World's First and Only Online Fair

www.vefworkshop.com

VeF WORKSHOP® 21 22

November 2020

WHAT IS VEF?

VEF is the abbreviation for Virtual Education Fairs. Endless Fairs is carried out virtual education fairs under the umbrella of registered VEF mark.

VEF Workshop can be defined as the implementation of the instruments used and the process monitored in classical fair to a web-based technological systems. In this concept, the facilities offered each sides (stand owners and visitors) in the classical education fairs and much more are also available in our online exhibition. VEF Workshop is the world's first and only online agency fair, and aims to bring together schools around the world and branded agencies.

VEF Workshop will be held on 21 - 22 November 2020 via www.vefworkshop.com web address. The persons entered to this website during 21 - 22 November 2020 will be able to interact with the fair participant institutions. In addition, the fairground will be open during 7 days after the end of the fair, visitors can visit the stand of the institution they wish and access static information. They can leave their contact information to the stands they wish. By this means, VEF Workshop to be continued online 2 days will have a total of 10 days activity period. Following the closure of the fairground, details of the participating institutions will continue to be published statically. People who visit our site during 1 year can see the details and information of the institutions, and communicate with authorities.

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What are the advantages of VEF Workshop?

▶ **Fast, Easy and High Interaction**

▶ **Access from All around the World**

▶ **Low Organization and Participation Costs**

▶ **Detailed and Instant Statistics**

▶ **Detailed Digital Recordings and Network Assistant**

▶ **Result-Oriented Processes through Intelligent System**

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What are the features of VEF Workshop?

Live Conferences & Seminars;
Meetings, interactive presentations and seminars can be held, which dozens of participants can be included at the same time. In this process, functional properties of cameras, microphones, desktop images, file sharing, etc. of the participants may be active.

Detailed Stats;
Issues such as efficiency and scalability always have been the subjects of some arguments in the classical marketing process. With the development of technology, the entire process is under registration in the database, and it eliminates this question marks.

Appointment System;
Before the exhibition, system will be used in order to perform appointment organizations of agents and participating institutions. The agents will make an appointment through system and perform online interviews on their own time on fair day.

Live Support Team;
We have a live support team which is active during the organization both for stand workers and visitors. You can take support via telephone call, correspondence from the chat panel and video call by connecting support rooms.

Detailed Digital Records & Network Assistant;
Each communication and interaction performed through our system are regularly recorded. These records can be examined by means of online content management system, can be downloaded and archived on a regular basis, when required. While at a stand, there is no need to take notes about speeches and the information of dozens of people interviewed, and spend time for it, all of which are organized automatically.

Real Fair Atmosphere;
We offer a real fairground atmosphere with an impressive design and modern technology. This allows visitors to spend more time on the website, to live real fair feeling while visiting the fairground, and they can easily access the information they want in the stands.

Modern Technology;
We integrate modern technology to our system ensuring current and strong infrastructure within the bounds of possibility of current technology, and in this context, we have solution partnerships with industry leader organizations such as Adobe.

Ease of Access and Availability;
You can access our system from any device (desktop computer, notebook, tablet, smartphone) via widely used operating system such as Windows, Linux, Mac-OS, via commonly used browsers such as Google Chrome, Mozilla Firefox, Internet Explorer, Safari and via mobile operating systems such as Android or IOS.

Live Chat and Video Interaction;
Our system offers real-time chat facilities. You can simultaneously chat with multiple people through our system, and can contact by dozens of visitors in each stand. Tools such as meeting tools, calendar tools, detailed and complete analysis reporting tools, speech recording tools, video chat tools via Skype linked to the user calendars are available for visitors and representatives of the institutions.

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ONLINE FAIR

Economical for organizations because there is not costs such as transportation, accommodations and stand set up.

Global. People from all over the world may obtain information by visiting the fairground.

Comfortable and fun. You can manage your stand thanks to mobile applications from the office, home or a cafe while drinking coffee, even while on the travel.

It is simple. Requested stands can be easily found through Smart Matcher. Going from one stand to another is possible by one click.

High, unlimited capacity. Your stand can be visited by thousands of people at the same time. At the same time, thousands of people can review your information, leave contact information by one click.

