

PROFESSIONAL DEVELOPMENT TRAINING



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Introduction

Studyportals Analytics and Consulting Team (ACT) helps universities and other institutions in the higher education sector realise their ambitions in the field of international marketing and international student recruitment. Our team of highly experienced consultants and associates advises and assists on everything from data analytics and market intelligence, strategy, branding and marketing to customer relationship management, student recruitment, market insight, competitor analysis, Google Analytics and professional development training. This document provides an overview of the professional development training we are currently offering, through either open registration or in a tailored, in-house format.

Studyportals is *the* global education choice platform. Our mission is to empower the world to choose education, while making your international higher education marketing easier and more effective. Over 50 million users from 240 countries worldwide use our portals each year to look at over 200,000 programmes from more than 4,000 universities in 120 countries. This allows us to develop best practices from all over the world that we apply to help our clients.



Available training and workshops

Studyportals ACT provides open registration or tailored, in-house, professional development training and workshops in almost any field of international marketing and student recruitment. Our vast, global network of trainers has experience in all relevant fields. The following pages cover each of the currently available workshops.

Almost all our workshops are designed for either 1 or 2 days, according to your needs, and can be offered at different levels, in-house or online. Most workshops and trainings involve two trainers. The maximum group size per workshop is 25 participants, except for the one on Google Analytics, which has a maximum capacity of 10 participants.



Introduction to international marketing & recruitment

There are many good reasons for recruiting international students, including income generation, international recognition and branding, as well as strategic, cultural, economic, political and educational alliances. However, international recruitment can potentially be a minefield if you don't have a clear idea of how to go about it. This course aims to give international officers and academic colleagues an introduction to entering markets, international recruitment and promotions. It also offers advice on strategic planning and models for success in this field.



Topics include

- Trends and developments in international education
- Services marketing
- How to make a marketing plan
- Internal marketing and communication
- Marketing audit and SWOT analysis
- Marketing channels



Learning outcomes

- The basic principles of international marketing & recruitment
- Trends and developments in the global marketplace
- The principles of positioning and branding



From enquiries to enrolment

In today's competitive education environment, international marketing & recruitment is becoming increasingly important to universities across the globe. The reality, however, is that most universities are doing very little marketing but a lot of recruiting, which in fact is nothing more than sales! And not sales in the sense of car dealers or evening phone calls from telesales people, because selling education does not even come close to that; many students proactively contact the university with an enquiry. We believe that proper sales skills are essential for all staff involved in student recruitment.

This workshop will focus on the marketing and sales skills you require to successfully help students make the right decision, such as speed to contact, listening and questioning skills, objection handling and closing the deal.



Topics include

- Services marketing and service quality and sales
- Foundations of consultative selling and how to help international students
- Lead management and recruitment forecasting
- On and offline leads generation
- Best practices in student recruitment



Learning outcomes

- The importance of services marketing
- The relevance of service quality in the sales process
- The various stages of the sales process in international student recruitment
- The importance of speed to contact, of listening, questioning, objection handling and of closing the deal



Data-driven decision making for student recruitment

Using data analytics on student demand can help universities make more informed decisions. Furthermore, increased competition within the higher education 'market' for the same pool of students means that university marketing, recruitment and segmentation are getting more and more important. University marketers and recruiters need more insights into market opportunities so that they can target prospective students more precisely. This workshop presents both enrolment and real-time insights into student interest for selected countries and cities and how to use these insights to target international students, to determine what courses to offer online or on-campus and where to open new campuses around the globe and how this influences your strategic marketing.



Topics include

- How is data being used in higher education?
- Understanding data maturity levels
- Internal data sources available to your institute and how they answer strategic decisions
- External data sources HEIs can leverage for strategic decisions
- Turning data into insights



Learning outcomes

- What strategic planning and marketing means
- How it impacts international student recruitment
- The importance of market research, marketing audits and tracking market developments
- How data can be used for insights and strategy



Strategic marketing

The marketing of higher education to domestic and international students is often regarded as a mainstream activity. However, developing a marketing strategy that enables you to capture the interest of prospective students thousands of kilometres from your home campus is a complex and often costly exercise. One that many institutions agonise over and have significant difficulties in framing the 'right' strategy.

This workshop will focus on the 'strategic why' of international marketing and provide policy makers and recruiters with a solid theoretical background. This is supplemented by practical examples to help you determine the best strategies and methods of implementing.



