



## CHALLENGES OF INTERNATIONAL STUDENT RECRUITMENT

A DAY DEVOTED TO DISCUSSING THE GLOBAL CHALLENGES AND BUSINESS OF INTERNATIONAL STUDENT RECRUITMENT.

A one-day conference for international office, student recruitment, marketing, and communications staff in the higher education sector.

15 June 2010, University of Westminster, London W1

*"Universities now operate in all three dimensions at the same time: global, national, local and must work them as synergy, not contradiction."*

Professor Simon Marginson of the University of Melbourne - 4 April 2010

[www.discoveringfutures.com](http://www.discoveringfutures.com)

In association with  
Penna Barkers:



## CHALLENGES OF INTERNATIONAL STUDENT RECRUITMENT

The business of international student recruitment is getting more and more competitive and complex. There are many trends that are shaping international developments: these encompass the number of students who are studying outside their home countries, staff mobility, the rise of trans-national education, rises in international teaching activities, and international collaboration. Underlying these developments are the changing interests of governments, institutions and individual students, which are all being influenced by global competition and markets.

The market conditions are complex and you will be engaging all your resources at your disposal to build meaningful relationships with your target audiences; but are you maximizing the full potential of the marketing mix by fully utilising the opportunities presented by, for example, digital technology? Likewise, are you fully conversant with the indigenous social media of your target countries? Have you fully utilised the power of search? Are you geared up to satisfy the 'long tail', ie, the endless choices created by the internet and the unlimited demand and opportunity this has unleashed to address minority interests? Can we learn from our European partners? Are there advantages to having an overseas campus? Are we up to speed on the latest market intelligence and what are the long- and short-term trends?

There are also changes in the motives of individual students. They increasingly see higher education as a route to employment and their decisions are influenced by the perceived costs and benefits as well as their ability to pay.

A new awareness is emerging among policy makers and university heads that a headlong rush towards

internationalisation is not always best for students, universities and the countries involved. Is internationalisation a euphemism for a 'westernisation'? It is a recent debate and one the speakers in this conference may wish to develop and open for debate.

Taken together, these and possibly many other factors, contribute to a complex scenario in which we must make headway and achieve success.



*"If we are going to globalise and benefit from trans-national higher education then more than anything else it should provide students more opportunity to have a better understanding of their own region."*

Dr Gwang-jo Kim, Asia- Pacific Director of Education at Unesco

## ADDRESSING YOUR PROFESSIONAL NEEDS

Whatever your role or position in your international office, this unique event will provide a stimulating and engaging day's discussion on how your international strategy might adapt as traditional routes to market become increasingly challenged by digital developments and the dynamics generated by a pervasive globalisation.

This conference will address these developments, and many others, whilst also providing an excellent opportunity to reflect on, and address, your professional needs. Among the many issues to be discussed, you will discover:

- how globalisation is redefining the choices made by your target markets
- the ever-changing nature of your target markets, and the cultural challenges these present
- the perspectives of our European colleagues who are 'fishing in the same pond'
- the latest research from the British Council and OBHE

- the pervasiveness of the internet-society and how we can exploit this engagement when developing our marketing strategies
- the rise of the indigenous social network
- the advantages of trans-national education

*The concept of the "global research university" creates a tension between the prevailing Anglo-American dominance and the rise of Asia. But the status quo will not last. "We are at the historic highpoint of the Anglo-American university. Not for long. As everyone knows, the East is rising."*

Professor Simon Marginson of the University of Melbourne - THE 27-3-10



## KEY ISSUES

In the hectic world of the international office, it is rare to get an opportunity to spend a day at an event designed specifically for you; this agenda addresses issues and developments designed to inform and stimulate ideas and solutions to help you do your job better and more successfully.

The line up of speakers from universities and commercial companies have been asked to share their experiences and thoughts on key issues relevant to international development and student recruitment; themes covered include: trans-national education, cultural issues in key overseas markets, the power of search, indigenous social networking, our competitors in the EU, and key intelligence from the British Council and OBHE.

## WHY YOU SHOULD ATTEND?

This event gives you a valuable opportunity to take time out of a busy schedule to hear from a key group of peers and leading practitioners on issues relevant to the complex world of international student recruitment.

The keynote address will be given by David Palfreyman, a leading higher education expert, who has written extensively on globalisation and internationalisation. In this keynote he will discuss what makes a global university and how relevant being global is to the business of being a successful institution - for instance, does 'UK HE plc' need Oxbridge to succeed internationally or are the profiles of international students so diverse that the aura of the elite has no bearing on where they study?

