



*Celebrate 30 Years U.S.-Vietnam Relations*

# AAE's Student Fairs in Vietnam Spring 2025

# REPORT

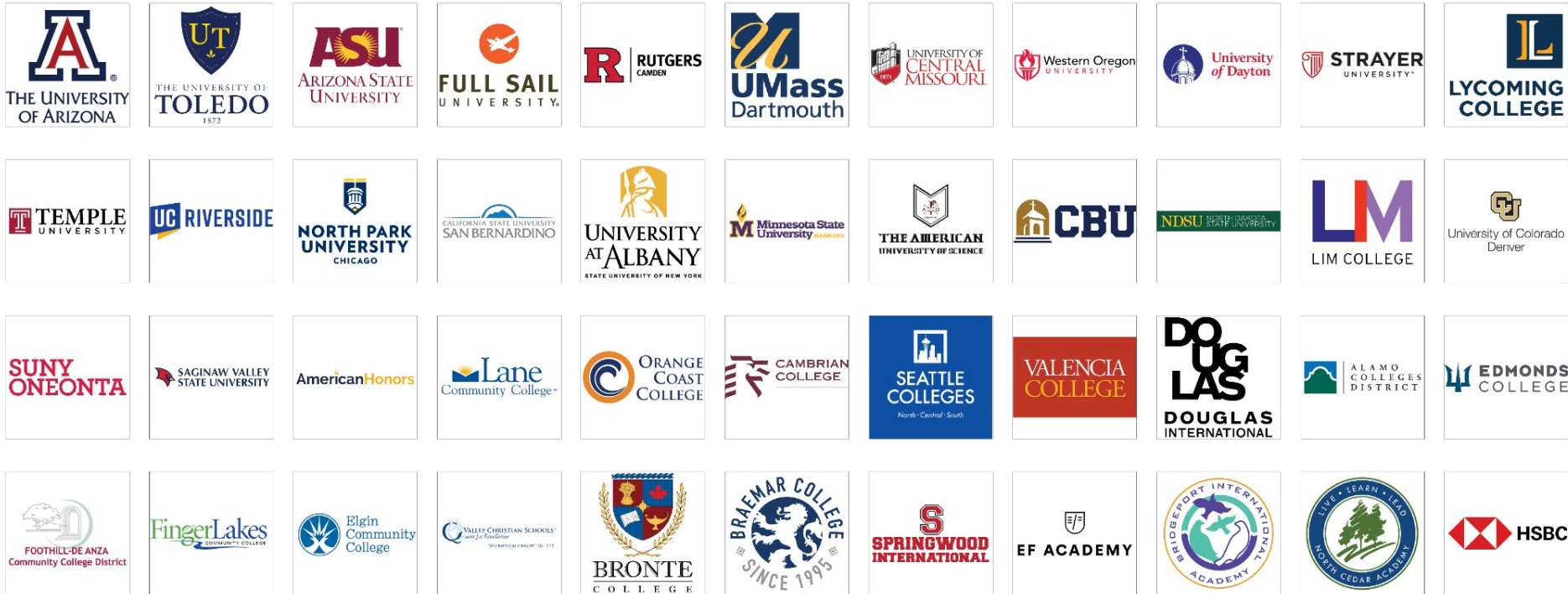




Viet Nam | Ho Chi Minh City • Ha Noi • Da Nang  
 March 5-11, 2025

# NORTH AMERICAN EDUCATION FAIRS

## SPRING 2025





# THANK YOU!

Access American Education (AAE) would like to express our warmest thanks for your participation in our **AAE Spring Fairs** from March 5 to March 11, 2025 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

Wednesday, March 5	
Extra High School Visit - Mini Fair	
07:35	<b>Pick-up point: Lobby Level, Rex Hotel</b> Address: 141 Nguyen Hue Blvd., District 1
07:40	Transfer to <b>Thuc Hanh High School</b> Address: 280 An Duong Vuong, Ward 4, District 5
08:10 - 08:30	Table setup
08:30 - 09:00	Meeting with students
09:00	Session closes, pack up all materials
09:20	Transfer to Mekong Merchant Address: 23 Thao Dien, Thu Duc City
10:00 - 11:20	Coffee & Brunch at Mekong Merchant - Hosted by AAE
11:30	Transfer to <b>British International School Ho Chi Minh City</b> Address: 246 Nguyen Van Huong, Thao Dien Ward, Thu Duc City
11:50 - 12:10	Table setup
12:10 - 12:55	Meeting with students
12:55	Session closes, pack up all materials. Return to Rex Hotel

