**Reflections on the Study in Sweden event held November 1, 2022, in Washington, DC**

**Organized by SIREUS**

The event turned out very well, especially considering this was SIERUS’ first time organizing an event. That is both the consensus between the SIREUS staff, but it was most importantly expressed by the Swedish university representatives at the student fair.

The event reached an impressive show up of 120 visitors. However, this number is only about 50 percent of the total registered attendees on Eventbrite (225 registered).

A lesson to be drawn from this event is to not limit the registrations by the venue's capacity, especially if it is a “free” event. SIREUS decided to close registration when maximum capacity had just been exceeded (estimated the show up to be 50% of the public registration) to be on the safe side. By not closing the registration conservatively, the student fair could most likely have seen a greater show up.

The visitors seemed to be genuinely interested in Sweden. Direct feedback from the Swedish universities was that the majority they talked to, were very intentional with their questions. They either already had an established interest in Sweden or was at least curious about Sweden. An analysis was that having a student fair catered to only Swedish Universities gives an upper hand to attracting a target group that might be open to the idea of Sweden as a study destination to consider. It was also expressed to be an advantage that they did not have to compete universities from “classic” European destinations such as UK, Spain and Italy.

To attract students, the event took place after school hours, we did not charge any fee and offered Swedish food as well as the opportunity to listen to some interesting speeches and discussions. One reflection is to have speakers discuss topics with a clearer connection to studying in Sweden or Swedish academia. Although very interesting, in hindsight the discussion did not quite fit into the events overall theme. What was much more fitting was the panel discussion between alumnus from different parts of the world that had studied at Swedish universities. They allowed the visitors to get an insight to studying in Sweden by listening to their personal experiences.