

# CENTRAL EUROPEAN EDUCATION AND LIFELONG LEARNING EXHIBITION GAUDEAMUS PRAGUE 2023

Report on the progress of the fair from February 6, 2023

(issued by the fair organizer, MP-Soft, a.s.)

15<sup>th</sup> year of the Central European education and lifelong learning exhibition Gaudeamus Prague 2023 took place at the PVA Expo Prague exhibition centre in hall 4 on 24<sup>th</sup> – 26<sup>th</sup> January 2023.

## Information about exhibitors:

**317 exhibiting entities were represented at the fair.** In addition to domestic schools, international universities, and colleges from **13 countries** were also represented. International universities and colleges have arrived from Austria, France, Germany, Ireland, United Arab Emirates, Great Britain, Belgium, Canada, Denmark, Lithuania, Netherlands, Slovakia and Spain.

Type of institution	Number of exhibitors
Faculties	156
Universities and colleges	129
Language schools and advisory agencies	17
Higher professional schools	8
Study abroad agencies	7

Table 1: Exhibitors by type of institution

Country	Number of exhibitors
Czech Republic	221
United Kingdom	54
The Netherlands	11
Denmark	8
Germany	6
Belgium	6
United Arab Emirates	3
Ireland	2
France	1
Canada	1
Lithuania	1
Austria	1
Slovakia	1
Spain	1

Table 2: Exhibitors by country of origin

## Attendance of the 15<sup>th</sup> year of the fair:

Day	Number of visitors	Number of teachers
24 <sup>th</sup> January	4 917	123
25 <sup>th</sup> January	4 883	110
26 <sup>th</sup> January	4 096	96
<b>Total</b>	<b>13 896</b>	<b>329</b>

**Table 3:** Number of visitors on individual days

During its three days, the fair was visited by **13,896 visitors**, including **329 secondary school teachers and guidance counsellors**. This represents an increase of **4,143 visitors** compared to last year. At the same time, this is the highest number of students and teachers in the entire history of the Gaudeamus fair in Prague.

A total of **15,186 students registered** to visit the fair at [www.gaudeamus.cz](http://www.gaudeamus.cz), **11,369 of them filled out the registration questionnaire**. An invitation to the Test of Study Types was sent to each registered student. A total of **515 educators** also registered to visit the fair. Every registered teacher received a free ticket to the fair. Only educators who handed in their completed free ticket at the fair and exchanged it for an information set were included in the total attendance.

## Basic characteristics of visitors:

Sex	
Male	36,3 %
Female	63,7 %
Age	
18 - 21	66,0 %
15 - 17	31,7 %
22 - 25	1,5 %
25+	0,8 %
Type of school currently studied	
Grammar school	49,1 %
Vocational school	45,3 %
University	2,4 %
Higher school	0,6 %
Other	2,6 %
Year of study	
4 <sup>th</sup> year	59,3 %
3 <sup>rd</sup> year	36,4 %
other	4,3 %

**Table 4:** Basic characteristics of visitors

## Regional distribution of attendance:

Region	Share of visitors
<b>Středočeský</b>	28,6 %
<b>Praha</b>	20,0 %
<b>Ústecký</b>	13,8 %
<b>Královéhradecký</b>	7,6 %
<b>Liberecký</b>	6,8 %
<b>Plzeňský</b>	5,2 %
<b>Jihočeský</b>	4,7 %
<b>Karlovarský</b>	4,6 %
<b>Pardubický</b>	2,8 %
<b>Vysočina</b>	2,2 %
<b>Moravskoslezský</b>	1,4 %
<b>Olomoucký</b>	1,1 %
<b>Zlínský</b>	0,4 %
<b>Jihomoravský</b>	0,3 %
<b>Slovak regions</b>	0,7 %

**Table 5:** Regional distribution of attendance

## Best booth competition:

During the first two days of the fair, the sixth year of the Best booth competition of Gaudeamus Prague fair took place. 14 exhibitors were entered into the competition. The evaluation of the registered booths was carried out by an independent commission consisting of students of the Higher Vocational School of Actors in Prague and students nominated by the competing exhibitors. The evaluation committee worked under the guidance of a teacher from the Higher Vocational School of Actors in Prague. The registered booths were evaluated on the first two days of the fair, according to eight criteria.

**The results of the competition were announced during a social evening, which took place on January 25, in the Kaiserštejn Palace. First place was won by the Czech Technical University in Prague, second place was taken by the Charles University and the University of Defense took third place. Competition results are shown in table no. 6.**

Rank	Name of exhibitor	Score
1.	České vysoké učení technické v Praze (ČVUT)	1,3269230769
2.	Univerzita Karlova	1,7678571429
3.	Univerzita obrany	1,8173076923
4.	Vysoká škola chemicko-technologická v Praze	1,8653846154
5.	University of New York in Prague	2,0714285714
6.	Univerzita J. E. Purkyně v Ústí nad Labem	2,1415714286
7.	Vysoká škola báňská - Technická univerzita Ostrava	2,2321428571
8.	Vysoká škola ekonomická v Praze	2,4107142857
9.	NEWTON University	2,4375000000
10.	Technická univerzita v Liberci	2,4464285714
11.	Masarykova univerzita	2,4821428571
12.	Grada Publishing / Bookport	2,6339285714
13.	MCI Management Center Innsbruck	2,8928571429
14.	Státní zemědělský intervenční fond	3,5803571429

