

# NORTH AMERICAN EDUCATION FAIRS **SPRING 2023**

Viet Nam – Ho Chi Minh City | Ha Noi | Da Nang



# THANK YOU!

**Access American Education (AAE) would like to express our warmest thanks for your participation in our AAE Spring Fairs from March 10 to March 14, 2023 in Vietnam.**

**The success of the AAE Fairs was greatly enhanced due to your interest in Vietnam international recruitment and a partnership with AAE. Our mission was to have a positive impact on the community in Ho Chi Minh City, Ha Noi, Da Nang, and bring awareness to Vietnamese students about education possibilities in North America. With your support, we all created an opportunity for students to meet with top quality U.S. and Canadian schools such as yourselves. We would like to thank all of you for helping AAE achieve an excellent and memorable education event.**

**We appreciate your feedback and look forward to working together in the next cycle.**

# Fairs Program

## HO CHI MINH CITY

Friday, March 10 High School Visit – Mini Fair	
07:20	<b>Lobby Level, Rex Hotel</b> Address: 141 Nguyen Hue Blvd., District 1
07:30	Transfer from Rex Hotel to <b>VNU-HCM High School for the gifted</b> Address: 153 Nguyen Chi Thanh, Ward 9, District 5
08:00 – 08:20	Table Set-up
08:20 – 09:20	Meeting with students
09:30	Session closes, pack up all materials
09:45	Transfer to <b>Cộng Cà phê</b> for complimentary coffee stop – Hosted by AAE Address: 91 Xuan Thuy, Thao Dien, Thu Duc City
11:40	Transfer to <b>International School Ho Chi Minh City</b> Address: 1 Xuan Thuy, Thao Dien, Thu Duc City
12:00 – 12:15	Table Set-up
12:15 – 13:10	Meeting with students
13:20	Session closes, pack up all materials
13:30	Transfer to <b>D'Maris Buffet An Phu</b> Address: 6th Floor, Cantavil Premier, 1 Song Hanh Xa Lo Ha Noi, An Phu, District 2
13:40 – 15:30	Lunch at D'Maris – Hosted by AAE Return to Rex Hotel after lunch
18:30 – 20:30	<b>Welcome Dinner Reception</b> – Hosted by AAE Address: InterContinental Saigon Hotel, Market 39 Restaurant, Corner of Hai Ba Trung Street & Le Duan Blvd, District 1 <i>* Bus from Rex Hotel to InterContinental starts at 6:15 PM, and back at 8:30 PM.</i>
Saturday, March 11 Student Fair – Rex Hotel Saigon, 141 Nguyen Hue Blvd, District 1	
14:00 – 14:30	Meeting hall opens – Lotus Ballroom (1st Floor)
14:30 – 18:00	Student Fair Meeting with students and parents
15:30 – 16:30	Refreshment break
16:00 – 16:45	Student Visa Session <i>*For students and families</i> Sunflower Seminar Room
18:00	Fair Ends

End of the Tour in Ho Chi Minh City

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## HA NOI

Sunday, March 12 Student Fair – Hotel du Parc Hanoi, 84 Tran Nhan Tong St, Hai Ba Trung District	
08:30 – 09:00	Meeting hall opens – Jaune Ballroom (2nd Floor)
09:00 – 12:00	Student Fair Meeting with students and parents
10:00 – 11:00	Refreshment break
10:00 – 10:45	Student Visa Session <i>*For students and families</i> Marron Seminar Room
12:00	Fair Ends
12:30 – 14:00	<b>Lunch at Hotel du Parc Hanoi</b> – Hosted by AAE Voyage Restaurant – 1st Floor

End of the Tour in Ha Noi

## DA NANG

Monday, March 13 High School Visit – Mini Fair	
6:30	<b>Lobby Level, Hilton Da Nang</b> Address: 50 Bach Dang, Hai Chau District, Da Nang
6:45	Transfer from Hilton Da Nang to <b>Phan Chau Trinh High School</b> Address: 154 Le Loi Street, Hai Chau District
07:00 – 07:30	Table Set-up
07:30 – 09:00	Meeting with high school students
09:00	Session closes, pack up all materials and go back to Hilton
18:30 – 20:00	<b>Dinner at Hilton Da Nang</b> – Hosted by AAE The Sail Restaurant (28th Floor)
Tuesday, March 14 Student Fair – Hilton Da Nang, 50 Bach Dang Street, Hai Chau District	
12:00 – 13:30	<b>Lunch at Hilton Da Nang</b> – Hosted by AAE Brasserie Nam Restaurant (2nd Floor)
16:30 – 17:00	Meeting hall opens – Grand Ballroom (Ground Floor)
17:00 – 20:00	Student Fair Meeting with students and parents
18:30 – 19:30	Refreshment break
18:30 – 19:15	Student Visa Session <i>*For students and families</i>
20:00	Fair Ends

