

Sightseeing

Seecret Tours Liverpool

Seecret Tours will take you on a walking tour around Liverpool's street art, hidden attractions & alternative sights. The ideal way to seek out hidden spots and abandoned corners of the city, this tour will show you how easy it is to overlook the colourful parts of Liverpool. Book early to get your 2-hour Liverpool Street Art experience. (www.seecrettours.co.uk)



A2

The Beatles Story

The Beatles Story is Liverpool's most popular visitor attraction & romps through the backstory of the Beatles. It is the world's largest permanent exhibition dedicated to the Fab Four.



B1

Liverpool Metropolitan Cathedral

The metropolitan cathedral is the largest Catholic cathedral in England. In the cathedral's tower, there is an observation deck with an amazing view, accessible by stairs and lifts. You could also take a guided tour of the building which is free, but you can always leave a small donation.



B1

Walker Art Gallery

The Walker Art Gallery houses one of the largest art collections in England. Its decorative arts collection is amazing, with highlights including ancient musical instruments, Art Deco figurines & creative, contemporary glassware. Admission to the Walker Art Gallery is free.

Museums



A2

Museum of Liverpool

The Museum of Liverpool tells the story of the city's economic and cultural development over thousands of years; from a humble settlement on the side of the Mersey, to a post-industrial super-city.



A2

The Merseyside Maritime Museum

The museum's collections reflect the international importance of Liverpool as a gateway to the world. Its collection ranges from model boats, war medals and marine paintings, to a permanent exhibit centered on the tragic sinking of the Titanic in 1912 & the battleship Lusitania in World War I.



A2

Tate Liverpool

Tate Liverpool showcases the best of modern art with exhibitions of vast contemporary canvases, wacky installations & sculpture from great names such as Barbara Hepworth, Henry Moore and Francis Bacon. Facilities include a cafe with views across Albert Dock.



B1

The World Museum

The World Museum is operated by the National Museums Liverpool. Highlights include the Natural History Centre, collections of Ancient Egyptian artifacts, & a spectacular blast through space in the 3D Planetarium. Free admission.

Wine & Dine



A2

Gusto Restaurant and Bar

The restaurant is located at the gateway to The Albert Dock that overlooks the Tate Gallery, offering a variety of classic Italian dishes.



A1

Panoramic 34

Set 300 feet above sea level on the 34th floor of the West Tower, Panoramic 34 is one of the UK's highest restaurants. Enjoy your lunch, dinner or cocktail in elegant surroundings with panoramic views.



A2

Revolución de Cuba

Revolución de Cuba Liverpool is a stunning two floor rum bar & cantina situated on the beautiful Albert Dock with plenty of seating out on the terrace.

The StudyPortals networking reception will be held here on Thursday 15th September at 7:00 PM (register at booth #330).



B2

Siren

Siren has been the backdrop to countless events with a great selection of food and beverages. While at Siren's don't forget to take a trip to the top floor deck from where you can see most of the city centre & beyond.



A1

Oh Me Oh My

This is a Grade II listed building located opposite the liver building. It will be the venue for the Marketing & Recruitment Reception on Thursday 15th September from 5:30 PM to 7:30 PM.

Shopping



A2

Liverpool ONE

Liverpool is famous for the Fab Four – that's the fabulous four shopping districts all in one place. It is easily accessible with a nearby parking that allows a quick access to the shopping district.



B2

Grand Central Hall

Grand Central Hall, which used to be a Methodist church, now houses a broad variety of alternative shops selling everything from vinyl records to comic books & vintage clothes. The building is listed in the National Heritage List for England as a designated Grade II listed building.



A2

Liverpool F.C. Official Store

Whether you are a lifelong Liverpool F.C. supporter or just a fan of football, the Liverpool's F.C. official store is worth visiting! Here you will find all manner of LFC merchandise some of it even signed. Certainly an essential stop for anyone interested in what really makes Liverpool tick!



B2

News from Nowhere

This isn't your average book shop. The shop is dedicated to providing literature that empowers and inspires people to make positive changes to the world. What a great mission!

Nightlife



A1

Cavern Club

This underground cellar club started life in 1957 as a jazz and skiffle club. John Lennon played his first concerts here, while the Beatles played more than 290 gigs here. Today the Cavern is a vibrant music venue.



