
ScholarshipPortal.eu: giving students and scholars the full picture on funding possibilities

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scholarshipportal.eu

[ScholarshipPortal.eu](http://www.scholarshipportal.eu) has just launched their new portal centralising information on scholarships available to students and scholars in Europe.

With over 25,000 opportunities listed, and some €15.6 billion of scholarships available annually in Europe, the portal is well on its way to providing a one stop shop for those looking to spend an academic period abroad.

Like the MEDEA:EU project, ScholarshipPortal.eu also used a mix of communication tools to promote its website. Press releases played a key role. Joran van Aart, Director of Student Value at the project, credits much of this success to the multilingual approach used. Ensuring press material was available in 11 languages resulted in "coverage in national and regional newspapers, magazines and university newspapers, hundreds of blogs and online articles around the world, radio interviews and prime-time national television exposure". Coverage in social and online media, along with search engine optimisation activities, is having a lasting effect. "...the resulting increase of incoming links to the Portal is generating a long-term impact as these websites continue to direct visitors to ScholarshipPortal.eu".

The project took advantage of a major European higher education conference, attended by a large number of stakeholders to launch the Portal, where they used "Euro note" flyers to highlight the enormous value of scholarships availability annually in Europe.

Go to www.scholarshipportal.eu