SIMPLED SMART TOURS

SIMPLIFY PROCESSES. AMPLIFY RESULTS

SAN FRANCISCO, CA  313-799-2747  WWW.SIMPLED.ORG  INDIA@SIMPLED.ORG

MIDDLE EAST . PAKISTAN . LATIN AMERICA . INDIA
ABOUT FOUNDER: YASIR ANSARI
As a multi-award-winning international educator, Yasir has worked at a number of state universities in the U.S. His strong commitment to diversity and inclusion makes him a valuable advocate for international students.

SUNY Oneonta Alumni Association '08
Outstanding Young Alumni

SUNY Oneonta Alumni Association '08
Commitment to Diversity & Inclusion

Harisson College of Business, SEMO '12
Selected For Young Alumni Merit

Our Tour Leaders

India
Khwaja Umam
Khwaja, a veteran of the Indian education landscape, has worked for a variety of higher education institutions and service providers. Khwaja loves to travel & has led 10+ Simpled tours in the past.

Middle East & Pakistan
Mansoor Ali Shah
Mansoor is a Pakistani national based in the UAE. In addition to extensive counseling experience, Mansoor has in-depth knowledge of the educational landscape of the MENA region.

Latin America
Andrea Medina
Andrea is a Canadian national based in Brazil with experience in the U.S., Canada, & Latin America. She has worked with various government and NGO organizations.

Disclaimer: The Logos listed belong to the organizations and no infringement is intended. The representation here shows Simpled's association as a sponsor, member, speaker or exhibitor of the listed organization.
WHAT ARE SMART TOURS?

With Smart Tours, you'll get a thorough recruitment solution integrated with both pre-tour consultations and post-tour engagements lasting for 60 days after the tour is complete. With strategically selected high schools, Smart tours begin with pre-tour consultation, followed by an 8-10 day tour, and conclude with a robust post-tour outreach program that reduces your overhead and enhances your ROI.

THE THREE STEP PROCESS

PRE-TOUR CONSULTING
During this step, we will focus on your readiness. Our goal is to ensure you have the information required to plan a marketing and communication plan that leads to enrollments.

- Included
  - Pre-departure orientation
  - Consultation session
  - Presentation & delivery
  - Promotional material support
  - Info-booklet for high-schools

STEP 1

HASSELE-FREE TRAVEL
Our team coordinates all the travel logistics, in addition to preparing a series of school visits & events to connect you with your future students. Our articulate planning and seamless execution will enable you to experience a stress-free trip.

- Included
  - 4-5 Star accommodations
  - All ground transportation
  - In-tour economy air travel
  - School visits
  - Meetings with principals & counselors
  - Cultural Excursion trips
  - Meeting with agents (on request)

STEP 2

POST-TOUR SUPPORT
We capitalize on the momentum gained during the tour. Post-tour, the Simpled advising team provides on-the-ground support for re-engagement and application generation.

- Included
  - Post tour webinar for students
  - Tour report & summary with leads
  - Facilitation of virtual student advising
  - Follow-up school visits by our advisors
  - Post-tour student marketing campaign
  - Application & lead generation report
  - Post tour wrap-up virtual session

STEP 3
Our team is with you throughout the recruitment funnel, from the moment the student expresses interest in your institution, up until their visa is approved.

### Awareness
- Pre-tour consulting
- Pre-tour webinar
- Participating institutions' information shared with the schools
- Lead generation campaigns

### Interest
- School visits
- Student interactions
- Networking with school counselors/principals
- One-on-one meetings with students/parents

### Engagement
- Follow-up & re-engagement sessions
- A dedicated team of advisors
- One by one outreach with each collected lead
- Programs/scholarships/fee structure details
- Video meetings of admission professionals with interested students & parents

### Application
- Application & Visa process guidance to the students

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**THE SMARTEST WAY TO REACH **RIGHT-FIT STUDENTS.**

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**ENROLLMENTS**
TOUR INCLUSIONS & EXCLUSIONS

INCLUSIONS

• 5 or 4 Star Hotels
• In-tour flights
• Ground Transportation
• Experienced tour leader
• Welcome dinner
• Almost all breakfasts
• All school visits & events listed
• Pre-tour consulting
• 60-days post-tour outreach

EXCLUSIONS

• Flight to/from the U.S.
• Visa and/or any immigration fee
• Travel or health insurance
• Meals & personal expenses
• COVID-19 tests & related expenses
• Extra baggage fees by airlines
### FALL 2022 UNDERGRADUATE TOURS

**LATIN AMERICA**
- **Duration:** 10 Days
- **Dates:** Sept 19-28, 2022
- **Price:** 9,990 USD
- **Cities:** Brazil: Sao Paulo & Rio de Janeiro, Colombia: Bogotá, Ecuador: Quito, Peru: Lima