A morning of plenary presentations leads into an afternoon of special interest sessions, when you will be able to tailor your day to match your professional needs. Equally important, you will have the opportunity to discuss, debate and ask questions regarding international student recruitment strategies to help you formulate solutions for your institution's future growth and success.

## BY ATTENDING YOU WILL:

- discover how your peers are interpreting and exploiting international developments to their institution's advantage
- understand how the latest technological developments can enhance your international student recruitment strategy
- hear from experts in their field about the latest trends and intelligence shaping future strategies
- hear from a select group of European and international experts on ways to exploit the attractiveness of 'UK HE plc'
- learn about the new economic power of the 'long tail' in international marketing, and
- benefit from the latest thinking and network with colleagues

## SPEAKERS INCLUDE:

### **Mervin Bakker**

Head of Marketing and Communications  
Faculty of Economics & Business, University of Amsterdam

### **Pamela K Barrett**

Director, Barton Carlyle  
and KPMG Associate

### **Philip Dodd**

Director  
Made in China UK

### **Chris Ennew**

PVC  
University of Nottingham

### **Raphaella Henze**

Head of Administration  
Koblenz University of Applied Sciences (FH Koblenz)

### **Veronica Lasonovski**

Senior Research and Marketing Officer  
The Observatory on Borderless Higher Education

### **Alicia Liu**

Account Manager  
93 1/2 Communications

### **Luke Mckend**

Industry Head - Local/Careers  
Google UK

### **Colin Matheson**

Director of Scholarships  
University of Westminster

### **Michael Peak**

Intelligence Unit  
British Council

### **David Palfreyman**

Director, Oxford Centre for Higher Education Studies,  
University of Oxford

*The complete list of speakers, their full biographies and photos appear on the website.*

## WHO SHOULD ATTEND?

Those with an interest in this area and with responsibility for their institution's international marketing, communications/PR, publications, design, creative services, student recruitment, and corporate reputation.

Areas include:

- Academics and Researchers
- Admissions
- Communications/PR
- Conferences and Events
- Corporate Affairs
- Course Organisers and Administrators
- Creative Services
- Design and Print
- e-Marketing
- External Relations/Affairs
- Faculties and Schools
- Human Resources
- Information
- International office staff
- Marketing
- Online Media
- Press or Media
- Public Relations
- Publications, Editorial and Copywriting
- Recruitment
- Registry
- Research Centres
- Schools and Colleges Liaison
- Website Design and Editorial
- Widening Participation and Access

*"Internationalisation in higher education is an issue that is the focus of increasing attention, But it is ill defined and ill understood."*

Sachi Hatakennaka, HEPI

## JOIN US

Join us for a day's debate that is designed to help you address the complex issues of internationalisation and globalisation, and arm yourself with new ideas and examples to take back to your office and develop with colleagues.

## THE CONFERENCE VENUE

University of Westminster  
Cavendish campus  
115 New Cavendish Street  
London W1W 6UW

### Getting there

The Cavendish campus of the University of Westminster is located within easy reach of many tube and mainline stations and is in the shadow of the BT Tower. The nearest tube stations are: Goodge Street (Northern line), Great Portland Street (Metropolitan, Circle and Hammersmith & City lines), and Warren Street (Northern and Victoria lines). The nearest mainline station is Euston, which is about 15 minutes walk away. Further afield are King's Cross, St. Pancras, and Thameslink railway stations.

There are many bus routes which use Tottenham Court Road and Euston Road. If you choose your stop carefully you will only be about five minutes' walk away.



### Accommodation

Overnight accommodation is not included in the conference fee. There is a wide choice of accommodation available in central London, ranging from the *cheap-and-cheerful* to luxury five star. You can *Google* with your specific requirements but don't forget that the most local hotels will be in the W1, WC1 and NW1 postcode areas.