# Fairs Program

**Thursday, March 6**

**Extra High School Visit – Mini Fair**

06:55

**Pick-up point: Lobby Level, Rex Hotel**

Address: 141 Nguyen Hue Blvd., District 1

07:00

Transfer to **The American School**

Address: 6 Song Hanh, HCM – Long Thanh – Dau Giay Expressway, An Phu, Thu Duc City

07:40 – 08:00

Table setup

08:00 – 09:30

Meeting with students

09:30

Session closes, pack up all materials. Return to Rex Hotel

11:55

**Pick-up point: Lobby Level, Rex Hotel**

12:00

Transfer to Mekong Merchant

Address: 23 Thao Dien, Thu Duc City

12:30 – 13:30

Lunch at Mekong Merchant – Hosted by AAE

13:40

Transfer to **Gia Dinh High School**

Address: 44 Vo Oanh, Ward 25, Binh Thanh District

14:10 – 14:30

Table setup

14:30 – 15:30

Meeting with students

15:30

Session closes, pack up all materials. Return to Rex Hotel

# Fairs Program

Friday, March 7		High School Visit – Mini Fair	
06:35	<b>Pick-up point: Lobby Level, Rex Hotel</b> Address: 141 Nguyen Hue Blvd., District 1		
06:40	Transfer to <b>VNU-HCM High School for the Gifted, Thu Duc Campus</b> Address: Quarter 6, Linh Trung Ward, Thu Duc City, HCM National University		
07:55 – 08:15	Table setup		
08:15 – 09:25	Meeting with students		
09:25	Session closes, pack up all materials		
09:45	Transfer to Starbucks Crescent Strip for complimentary coffee stop – Hosted by AAE Address: CR1-02, Crescent Residence 1, 103 Ton Dat Tien, Block A, Phu My Hung, District 7		
11:50	Transfer to <b>Saigon South International School</b> Address: 78 Nguyen Duc Canh, Tan Phong Ward, District 7		
12:10 – 12:30	Table setup		
12:30 – 13:00	Meeting with students		
13:00	Session closes, pack up all materials. Transfer to D'Maris Phu My Hung Address: 3rd Floor, Lotte Mart, 469 Nguyen Huu Tho, Tan Hung Ward, District 7		
13:30 – 14:30	Lunch at D'Maris Buffet – Hosted by AAE. Return to Rex Hotel after lunch		
19:30 – 21:00	<b>Welcome Dinner Reception</b> – Hosted by AAE Address: Nineteen Restaurant, Caravelle Saigon, Ground Floor, 19-23 Lam Son Square, District 1		

# Fairs Program

**Saturday, March 8**

**Student Fair – Rex Hotel, 141 Nguyen Hue Blvd., District 1**

14:00 – 14:30	Meeting Hall opens – Lotus Ballroom – 1st Floor Setup and briefing with interpreters	
14:30 – 17:30	Student Fair Meeting with students and parents (Refreshment break available from 15:30 – 16:30)	
16:00 – 16:45	Student Visa Session Sunflower Room – 1st Floor	<i>*For students and families</i>
17:30	Fair Ends	

**End of the Tour in Ho Chi Minh City**

## HA NOI

**Sunday, March 9**

**Student Fair – Meliá Ha Noi, 44B Ly Thuong Kiet Street, Hoan Kiem District**

08:30 – 09:00	Meeting Hall opens – Ballroom – 1st Floor Setup and briefing with interpreters	
09:00 – 12:00	Student Fair Meeting with students and parents (Refreshment break available 09:45 – 10:45)	
10:00 – 10:45	Student Visa Session Function Room – 1st Floor	<i>*For students and families</i>
12:00	Fair Ends	
12:30 – 14:00	<b>Lunch at Jaspas Restaurant</b> – Hosted by AAE Address: Hanoi Towers, 4th Floor, 49 Hai Ba Trung St. (5-minute walk from Meliá)	

