Pre-Conference Workshop Descriptions

Workshop #1: Foundations of International Student Recruiting and Enrollment
9:00 a.m - 5:00 p.m (Lunch Included)
Attendance Cost: $250

This 1-day pre-conference workshop is geared towards professionals who are new to the field of 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 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

Participants will also gain valuable insights on how to make the most of their time at the AIRC Annual Conference and how meeting with new and prospective partners can help you meet or exceed your recruitment and enrollment goals. Attendees with less than 5 years of experience in the field are encouraged to participate.
Workshop Faculty

- Christian DiGregorio, Director of International Recruitment, York College of Pennsylvania
- Marty Bennett, Director of Global Recruitment and Partnerships, University of Nevada, Las Vegas
- Laura Holmes, Head of Client Partnerships, IDP Connect
- Alexandra Michel, Managing Partner, College Contact
- Palle Steen Jensen, Founder and Managing Director, EDU Danmark
- Michelle St. Onge, Assistant Director, Global Education Office, SUNY Plattsburgh

Workshop #2: Global Digital Marketing
9:30 a.m - 4:00 p.m (Lunch Included)
Attendance Cost: $250

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 Faculty

- Ben Waxman CEO, Intead
- Patricia Tozzi, Chief Strategy Officer, Intead
• Iliana Joaquin, Sr. Digital Marketing Manager, Intead
• Sandhya Balasubramanian, PhD, Assistant Dean, Business Programs, Worcester Polytechnic Institute
• Emily Kirsch, PhD, Director of International Relations and Partnerships, UCLA Extension