

**INTERNATIONAL CONFERENCE
OF STIPENDIUM HUNGARICUM
OPERATIONAL PARTNERS**



STUDY IN HUNGARY
STIPENDIUM HUNGARICUM



TEMPUS KÖZALAPÍTVÁNY

BUDAPEST, 22-25 NOVEMBER 2017

Promoting Stipendium Hungaricum: from strategy to activities involving influencers and alumni

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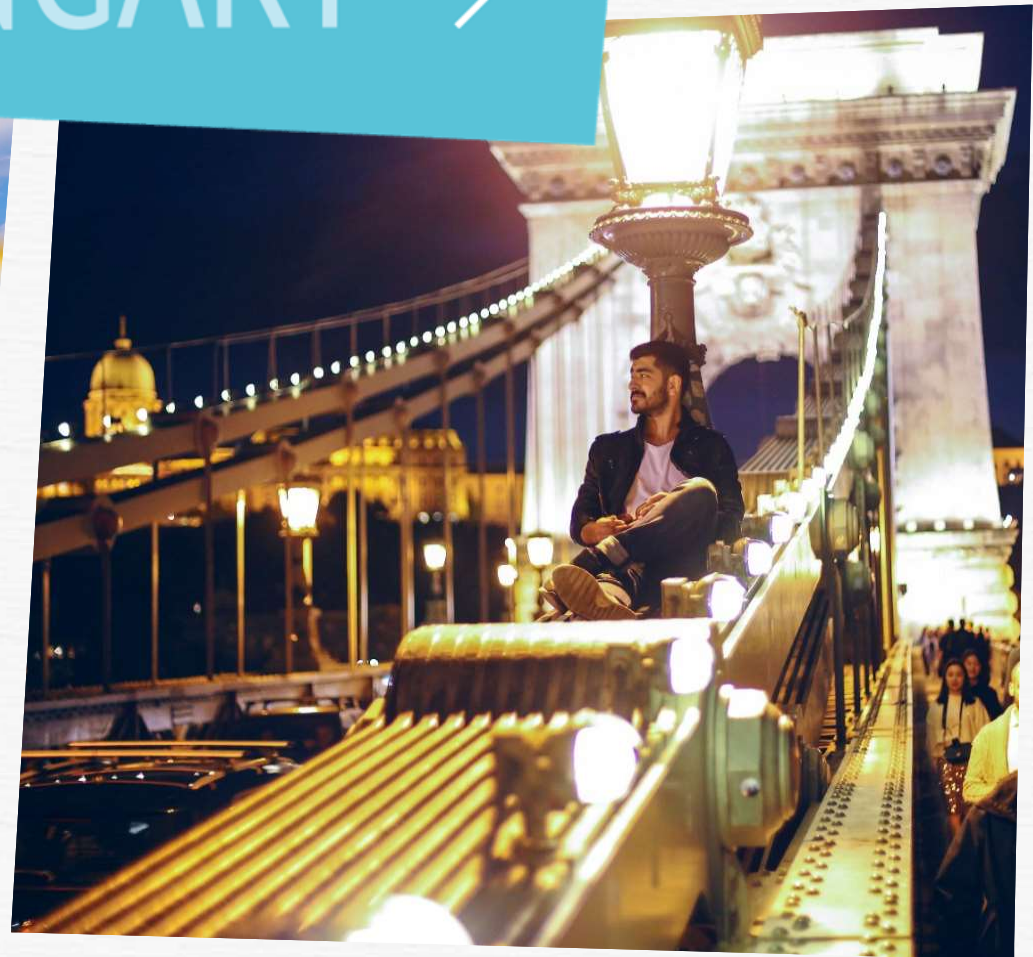
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International Communication | Communications Unit | Tempus Public Foundation

www.stipendiumhungaricum.hu

why HUNGARY >



Entries of photo competition for international students



Main messages

- High quality education
- Hungarian diplomas are recognised (European degree)
- Hungary is situated in the middle of Europe
- Various scholarship opportunities

“I would like to bring home the culture of education from here”

Why did you choose Hungary?

