



INDIAN SCHOOL AL SEEB
EDUCATION FOR EXCELLENCE

CAREER FEST

Host: Indian School Seeb, Muscat, Oman

 STRIKE SPORTS CENTRE OMAN AUTOMOBILE CLUB, AL MAARID STREET, MUSCAT, OMAN

 15 & 16 November

PROPOSAL TO PARTICIPATE IN CAREER FAIR - AVENIR 2025

EXECUTIVE SUMMARY

Career Exhibition AVENIR 2025 is a premier initiative designed to provide students, parents, and educators with a one-stop platform to explore higher education opportunities, career pathways, and academic programs from leading local and international universities. Hosted by Indian School Seeb in Muscat, and organized by Nexus Novel Advertising, the exhibition is supported by Times of Oman, T FM, and MMG Digital Platforms as official media partners.

The Exhibition goes beyond a traditional career fair as it integrates knowledge sharing, networking, and visibility. A unique highlight of AVENIR 2025 is a dedicated Career Fair Magazine, distributed to all visitors, where participating universities can showcase their strengths through institution features, program highlights, exclusive offers, Dean Profile, ensuring long-lasting visibility even after the event.

This proposal outlines the Objectives, Benefits for Stakeholders, Event format, and Strategic partnerships, along with sponsorship and participation opportunities. With Oman emerging as a hub for education and professional growth, AVENIR 2025 promises to be a cornerstone event in shaping students' futures while giving universities unmatched exposure and credibility.



EVENT OVERVIEW

- **Event Name:** Career Exhibition Avenir 2025
- **Host:** Indian School Seeb
- **Organizer:** Nexus Novel Advertising
- **Media Partners:** Times of Oman, T FM & MMG Digital Platforms
- **Date:** 15 & 16 November 2025
- **Target Audience:** High school students, parents, educators, academic consultants, and higher education institutions.

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مجموعة صحفية للإعلام
Muscat Media Group



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OBJECTIVES

- **Access to Higher Education:** Provide students with a platform to discover undergraduate and postgraduate opportunities from global institutions.
- **Career Pathway Guidance:** Offer expert counselling sessions and workshops tailored to career aspirations.
- **Scholarship Awareness:** Highlight financial aid, grants, and scholarship opportunities.
- **Industry & Academia Networking:** Build connections among students, parents, educators, and institutional representatives.
- **Educational Growth in Oman:** Promote collaborations between local and international universities.
- **Sustained Visibility:** Through the event's official magazine, ensure institutions maintain presence and influence beyond the two-day exhibition.

KEY BENEFITS FOR EDUCATIONAL INSTITUTIONS (UNIVERSITIES & COLLEGES)

- **Direct Engagement:** Connect face-to-face with students, parents, and educators.

Exclusive Magazine Feature:

- Features to highlight programs, scholarships, and campus life.
- Dean Profile to establish leadership credibility.
- Option to showcase special student offers or admissions incentives.
- **Brand Positioning:** Present your institution as a leading choice in Oman's competitive higher education landscape.
- **Recruitment & Leads:** Collecting strong admission leads directly from students and parents.
- **Extended Exposure:** The official magazine will be distributed to every visitor, ensuring your brand continues to reach families' post event.
- **Competitive Edge:** Dedicated space to highlight why your university is better and unique compared to peers.
- **On-Site Branding:** Logo placement across event collaterals, banners, and media promotions.
- **Networking:** Engage with local schools, consultants, and industry professionals for future partnerships.

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KEY BENEFITS TO STUDENTS AND PARENTS

- **Access to Global Institutions:** Explore world-class universities and colleges.
- **Guidance & Clarity:** Career counselling zones, workshops, and seminars on programs, scholarships, and admissions.
- **Financial Aid Awareness:** Clear insights into funding and scholarship opportunities.
- **Empowered Decision-Making:** Direct access to compare institutions, offers, and opportunities all in one space.

KEY BENEFITS TO EXHIBITORS AND SPONSORS

- **Brand Visibility:** Through event branding, media campaigns, and on-ground activations.
- **Lead Generation:** Access to thousands of families and potential students.
- **Networking:** Directly engage with schools, universities, and decision-makers in the education ecosystem.
- **Co-Branding with Media Partners:** Visibility via Times of Oman, TFM, and MMG Digital across print, digital, and radio platforms.

PARTICIPATION INVESTMENT

USD 4,500

plus 5% VAT per Exhibition Booth.
Payment term: 100% Advance

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BENEFITS OF PAID PARTICIPATION

Benefits	Deliverables
Booth Space	2m x 2m booth in the Exhibition area for 2 days.
Magazine Visibility	Institution feature. Dean Profile. Space to present offers/scholarships.
Logo Feature	Included in select Event Collaterals.
Networking Access	Entry to networking sessions, panels, and workshops.
Extended Reach	Magazine circulated to all students and parents attending the Event for maximum exposure.

EVENT FORMAT

- **Exhibitor Booths:** Universities and colleges showcasing their programs.
- **Workshops & Seminars:** Topics include study opportunities, career planning, and scholarship processes.
- **Career Counselling Zones:** Personalized one-on-one sessions.
- **Panel Discussions:** Exploring education, industry needs, and future skills.
- **Startup & Innovation Sessions:** Introducing evolving career opportunities in tech, entrepreneurship, and sustainability.

STRATEGIC PARTNERSHIPS

Stakeholders	Names	Role
Host	Indian School Seeb	Promoting this to all Indian Schools across Oman.
Organizer	Nexus Novel Advertising	Managing Event planning, logistics and execution.
Media Partners	Times of Oman, T FM, MMG Digital	Ensuring print, digital and radio coverage pre, during and post Event.

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MARKETING AND PROMOTION STRATEGY

- **Media Campaigns:** Coverage across print, radio, and digital platforms of Times of Oman, TFM, and MMG.
- **Social Media Campaigns:** Multi-channel campaigns on Facebook, Instagram, LinkedIn, and Twitter.
- **Email & SMS Campaigns:** Outreach to schools, students, and parents across Oman.
- **Event Website:** With registration, exhibitor profiles, and event updates.
- **School Promotion:** Through Indian School Seeb and its network of schools across Oman.
- **Magazine Circulation:** Distributed during and post-event to ensure extended brand recall.

CALL TO ACTION

We would invite all institutions to participate in **Career Exhibition Avenir 2025** to gain unparalleled visibility, direct student engagement, and long-term brand positioning in Oman's thriving education sector.

We would ask them to confirm their participation at the earliest opportunity to secure their booth and feature space in the official Event magazine.

Contact Details:

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Media Partners

Event Marketed by



Event Organized by