B2

Berry & Rye

The Berry & Rye is a craft cocktail room in the heart of the Old Market district. Prepare to feel like a VIP. Berry & Rye is not like any other cocktail bar, as they approach their cocktails from an experimental, contemporary and culinary perspective.



B2

The Philharmonic Dining Rooms

The Philharmonic Pub is located in Hope Street opposite the Liverpool Philharmonic Hall. It is a traditionally ornate Victorian pub, with the original gentlemen's toilets—that is an original 1890s Adamant lavatory with mosaic and pink marbles.



B1

Ma Egerton's Stage Door

Ma Egerton's is a genuinely warm and traditional pub situated near the Q2 Academy. The bar is always well stocked with a good range of beers, ales, alcopops and shots.

Getting Around

The local transport in Liverpool City Region prides itself on its accessibility, making travel around the area easy for all. The Merseytravel website (www.merseytravel.gov.uk/) provides accessibility information, useful contacts and links to learn more.

Rail

Merseyrail trains run frequently throughout the day across 66 stations in and around the Liverpool area. There are four city centre underground stations: the Lime Street lower level, Liverpool Central, Moorfields and James Street with which you can easily get around the city, giving you more time to see everything Liverpool has to offer.

Bus

Buses are a convenient and green way to travel! The two main city centre bus terminals are Liverpool ONE and Queen Square – complete with helpful staff who can provide personal travel advice.

Ferry

You can travel in style by taking the world-famous ‘Ferry Cross the Mersey’ with Mersey Ferries.

Uber

Uber works by connecting passengers and licensed, private hire drivers in real time via the app. It offers a low cost, convenient and safe ride at the touch of a button. You don't even need to worry about having the right change since you pay via the app.

Don't Miss!

Tuesday, 13th September 2016



A2

9:00 AM - 5:00 PM

Workshop: Make your marketing activities prove their worth

This workshop will give you practical guidance on how to measure & compare the costs and benefits of the most frequently used online and off-line marketing channels: agents, education fairs and advertising. You'll learn business principles of cost accounting and work in groups to uncover the hidden costs of various marketing efforts and calculate return on investment. Can you afford not to join?

Venue: Hall 2H1, Level -1, ACC

By Thijs van Vugt

Thursday, 15th September 2016



A2

3:30 PM - 4:30 PM

Session: Destination anywhere 2016 update: How students decide where to study

Have you ever thought about what really drives international students in their decision making? What will make them choose your institution or even your country? This fishbowl session explores the most recent data from tens of thousands of international students and the drivers that are the most (and least!) important. Tips on how to better position your institution, based on an analysis of this data, will be presented in a lively interactive discussion.

Venue: Hall 2D, Level -1, ACC

By Joran van Aart



A2

3:30 PM - 4:30 PM

Session: Rise of the internet shadow: Drive visitors back to your website with remarketing

Marketing and recruitment managers work hard to attract prospective students to their university websites. From there, it's the site's job to convert the prospect; but only a few conversions happen during a first visit. Remarketing, thus, is the only way to actively stay in the prospects mind. Like an internet shadow, relevant ads about your university are displayed as she browses the web, driving her back to your site to finally convert. This session will demystify this marketing strategy.

Venue: Hall 1C, Level 1, ACC

*By Tim Rogers,
International Higher Education Consultants UK Limited | Phillippe Taza,
Higher Education Marketing, Canada*

Friday, 16th September 2016



A2

10:30 AM - 1130 AM

Session: Exploring the global rise of pathway and foundation programmes

Why have pathway programmes suddenly risen in popularity, becoming part of the internationalisation strategy of many universities in the UK and Europe? This session provides an overview of the latest insights into pathway programmes around the world, with a specific focus on Europe. This will be

followed by a discussion of their implications for European universities from a dual perspective between pathway providers and universities offering pathway programmes.