Pierre from France



“Here I can see how things work in practice”

Rabiu from Nigeria





Trends in reaching Millennials

- Main information source is the internet and social media
- Peer generated content and recommendation
- Snackable, visual and fun content
- Personalisation + storytelling



Tools and channels

Online

Publications

Fairs & Events

Advertisements

Alumni



STUDY IN HUNGARY

STIPENDIUM Hungaricum



Online tools: Study in Hungary website

- Stipendium Hungaricum scholarship information is hosted here
- Study Finder
- HEI profiles
- Information on Hungary, Hungarian education and everyday student life
- Average monthly visitors: 13,000
In peak periods: 60,000+

www.studyinhungary.hu





STUDY IN HUNGARY

STIPENDIUM Hungaricum



Online tools: Study in Hungary Facebook page

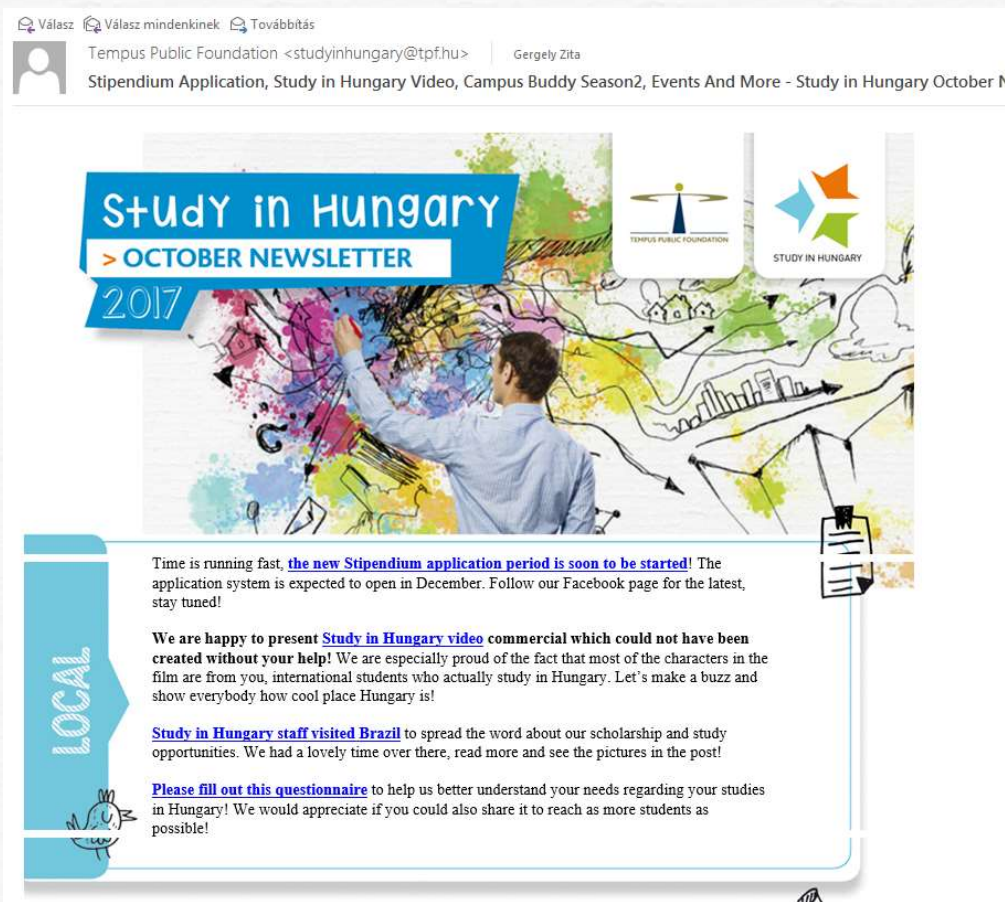
- Instant promotional channel for Stipendium Hungaricum scholarship programme
- Content strategy built on trends
- Organic and paid reach
- 14,000+ followers

