

# AIRC 9TH ANNUAL CONFERENCE SESSION SAMPLING



## **SELLING THE INVISIBLE**

Success stories for recruiting students to small, unranked, out-of-the-way institutions

**KEYWORDS:** BRANDING, AGENCY PARTNERS, SECONDARY, PATHWAY **LEVELS:** ALL

## **SEGMENTING STUDENT INTEREST BY CITY**

Student behavior research by demand and supply by destination country, subject, source country and source city

**KEYWORDS:** BUYER BEHAVIOR, MARKET RESEARCH, TRENDS **LEVEL:** ADVANCED

## **PATHWAY PROGRAM STRATEGIES: GO IT ALONE OR ENGAGE WITH A THIRD PARTY PATHWAY PARTNER?**

**KEYWORDS:** PATHWAYS, DECISION-MAKERS **LEVEL:** INTERMEDIATE

## **3-2-1 CONTRACT! UNDERSTANDING, IMPROVING, DISCUSSING TECHNICAL ASPECTS OF UNIVERSITY-AGENCY PARTNERSHIPS**

**KEYWORDS:** CONTRACTS, AGENCIES, ENGAGEMENT TOOLS **LEVELS:** BEGINNER, INTERMEDIATE

## **LEVERAGING DIGITAL MARKETING: A POWERFUL PART OF AN INTEGRATED ENROLLMENT STRATEGY**

Learn how to lay a digital foundation prior to travel and to follow up with students

**KEYWORDS:** DIGITAL, MARKETING, AGENCIES, TRAVEL **LEVELS:** ALL

## **TRANSFER STUDENTS, AGENTS AND YOU**

Learn and discuss about this increasingly important recruitment channel and Title IV implications

**KEYWORDS:** AGENTS, COMMISSIONS, TRANSFERS **LEVELS:** ALL

## **ENROLL YOUR IDEAL INTERNATIONAL CLASS WITH STRATEGICALLY SCALED OPERATIONS**

learn how to deliver high-converting international student recruitment

**KEYWORDS:** ENROLLMENT, OPERATIONS, DECISION-MAKERS **LEVELS:** INTERMEDIATE

## **INTERNATIONAL ALUMNI RELATIONS: THE NEGLECTED RESOURCE IN YOUR RECRUITMENT STRATEGY**

Discover best practices and explore challenges to connect with global alumni to build your recruitment portfolio

**KEYWORDS:** MARKET RESEARCH, ALUMNI, RECRUITING **LEVELS:** BEGINNER, INTERMEDIATE

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## **BREXIT, TRUMP AND THE STUDENT BACKLASH**

Hear proposals to maintain graduate student recruitment in an unstable context

**KEYWORDS:** MARKET RESEARCH, STRATEGY, GRADUATE TRENDS **LEVELS: ALL**

## **INTERNATIONAL STUDENT PERCEPTIONS OF RECRUITMENT AGENCIES IN U.S. HIGHER EDUCATION**

Actionable data for agents, universities and accreditors.

**KEYWORDS:** MARKET RESEARCH, STRATEGY, STUDENT PERCEPTION **LEVELS: ALL**

## **INDIA: S.W.O.T. ANALYSIS**

India financial reforms plus U.S. immigration changes and how to navigate new realities.

**KEYWORDS:** INDIA, TRENDS SECONDARY SCHOOL ENGAGEMENT **LEVEL: INTERMEDIATE**

## **MORE . . .**

- How Technology is Shaping International Education
- Agency and Institutional Engagement - Best Practices
- Fam Trips to Strengthen Relationships
- International Recruitment - From Your Backyard (secondary school partners)
- Know Your Audience - Is Your Marketing Resonating with