End of AAE Fair Tour

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# List of Participants

INSTITUTION NAME	LOCATION
<b>UNIVERSITY / 4-YEAR COLLEGE</b>	
Arizona State University	Arizona
California State University Channel Islands	California
Duquesne University	Pennsylvania
Elmhurst University	Illinois
Full Sail University	Florida
Kent State University	Ohio
La Salle University	Pennsylvania
MCPHS	Massachusetts
Montclair State University	New Jersey
North Park University	Illinois
Northeastern State University	Oklahoma
Ohio University	Ohio
Roger Williams University	Rhode Island
San Diego State University	California
Savannah College of Art and Design	Georgia
State University of New York, Brockport	New York
State University of New York, Oswego	New York
UCLA Extension	California
University of Arizona	Arizona
University of California, Riverside	California
University of Cincinnati	Ohio
University of Guelph (🇨🇦)	Ontario
University of Houston	Texas
University of Massachusetts Dartmouth	Massachusetts
University of Northern Iowa	Iowa
University of Oregon	Oregon
University of Rochester	New York
University of Toledo	Ohio

INSTITUTION NAME	LOCATION
University of Tulsa	Oklahoma
University of Windsor (🇨🇦)	Ontario
University of Wisconsin-Milwaukee	Wisconsin
Xavier University	Ohio
<b>2-YEAR COLLEGE</b>	
American Honors	USA
Berkeley City College	California
Cambrian College (🇨🇦)	Ontario
Colleges of Contra Costa	California
Douglas College (🇨🇦)	British Columbia
Edmonds College	Washington
Elgin Community College	Illinois
Lane Community College	Oregon
Santa Rosa Junior College	California
Seattle Colleges	Washington
Valencia College	Florida
<b>HIGH SCHOOL</b>	
Bethel Baptist School	California
Bridgeport International Academy	Connecticut
Crean Lutheran High School	California
Houghton Academy	New York
Lee Academy	Maine
North Cedar Academy	Wisconsin
Springwood School	Alabama
The Fairfax Christian School	Virginia
Valley Christian Schools	California
<b>ENGLISH LANGUAGE SCHOOL &amp; TESTING</b>	
ILAC (🇨🇦)	BC - Ontario
Pearson, PTE Academic	Global

# NORTH AMERICAN EDUCATION FAIRS SPRING 2023

## Pre – Fair Activities

### Connect with AAE

AAE ensures quality services and outstanding opportunities to recruit Vietnamese students to North American colleges and universities.



# Marketing Tactics

- Facebook/Instagram Advertising  
*[\(Click to view AAE Fanpage\)](#)*
- Google Search Engine
- Email marketing
- PR article on online newspapers
- Advertisement on newspapers
- Street banner
- Poster/Flyer
- Direct call
- SMS



# Media Coverage

Advertisement on Tuổi Trẻ News – a major daily newspaper in Vietnam, the largest newspaper in the country




YOUNG TEAM VIETNAM YOUNG TEAM VIETNAM

100A Hoàng Văn Thụ, P.6, Q. Phú Nhuận, TP.HCM

☎ 090.999.4444 - 0977.9999 ☎ 0908.9999.4444

☎ thepham@tuoi-tre.com.vn




## Triển Lãm Du Học Mỹ & Canada Mùa Xuân 2023

**Tp.HCM | REX Hotel**  
14h30 Thứ bảy 11.03  
141 Nguyễn Huệ,  
Quận 1

**Hà Nội | Du Parc Hotel**  
9h00 Chủ nhật 12.03  
84 Trần Nhân Tông,  
Q. Hai Bà Trưng

**Đà Nẵng | Hilton Hotel**  
17h00 Thứ ba 14.03  
50 Bạch Đằng,  
Q. Hải Châu



**Đặc biệt**

**STUDENT VISA SESSION**  
Tp.HCM: 16h 11.03 | Hà Nội: 10h 12.03

Thuyết trình hướng dẫn các bước xin Visa bởi  
Viện Chức Lãnh Sự Quán Mỹ  
& giải đáp riêng tất cả thắc mắc của PH-HS

**50+ trường  
tham dự**

Trung học, Cao đẳng  
Đại học & sau Đại học

**Học bổng  
đến 100%**

Từ các trường  
tham dự triển lãm

**Đăng ký ngay**  
**0919 16 42 43**  
**aaefairs.com**

ACCESS AMERICAN EDUCATION - AAE VIETNAM  
VĂN PHÒNG TUYỂN SINH GIÁO DỤC HOA KỲ & CANADA  
Lầu 1, Phòng 102, LANT Building, 56-58-60 Hai Bà Trưng, Quận 1, Tp.HCM