facebook.com/studyinhungary





Online tools: e-newsletter





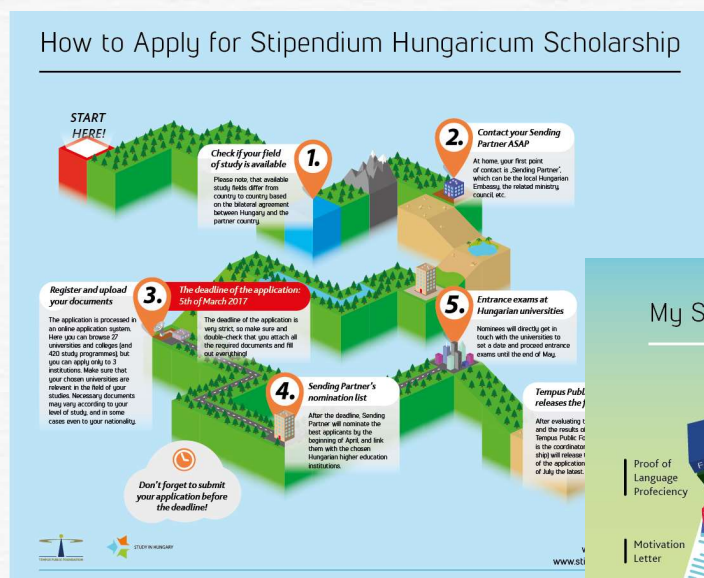
STUDY IN HUNGARY

STIPENDIUM Hungaricum

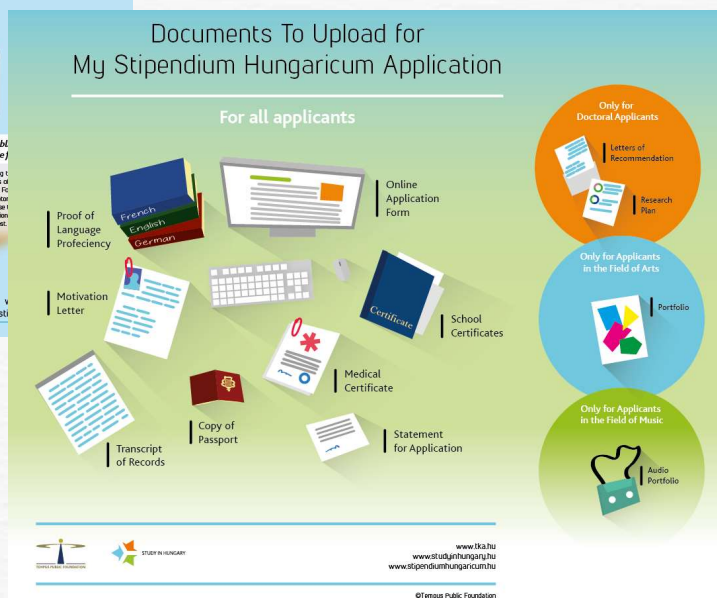


Infographics

How to Apply for Stipendium Hungaricum Scholarship



Documents To Upload for My Stipendium Hungaricum Application



Made in Hungary

Miracles of everyday life with Bence



RUBIK'S CUBE,
BY ERNŐ RUBIK,
ARCHITECT



6:00

Bence is obsessed with meditation and likes to switch off – so he plays some Rubik's Cube after he wakes up.

6:30

Bence thinks that key of planning is paper and pen – so he writes down the key points of his day every morning.



BALLPOINT PEN
BY LÁSZLÓ BIRÓ,
JOURNALIST, INVENTOR

VITAMIN C BY
ALBERT SCIENTIORMY,
MEDICAL RESEARCHER



6:45

Bence pays attention to his Vitamin C intake to stay fit everyday.

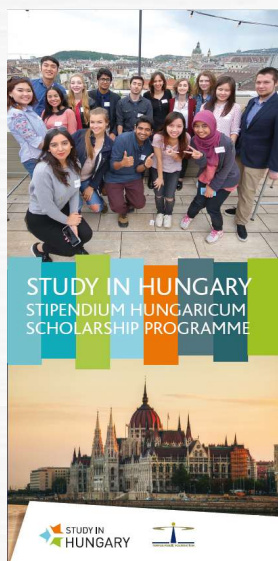


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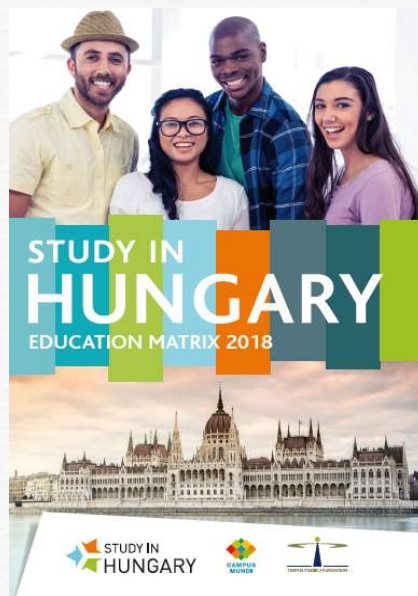


