

# CENTRAL EUROPEAN EDUCATION AND LIFELONG LEARNING EXHIBITION GAUDEAMUS BRNO 2023

**Report on the progress of the fair from November 10, 2023**

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

**29<sup>th</sup> year of the Central European Higher Education and Lifelong Learning Fair Gaudeamus Brno 2023 took place at the Brno Exhibition Centre in Pavilion V from October 31<sup>st</sup> until November 3<sup>rd</sup>, 2023.**

**347 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 Slovakia, Great Britain, Denmark, Netherlands, Lithuania, France, Ireland, United Arab Emirates, Belgium, Germany, Spain, Finland and Malta.

**Attendance of the 29<sup>th</sup> year of the fair:**

<b>Day</b>	<b>Number of visitors</b>	<b>Number of teachers</b>
<b>31<sup>st</sup> October</b>	6 740	120
<b>1<sup>st</sup> November</b>	8 680	136
<b>2<sup>nd</sup> November</b>	7 920	140
<b>3<sup>rd</sup> November</b>	5 003	78
<b>Total</b>	<b>28 343</b>	<b>474</b>

**During its four days, the fair was visited by 28,343 visitors, including 474 secondary school teachers and guidance counsellors. This represents an increase of 668 visitors compared to last year.**

A total of **21,676 students** registered at [www.gaudeamus.cz](http://www.gaudeamus.cz). 19,304 of them completely filled out the registration questionnaire. **547 educators also registered** to visit the fair. All registered educators received a free ticket to the fair.

A Study Types Test was available to visitors. The result of the test is 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. The icons of the corresponding study types were marked directly at the exhibitor's booths. Designation of study types with icons was also implemented on the Gaudeamus.cz, Gaudeamus-sk.sk portals and Gaudeamus Guide and Gaudeamus Advisor mobile applications. According to this designation, students could more easily find a study program corresponding to their type. Invitation to the Study Types Test was sent to all registered students. Before visiting the fair, 9,603 (44.3% of those registered) took the Study Type Test. Another 1,461 students took the test in the Testing Centre at the fair. The table provides an overview of the test results.

Study type	Share of results
Humanities	27,9 %
Science	21,5 %
Economics	19,3 %
Art	19,7 %
Technology	11,6 %

#### Basic characteristics of visitors:

Gender	
Female	62,1 %
Male	37,9 %
Age	
18 - 21	73,8 %
15 - 17	24,6 %
22 - 25	1,0 %
25+	0,6 %
Type of school currently studied	
Grammar school	48,5 %
Vocational school	48,2 %
University	1,6 %
Higher school	0,6 %
Other	1,1 %
Year of study	
4 <sup>th</sup> year	64,4 %
3 <sup>rd</sup> year	29,8 %
Other	5,8 %

#### Regional distribution of attendance:

Region	Share of visitors
Jihomoravský	26,9 %
Moravskoslezský	16,2 %
Olomoucký	12,7 %
Zlínský	11,9 %
Vysočina	11,6 %
Pardubický	8,6 %
Královéhradecký	3,9 %
Středočeský	1,8 %
Jihočeský	1,4 %
Prague	0,6 %
Liberecký	0,3 %
Ústecký	0,3 %
Karlovarský	0,1 %
Plzeňský	0,1 %
Slovakia	3,6 %

During the first two days of the fair, the thirteenth year of the Best Booth Competition took place. 18 booths were entered into the competition. The evaluation of the registered booths was carried out by an independent commission consisting of students of the Business Academy and the Higher Vocational School in Brno and students nominated by competing exhibitors. The evaluation committee worked under the leadership of a teacher from OA and VOŠ Brno. The registered booths were evaluated on the first two days of the fair, according to eight criteria.

The results of the competition were announced at a social evening, which took place on November 1<sup>st</sup>, in the hall of the Centre of the Brno University of Technology. The first place was won by Tomáš Bata University in Zlín, the second place belongs to the University of Chemistry and Technology in Prague, and the third place was taken by the University of Defence.

### Results of the Best booth competition:

Rank	Name of exhibitor
1.	Univerzita Tomáše Bati ve Zlíně
2.	Vysoká škola chemicko-technologická v Praze
3.	Univerzita obrany
4.	České vysoké učení technické v Praze (ČVUT)
5.	Ostravská univerzita
6.	Vysoké učení technické v Brně
7.	Univerzita Palackého v Olomouci
8.	Mendelova univerzita v Brně
9.	Univerzita Komenského v Bratislave
10.	Univerzita Karlova
11.	University of New York in Prague
12.	NEWTON University
13.	Masarykova univerzita
14.	Vyšší odborná škola publicistiky
15.	Prague City University
16.	Autoškola NOBE
17.	Policie České republiky
18.	Žilinská univerzita v Žiline