Topics include

- Strategy in the context of international education
- The impact global trends in international student recruitment and the mobility of students has on the development of your marketing activities
- Strategic choices in international markets: determining where your students will come from
- The role of technology: digital strategy and online marketing



Learning outcomes

- Alternative strategies for international student recruitment
- What strategic marketing means and how it impacts international student recruitment at your institution
- The importance of market research, marketing audits and tracking market developments
- The strategic importance of conversion strategies



Branding higher education institutions

The role branding plays in higher education is increasing significantly. Universities and colleges compete for the attention of domestic and international students just as other service industries do. Issues like visibility, loyalty and reputation have therefore become more important in recent years. In addition, with an increasing number of universities

having to charge (full-cost) tuition fees, branding and positioning have become much more central in their marketing activities. This course offers an overview of the key aspects of branding, while demonstrating that a strong brand is essential in the increasingly competitive higher education environment.



Topics include

- Introduction to brand theory
- Association networks
- Developing an education brand
- Developing your own brand
- Lessons from the corporate world
- Online branding
- Recognise the elements of brand theory most useful and relevant to your institutional context
- Identify the potential role of a brand in education marketing



Learning outcomes

- Analysing the conversion rate of visitors to your website into enrolled students
- Understand the importance of online metrics
- Understand conversion rates and the cost effectiveness of their activities
- Analyse the behaviour of visitors to your university's website
- See country breakdowns of your marketing channels in Google Analytics
- Define and measure conversion rates of visitors



Google Analytics for higher education 101 - beginners

Online marketing is becoming increasingly important. Not only is it highly effective; it is also highly measurable. The reality, however, is that most marketers and recruiters do not always have access to their institution's Google Analytics, or know how to use it effectively for tracking visitors to and through their website.

This workshop will focus on the importance of Google Analytics for international marketing and recruitment. It combines solid background information with practical examples of how to effectively analyse and apply web statistics.

Topics include

- Introduction to the marketing funnel and conversion rates
- Return on investment (ROI) and online marketing
- Introduction: referral traffic, bounce rate and other terminology
- The limits and benefits of online metrics in Google Analytics
- Setting up views showing region breakdown per source/campaign
- Setting up segments to measure conversion

Learning outcomes

- Analysing the conversion rate of visitors to your website into enrolled students
- Understand the importance of online metrics
- Understand conversion rates and the cost effectiveness of their activities
- Analyse the behaviour of visitors to your university's website
- See country breakdowns of your marketing channels in Google Analytics
- Define and measure conversion rates of visitors



Google Analytics for higher education 201 - advanced

This workshop is intended for those who already have a basic understanding of Google Analytics but who want to go deeper and learn more about how this powerful tool can help drive successful international recruitment.



Topics include

- Introduction to Google Analytics advanced: events and goals
- Regular expressions
- Multi-channel tracking
- Cross/sub-domain tracking
- Source-student/CRM connection set-up possibilities
- Introduction to Google Tag Manager for non-IT people and to Universal Analytics
- Better understand Google Analytics and dive deeper into statistics/conversion
- See how students find your website and which/how many other websites they visit before they make a decision
- Use Google Tag Manager without IT support



Learning outcomes

- Have deeper insight into how to connect the dots between students who have applied and their starting point
- Track between two different internal websites like apply.university.com and www.university.com
- Improve conversion tracking with events and goals



Return on investment of your marketing activities

Given recent austerity initiatives, higher education institutions have become more budget conscious than ever. The effectiveness of marketing and recruitment must be evaluated so that maximum enrolment effect can be achieved from limited budgets. This workshop will give you practical guidance on how to measure and compare the costs and benefits of the most frequently used marketing channels: agents, education fairs and advertising (offline and online). You'll learn business principles of cost accounting and work in groups to uncover the hidden costs of various marketing efforts and to calculate return on investment (ROI).



Topics include

- Introduction to the marketing funnel
- ROI of education fairs
- ROI of agents
- ROI of online marketing



Learning outcomes

- Gain practical guidance on how to measure the effect of agents, education fairs and online marketing
- Learn how to analyse and improve the marketing mix and conversions in the process
- Understand the recruitment funnel and the principles of calculating ROI



Working with agents

In the increasingly competitive global marketplace for international students, the need to offer a more local and personal service often makes the difference between converting an application to a registration. Education agents are now central to the strategies of many universities and colleges around the world, despite considerable unease amongst some institutions towards using such direct commercial means. Yet the reality is that agents often provide an excellent and cost-effective way of recruiting students.