## The Agenda:

### Challenges of International Student Recruitment conference

15 June 2010



9.00	Registration / refreshments	
9.30	Welcome from the chairman	<b>Andrew Platt-Higgins</b> Strategic Development Director Penna Barkers
9.35	Keynote speaker	<b>David Palfreyman</b> Bursar and Fellow, New College, University of Oxford and Director, Oxford Centre for Higher Education Policy Studies  An international journey exploring what is a global university.
10.15		<b>Veronica Lasonovski</b> Senior Research and Marketing Officer The Observatory on Borderless Higher Education  Global developments, global recession and global recruitment
10.45	Break and networking	
11.15		<b>Luke Mckend</b> Industry head, local/careers Google UK  Digital developments for international marketing strategies
11.45		<b>Michael Peak</b> Intelligence Unit, Education UK British Council  What are the key recent trends in the education market? Where are the new opportunities?
12.15		<b>Professor Chris Ennew</b> PVC University of Nottingham  Developing and managing an overseas campus
12.45	Lunch and networking opportunity	
2.00	Special interest sessions 1	
• 1		<b>Mervin Bakker</b> Head of Marketing and Communications, University of Amsterdam and board member of EIAE  Competing with the UK, a European competitor's international recruitment strategy
• 2		<b>Alicia liu</b> 93 1/2 Communications  Successful student recruitment branding and marketing in China
2.45	Special interest sessions 2	
• 1		<b>Richard Badley</b> Group Head Educate  <i>Not Facebook:</i> the rise of the indigenous social network and how to exploit them
• 2		<b>Colin Matheson</b> Director of Scholarships University of Westminster  The challenges of recruiting students in India

continued/-

## The Agenda: Challenges of International Student Recruitment conference continued...

3.30	Break and networking	
4.00	Special interest sessions 3	
• 1		<p><b>Philip Dodd</b> China cultural and business specialist</p> <p>Maximising recruitment in China</p>
• 2		<p><b>Dr Raphaela Henze</b> Head of Administration Koblenz University of Applied Sciences (FH Koblenz)</p> <p>International student recruitment - a German perspective</p>
4.45	Closing plenary	<p><b>Pamela K Barrett</b> Director, Barton Carlyle and KPMG Associate</p> <p>Lessons from an ex-university international director now operating across the world on behalf of many HEIs advising them on marketing and recruitment strategies</p>
5.15	Depart	

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(In exceptional circumstances, sessions may be subject to change)



## CONFERENCE FEES

Register for your place either by booking online using our secure server (and pay by VISA, Mastercard or debit card) or alternatively complete the enclosed booking form (on page 8).

All bookings are subject to our terms and conditions, shown in this brochure on page 10 and also available online at: [www.discoveringfutures.com/terms\\_and\\_conditions](http://www.discoveringfutures.com/terms_and_conditions)

### Save £££s by booking your place early!

The early bird discount expires at midnight on 23 May 2010, so register today.



**HE/FE/education sector\*:** Early bird discounts for bookings made on or before 23 May 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£295	£540	£735

**All other sectors:** Early bird discounts for bookings made on or before 23 May 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£700	£975

(note all fees are exclusive of VAT, which we do not charge)

**HE/FE/education sector\*:** fees for bookings made on or after 24 May 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£700	£975

**All other sectors:** fees for bookings made on or after 24 May 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£455	£860	£1215

### Please note:

We do not charge VAT.

\* HE/FE/college education sector rates apply to universities, colleges, schools and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bonafide university/college address and/or email address ending in 'ac.uk', 'sch', 'edu', or other recognised equivalent.

\*\* This special rate is for two or three delegates who book at the same time and who are from the same institution/organisation.

Please contact the conference office if you wish to book delegate places for four or more colleagues from the same institution/organisation as we will be able to offer more advantageous rates.

### Your fee includes:

- all written materials
- access to a protected part of our website for downloading pre-arrival information and speakers' presentations post-conference
- lunch
- teas and coffees, served at registration, mid-morning and mid-afternoon.



# Booking Form



Please reserve me a place at the forthcoming Discovering Futures' **Challenges of International Student Recruitment** conference, on 15 June 2010.

Name (Mr/Mrs/Ms/Dr/Prof) \_\_\_\_\_

Position \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Do you have any special dietary or access requirements? (Please state) \_\_\_\_\_

How did you hear about this conference? \_\_\_\_\_

I agree to the terms and conditions as stated in this brochure  Tick box to agree

By signing this booking form you are agreeing to our terms and conditions as stated in this brochure and on the Discovering Futures website: [www.discoveringfutures.com/terms\\_and\\_conditions](http://www.discoveringfutures.com/terms_and_conditions)

This booking is not valid without a signature.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Please indicate how you wish to pay:

Enclosed is a cheque made payable to Discovering Futures for: £ \_\_\_\_\_

Please invoice me\*. I attach a purchase order (or agree to provide one within seven days).  
The purchase order number is: \_\_\_\_\_

Bookings cannot be accepted without either a purchase order number or written confirmation that a p/o is not required.