Venue: Hall 2F2, Level -1, ACC

Chair: Edwin van Rest, StudyPortals

*By Arnold Persoon,
Study Group Worldwide | Claudia Van Den Bos, University of Amsterdam |
Michael Bartlett, Cambridge Assessment*

Networking Events

Tuesday, 13th September 2016




21

B1

6:00 PM -
7:30 PM

EAIE Newcomers' Welcome Reception
Venue: Great Hall, St George's Hall


Wednesday, 4th September 2016



A2

9:30 AM -
11:00 AM

Opening Plenary
Venue: Arena, Level -1, ACC



22

B1

6:15 PM -
7:45 PM

Opening Reception
Venue: Main Hall, The Liverpool Cathedral

Thursday, 15th September 2016



A2

1:00 PM -
1:45 PM

Lunch-time Plenary
Venue: Hall 1A, Level 1, ACC



12

A1

5:30 PM -
7:30 PM

Marketing & Recruitment Reception
Venue: Oh Me Oh My




10

A2

7:00 PM -
10:00 PM

StudyPortals Networking & Awards Reception
Venue: Revolución de Cuba



23

A2

9:30 PM
onwards

EAIE Extravaganza
Venue: Circo, Circo

Wonder how to find the best students around the world for your institute?

Visit us at
Booth 330
& discover how we can help you.

StudyPortals Team



Edwin van Rest
Chief Executive Officer



Joran van Aart
Chief Operating Officer



Thijs van Vugt
Director ACT



Bertrand Laborde
Chief Commercial Officer



Jen Bruce
Head of University Value UKIB



Carmen Neghina
Head of Intelligence



Discipline Spotlight: Social Sciences FREE

Drop by the StudyPortals booth to pick up a free copy of our first Discipline Spotlight report series focusing on Social Sciences. The report explores the global popularity of Social Sciences courses and its subdisciplines, where students interested in Social Sciences are coming from, where they are interested in studying, as well as additional insights about supply and demand, and yearly orientation patterns.

Print copies exclusively available at booth #330.



Routes to HE: the global shape of pathway programmes

Last year, StudyPortals and Cambridge English reported on the increasing number of pathway programmes preparing students to access undergraduate programmes. The 2016 report now includes over 1,200 additional programmes, and has expanded its focus to provide more detail on the USA and pre-master programmes. The report answers many of the commonly asked questions about pathway programmes, along with providing insights into emerging trends.


Our Portals

StudyPortals aims to increase accessibility & transparency for students researching international higher education study options.

Institutions can publish their courses on all our platforms to attract international students.

 **bachelors**portal - 54,874 courses

 **masters**portal - 53,997 courses

 **PhD**portal - 4,551 courses



shortcoursesportal - 4,827 courses



distancelearningportal - 9,398 courses



languagelearningportal - 3,913 courses



preparationcoursesportal - 2,517 courses

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Employees



35+
Different nationalities



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**booth
330**

Meet Us

StudyPortals is the largest global course comparison platform, with over 2,400+ leading universities across 67 countries already participating. Our portals will help you reach 15 million unique users per year, across more than 196 countries.

Are you looking for result-based, measurable solutions to promote your institution to millions of students around the world? Then our portals are the place to be.

Key Facts



190,000
Enrolments in
2015



2,400+
Participating
Institutions

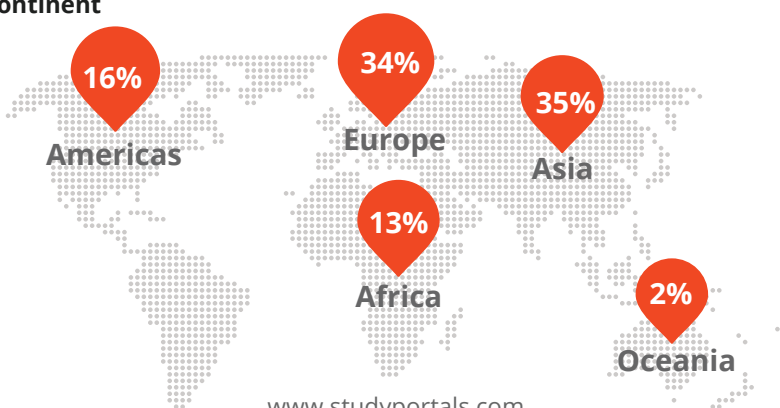


150,000+
Courses Listed



196
Countries Traffic
Received

Traffic by Continent



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