**End of the Tour in Ha Noi**

# Fairs Program

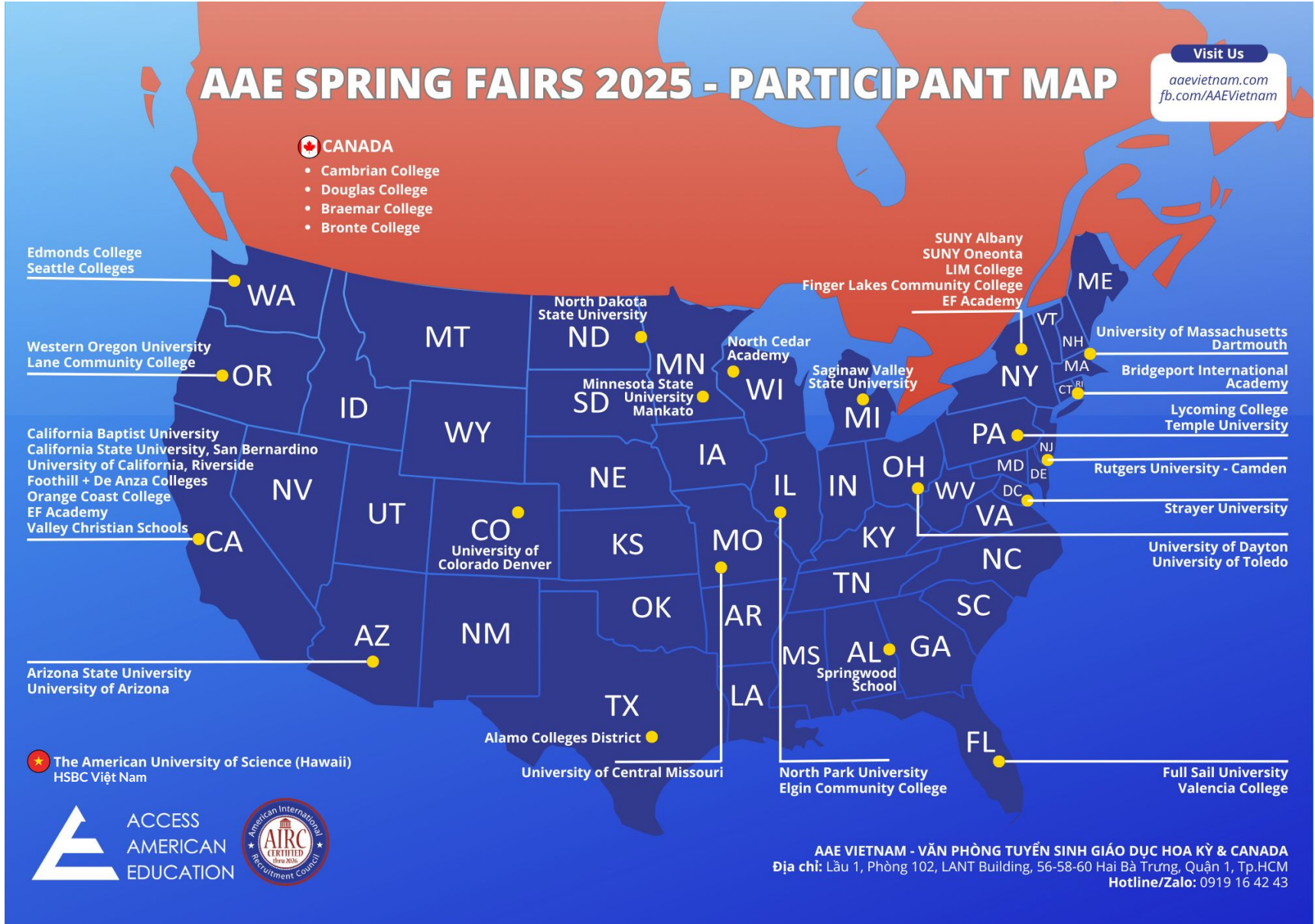
## DA NANG

<b>Monday, March 10</b>		<b>High School Visit – Mini Fair</b>	
06:40	<b>Pick-up point: Lobby Level, Hilton Da Nang</b> Address: 50 Bach Dang, Hai Chau District, Da Nang		
06:45	Transfer from Hilton Da Nang to <b>Phan Chau Trinh High School</b> Address: 154 Le Loi, Hai Chau District		
07:00 – 07:10	Table setup		
07:10 – 08:10	Meeting with high school students		
08:10	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 Meeting Room 456 – 3rd Floor		
<b>Tuesday, March 11</b>		<b>Student Fair – Hilton Da Nang, 50 Bach Dang Street, Hai Chau District</b>	
16:30 – 17:00	Meeting Hall opens – Grand Ballroom – Ground Floor Setup and briefing with interpreters		
17:00 – 20:00	Student Fair Meeting with students and parents (Refreshment break available 18:00 – 19:00)		
18:30 – 19:15	Student Visa Session		<i>*For students and families</i>
20:00	Fair Ends		