\* If our invoice should be sent to a person or department other than to the named delegate please record their name and address here: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Please tick this box if an electronic invoice is not acceptable

Once completed, you can fax this form to: + 44 (0) 20 7788 3484

or post to: Discovering Futures' Challenges of International Student Recruitment conference,  
326 Upper Richmond Road, London SW14 7JN

or email the required information to: [info@discoveringfutures.com](mailto:info@discoveringfutures.com)

If you have any questions please call +44 (0) 20 7099 6033.

Thank you for booking a place at the Discovering Futures' **Challenges of International Student Recruitment** conference, on 15 June 2010.

VISA, Mastercard and debit card payments can be made on our secure website: [www.discoveringfutures.com](http://www.discoveringfutures.com)



## ABOUT US

**Discovering Futures** was set up in 2006 by marketing and communications consultant Robert Hawker.

Recognising that the world of education is in constant flux and that the UK's universities and colleges now compete on a global level, Discovering Futures provides a forum for new ideas and practical solutions for today's FHE professionals.

Discovering Futures conferences focus on the very latest developments in the sector and equip delegates with the knowledge and practical skills they need to apply these concepts in their own organisations.

Speakers are drawn from the highest levels of education, industry and the public sector. These professionals are setting the agenda in their fields, helping organisations to retain their competitive advantage and to flourish in challenging times. Senior figures from Apple, UCAS, The British Council, Bebo, GCap Media, Teachers' TV, and The Guardian, as well as speakers from over 30 universities, have all contributed to the conferences, providing a multi-faceted view of the key themes and complementing the diverse range of speakers from education.

Each Discovering Futures conference is designed and managed by a team of experts, led by Robert Hawker. All the contributors are known as innovators and leaders in their fields – with specialist knowledge of areas such as student recruitment, social networking or branding – chosen for their relevance to the conference theme. Many are keen to share their knowledge and skills with colleagues in the education profession. This collaboration ensures that our delegates benefit from the most up-to-date intelligence and the most effective tools in the workplace today.

Our conferences attract large audiences of delegates representing the broad spectrum of education providers in the UK today. Indeed, the events have also attracted colleagues from a number of institutions in the EU and the Far East.

*"Universities and colleges today need to exploit the latest technologies and management solutions.*

*The challenge is staying ahead of the game, especially if heavy workloads are stopping you from getting the staff development you need.*

*"With Discovering Futures conferences we aim to encapsulate the best ideas and deliver them in a useful and highly enjoyable package that will help you to kickstart your plan of action." Robert Hawker*

We respond to their needs and are committed to the continuous improvement of our events, using delegate feedback to create conferences that will help our universities to thrive in today's increasingly competitive marketplace.

Robert Hawker has worked in marketing and communications roles in higher education for 16 years, most recently at director level at Roehampton University. Here he led a team of 27, managing the annual cycle of recruitment activities to meet the university's targets, whilst ensuring that the full mix of marketing channels – from media to website – supported this goal.

He is a highly experienced events organiser. His portfolio includes royal, ministerial and VIP visits, high-level receptions, chancellor installations, student open days, the opening of new buildings and annual series of graduation ceremonies.

Discovering Futures is pleased to be associated with **PennaBarkers**, one of the UK's leading marketing and recruitment communications agencies ([www.pennabarkers.com](http://www.pennabarkers.com)). A preferred supplier to the DIUS (formerly DfES), UAC and UAG, PennaBarkers works with over 80 universities, colleges, research and funding councils, delivering a range of services from strategic marketing support and media planning to full-service creative advertising. With one of the largest digital teams in the sector, incorporating digital media buyers, digital creatives, designers and programmers, Google-accredited search specialists and campaign managers, PennaBarkers is at the forefront of delivering fully integrated, audience-led marketing strategies.

For more information please contact:  
Ian Morgan  
Head of Development – Education

e: [ian.morgan@pennabarkers.com](mailto:ian.morgan@pennabarkers.com)  
m: 07718 652892



## THE SMALL PRINT – TERMS AND CONDITIONS

All bookings are subject to written confirmation by DISCOVERING FUTURES LIMITED ("DISCOVERING FUTURES") and are made subject to the following terms and conditions.

You as the client accept responsibility for payment of all charges and any additional charges which may arise under this contract. You may not transfer your responsibilities under this contract to any other party.

### 1. Bookings

A provisional booking will be held for 14 days. After that time, if confirmation has not been received, Discovering Futures will be free to accept firm bookings from other clients.

All bookings will only be regarded as confirmed and a contractual relationship having been created when Discovering Futures receives a completed and signed booking form.