Topics include

- Understanding how agents work and what they can do for you
- Selecting an agent; distinguishing the good from the bad
- Making the most of your agreement
- Legal considerations when appointing agents
- Training agents to support your recruitment strategies
- Good practice in institutional support; what agents need most from you
- Rewards, incentives and commissions
- Confidently select a reputable agent to represent your institution



Learning outcomes

- Deal with the legal and ethical issues of appointing agents
- Draft an appropriate contract for agents
- Support any agents appointed
- Agree a method of payment that best suits your institution



Intercultural management and the international campus

This workshop aims to help higher education institutions become a truly welcoming place for international students. Increasing numbers of universities across the world want to be - and claim to be - international. More often than not this raises false expectations amongst (prospective) international students, as most universities do not or cannot deliver on this promise. To this end, the concepts of services marketing and service quality will be explored, as international student satisfaction depends largely on the quality of service provided.



Topics include

- Introduction to services marketing
- Discussion on the quality of service provision and student satisfaction
- Service quality
- Preparing the campus for the arrival of international students; how to make your campus (more) international and welcoming
- Caring for international students through student services; an overview of student services and care programmes. What organisational set up is needed and who is responsible?



Learning outcomes

- The basic principles of services marketing
- The basic principles of service quality and student satisfaction
- How to make their institution more international and welcoming to international students and staff
- How to care better for international students



Online marketing

Nowadays, to successfully recruit international students you have to carry out online marketing. The students you are trying to recruit probably spend most of their time online using Google, Facebook, Instagram, Snapchat and YouTube. Having a good website and knowing how to generate traffic and convert leads is crucial to anything you do, even offline. This workshop will offer you the latest insights in online marketing.



Topics include

- Website is the key – how to design your website for best conversion
- Tracking of results (intro)
- Google AdWords campaigns, do's and don'ts
- When and for what to use Facebook (social media)
- Student engagement with online marketing
- Multichannel and multi device usage
- The principles of online marketing



Learning outcomes

- How to use social media in your marketing mix
- What a website with good conversion rates looks like



Writing English for international student recruitment and marketing

English is the undisputed language of international student recruitment and marketing. It plays a vitally important role in how you communicate with prospective students and get your message across in general. Yet, at the same time, very few people ever receive training in how to write and apply English in this specific context. This lively, interactive workshop aims to help you deliver greater impact, create differentiation and express yourself better through written English. Intended for both native and non-native speakers active in the international student market, it uses short, practice-based exercises to generate valuable insights which you can then apply on a daily basis.



Topics include

- Eliminating common errors that could negatively impact marketing and recruitment activities
- Making a more professional impression with your written English
- Less is often more; learning how to write more succinctly
- Using text to support and reinforce your university's branding
- Appealing to different target audiences (e.g. students, parents, peers)



Learning outcomes

- Better structure articles, texts and other stories used to recruit students or market services
- Define exactly which area of the international student market you want to address, and then adjust the tone and content of their text accordingly to create greater impact
- Write English with increased confidence and purpose



Target audience

The background of participants who take part in our workshops varies per subject. But generally speaking, most participants are university or college staff with one or more of the following responsibilities:

- (Inter)national marketing & recruitment
- Student recruitment
- Admissions & enrolment
- Corporate communications
- Internal communications
- International relations
- Marketing & communications
- Online marketing
- Business development
- Corporate branding

Our trainers

The workshops are carried out by our team of highly-experienced trainers, depending on the topic and availability.



Thijs van Vugt

Thijs van Vugt is Director Analytics and Consulting at Studyportals. He has over 32 years of experience in international education. He has worked at universities in the Netherlands and the UK. He also worked for the ERASMUS Bureau in Brussels.

From 2006 until 2009 Thijs was partner and director of StudyWorld (Netherlands) BV, a student recruitment agency and IELTS Testing Centre in the Netherlands. He was also the Interim Head of Marketing, Communication and Admissions of the Institute for Housing and Urban Development Studies of Erasmus University Rotterdam and head of marketing for RNTC. From July 2011 until September 2015 he was Senior Account Manager at Studyportals.

Thijs is the founder of the Professional Section on Marketing & Recruitment of the European Association for International Education (EAIE) and was Chair of M&R from 2002 to 2008. In September 2009, Thijs was awarded the Bo Gregersen Award for Best Practice of the EAIE.

Thijs has a Master's degree in International Economics from Tilburg University, a postgraduate diploma in Public Management from TiasNimbas Business School, and a postgraduate certificate in Customer Relationship Management (CRM) from Beeckestijn Business School.



Preben Sperling

Preben has over 20 years of experience in international sales, business and market development. Originally from Denmark, Preben spent 15 years in the United States working in various manufacturing industries. Here he developed multiple domestic and international sales channels with strong consumer focus.

