



AIRC Symposium 2024
An Event for Institutions, Agencies, and Service Providers

Symposium Theme: “Exploring Third Party Partnerships to Achieve Success”

**In-person, Tuesday, April 30, 2024, before ICEF North America
Niagara Falls Convention Center, Niagara Falls, Ontario, Canada**

Symposium Description

AIRC’s 2024 Symposium will explore the best practices in developing, managing, assessing, and sustaining the many types of partnerships that are foundational to international enrollment success. The Symposium will explore both the broad strategies and detailed workings of sustainable, successful relationships. Given the critical importance of these partnerships, this is a must-attend event for those in the International Enrollment Management field.

Data from AIRC’s 2023 State of the IEM Field Survey shows that

- Partnerships between higher education institutions and educational recruitment agencies are increasing and that 62% of respondents partner with educational agencies;
- All but 2% of institutions not currently working with agencies are strongly considering incorporating partnerships into their international recruitment strategies;
- Other types of IEM partnerships are also growing, and these include companies and organizations that provide products and services to institutions to assist with international student recruitment and enrollment.

Symposium Schedule

9:00 am - Welcome

9:15 am - Workshop #1: AIRC's IEM Standard Area 3: Marketing and Recruitment and Third Party Relationships

10:45 am - Coffee Break

11:15 am - Concurrent Sessions - Choose from 3 sessions

12:30 pm - Plenary Lunch

1:45 pm - Workshop #2: Assessing and Goal Setting to Achieve your IEM Partnership Objectives

3:15 pm - Wrap Up and Closing

4:00 pm - Symposium Ends

Registration Fees:

\$150 AIRC Members

\$200 Non-Members

The fee includes coffee, lunch and materials.

Registrants have the option of completing an assessment to earn a digital badge for IEM Standard Area 3.

[Click here to register.](#)

Session proposals are now being accepted, through February 16, 2024. [Read more.](#) [Propose a session.](#)

Contact us at MemberServices@airc-education.org.