

2020: Strategic Marketing within International Enrollment Management

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Markus Badde, CEO of International Consultants for Education and Fairs (ICEF), Germany
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ICEF connects international educators and student recruitment agents to key markets and networks worldwide. Before joining ICEF, Badde spent two years as business development director at International Conferences, Workshops, and Exhibitors (ICWE) organizing events such as Expolingua Berlin as well as Online Educa Berlin. Prior, he held various senior marketing positions for more than eight years at Cisco Systems, the world leader in Internet networking. Badde has a background in journalism and publishing. He studied at CELSA (Sorbonne University, Paris IV) and worked in the media and communications sector in France during the 1980s. He speaks regularly on topics related to international education.



Cheryl DarrupBoychuck, Head of USJournal and FundsV, United States

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Since 1996, Cheryl has guided [USJournal](#)'s growth into a family of 16 independent, multi-lingual domains dedicated to promoting a select group of top U.S. institutions in specific language markets. [FundsV](#) grew out of demand from [USJournal](#) clients seeking to improve their *yield* from initial student inquiry to financially-qualified applicant – much earlier in the admissions cycle. Cheryl now serves on the Editorial Advisory Board of NAFSA's award-winning magazine, *International Educator*.



Tony Lee, Head of Digital Marketing at INTO University Partnerships, United Kingdom

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Tony has 12 years' experience promoting and marketing to youth audiences. He was involved in one of the world's first TV-to-web enterprises. Tony became the commercial manager of OEPLC, overseeing the international rollout of this media organization. He created and managed two start-up companies, and placed second in a UK-wide search for an internet entrepreneur. Tony was one of the founders of *University Choice TV*, and went on to create the Global Campus site. He is currently retained by INTO University Partnerships, developing digital and social media strategies for ten high-profile university brands. Tony also conducts digital marketing courses for the European Association of International Educators (EAIE) and the British Council.



Chris Price, Adventus Education and Barton Carlyle, United Kingdom

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Chris has worked in higher education and international education for 20+ years. Prior to Adventus, he was a director at two international education companies, and at four UK and Australian university international offices / organizations. Educated in both the UK and USA, Chris has a Bachelor's degree in International Politics and History, a Postgraduate Diploma in Marketing, and is a Fellow of the Chartered Institute of Marketing. Chris has been on the Steering Committee and Board of the EAIE's Marketing and Recruiting Professional Section since 2002, winning the Bo Gregersen Award for best practice in international education in 2009.



Informed by relevant theory and solid research, this session speaks to strategy developers and policy makers about specific predictions for "what's next" in International Enrollment Management (IEM). Presenters engage colleagues with debate, storytelling, and case studies to demonstrate how to apply proven concepts to their work.

Brief Introductions by Session Chair, Cheryl DarrupBoychuck of USJournal and FundsV

Optimizing your Agent Strategy, Markus Badde of ICEF

ICEF has been surveying more than 1,000 education agents from 100 countries over the past seven years. Their latest research includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by agents recruiting for a range of study programs. The survey also examines:

- Where agents plan to send students in the year ahead
- Agents' concerns for the upcoming year
- The most effective marketing strategies for educators, from the agents' perspective
- How institutions need to support their network of agents

Engaging Digital Natives, Chris Price of Adventus Education and Barton Carlyle

http://www.youtube.com/watch?v=zxp4dNVd3c&list=PLI9LnM4hbBj3_tIN5u8nl6WcufeAmesl_&feature=share

The most effective digital marketing plans begin with a solid institutional market profile – which naturally reveals the unique potential of an individual host campus. Learn how to connect your overall institutional strategy to International Enrollment Management strategies. Identifying appropriate marketing distribution channels is also critical to ensure that host campuses enroll students that are the best fit for their individual institutions.

Developing Digital and Social Media Strategies, Tony Lee of INTO University Partnerships

Navigating this new and complex era of digital marketing and social media requires constant refreshing of your Customer Relationship Management strategies. Learn:

- How students use the web in their search for the right campus
- How to communicate effectively with prospective students to retain their limited attention spans
- How to keep abreast of the latest developments in digital marketing
- How to constantly adapt your institution to the new trends, including
 - Digital advertising
 - Google Glasses
 - Google Hangouts
 - Facebook, Twitter and other social channels

Streamlining the Application Process, Cheryl DarrupBoychuck of USJournal and FundsV

In the spirit of true, comprehensive International Enrollment Management, let's take this conversation a step further: Now that you've got the attention of those prospective students, what do you do with it?

Simplifying the application process is absolutely critical, as more than half of all international applicants to U.S. institutions fail to complete their application. We'll focus specifically on improving the efficiency and integrity of the funds verification component – which ultimately improves "yield" from initial inquiry to financially-qualified applicant.

Debate, All