Time management is possible. You can give an appointment for a later time to a potential customer coming to your stand. When you're busy, you can invite your workfellow in conversation by one click.

Regular record keeping. Details of the person can be recorded regularly as required, and can be exported to formats such as excel etc. if desired.

Statistics are extremely detailed. All details are recording; how many people came to the stand, how many minutes they engaged, from which city/region they came, and which information examined mostly and so on. These records will be presented as professional reports at the end of the fair.

CLASSICAL FAIR

Access is limited. Only the persons who can come to the fairground can participate in the fair.

Troublesome. Travelling and moving equipment, setting up the stand and making physical activity throughout the day at the fairground are exhausting both physically and mentally.

Complex. People get about in large fairgrounds and take their time to find the stand they wish. Sometimes they do not.

Limited capacity. When the stand is crowded, other people may pass over your stand, then probably they won't come back. You can easily lose potential customers when the stand is busy.

It couldn't take the overcrowding. When the officials at the stand made interviews, maybe a potential client can come and leave from the stand because he/she couldn't find someone to get information, and do not come back.

Record keeping may be difficult in some cases. Receiving information regularly and completely of people coming to the stand, and then entering these forms into the computer, processing and matching may get on top of someone.

Measurement cannot be made correctly. Generally, statistics data cannot be achieved other than the number of people who came to the stand and the number of exhibitors.

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SEMINAR

VEF Workshop has more pluses than minuses according to classical fair. Seminar or conference calls held in classical fairs are also possible with VEF. During VEF, web-based online seminars will be organized every day from 12:00 to 18:00. In the seminars, webcam, microphone, the image on the computer screen or any document wanted to share of the speaker will be transmitted online to the participants, the participants may be included in the seminar with their cameras and microphones if they wish and be able to ask questions if allowed. The seminars to be held within Adobe Connect infrastructure will be recorded and uploaded to YouTube account at the end VEF and ensured that the publication will be permanent. In addition, video recording of the seminar will be communicated with the speaker.

21.11.2020	22.11.2020
12.00 - 12.45	12.00 - 12.45
13.00 - 13.45	13.00 - 13.45
14.00 - 14.45	14.00 - 14.45
15.00 - 15.45	15.00 - 15.45
16.00 - 16.45	16.00 - 16.45
17.00 - 17.45	17.00 - 17.45

We Are Different, Because;

We Have an Innovative Perspective: Sometimes a different perspective can change the whole process in a project. We are continuously reviewing our projects by trying to look from different perspectives, and developing in this direction. According to laws "1. Make Plan 2. Implement 3. Check 4. Takes Measure" of Deming circle, we are working as sustainability-oriented through continuous development. The different perspectives we have led to innovative results.

We Know the Sector Very Well: We have managers who has worked in many different positions in the sector for more than 10 years. We have all the details from both students' and parents' eye through our solutions partners. At this point, we able to analyze the needs and produce results-oriented solutions.

We Develop Our Own Team: We see some students as our colleagues now in our offices, who are starting their adventure with us as university leaderships. We carry out our "Learning Consultant Training" program for our leaders and train our own consultants in 3-4 years. In this way, we have a highly compatible with each other, strong, experienced and success-oriented team.

We Have Biggest Youth Structuring in Turkey's Education Sector: We have 50 different university leaders who have successfully completed the selection process among applications over 5000. We are able to make promotional and advertising activities in the local places with our leaders in 30 different cities as well as our 5 offices.

We Know Digital Processes Very Well, So Much So That We Carry out Professional Activity in this Field: We offer professional service to other companies within Endless Group structure and many independent companies especially in digital marketing processes with our R&D office and digital agency located in technology development region of Pamukkale University in Turkey (Silicon Valley equivalent). We use our all knowledge and experience for the VEF.

We Care About Institutional and Individual Social Responsibility: We conduct various studies within our association established to realize our social responsibility projects. Within the scope of VEF, we are also building VEF Forest by planting 1 seedlings on behalf of all participators to our fair.

VEF Workshop;
It is an industry leading project.
With the promotion process to be carried out on behalf of your brand during the sponsorship, it creates added value on behalf of your brand, contributes to your communication goals, achieves industrial competitive advantage, and you can jog your brand perception a person's memory.

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