


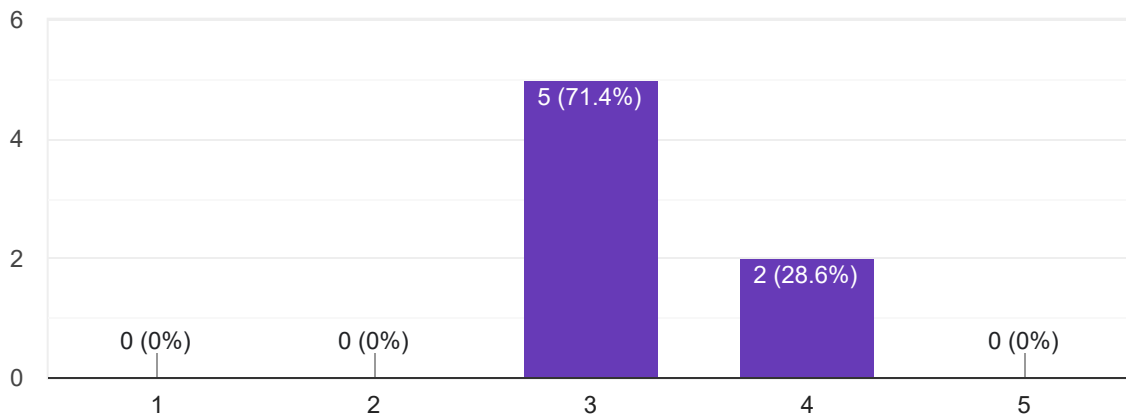
Study in Sweden

7 responses

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Please indicate your overall level of satisfaction with the Study in Sweden event.  [Copy](#)

7 responses



Which part of the event did you enjoy the most?

7 responses

Chapman format was best- gave opportunity to meet potential students passing by. NYC had a good number of visitors but many with Swedish citizenship.

Networking with other universities and meeting prospective students

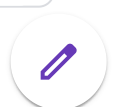
The NY event

Orange and New York event

The events were well organised and it is always nice to meet with interested students

The fairs when we get to meet the prospective students

The event in Chapman was great when we could interact with others than those who had signed up. Great with an open area like that for drop-in



What could be improved for the next Study in Sweden event?

7 responses

Maybe try to expand marketing to reach out more Americans without dual citizenship. To market the USP's of high quality, low cost, practical etc. to a larger audience. Build relationships with local high schools incl. international high schools doing IB and British curriculum.

More participants at the fairs

It would be good to include two cities where we know for sure that we can meet many students

More students, better marketing and more focus of finding a correct/better locations

The communication to promote the event to relevant students. It is a hard thing to reach out but critical. If most of the visitors are students we already are in touch with, or already have applied, it is not really worth a long and expensive trip. We want to reach new prospects!

More visitors and more focus on meeting potential students instead of panel discussions that not always represent all universities

The alumni panel in New York wasn't great. Would be better with questions more open about studying in Sweden than at a specific uni.

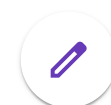
What **topics** would you have liked to see more of at the Study in Sweden events?

3 responses

Maybe shorten the speeches and allow for more mingle/fair.

General information about studying in Sweden

don't understand the question



What **activities/sessions** would you have liked to see more of at the Study in Sweden events?

6 responses

Similar to previous- maybe have a separate room for a few presentations and have more focus on the fair. We missed out on potential passerby's when classes let out at Chapman in the afternoon for example.

Fairs;

A quick pitch from every university or university presentations in a separate room

Alumni event

I think it would have been relevant with a nice and inspiring presentation of what it is like to study in Sweden.

More presentations in general about studying in Sweden.

What **activities/sessions** would you have liked to see less of at the Study in Sweden events?

6 responses

See above.

The speeches at WSU were not directed to the students as more to the universities; alumni panels are good but difficult to give a true picture for all universities since the situation regarding housing etc. is different

It didn't make sense to invite the students to the Pullman presentations about their university

Less discussion about possible cooperation between universities, when prospective students are present. That is not relevant to them.

Panel discussions and information sessions are good but should not be too long

The presentation at WSU wasn't great when the uni mainly talked about themselves. Wasn't that student focused. Would have been better with a meeting on our own then.



In what **cities** would you like to see next Study in Sweden fair?

7 responses

Not sure. Chapman is close to LA - I don't think it's necessarily going to draw a large crowd by finding a venue in central LA. So maybe it works to be in big cities sometimes like NY and smaller surrounding cities like Orange - all depending on what partners and possibilities there are. Pullman felt too rural to attract the right students.

Washington D. C ; New York; maybe L.A

NY, Washington, LA

New York, Washington and somewhere in Minnesota

Not sure but maybe focus on one are or one coast at a time.

New York, Washington D.C

Washington, NYC, Chapman, San Francisco

What **time of the year** does Study in Sweden suit you the best, month/week/days?

6 responses

This was a good time of year.

October-November

May, late September or in relation to Europosgrads in Oct-Nov

May and October/November

October/November

mid September to end of November



What university do you represent?

7 responses

JU

Mid Sweden University

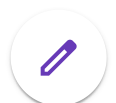
Stockholm University

Linnaeus University

KTH

Mid Sweden University

University of Gothenburg, Fanndis



Are there any other aspects you would like to highlight for potential improvement or was good from this year's Study in Sweden?

7 responses

It is an expensive recruitment trip if the majority of potential candidates have Swedish/EU citizenship. We are in touch with several leads from the events - all of which are Swedish or EU. We have other focus markets when it comes to EU recruitment, and here we invest in activities that give us good ROI.

Well organized; more marketing. Maybe have fair in New York and D.C two days to allow even more people to attend.

A concept where it is possible for any Swedish University/University college to participate in the recruitment events, with a fee for non-SIREUS-member.

More comprimised schedule and more add on asctivities.For example events, meetings etc.

Like mentioned, very well organised and the hosting universities were very welcoming and generous. Very good service from SIREUS. Potential improvement is the promotion, we need a plan to effectively reach out to a larger number of new prospects, which is not an easy task and always a challenge at physical events.

Good organization and planning; very helpful interns from the embassy;

The marketing on beforehand. For example reach out in different facebook group "Svenskar i New York" etc to spread the word.

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