Hotline: 0919 16 4243 Website: aaefairs.com  
Email: aaefairs@gmail.com Facebook: Access American Education

**Phiếu quà tặng  
GIAM 50%**  
phi dịch vụ tư vấn và  
làm hồ sơ du học Mỹ trọn gói  
\*Áp dụng cho khách có mang phiếu đến tham dự triển lãm



# Media Coverage

PR articles on the most read Vietnamese online newspapers:  
 Vnexpress.net ([Read here](#)) | Zing News ([Read here](#)) | Kenh14.vn ([Read here](#))

## Triển lãm du học quy tụ hơn 50 trường Mỹ, Canada

Công ty AAE tổ chức triển lãm du học quy tụ hơn 50 trường, từ bậc trung học đến sau đại học tại Mỹ và Canada với nhiều suất học bổng đến 100%.

Đại diện tuyển sinh quốc tế của các trường học sẽ trực tiếp giới thiệu về cơ hội học tập, trao đổi thông tin tuyển sinh, hồ sơ, học bổng; giải đáp thắc mắc về du học Mỹ và Canada. Phụ huynh, học sinh, sinh viên có thể [đăng ký tham gia](#) miễn phí trước sự kiện.

Triển lãm diễn ra tại ba thành phố lớn theo lịch trình như sau:

Thành phố	Địa chỉ	Thời gian
TP HCM	Khách sạn REX, 141 Nguyễn Huệ, quận 1	14h30 - 18h thứ Bảy ngày 11/3
Hà Nội	Khách sạn Du Parc, 84 Trần Nhân Tông, quận Hai Bà Trưng	9h - 12h Chủ Nhật ngày 12/3
Đà Nẵng	Khách sạn Hilton, 50 Bạch Đằng, quận Hải Châu	17h - 20h thứ Ba ngày 14/3



Học sinh, sinh viên nhận tư vấn với Đại diện tuyển sinh tại một sự kiện của AAE. Ảnh: AAE

Tại sự kiện, ngoài hướng dẫn quy trình xin Visa Mỹ, viên chức Lãnh sự quán sẽ giải đáp các thắc mắc về Visa du học trong năm 2023/24. Đây là cơ hội để phụ huynh và học sinh tìm hiểu các yêu cầu cho buổi phỏng vấn Visa du học thành công.

Khi hoàn thiện toàn bộ hồ sơ, nhận thư nhập học I-20, học sinh có thể đạt visa du học F1. Một buổi phỏng vấn có thể kéo dài khoảng 10 phút nhưng mang tính quyết định trong việc học sinh có thể du học Mỹ hay không. Vì vậy, để vượt qua thành công vòng phỏng vấn này, thí sinh cần sự chuẩn bị cẩn thận, từ tìm hiểu thông tin đến rèn luyện các kỹ năng vấn đáp, tự tin thể hiện bản thân trước Lãnh sự quán.



# Street Banners



**0919 16 42 43**

**Triển Lãm Du Học  
Mỹ & Canada Mùa Xuân 2023**

14h30 - 18h Thứ bảy ngày **11/03/2023**  
Khách sạn REX - 141 Nguyễn Huệ, Quận 1

► aaevietnam.com    ► aaeairs.com

**50+ trường học**  
**Học bổng đến 100%**  
**Hướng dẫn Visa Du học**  
16h - 17h



Nguyễn Thái Sơn  
Thành Phố  
Hồ Chí Minh  
Việt Nam



Phan Văn Trị  
Thành Phố  
Hồ Chí Minh  
Việt Nam



247 Điện Biên Phủ  
Thành Phố  
Hồ Chí Minh  
Việt Nam  
Trường THPT Marie Curie



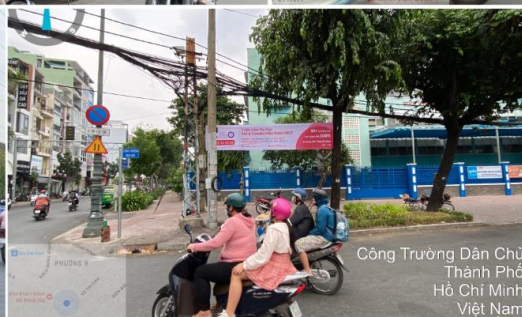
Việt Nam



3 Hoàng Diệu  
Thành Phố  
Hồ Chí Minh  
Việt Nam



Nguyễn Trọng Vương  
Thành Phố  
Hồ Chí Minh  
Việt Nam



Công Trường Dân Chủ  
Thành Phố  
Hồ Chí Minh  
Việt Nam



Cầu Cả Cầm 2  
Thành Phố  
Hồ Chí Minh  
Việt Nam

# NORTH AMERICAN EDUCATION FAIRS SPRING 2023

## During Fair Activities

### Connect with AAE

AAE ensures quality services and outstanding opportunities to recruit Vietnamese students to North American colleges and universities.