**MIDDLE EAST**
- **Duration:** 10 Days
- **Dates:** Oct 10-19, 2022
- **Price:** 9,990 USD
- **Cities:** UAE: Dubai & Abu Dhabi, Qatar: Doha, Saudi Arabia: Riyadh

**PAKISTAN**
- **Duration:** 8 Days
- **Dates:** Oct 20-27, 2022
- **Price:** 7,990 USD
- **Cities:** Islamabad, Lahore, Karachi

**INDIA METRO** - Focus on tier 1 cities
- **Duration:** 10 Days
- **Dates:** Oct 31-Nov 9, 2022
- **Price:** 9,990 USD
- **Cities:** Delhi, Hyderabad, Pune, Bangalore

**INDIA AWAITS** - Focus on tier 2 cities
- **Duration:** 8 Days
- **Dates:** Oct 31-Nov 7, 2022
- **Price:** 7,990 USD
- **Cities:** Ghaziabad, Chandigarh, Ahmedabad, Jaipur

*As per Indian regulations, 5% GST (Goods & Services Tax) is added to all of the prices listed.*
**Spring 2023 Undergraduate Tours**

**India Tier 1**
- Duration: 10 Days
- Dates: TBD
- Price: 9,990 USD
- Delhi
- Hyderabad
- Pune
- Bangalore

**India Tier 2**
- Duration: 8 Days
- Dates: TBD
- Price: 7,990 USD
- Ghaziabad
- Chandigarh
- Ahmedabad
- Jaipur

**Smart Tour Pricing**
- All prices are for 1 individual per institution
- Each additional individual will be charged 25% of the total tour price.
- Discounts cannot be combined.

**Full Price**
- After July 29, 2022
- 5 pm PST

**$400 Early Bird Deadline**
- July 29, 2022
- 5 pm PST

**8% Discount Group Price**
- Sign-up for 2 or more tours

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**Signup Now**

**Step 1**
Fill out the sign-up form & pay the deposit.
https://simpled.org/signup

**Step 2**
Pay the registration fee.

**Step 3**
Congratulations! Simpled team will now start your onboarding process.
FAQ

What is GST?

What does a typical day look like on a Smart Tour?

How many schools and cities would be visited on these tours?

Visit >>> simplesed.org/faqs

Find your answers at: https://www.simplesed.org/faqs
WHAT OUR PARTNERS SAY

“Simpled took care of every detail of our school visits and meetings before and during the tour.”
- JETZA TORRES
  Director, Special Programs, Rancho Santiago Community College

“Simpled's passion made the experience very effective in reaching out to high school students.”
- NICOLE MORE
  Director, International Admissions, Ohio Wesleyan University

“Their customer service is absolutely superb!”
- BEVERLLYN VASQUEZ
  International Recruitment & Retention Specialist, Madison Area Technical College

WATCH VIDEO TESTIMONIALS

LIZ TYRRELL, Director, International Programs and Services, Evergreen Valley College
ADAM HOHMAN, VP Communication & Marketing, Manchester University
ASHLEY WATSON, Assistant Director of International Recruitment, Tennessee Tech University
BRI RHODES, Assistant Director, Center for International Students, Truman State University

SOME OF OUR ESTEEMED PARTNERS

Ohio Wesleyan University
California State University, East Bay
State University of New York, Plattsburgh
Manchester University
University of Kentucky
Wichita State University
University at Buffalo
Iowa State University
University of Houston
Tennessee Tech University
Truman State University
University of Nevada Las Vegas
Kent State University
Wright State University
Emporia State University
UNLV
USC
Methodist University
## SIMPLED SMART TOURS

### TOUR ITINERARY - LATIN AMERICA

<table>
<thead>
<tr>
<th>Day</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>Sept 19</td>
<td>Bogota: School Visits</td>
</tr>
<tr>
<td>Day 2</td>
<td>Sept 20</td>
<td>Bogota: School Visits</td>
</tr>
<tr>
<td>Day 3</td>
<td>Sept 21</td>
<td>Quito: School Visits</td>
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<tr>
<td>Day 4</td>
<td>Sept 22</td>
<td>Quito: School Visits</td>
</tr>
<tr>
<td>Day 5</td>
<td>Sept 23</td>
<td>Lima: School Visits</td>
</tr>
<tr>
<td>Day 6</td>
<td>Sept 24</td>
<td>Lima: School Visits</td>
</tr>
<tr>
<td>Day 7</td>
<td>Sept 25</td>
<td>Sau Paulo: Networking Event</td>
</tr>
<tr>
<td>Day 8</td>
<td>Sept 26</td>
<td>Sau Paulo: School Visits</td>
</tr>
<tr>
<td>Day 9</td>
<td>Sept 27</td>
<td>Rio de Janeiro: School Visits</td>
</tr>
<tr>
<td>Day 10</td>
<td>Sept 28</td>
<td>Rio de Janeiro: School Visits</td>
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### TOUR ITINERARY - MIDDLE EAST

