

International Student Recruitment: Attraction and Retention in an Uncertain Future

The event will take place in Central London (venue to be announced) | Thursday 11 July 2019

10.15 Registration & Morning Refreshments

11.00 Chair's Introduction

11.05 2019 - 2020: Policy Update

- Exploring the International Education Strategy and Government action
 - Preparing for future policy challenges
- ⇒ Keynote to be confirmed

11.45 Understanding how the new landscape affects your institution

- Specific considerations for EU and non-EU students
 - Penetrating new markets and maintaining relationships with existing ones
 - Calculating the ROI of your marketing campaign
 - Predicting and managing the fluctuation of international student numbers
 - Managing the influence of future uncertainty on research collaboration and mobility opportunities
 - Making financial provisions for future challenges
 - Maintaining a flow of applications: the international student experience
- ⇒ Speakers to be confirmed

13.15 Networking Lunch

14.00 Creating a sustainable future: strategies for success

- Best practice in identifying and attracting international students
 - Supporting international students: reducing attrition rates
 - Building a strong international brand in existing and new markets
 - Adapting your strategy to meet demands
 - Overcoming funding challenges
- ⇒ Speakers to be confirmed

15.30 Chair's Summary & Event Close

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For more information contact Customer.Services@westminster-briefing.com | 020 7593 5657