



Higher Education Promotion, International Marketing & Student Recruitment

Staff development workshop

Kemi Culture Center in Kemi, Finland
8th May 2007, 8:30 – 17:30

With the implementation of the Bologna Process the Higher Education scene in Europe has become much more competitive. Universities rapidly have to put more emphasis on strategic marketing and on recruiting international students. Higher education institutions face the dramatic challenge of altering their orientation from a supply-led process to a demand or customer orientation, not only in quality but also in quantity. Because in the end they want more students!

Barents Education Network hereby invites participants from higher education institutions responsible for internationalisation, student recruitment and strategic development as well as participants responsible for communication and public affairs to the staff development workshop on Higher Education Promotion, International Marketing and Student Recruitment. The workshop is organized within the framework of the Erasmus Mundus project "Development of International Marketing Network to Promote Barents Region Higher Education".

Programme

08.00	Registration
08:30	Welcome Note: Harri Malinen, Director of International Relations, University of Lapland
08.45	Key Note: William Aitchison, European Commission, Directorate General for Education and Culture, Erasmus Mundus Global Promotion Project
09.30	Results of the project "Development of International Marketing Network to Promote Barents Region Higher Education" by Harri Malinen, Project Manager, Director of International Relations, University of Lapland
10.00	International Marketing and Student Recruitment, staff development workshop Thijs van Vugt, International Education & Development Solutions and Tim Rogers, Tim Rogers International Education Consultants Global Trends in International Education
11.30	Coffee break
12.00	Theory and Practice of International Marketing
13.00	Lunch
14.00	How to Make a Marketing Plan?
15.00	Coffee break
15.30	Communication Tools: Fairs, Advertising, Agents, etc.
16.30	The Relevance of Branding
19.00	Dinner

Trainers

The staff development workshop will be carried out by Mr Thijs van Vugt, International Education and Development Solutions (IE&D), The Netherlands in collaboration with Mr Tim Rogers of Tim Rogers International Education Consultants, UK.

Expected learning outcomes:

At the end of the course participants should:

- Be familiar with the basic principles of international marketing & recruitment
- Be familiar with trends and developments in the global market place
- Be familiar with the principles of positioning and branding
- Be familiar with the basic principles of working with agents

The number of participants is limited in order to maintain interactive and effective workshop. Registrations are made on a first come-first served basis.

The fee for the staff development workshop is 200.00 EUR per person including training fee, training materials, coffee breaks (2) and lunch marked in the programme (excluding travel, accommodation, and dinner costs).

Registration is open until 30th April 2007. Please register to the workshop by completing the registration form attached.

For more information please contact Sintija Dutka, University of Lapland, Project Coordinator via email sintija.dutka@ulapland.fi or phone +358 40 571 0606.

Welcome to Kemi and staff development workshop!