**End of AAE Fair Tour**



# List of Participants



# NORTH AMERICAN EDUCATION FAIRS SPRING 2025

## 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

- Event landing page ([Click to view](#))
- Facebook/Instagram Advertising ([Click to view AAE Fanpage](#))
- Tiktok Video Advertising ([Click to view AAE Tiktok channel](#))
- Google Search Engine
- Email marketing
- PR article on online newspapers
- Poster/ Flyer/ Banner distributed in local high schools
- Direct call
- SMS

# Event Landing Page

Event landing page provides fair information in details.

[\(View here\)](#)

TRIỂN LÃM DU HỌC MÙA XUÂN 2025  
**MỸ - CANADA**

Học bổng lên đến 100%

GẶP GỠ **50+**  
TRƯỜNG HỌC DANH TIẾNG

ĐĂNG KÝ NGAY



#### GẶP GỠ TRỰC TIẾP 50+ TRƯỜNG HỌC

Từ Trung học, Anh ngữ, Cao đẳng đến  
Đại học - Sau Đại học



#### STUDENT VISA SESSION

Viên chức Lãnh sự Hoa Kỳ hướng dẫn  
quy trình xin visa du học F1



#### SẴN HỌC BỔNG LÊN ĐẾN 100%

Xét tuyển trực tiếp ngay tại triển lãm



#### TƯ VẤN HỒ SƠ MIỄN PHÍ

Định hướng các ngành Hot với cơ hội  
làm việc, định cư hấp dẫn nhất

# Social Media Advertising

Creating engaging content, such as videos, graphics, and compelling copy to grab the attention of our target audience and encourage them to learn more about the event and drive traffic to AAE Fairs. ([View AAE Fanpage here](#))



usca DANH SÁCH TRƯỜNG MỸ &...

7 Tháng 2 2:49

849,5K 15K  
55 138



us #TOP150 ĐẠI HỌC QUỐC GIA MỸ TUYỂN...

6 Tháng 2 1:04

188,9K 429  
8 32



Hãy sẵn sàng để khám phá những cơ hội họ...

16 Tháng 2 22:09

113,1K 176  
1 3



Sẵn học bổng du học Mỹ mới nhất tháng...

12 Tháng 2 1:42

46,2K 90  
2 1



Đại diện trường #NorthParkUniversi...

24 Tháng 2 2:46

38,3K 49  
3 0

Views ⓘ

3.7M ↑ 226.7%

Reach ⓘ

836.4K ↑ 203.4%

3-second views ⓘ

62.8K ↑ 2.7K%

# Tiktok Video Advertising

Partnering with popular TikTok influencers who resonate with the 13-18 age group. They created content that promotes the event, shares their own experiences with college fairs, and encourages their followers to attend. ([View AAE Tiktok channel here](#))



# Media Coverage

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

## Giáo dục

Tin tức

Tuyển sinh

Chân dung

**Du học**

Thảo luận

Học tiếng Anh

Giáo dục 4.0



### Cơ hội nhận học bổng đến 100% từ 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%.

[kenh14.vn/hoc-duong/du-hoc.chn](http://kenh14.vn/hoc-duong/du-hoc.chn)



### Triển lãm du học Mỹ và Canada toàn quốc mùa xuân 2025

Học đường - 10 ngày trước

Triển lãm du học của AAE quy tụ hơn 50 trường từ trung học đến sau đại học với nhiều suất học bổng lên đến 100%.

# Flyer/ Poster/ Banner

Thousands of fliers, posters and banners are distributed in local high school campuses.