Printed publications



Leaflet

English
Arabic
Chinese
Spanish
Russian



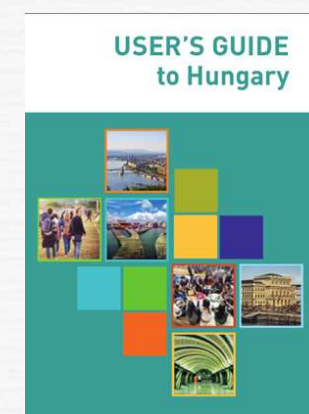
Leaflet

Contains
„Education Matrix”
with all SH HE’s
study fields and
programmes



Brochure

Information on Hungary
and the Hungarian higher
education system and
descriptions on HE
institutions and their offer



User's Guide

A 60+-page
booklet with
info on living
and studying
in Hungary



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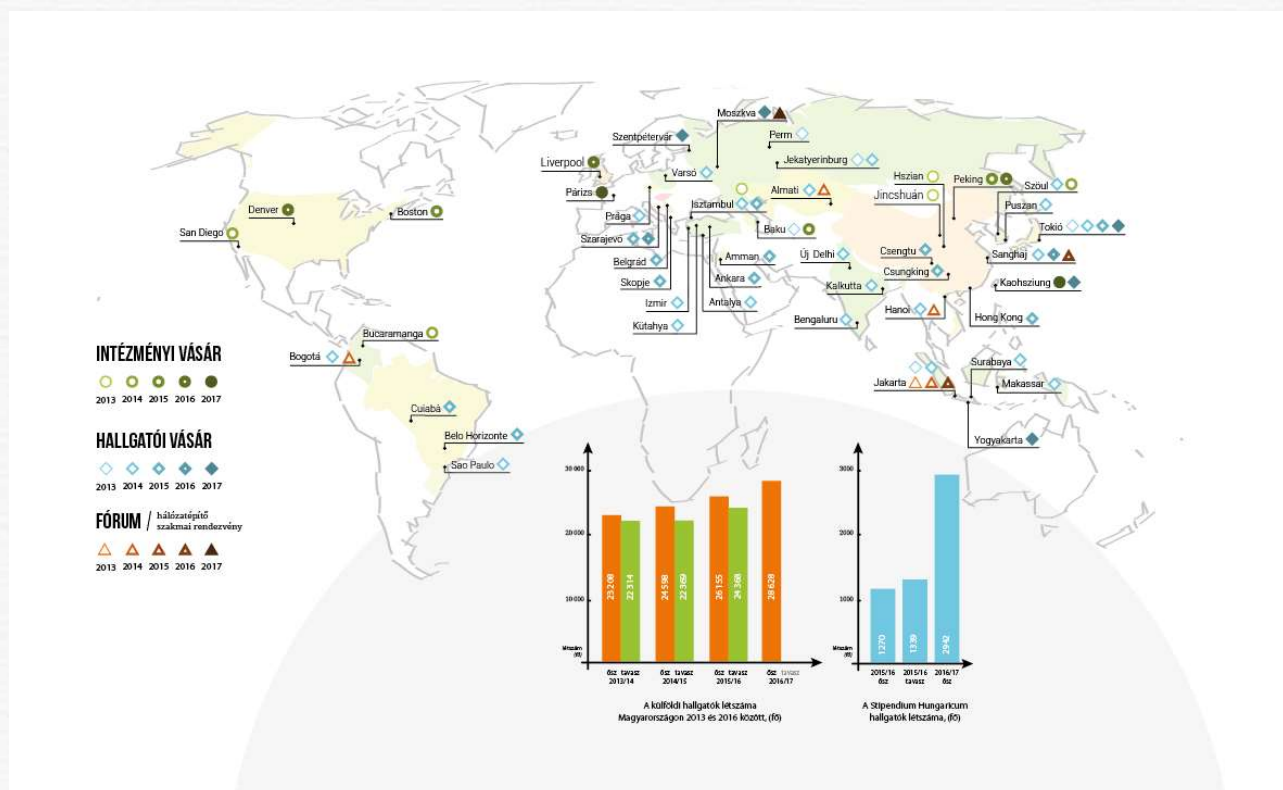
Printed decoration & installation materials