Preben took his commercial experience to the education industry in 2006 when he joined Laureate Online Education. Here he performed various sales and business development roles within the Laureate network of for-profit Universities and partners. His primary focus was to grow the University of Liverpool online as well as expanding Walden University internationally through new partnerships and go-to-market strategies.

Showing that student centric activities and the customer experience can positively impact brand perception, Preben launched a new initiative in 2021 to provide arrival services to international students to facilitate a warmer welcome and faster integration in their new country. Everybody wins!

Preben holds a BSc in Marine Biology from the University of Copenhagen and a Post Graduate Diploma in Business Administration from the University of Liverpool.



Tim Rogers

Tim Rogers is currently the Vice President of Enrolment Management at The American University of Paris. He additionally runs his own consultancy, International Higher Education Consultants UK Ltd, working all over the world on issues broadly related to student recruitment, internationalisation and higher education marketing. He has degrees from the Universities of Hull and Westminster and has also studied at the University of Kansas.

Over the last 15 years, Tim has worked with ministries of education and associated bodies in Denmark, Finland, New Zealand, Sweden and The Netherlands. He's teamed up with institutions such as LSE, Imperial College London, the Helsinki Education and Research Area, plus universities in Aarhus, Auckland Coventry, Maastricht, Oulu, Reading, Sussex and Utrecht. And he's been involved with organisations including i-graduate, Hobsons UK,

Quacquarelli Symonds, NAFSA, ACA and the European Association of International Education (EAIE). Tim has a wide knowledge of how international developments affect numerous sectors of education, from boarding schools through public and private tertiary education providers to government-level ministries.



Carmen Neghina

Carmen is a Senior Marketing Analytics Consultant and was the Head of Intelligence at Studyportals until 2018. She is an experienced researcher in higher education and services marketing. Carmen has a PhD degree in services marketing, with a specific focus on value co-creation and service interactions, as well as a Master's degree in Marketing and Business Administration from Radboud University. Her work has been published in scientific journals such as Marketing Theory and the Journal of Services Management.

She has co-authored a variety of research articles and whitepapers, more recently focusing on international education, student mobility patterns, online study choice behaviour, international student satisfaction and two reports on the growth of the pathway sector. In her previous roles as Head of Intelligence and Thought Leadership Manager she has published several reports based on Studyportals data in collaboration with EAIE, British Council, and Cambridge English. Her work has also been publicized in the media, and she has offered interviews for Times Higher Education, University World News, the BBC and Washington Post



Derek Brookman

Derek Brookman has over 30 years' experience as a freelance writer, presenter and communications consultant.

He has written and presented workshops on effective professional writing to students as well as business audiences. Over the past three years he has been instrumental in writing the guidelines for communicating the Philips brand worldwide. Derek also recently completed his first book: a business novel describing an extraordinary, unconventional approach to personal and professional development.

He has frequently appeared live on BBC Radio Scotland as a correspondent and has also been working for UEFA since 2005 as an international football reporter. He has also presented – to live audiences and also on camera – at exhibitions across the world on behalf of various clients.

Derek graduated from the University of the West of Scotland with a BSc in electrical and electronic engineering, and has since followed courses on creative writing and investigative journalism. He is a member of the Chartered Institute of Journalists. Derek is originally from Scotland although he currently lives in the Netherlands.



Pricing

Open registration training

The price per participant depends on the length of the training. For one day the price is €750 including refreshments and lunch. For two days the price is €950, including refreshments, lunch and one dinner.

In-house training

The pricing per workshop depends on the exact duration, preparation and travel time involved. In general, a workshop of one day involving one trainer will cost €4,000 and for two trainers will cost €5,500 excluding travel and subsistence expenses. The price of a two-day training with one trainer is €6,500, while two days with two trainers will cost €8,500, excluding travel and subsistence expenses.

Training and workshops	Price for 1 day	Price for 2 days
Introduction to international marketing & recruitment	€ 4,000	€ 5,500
From enquiries to enrolment	€ 6,500	€ 8,500
Strategic marketing	€ 6,500	€ 8,500
Branding higher education institutions	€ 6,500	€ 8,500
Google Analytics for higher education	€ 4,000	€ 5,500
Return on investment of your marketing activities	€ 6,500	Not applicable
Working with agents	€ 4,000	€ 5,500
Intercultural management and the international campus	€ 4,000	Not applicable
Data-driven decision making for student recruitment	€ 6,500	€ 8,500
Writing English for international student recruitment and marketing	€ 4,000	€ 5,500
Online marketing	€ 6,500	€ 8,500

All amounts are excluding 21% VAT. Our General Terms and Conditions apply



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