## Triển Lãm Du Học Mỹ & Canada Mùa Xuân 2025

14h30 - 18h00 Thứ bảy 08.03.2025  
Khách sạn REX - Tầng 1, 141 Nguyễn Huệ, Quận 1


**50+ trường Mỹ & Canada**

Trung học - Đại học - Sau Đại học  
Gặp gỡ & trao đổi trực tiếp với Giám đốc tuyển sinh

**Quý học bổng đến 100%**

Từ các trường tham dự triển lãm  
Xét tuyển tại chỗ cho PH-HS có năng lực hồ sơ học tập

**Đăng ký ngay**  
0919 16 42 43

[aavietnam.com](http://aavietnam.com)

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

Hotline: 0919 16 4243  
Email: [aavietnam@gmail.com](mailto:aavietnam@gmail.com)

Website: [aavietnam.com](http://aavietnam.com)  
Facebook: Access American Education

Đối tác tuyển sinh Quốc tế của hơn 400+ trường học Mỹ Chứng nhận bởi AIRC

## Triển Lãm Du Học Mỹ & Canada Mùa Xuân 2025

14h30 - 18h00 Thứ bảy 08.03  
Khách sạn REX - Tầng 1, 141 Nguyễn Huệ, Quận 1

**Gặp gỡ 50+ trường học | 14h30-18h00**  
từ Trung học đến Đại học - Sau Đại học

**Student Visa Session | 16h00-16h45**  
Viên chức Lãnh sự Hoa Kỳ thuyết trình Visa du học F1

[aavietnam.com](http://aavietnam.com)

**ĐĂNG KÍ NGAY**

☎ 0919 16 42 43

**Học bổng lên đến 100%**

Thuyết trình hướng dẫn quy trình xin Visa bởi Viên Chức Lãnh Sự Hoa Kỳ & giải đáp thắc mắc của PH-HS



# Email Marketing

via AAE email database with 5,000+ active email users

## Thư Mời!

Access American Education thân mời Quý phụ huynh và các bạn học sinh quan tâm về Du học đến tham dự sự kiện **Triển lãm Du học Mỹ & Canada mùa Xuân 2025**, quy tụ **50+ trường** từ Trung học đến Đại học và sau Đại học do AAE tổ chức. Ngoài ra, khi tham gia sự kiện, Quý phụ huynh và các bạn học sinh còn có cơ hội bốc thăm may mắn và nhận được những phần quà cực hấp dẫn từ AAE!



**TP. HỒ CHÍ MINH | 08.03**  
14:30 - 17:30

Khách sạn Rex  
141 Nguyễn Huệ, Q.1



**HÀ NỘI | 09.03**  
9:00 - 12:00

Khách sạn Melia  
44 Lý Thường Kiệt, Q. Hoàn Kiếm



**ĐÀ NẴNG | 11.03**  
17:00 - 20:00

Khách sạn Hilton  
50 Bạch Đằng, Q. Hải Châu

**Đăng Kí Tham Gia Ngay!**

## SẴN HỌC BỔNG MỸ & CANADA LÊN ĐẾN 100%

TRUNG HỌC - CAO ĐẲNG CỘNG ĐỒNG - ĐẠI HỌC & SAU ĐẠI HỌC



## Xem Danh Sách Trường & Học Bổng



Nhiều đặc quyền **MIỄN PHÍ** dành riêng cho khách tham dự:

- Gặp gỡ **50+** trường Mỹ & Canada
- Quý học bổng độc quyền **lên đến 100%**, xét tuyển ngay tại chỗ
- Thuyết trình "**Quy trình xin visa F1**" và hỏi đáp trực tiếp
- Tư vấn lộ trình du học chuyên sâu 1:1 **miễn phí**
- **Định hướng** các ngành học hot với cơ hội làm việc, định cư hấp dẫn

## Access American Education

Complete your dream of a higher education

**15 năm**

Kinh nghiệm tư vấn  
Du học

**800+**

Trường đối tác tại  
Mỹ, Canada & Úc

**98%**

Tỷ lệ thành công  
Visa

# NORTH AMERICAN EDUCATION FAIRS SPRING 2025

## 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

Extra High School Visit – Mini Fair | March 5

Thuc Hanh High School & British International School HCMC ([View more here](#))



# Fair Activities

## HO CHI MINH CITY

Extra High School Visit – Mini Fair | March 6

The American School & Gia Dinh High School ([View more here](#))



