



Celebrating
Connections

PHOENIX DECEMBER 6-9, 2023



AIRC'S 15TH ANNUAL CONFERENCE PROGRAM AT A GLANCE

UPDATED 11/12. SUBJECT TO CHANGE.

PRE-CONFERENCE WORKSHOPS

Wednesday, December 6th

Workshop 1:

Foundations of International Student Recruiting and Enrollment

9:00 AM - 5:00 PM (LUNCH INCLUDED)

This 1-day pre-conference workshop is geared towards professionals with less than 5 years of experience in international enrollment management. Participants will gain a foundational understanding of the various phases related to international recruitment and enrollment, as well as historical context of recruitment, current trends, and the future of the international enrollment management (IEM) field.

Topics will include:

- Context and overview of the IEM field and key organizations and stakeholders
- Best practices in international student recruitment
- Overview of the IEM Standards as a tool for achieving your enrollment goals
- The use of agencies, growth in agency use and partnerships with agencies and other third-party service providers
- Institutional examples and case studies, including admissions process components and flow
- Aspects of cultural difference and understanding that can improve recruitment travel, partner communication and outcomes
- Resources available for recruitment planning

WORKSHOP COST: \$250
PRE-REGISTRATION IS REQUIRED



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PRE-CONFERENCE WORKSHOPS

Wednesday, December 6th

Workshop 2:

Global Digital Marketing

9:30 AM - 4:00 PM (LUNCH INCLUDED)



To figure out where to go to expand and diversify your student enrollment pool, you'll need to understand the resources available to you (human and digital) and how to leverage them. This workshop offers a seasoned team of global marketers and enrollment management leaders to help you chart your path forward. Part 1 will be an interactive lecture format covering the basics of global digital marketing.

- How digital marketing complements your student recruitment plans
- The tools are available to help you get things done
- Identify the metrics that inform your decisions - reading & interpreting data
- Perspective on audience building vs. lead generation - structuring campaigns

Part 2 will offer customized and consultative support and worksheets to help you map out your institution's plan.

- Building your plan
- What to expect from your internal team and how to lead them
- Identify your data sources
- Identify receptive audiences
- Create content (messaging)
- Select dissemination channels
- Engage students - 1:many and 1:1

**WORKSHOP COST: \$250
PRE-REGISTRATION IS REQUIRED**



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CONFERENCE SCHEDULE

DAY 1

Wednesday, December 6th

8:30 AM - 6:30 PM | REGISTRATION DESK

9:00 AM - 5:00 PM | PRE-CONFERENCE WORKSHOPS

PRE-REGISTRATION REQUIRED

Workshop 1: Foundations of International Student Recruiting and Enrollment

Workshop 2: Global Digital Marketing

3:00 PM - 6:00 PM | EXHIBITOR SETUP

6:00 PM - 6:30 PM | ATTENDEE WELCOME/NEWCOMER SESSION

6:30 PM - 8:30 PM | AIRC WELCOME RECEPTION

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CONFERENCE SCHEDULE

DAY 2

Thursday, December 7th

7:30 AM - 8:30 AM | EXHIBITOR SETUP & BREAKFAST

8:30 AM - 9:45 AM | CONFERENCE WELCOME & PLENARY ADDRESS

AIRC ANNUAL CONFERENCE KEYNOTE SPEAKER:

**DR. TAREK SOBH
PRESIDENT, LAWRENCE TECHNOLOGICAL UNIVERSITY**



“How Will AI Impact International Student Mobility?”

A leading expert on the applications, challenges, and impacts of artificial intelligence, Dr. Sobh will help attendees to understand how artificial intelligence will impact international education professionals, especially in our work to facilitate global student mobility. He will discuss what we need to know about AI, and how we can best prepare for its challenges and opportunities.

Dr. Sobh’s own international educational pathway, his deep experience with international students, and his expertise in artificial intelligence, make him an ideal person to share insights about how to harness the power of AI to achieve our goals.

9:45 AM - 10:05 AM | COFFEE BREAK



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CONFERENCE SCHEDULE

DAY 2

Thursday, December 7th

10:05 AM - 11:15 AM | CONCURRENT SESSIONS A

- When Students Win, Everybody Wins: Negotiating Contracts Between Institutions & Agents
- A Review of the AI Landscape and Its Impact on Enrollment Management
- Why Should Institutions Make Life Easier for their Agents?
- International Transfer Students: A Smart Way to Create Quality Student Pipeline
- Exploring Emerging Student Markets: US and Australian Perspective

11:25 AM - 12:30 PM | CONCURRENT SESSIONS B

- Introduction to Working with Agents, Part 1
- New Generations, New Approaches: Future-proofing IEM
- Diversifying International Recruitment Beyond Fair Participation
- International Applicant Loyalty: The Journey from Initial Advising to Enrollment
- The 6 Key Trends in China that will Shape Recruitment in 2024