# Fair Activities

## HO CHI MINH CITY

- High School Visit | March 10 – VNU-HCM High School for the Gifted & International School Ho Chi Minh City ([View more here](#))





# Fair Activities

## HO CHI MINH CITY

➤ Student Fair | March 11 – Rex Hotel Saigon ([View more here](#))





# Fair Activities

## HA NOI

- Student Fair | March 12 – Hotel du Parc Hanoi ([View more here](#))





# Fair Activities

## DA NANG

- High School Visit | March 13 – Phan Chau Trinh High School ([View more here](#))





# Fair Activities

## DA NANG

➤ Student Fair | March 14 – Hilton Da Nang ([View more here](#))



# Principal's Guide

Over 1,000 printed books were distributed to high school principals and students across Vietnam – as well as to students and parents attending the AAE Spring Fairs.

➤ Review [2023 Spring Principal's Guide](#)





# Lucky Draw Promotion

To attract more attention to the event and to add further incentives for students and parents to visit the AAE Spring Fairs, we organize a lucky draw for fair attendees with a special draw and opportunity to win a prize (e.g. Apple AirPods, Instax camera, power banks, gift vouchers, etc.). Institutions were also invited to contribute prizes.



# Photo Gallery & Video Highlights

[View Gallery:](#) Check out a selection of images to share with your friends and colleagues.

[Watch Now:](#) Watch our short video capturing the excitement of 2023 Spring Fair.

# NORTH AMERICAN EDUCATION FAIRS SPRING 2023

## Post - Fair Activities

### Connect with AAE

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# Follow-up

## 1. Follow-up leads by:

- AAE Counselors
- AAE Call Center
- Agent Network Business Development
- Social Media Marketing Campaign

## 2. Counsel students applying to the schools who joined AAE Student Recruitment Fairs



# Connect with us!

Please contact Judy Irwin ([judy@connectglobally.net](mailto:judy@connectglobally.net)) and/or Ken Cooper ([ken@aae.us.com](mailto:ken@aae.us.com)) for further information or specific questions about:

- AAE Fair sign ups
- In-country services and administrative needs

# Upcoming Events

June

Mon	Tue	Wed	Thu	Fri	Sat	Sun
19	20	21	22	23	<b>24</b> Student Fair Ho Chi Minh City	25
26	<b>27</b> ICEF Asia's Agent B2B Event Ho Chi Minh City	<b>28</b> ICEF Asia's Agent B2B Event Ho Chi Minh City	<b>29</b> ICEF Asia's Agent B2B Event Ho Chi Minh City	30	1/7	2

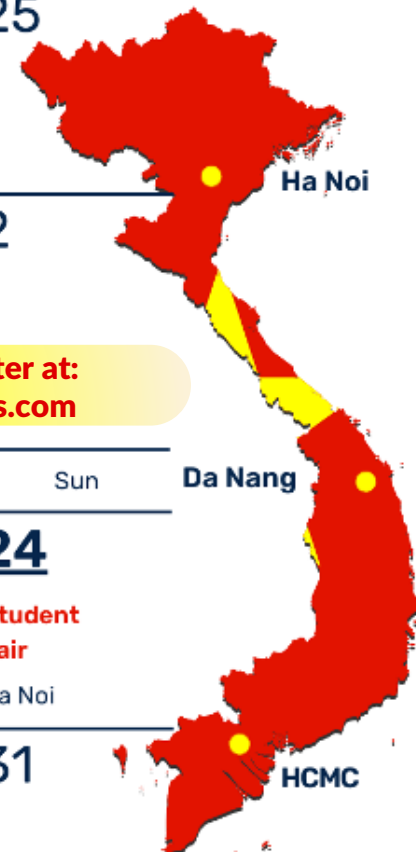
Register at:  
[aae.us.com](http://aae.us.com)

September

Mon	Tue	Wed	Thu	Fri	Sat	Sun
18	19	20	21	<b>22</b> High School Visit Ho Chi Minh City	<b>23</b> Student Fair Ho Chi Minh City	<b>24</b> Student Fair Ha Noi
<b>25</b> High School Visit Da Nang	<b>26</b> Student Fair Da Nang	27	28	29	30	31

Da Nang

HCMC





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