# Fair Activities

## HO CHI MINH CITY

High School Visit – Mini Fair | March 7

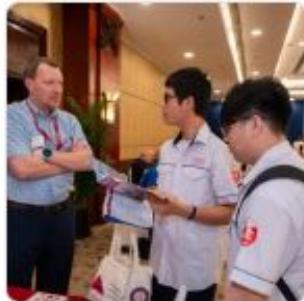
VNU-HCM High School for the Gifted, Thu Duc Campus & Saigon South  
International School ([View more here](#))



# Fair Activities

## HO CHI MINH CITY

Student Fair | March 8 – REX Hotel Saigon ([View more here](#))



# Fair Activities

## HA NOI

Student Fair | March 9 – Méliá Hanoi ([View more here](#))



# Fair Activities

## DA NANG

High School Visit | March 10 - Phan Chau Trinh High School ([View more here](#))





# Fair Activities

DA NANG

Student Fair | March 11 – Hilton Danang ([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 Fairs.

- o Review AAE 2025 Spring Principal's Guide [here](#)



# Lucky Draw Promotion

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



# Photo Gallery

[View Gallery](#): Check out a selection of images to share with your friends and colleagues on the excitement of AAE 2025 Spring Fair.



# NORTH AMERICAN EDUCATION FAIRS SPRING 2025

## Post - Fair Activities

### Connect with AAE

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



# 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)) and/or Trang Nguyen ([trangnguyen@aaevietnam.com](mailto:trangnguyen@aaevietnam.com)) for further information or specific questions about:

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

# Upcoming Events

Register Now!

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

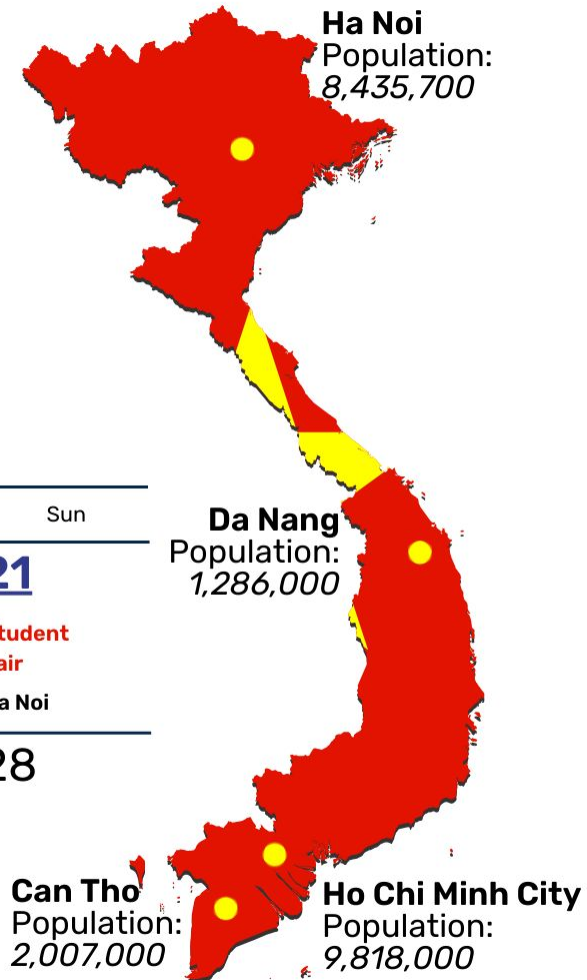
## Fall Fairs Schedule in September 2025

### Multi-platform fair options

1. In-person: **\$1.650**/table/city
2. Representative Table: **\$1.250**/table/city
3. Principal's Guide Advertising: **\$700**
4. Extra High School Visit in HCMC: **\$1.050**/6 schools/2 days

Mon	Tue	Wed	Thu	Fri	Sat	Sun
15	16	<b>17</b> Extra High School Visit Ho Chi Minh City	<b>18</b> Extra High School Visit Ho Chi Minh City	<b>19</b> High School Visit Ho Chi Minh City	<b>20</b> Student Fair Ho Chi Minh City	<b>21</b> Student Fair Ha Noi
<b>22</b> High School Visit Da Nang	<b>23</b> Student Fair Da Nang	<b>24*</b> Student Fair Can Tho	25	26	27	28

\*The student fair in Can Tho will only take place if at least 20 schools sign up to participate.







## **U.S. Office**

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

**Kenneth Cooper**

Chairman

Phone: (856) 308-5426

[ken@aae.us.com](mailto:ken@aae.us.com)

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(+84) 28 3-827 -4243

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