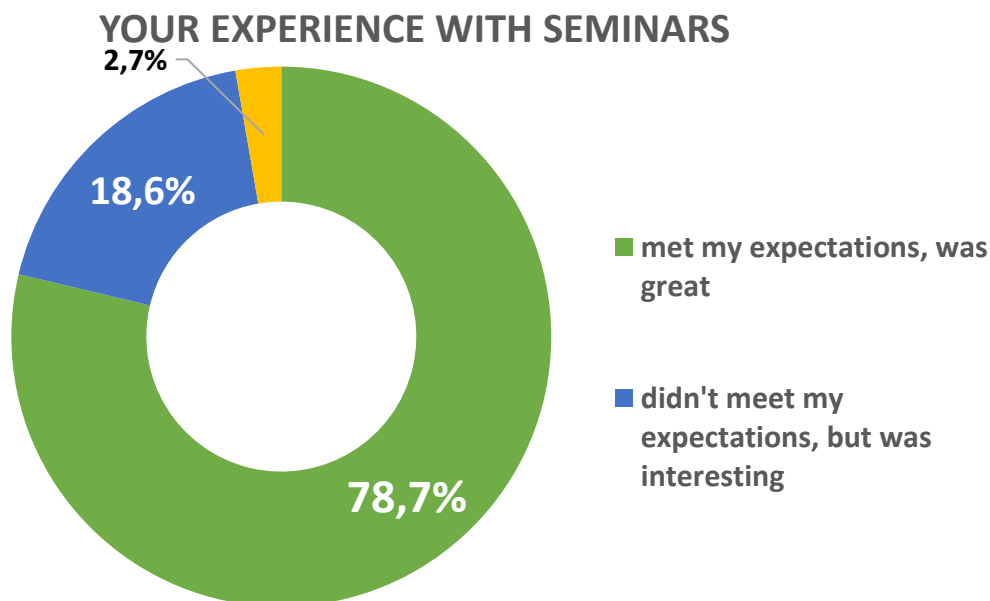


Chart no. 19

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.

9 000 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-sk.sk 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 D. **2 000 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-sk.sk.**
- **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-sk.sk.
- **Interactive index of fields of study at www.gaudemus-sk.sk**, which contains all registered fields of study available at participating schools. It is available for public at www.gaudemus-sk.sk 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 Slovak students can study including information about conditions of study.

9 The Fair on the internet

All information about the exhibition is available at the website www.gaudemus-sk.sk. 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.gaudemus-sk.sk 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.gaudemus-sk.sk over the last seven years are presented in table no. 3.

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
2019	12 736 128

Table no. 3 Accesses at www.gaudemus-sk.sk

10 Gaudeamus Fairs in 2020

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

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

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

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

In Brno, 22nd December 2019



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



Ing. Pavel Mikula,
Organization guarantor