**Table 6:** Best booth competition results

### Testing center and Test of Study Types:

A Study Types Test was available to visitors. The result of the test is the placement of the student in one of five study types (economic, technical, humanitarian, natural science, artistic). Each type is assigned an icon and an identifying colour. At the fair, the exhibitors were marked with icons of the corresponding study types directly on the booths and in the pavilion plan. According to this designation, students could more easily find a study program corresponding to their type. **The invitation to the Study Types Test was sent to all registered students. 6,390 students took the Study Types Test before visiting the fair. Another 623 students took the test in the Testing Centre at the fair. In total, 50.5% of the visitors to the fair completed the Study Types Test.** The table no. 7 provides an overview of the test results.

Study type	Share of results
Humanities	29,7 %
Economics	21,3 %
Science	19,1 %
Art	19,0 %
Technology	10,8 %

**Table 7:** Results of the Study Types Test

## Interest in accompanying programs:

The fair included five traditional accompanying programs designed for students:

- **Lectures on study options:** the contents of the lectures were information on the current offer of study programs, study conditions, admissions procedures and other services offered by the school to students.
- **Science for Life:** gave students an insight into the content of study and research that takes place at universities. As part of the program, the exhibitors presented interactive exhibits, examples, and demonstrations from various fields of study. **The following exhibitors participated in the Science for Life accompanying program:**
  - ČESKÉ VYSOKÉ UČENÍ TECHNICKÉ V PRAZE
  - MENDELOVA UNIVERZITA V BRNĚ
  - UNIVERZITA HRADEC KRÁLOVÉ
  - UNIVERZITA KARLOVA
  - UNIVERZITA PARDUBICE
  - UNIVERZITA PALACKÉHO V OLOMOUCI
  - VŠB – TECHNICKÁ UNIVERZITA OSTRAVA
  - VYSOKÁ ŠKOLA CHEMICKO-TECHNOLOGICKÁ V PRAZE
  - VYSOKÁ ŠKOLA FINANČNÍ A SPRÁVNÍ
- **Advisory service:** it was intended especially for undecided students. The advisory service helped students choose a suitable study program, school or faculty using the database and search engines on the portal [www.gaudeamus.cz](http://www.gaudeamus.cz).
- **Testing centre:** offered students to take the Study Types Test directly at the fair. Students could mark themselves with a sticker with the icon of their study type after taking the test. The students could then be approached by the exhibitors more easily.
- **Advisory on studying abroad:** offered information on studying abroad and all the requirements related to it. Information was provided through partner agencies. In addition, representatives of international universities were present in person.

The students' interest in attending accompanying programs is shown in Table 8. These are data from the registration questionnaires filled out before the fair.

Accompanying program	Visitor's interest
<b>Lectures</b>	64,0 %
<b>Study abroad advisory</b>	23,2 %
<b>Testing centre</b>	22,5 %
<b>Advisory service</b>	15,7 %
<b>Science for life</b>	10,5 %
<b>Not interested in accompanying programs</b>	22,1 %

**Table 8:** Interest in accompanying programs

## Accompanying program of lectures:

Lectures by exhibitors took place in a lecture hall with a capacity of 200 seats. **In 2023, according to a survey in the lecture hall, 4,018 students, 28.9% of all visitors to the fair attended the lectures.** This number was determined by the number of collected raffle coupons. However, not all lecture visitors did fill out and submit the coupon. The actual attendance at the lectures was thus probably higher. **Students could attend a total of 42 lectures on studies during the fair.**

Day	Number of visitors	Share on daily attendance
<b>24<sup>th</sup> January</b>	1 281	26,1 %
<b>25<sup>th</sup> January</b>	1 611	33,0 %
<b>26<sup>th</sup> January</b>	1 126	27,5 %
<b>Fair in total</b>	<b>4 018</b>	<b>28,9 %</b>

**Table 9:** Attendance at lectures

## Pedagogical centre:

The goal of the Pedagogical Centre is to improve the quality of information transfer to secondary school teachers, who play a key role in informing secondary school students about the Gaudeamus fair and the possibilities of post-secondary studies. Purpose of the Pedagogical Centre is to create a quality background for educators and motivate them to visit the Gaudeamus fair. The focus of the Pedagogical Centre was specialized lectures for teachers and guidance counsellors of secondary schools. **The lecturers were experts from exhibiting schools, the Ministry of Education, Youth and Sports, the National Pedagogical Institute and other partner institutions. A total of 29 lectures were held within the Pedagogical Centre over three days. The Pedagogical Centre was visited by 329 educators during the fair.** This number was determined based on the handed-in free tickets. Not all educators who visited the Pedagogical Centre handed in their ticket. The actual attendance at the Pedagogical Centre was therefore probably higher.

## Gaudeamus Prague in 2024:

**16<sup>th</sup> year of the Central European education and lifelong learning exhibition Gaudeamus Prague is planned for January 23-25, 2024 at the PVA Expo Prague exhibition centre, in hall no. 4.**