12:30 PM - 1:45 PM | CERTIFICATION AND AWARDS LUNCHEON

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CONFERENCE SCHEDULE

DAY 2

Thursday, December 7th

2:00 PM - 3:15 PM | CONCURRENT SESSIONS C

- Recruiting International Students with Limited Resources
- Eye on the Money - Career Outcomes Benefit International Recruitment
- Pipelines and Agencies: How Your University can Work with the Federal Government, Taiwan as a Case Study
- Recruiting Diversity within India
- Safety and Security Basics for International Recruiters: Mitigating Risks through Intelligence Collection and Assessment

3:15 PM - 3:45 PM | COFFEE BREAK

3:45 PM - 4:50 PM | CONCURRENT SESSIONS D

- Introduction to Working with Agents, Part 2
- Reliable Strategies for Maintaining Document Security in Your Admissions Process
- The Future of Student Mobility: Where Will Students Come from Next?
- Partnership: Applying the IEM Standards to Training of Recruitment Agents
- Shhh! Secrets from the UK International Recruitment and Enrollment World: Insights from Different Destination Markets

5:00 PM - 6:15 PM | MEMBER ONLY TOWN HALL

6:30 PM - 8:30 PM | RECEPTION



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CONFERENCE SCHEDULE

DAY 3

Friday, December 8th

7:00 AM - 8:00 AM | FUN RUN

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7:30 AM - 9:30 AM | BREAKFAST & DEDICATED EXHIBIT HALL HOURS

9:30 AM - 10:45 AM | CONCURRENT SESSIONS E

- Data Bonanza or Data Avalanche? Accessing timely, focused, actionable data in your funnel management
- Leveraging Name and Image Likeness (NIL) to Drive Your International Brand, Market Position, and Strategy
- State of the Field: Market Trends and Outlook
- Maximizing Your International Recruitment Plan...Within a Budget
- Strengthening Global Partnerships: UBC's Collaborative Approach with Educational Agents for Diverse Student Recruitment

10:45 AM - 11:15 AM | COFFEE BREAK

11:15 AM - 12:15 PM | STUDENT VOICES PLENARY

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12:30 PM - 1:30 PM | NETWORKING LUNCH



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CONFERENCE SCHEDULE

DAY 3

Friday, December 8th

1:30 PM - 2:45 PM | CONCURRENT SESSIONS F

- Staffing Structure - Deciding What to Keep In-house & When to Outsource
- Creating Connections: Promoting English Language Study in the U.S. through Partnerships
- Introduction to Working with Agents, Part 3
- First Contact Matters: Comparing Institutions and Agents on International Enquiries

2:45 PM - 3:05 PM | COFFEE BREAK

3:05 PM - 4:15 PM | CONCURRENT SESSIONS G

- Talents Are Everywhere, Opportunities Are Not
- Market Updates from Europe: Lessons from Germany and Denmark
- Borderless Recruiting on a Budget: Getting the Biggest Global Bang for your Precious Buck
- The Basics of the Recruitment of International Student Athletes

4:30 PM - 6:00 PM | AGENCY-INSTITUTION PARTNERSHIP EVENT

6:00 PM - 7:00 PM | TRIVIA

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**International
House**

7:00 PM - 9:00 PM | UNHOSTED DINNERS



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CONFERENCE SCHEDULE

DAY 4

Saturday, December 9th

7:30 AM - 9:00 AM | BREAKFAST & GROUP MEET-UPS

- Secondary School Meet-up
- Community College Meet-up
- Membership Committee Meet-up
- Newcomer Meet-up

9:00 AM - 10:15 AM | CONCURRENT SESSIONS H

- Building and Sustaining Relationships between Universities and Agencies
- Staying Close When You are Far: Best Practices for Finding, Hiring, and Managing In-Country Representatives
- Driving International Student Conversion through Community, Engagement, and Support

10:15 AM - 10:45 AM | COFFEE BREAK

10:45 AM - 11:45 AM | BOARD REFLECTIONS, AIRC TOAST TO 2024

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IMPERIAL

Overseas Education Consultants

See you in Seattle-Bellevue in 2024!

CONFERENCE EXHIBITORS

Updated 11/12

AAE
Abacus Overseas Education Advisors
Advance 360 Education
Adventus Education
AECC Global
AEMS Overseas Education Consultants
AEO Tour
ALPS Education
Angel EduNext
ApplyBoard
ApplyGlobe
Arizona State University
AVANSE Financial Services
Beijing New Oriental
Bright Can-Achieve Limited
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Career Mosaic
CCIP
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THE BUSINESS SCHOOL



UNIVERSITY STUDY
INTERNATIONAL STUDENT PLACEMENT

CONFERENCE VENUE

Renaissance Hotel Phoenix Downtown
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**WE LOOK FORWARD TO SEEING
YOU SOON!**

QUESTIONS? EMAIL STAFF@AIRC-EDUCATION.ORG