



## Template press release

Dear client,

We would like to present you a press release template that we prepared for you. Feel free to adapt it and use it to promote your attendance at the upcoming study fair/s BACHELOR AND MORE.

Please **choose the suitable option** or replace the sections **marked in blue** with your individual information:

- At [XY university], type the name of the exhibiting university, institution or faculty.
- With options divided with "/", choose the one that suits you best.
- This press release lists **all fair dates** that border concepts offers this upcoming season. If necessary, please delete the fairs that you do not attend.
- There is one sentence about a university presentation at the fair (**marked in pink**). Delete it if you did not book a presentation.

You are welcome to make further changes according to your communication policy or to use only specific parts of this press release.

You may also take advantage of pictures from previous fairs. These are available here: [www.bachelor-and-more.de/presse](http://www.bachelor-and-more.de/presse)

Please feel free to publish this release:

- on your website
- in your university journal or magazine
- in emails to prospective students, business partners and other target groups
- ....

If you have any questions, please contact our editorial team: [redaktion@bachelor-and-more.de](mailto:redaktion@bachelor-and-more.de)

Kind regards,  
The border concepts team



## **[XY university] presents Bachelor's programmes at the BACHELOR AND MORE fair/fairs**

[XY university] will present its Bachelor's programmes at the BACHELOR AND MORE fair/fairs in Düsseldorf, 31.10. | Cologne, 07.11. | Vienna, 14.11. | Stuttgart, 21.11. | Munich, 23.01. or Münster, 31.01.! The university admissions counsellors will present Bachelor's programmes and answer questions on topics such as application, admission and life on campus.

### **Fair and presentation programme with expert talks**

In order to ease the choice of the right degree programme, the university admissions counsellors of the [XY university] can answer individual questions and conduct personal counselling sessions at the BACHELOR AND MORE fair/ fairs. Visitors have the opportunity to find out more about the Bachelor's degrees at the [XY university]. In addition, the [XY university] is going to present its study offer and the student life at the campus in a lecture as part of the conference programme at the fair.

The accompanying conference programme includes lectures on a wide range of topics – such as financing options, career prospects or strategies for the selection of the right degree programme - by local and international experts.

### **Fair Registration: Schedule an appointment with [XY university]!**

The BACHELOR AND MORE fairs offer all visitors the exclusive opportunity to book consultations with the exhibitors in advance. All these dates will be clearly listed in a personalised fair magazine. To arrange appointments with the admissions counsellors of [XY university], visitors can register themselves on the fair website [www.bachelormessen.de](http://www.bachelormessen.de).



## Dates and facts

### **BACHELOR AND MORE Fair Düsseldorf**

Saturday, 31-10-2020 | 11:00-17:00  
Eventlocation BonBon  
Information and registration:  
[www.bachelormessen.de/duesseldorf](http://www.bachelormessen.de/duesseldorf)

### **BACHELOR AND MORE Fair Cologne**

Saturday, 07-11-2020 | 11:00-17:00  
Palladium Köln  
Information and registration:  
[www.bachelormessen.de/koeln](http://www.bachelormessen.de/koeln)

### **BACHELOR AND MORE Fair Vienna**

Saturday, 14-11-2020 | 11:00-17:00  
Austria Center Vienna - Saal D  
Information and registration:  
[www.bachelormessen.at/wien](http://www.bachelormessen.at/wien)

### **BACHELOR AND MORE Fair Stuttgart**

Saturday, 21-11-2020 | 11:00-17:00  
CARL BENZ ARENA  
Information and registration:  
[www.bachelormessen.de/stuttgart](http://www.bachelormessen.de/stuttgart)

### **BACHELOR AND MORE Fair Munich**

Saturday, 23-01-2021 | 11:00-17:00  
MTC world of fashion / Haus 1  
Information and registration:  
[www.bachelormessen.de/muenchen](http://www.bachelormessen.de/muenchen)

### **BACHELOR AND MORE Fair Münster**

Sunday, 31-01-2021 | 11:00-17:00  
Mensa am Ring  
Information and registration:  
[www.bachelormessen.de/muenster](http://www.bachelormessen.de/muenster)