- Posters
- Rollups
- X-banners





Education Fairs





Salão do Estudante, Brazil, 2017



Kazakhstan, 2017



Explore Hungary Day, Brazil, 2017



Chinese-Hungarian HE Forum, 2016





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Stipendium Hungaricum Farewell Party, 2017
International Alumni Network, 2017



STUDY IN HUNGARY

STIPENDIUM Hungaricum



Advertisements

STUDY IN HUNGARY

Hungary is one of the most popular study destinations among Brazilian students, visit the Study in Hungary stand at BHI to learn more!

5 REASONS TO STUDY IN HUNGARY

- The Brazilian is one of the biggest international student communities in Hungary; more than 2,000 students have graduated here in the past few years.
- Studying in Hungary is a good investment: quality education and a European degree for an affordable price.
- Hungary is in the middle of Europe; you can travel all over the continent during your studies.
- Its vibrant youth life and the world famous cultural scene makes Budapest a top 10 Erasmus destination.
- Besides Erasmus, Hungary provides fully funded scholarship opportunities via Stipendium Hungaricum; more than 200 Brazilian students will start their studies this year!

Check out our website and Facebook page for further details.
studyinhungary.hu • facebook.com/studyinhungaryofficial

STUDY IN HUNGARY

SZÉCHENYI 2020

HUNGARIAN GOVERNMENT

European Union European Social Fund

INVESTING IN YOUR FUTURE

"Studying in Hungary was and still is one of the best adventures in my life. Getting to know a whole new culture and meeting people from all over the world while studying in one of the best universities in Hungary is for sure a dream coming true."
 Jénes, Stipendium Hungaricum scholarship holder

STUDY IN HUNGARY VISITS BRAZIL

STUDY IN HUNGARY

Today, there are 46 higher education institutions in Hungary, ranging from small universities of applied sciences to top research universities. They offer 650 courses in English, German, French and other languages in the form of a three-cycle degree structure, offering Bachelor's, Master's and Doctoral programmes.

TOP 5 REASONS TO STUDY IN HUNGARY

- High quality education: Hungarian academic quality is rated high by foreign students. The content of the curriculum in our country would be right at home in Hungary again to study.
- European degree for a fair price: You can get an internationally recognised European degree for an affordable price – studying in Hungary is great value for money.
- Good location and rich cultural life: Hungary has a rich cultural life and long-standing traditions, which attract thousands of foreign students every year to study in the heart of Europe. Students can travel around easily and explore the Central European region.

FOREIGN STUDENTS ABOUT HUNGARY

"The teachers are helpful, they are extremely supportive and they are also very friendly. (...) The administration here provides practically everything."
 Tamas, Nigerian, Volunteer of the Hungarian International Alumni Network

"I felt good in Hungary because the people here (Hungarians) are nice and always willing to help."
 Yakubu, Nigerian, Volunteer of the Hungarian International Alumni Network

THE STIPENDIUM HUNGARICUM SCHOLARSHIP

This scholarship offers full degree Bachelor, Master and Doctoral studies. In the frame of this programme, Hungary funds c. 3,500 incoming students from all around the world in the academic year 2017/18 including students from Kenya.

The Stipendium Hungaricum Scholarship is available for Kenyan applicants in the following fields: Basic Agriculture, Engineering, Economics, Natural Sciences, Sport Sciences, Public Administration.

Hungary also welcomes talents from Kenya and other African countries as self-paying students.

For more information, visit our website at: www.studyinhungary.hu

STUDY IN HUNGARY

SZÉCHENYI 2020

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INVESTING IN YOUR FUTURE

Involving students and alumni





Future plans include

- Further develop a strong and coherent brand
- Make better use of marketing data (new CRM!)
- Strengthen collaboration with partners

STUDY IN HUNGARY

