

CONFERENCE ROADMAP FOR INTERNATIONAL ADMISSIONS PROFESSIONALS

PRE-CONFERENCE CHECKLIST

- Send email to agent/partner mailing list letting them know you'll be at the conference
- Run 2016 numbers and estimated Fall 2017 numbers to help guide decisions
- Run report showing enrollments driven by certain agents/partners - successes/improvements can be discussed at meeting
- Review any outstanding agreements or agent applications - conference may be good time to meet face-to-face for an interview
- Register for the conference
- Flights and hotels booked
- Meeting schedule, networking arranged (see page 2)

SESSIONS THAT I WANT TO ATTEND

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RECEPTION INVITES/SOCIAL ENGAGEMENTS

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SO MANY EMAIL INTRODUCTIONS, SO LITTLE TIME : HOW TO DECIDE AND STAY FOCUSED DURING A BUSY SCHEDULE

Use these worksheet questions to decide whether to accept an unsolicited invite for a meeting. Consider the following additional factors (you can respond to the email asking clarifying questions before accepting):

1. Does this vendor/agent focus more on graduate vs undergraduate recruitment? Are you interested in one of these markets more than the other?
2. Does this vendor/agent work in a region of the world or a market in which you have proven student success or interest?
3. Does this vendor/agent align with your goals and recruitment strategies for this conference?

If the answers are no, politely decline and remember to stay focused on your conference goals!

TAKING A FEW MINUTES NOW TO REVIEW YOUR INTERNATIONAL ADMISSIONS RESULTS WILL HELP GUIDE YOUR CONVERSATIONS AND DECISIONS DURING THE CONFERENCE

SNAPSHOT: GOALS AND CURRENT RESULTS

Total international student population: ____%

Percent of current international students from:

Africa ____%

South / Central America ____%

Asia - Southeast ____%

Asia - India ____%

Asia - China ____%

Europe ____%

Other ____%

NOTES AND OBSERVATIONS / CONFERENCE GOALS

Which were your top countries of origin this year?

Any new countries of origin or markets that seem promising?

Were there any significant application increases from particular populations?

Were there any significant enrollment increases from particular populations?

Were there any significant enrollment or application decreases from particular populations? (Discuss with partners to get their market insight.)

CURRENT PARTNERS/VENDORS/AGENTS THAT I WANT TO MEET WITH

POTENTIAL NEW PARTNERS THAT I WANT TO MEET WITH

DATA IS YOUR FRIEND. MAKE SURE YOU KNOW YOUR PARTNERSHIP RESULTS BEFORE YOU MEET IN ORDER TO HAVE A PRODUCTIVE CONVERSATION AND NEGOTIATION.

PARTNER/AGENT NAME

2016 COST

2016 NUMBER OF STUDENTS ENROLLED / OTHER RESULTS

LAST YEAR'S PARTNERSHIP SUCCESSES (MEET WITH THESE PARTNERS TO DISCUSS RENEWAL)

LAST YEAR'S PARTNERSHIPS WHICH DID NOT ACHIEVE SUCCESS

CONSIDER A MEETING TO DISCUSS FEEDBACK BEFORE MAKING RENEWAL DECISION

POST-CONFERENCE CHECKLIST

- Email any contacts and store/organize business cards.
- Send LinkedIn requests.
- Look over your conference notes - did you promise to send someone some specific information, link, or followup?
- Make a list of new partners you'd like to move forward with and send emails requesting contracts or more information.
- Download conference slides and handouts before the portal closes.

THESE PARTNERS AREN'T A GOOD FIT FOR THIS FISCAL YEAR BUT I WANT TO REMEMBER THEM FOR 2018-19:

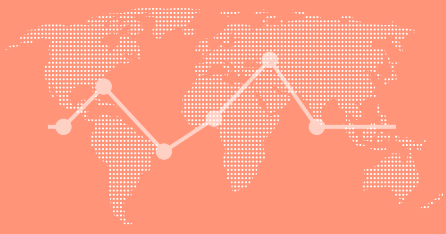
NEW IDEAS OR PROJECTS TO IMPLEMENT FOR THE 2017-18 RECRUITMENT CYCLE:

NOTES

This free resource was created by:



EducationAgentReviews.com is a collaborative community for international student recruitment professionals. It is the only directory of its kind listing hundreds of agents, tours, lead generators, conferences, and digital recruitment partners. We have a strict Code of Ethics and have a private community for comments and international recruitment discussion.



ADDITIONAL FREE RESOURCES FOR
INTERNATIONAL STUDENT RECRUITMENT:
WWW.EDUCATIONAGENTREVIEWS.COM

CONFERENCE CALENDAR AND NOTES

MON

TUE

WED

THU

FRI