<table>
<thead>
<tr>
<th>Day</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>Oct 10</td>
<td>Abu Dhabi: School Visits</td>
</tr>
<tr>
<td>Day 2</td>
<td>Oct 11</td>
<td>Abu Dhabi: School Visits</td>
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<tr>
<td>Day 3</td>
<td>Oct 12</td>
<td>Dubai: School Visits</td>
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<tr>
<td>Day 4</td>
<td>Oct 13</td>
<td>Dubai: School Visits</td>
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<td>Day 5</td>
<td>Oct 14</td>
<td>Dubai: School Visits</td>
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<tr>
<td>Day 6</td>
<td>Oct 15</td>
<td>Doha: School Visits</td>
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<tr>
<td>Day 7</td>
<td>Oct 16</td>
<td>Doha: Networking Event</td>
</tr>
<tr>
<td>Day 8</td>
<td>Oct 17</td>
<td>Doha: School Visits</td>
</tr>
<tr>
<td>Day 9</td>
<td>Oct 18</td>
<td>Saudi Arabia: School Visits</td>
</tr>
<tr>
<td>Day 10</td>
<td>Oct 19</td>
<td>Saudi Arabia: School Visits</td>
</tr>
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This is a sample itinerary for your reference. Simpled reserves the right to make changes to the suggested itinerary as/when required.
### TOUR ITINERARY- PAKISTAN

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<thead>
<tr>
<th>Day</th>
<th>Location</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>Day 1: Oct 20</td>
<td>Islamabad</td>
<td>School Visits</td>
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<tr>
<td>Day 2: Oct 21</td>
<td>Islamabad</td>
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<tr>
<td>Day 3: Oct 22</td>
<td>Islamabad</td>
<td>School Visits</td>
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<tr>
<td>Day 4: Oct 23</td>
<td>Karachi</td>
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<td>Day 5: Oct 24</td>
<td>Karachi</td>
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<td>Day 6: Oct 25</td>
<td>Karachi</td>
<td>School Visits</td>
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<tr>
<td>Day 7: Oct 26</td>
<td>Lahore</td>
<td>School Visits</td>
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<tr>
<td>Day 8: Oct 27</td>
<td>Lahore</td>
<td>School Visits</td>
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### TOUR ITINERARY- INDIA TIER 1

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<thead>
<tr>
<th>Day</th>
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<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>Day 1: Oct 31</td>
<td>Delhi</td>
<td>School Visits</td>
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<tr>
<td>Day 2: Nov 1</td>
<td>Delhi</td>
<td>School Visits</td>
</tr>
<tr>
<td>Day 3: Nov 2</td>
<td>Gurugram</td>
<td>School Visits</td>
</tr>
<tr>
<td>Day 4: Nov 3</td>
<td>Hyderabad</td>
<td>School Visits</td>
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<td>Day 5: Nov 4</td>
<td>Hyderabad</td>
<td>School Visits</td>
</tr>
<tr>
<td>Day 6: Nov 5</td>
<td>Pune</td>
<td>School Visits</td>
</tr>
<tr>
<td>Day 7: Nov 6</td>
<td>Pune</td>
<td>Networking Event</td>
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<tr>
<td>Day 8: Nov 7</td>
<td>Pune</td>
<td>School Visits</td>
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<tr>
<td>Day 9: Nov 8</td>
<td>Bangalore</td>
<td>School Visits</td>
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<tr>
<td>Day 10: Nov 9</td>
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<td>School Visits</td>
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### TOUR ITINERARY- INDIA TIER 2

<table>
<thead>
<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Day 1: Oct 31</td>
<td>Ghaziabad</td>
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<tr>
<td>Day 2: Nov 1</td>
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<td>School Visits</td>
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<tr>
<td>Day 3: Nov 2</td>
<td>Chandigarh</td>
<td>School Visits</td>
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<tr>
<td>Day 5: Nov 4</td>
<td>Ahmedabad</td>
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<td>School Visits</td>
</tr>
<tr>
<td>Day 7: Nov 6</td>
<td>Jaipur</td>
<td>Networking Event</td>
</tr>
<tr>
<td>Day 8: Nov 7</td>
<td>Jaipur</td>
<td>School Visits</td>
</tr>
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