Once we receive written confirmation of a booking along with payment, we will send you a receipt along with confirmation. If you have not received confirmation two weeks before the conference date, please contact the Discovering Futures office. Joining instructions will be issued to all delegates via email around two weeks prior to the conference date.

All notifications of changes and/or alterations to booking details are only deemed to be accepted when received in writing.

### 2. Fees

Your fee includes all-day access to the event, buffet lunch, refreshments and available conference papers. Fees do not include travel. Shared places are not permitted. Payment must be received in full prior to attending the event.

Delegates are not provided with accommodation.

Payment of the fee(s) is due within 30 days of date of invoice. In the event that payment becomes overdue, Discovering Futures reserves the right to charge interest and associated costs as permitted in the Late Payment of Commercial Debts (Interest) Act 1998 on all overdue balances.

#### *Sector discounts:*

We are pleased to offer discounts appropriate to each conference. Where a discount is offered it is applied to delegates who are applying from an identified organisation. The **education sector discount** rates(s) applies to HE/FE/colleges and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bona fide position and university/college address, and/or an email address ending in 'ac.uk' or 'edu', or recognised equivalent.

### 3. Cancellation

Conference fees are payable in full before the start of the conference. Should you be unable to attend, a substitute delegate from your institution only is welcome at no extra charge; you are however required to notify Discovering Futures (tel: +44 (0) 20 7099 6033) of such substitute delegate in good time. In the event of cancellation of your place on the conference, cancellation fees will apply as follows:

Date of cancellation	Cancellation Fee (% of full cost)
21 days or more:	20%
Between 14-21 days	50%
Less than 14 days	100%
Failure to attend	100%

In the case of force majeure or any eventuality beyond our reasonable control we will not offer refunds unless the conference is cancelled. Reasons beyond our reasonable control include, but are not limited to: failure of electricity, heating or water supplies, weather conditions, industrial action, terrorist alert, fire or flood. In this eventuality we will retain up to 50% of the conference fee to cover administration costs. Discovering Futures reserves the right to make changes to the programme, location and/or speakers. Discovering Futures do not accept any liability for delegates travel or accommodation costs should the event be rescheduled, postponed or cancelled.

### 4. Liabilities

Discovering Futures shall not accept responsibility for any loss or damage to property (including personal property) brought onto the conference premises, howsoever incurred.

Discovering Futures shall not be liable, whether in contract, tort or otherwise, for any loss, consequential loss (which shall include but which shall not be limited to loss of business revenue or profits, anticipated savings or wasted expenditure), damage or injury (except personal injury or death as a result of negligence by Discovering Futures) which may arise out of, or in connection with, your attendance of the Discovering Futures conference.

You shall be responsible for any loss or damage caused to any property by you whilst attending the Discovering Futures conference. In the event of such loss or damage, you shall pay Discovering Futures on demand the amount required to make good or remedy such loss or damage. Where it is believed such loss or damage has occurred, Discovering Futures will contact you as quickly as possible with particulars of such loss or damage.

Delegates are responsible for their own safety and security, and are advised to keep doors and windows locked when meeting rooms are unoccupied.

### 5. Special requests

If any delegate has any special request or a physical condition requiring special arrangements you must advise Discovering Futures at the time of booking (or as soon as you become aware, if later), and clearly note this on the booking form or via email to: [info@discoveringfutures.com](mailto:info@discoveringfutures.com)

Confirmation that a special request has been noted, or is included on the booking form, is not confirmation that your request will be met. All special requests of this nature are subject to availability.

### 6. Accuracy of Promotional Material

All information and prices shown in promotional material for the Discovering Futures conference (including, but not limited to, brochures, flyers, adverts and the website) are correct at the time of print. However, these may have changed by the time you make your booking. Whilst every effort is made to ensure the accuracy of this information, regrettably errors or changes in prices and facilities changes may occur. You must therefore ensure that you check with Discovering Futures all details at the time of making the booking.

### 7. Animals or Pets

No animals or pets of any kind, except guide dogs, are allowed on the premises.

### 8. Privacy Policy

Discovering Futures does not sell, trade or rent your personal information to others. Your details will be added to the Discovering Futures database in order to process your conference booking, and to keep you up-to-date with the conference arrangements. We would like to use your details to inform you of further Discovering Futures events in the future. If you do not wish to receive any further information from us, whether by post or email, please notify us at the address below or as shown on our website.

Booking a place on this conference indicates acceptance of these terms and conditions.

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**Photo acknowledgements:**

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