



INTERNATIONAL
STUDENT
**RECRUITMENT
MASTERCLASS**

AT PÉCS 2024



ARE YOU READY TO ELEVATE YOUR INTERNATIONAL STUDENT RECRUITMENT TO UNPRECEDENTED HEIGHTS?

Join us for a transformative 4-day workshop that delves deep into the intricacies of recruitment strategy, lead management, in-person fairs, and international high school curriculums.

WHY ATTEND?

This event is more than just a workshop; it's a convergence of minds, a nexus of possibilities. Gain unparalleled insights from our top industry experts who bring exclusive knowledge to the table. Learn the strategies that set the bar high and discover innovative approaches to navigate the ever-evolving landscape of international student recruitment.

NETWORKING THAT TRANSCENDS BOUNDARIES

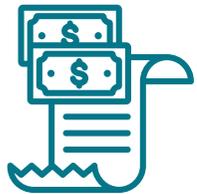
The true magic of this workshop lies in the connections you'll forge. Engage with like-minded professionals, share success stories, and build a network that extends beyond borders. Collaboration is key, and here, you'll find the perfect platform to exchange ideas, experiences, and best practices.



Venue: University of Pécs, Hungary



Date: 25-28 June, 2024



Participation fee: EUR 350



Application deadline: 31 March 2024



Application form:

<https://forms.office.com/e/VEK0zv6Ryx>

The participation fee covers the sessions, lunches, coffee breaks and two dinners.

Topics to be covered



Stronger Together
Maximizing Recruitment Through Collaboration

Denise Nijhuis



Recruitment strategy 101
How to support contextually sustainable student recruitment?
A dive into the diversity of high schools and curriculums worldwide
traditional and non-traditional admissions insights

Preeti Rajendran



Lead management
So much more than just e-mailing

Heidi Buffington



Unlocking Strategic Partnerships
Maximizing Opportunities Across In-Person Events, School Tours, Conferences, Virtual Fairs, and In-Country Representation

Richard Evans

Born in Papua New Guinea to Indian parents, her early childhood was spent on a 'floating bookstore'- a ship with a community of multiple nationalities and citizenships represented on board that travelled around the world. Her work in international higher education is an extension of her life and deep insight into countries, contextual perspectives, and shifting geopolitics.

Her consulting company, '**Innustame**' supports individual students, high schools, and universities. 'Innustame' provides thoughtful consulting, runs workshops, and spotlights higher education host countries around the world. 'Innustame' also supports universities in sustainable internationalization and contextual practices. 'Innustame' focuses on going beyond ranking, and accessing new and evolving higher education destinations: **Where in the world you can go?** Before 'Innustame' Preeti has worked in international schools with both AP and IB curricula and national curricula, over the past 15+ years She has also worked in US higher education in international admissions, recruitment, and relationships, traveling through several countries in Asia, the Middle East, Europe, and The Americas.



MEET OUR EXPERTS:

Preeti

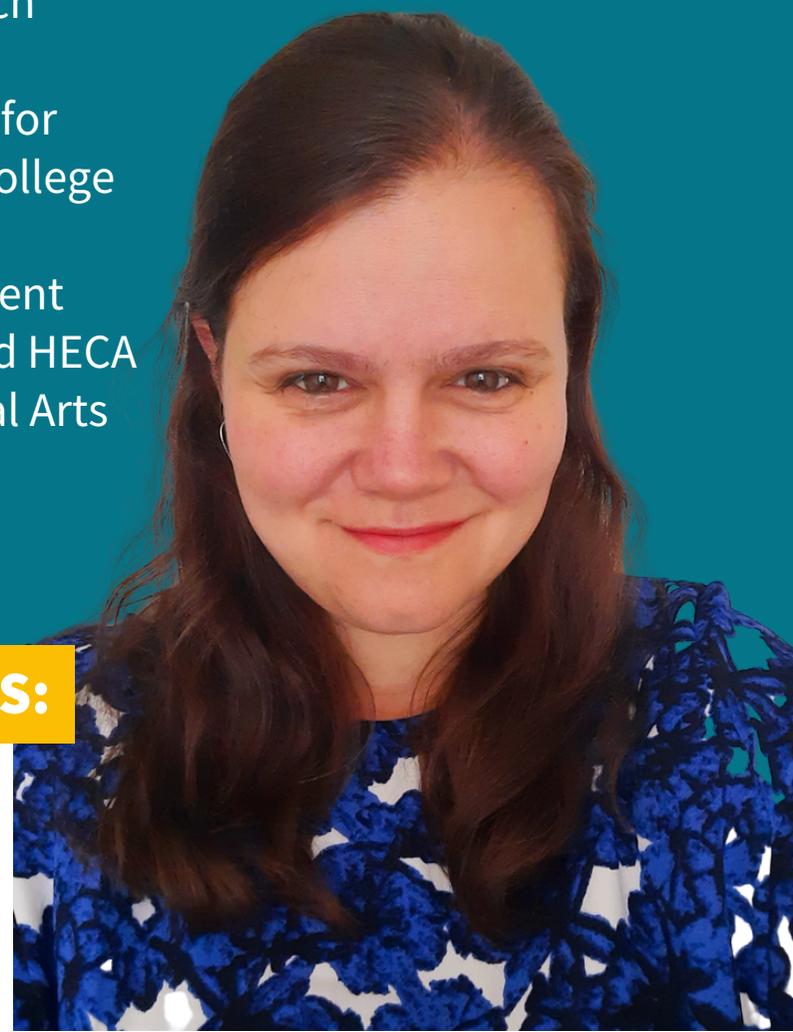


Denise Nijhuis works as Coordinator Global Student Recruitment and Admissions at University College Roosevelt (the Netherlands) and has been working in the field of international higher education for over 10 years. In her role, she oversees both UCR's outreach to students, schools, and families around the world, as well as the university's admissions policies and procedures.

Outside UCR, Denise has been involved in the set-up and development of two university consortia, each aimed at furthering connections with schools and counselors through collaborative projects: The Dutch University Consortium (DUC) and the Dutch University Colleges Collaboration. Beyond this, Denise has served as Vice-President for Professional Development of the International Association for College Admissions Counseling (IACAC) and as a member of the webinar committee of the Council of International Schools and is a frequent presenter at industry conferences such as IACAC, CIS, NACAC and HECA on topics related to studying in the Netherlands, studying Liberal Arts and Sciences or the transition from high school to university.

MEET OUR EXPERTS:

Denise Nijhuis



Richard Evans is an enthusiastic professional specialising in international recruitment, partnerships, admissions and marketing with 17 years of experience in International and Higher Education. Specialising in strategy and managing key stakeholder relationships to enhance organisational performance further. Seasoned conference speaker & sales representative.

His proficiency extends across the spectrum of international market recruitment, strategic development, and recruitment delivery, with a successful track record in diverse regions, including Europe, South Asia, The Americas, East Asia, Southeast Asia, and the Middle East.

MEET OUR EXPERTS:

Richard Evans



Heidi Buffington boasts a rich, two-decade career in university-level admissions, strategic enrollment management, and enrollment communications and marketing at Saint Louis University's Madrid, Spain campus. In addition to her role in admissions and recruitment, Buffington has spearheaded the strategic enrollment management (SEM) efforts at her campus, resulting in a notable doubling of its size within a few years. She is also an integral part of the university's leadership team, contributing to the oversight of university policies and procedures. Dedicated to facilitating life-changing experiences for students, she takes pride in fostering cross-cultural understanding within an internationally diverse environment.

Heidi is an active member and a frequent presenter at industry conferences such as the International Association for College Admissions Counseling (IACAC), the Council of International Schools (CIS), the National Association for College Admission Counseling (NACAC), the Association of International Educators (NAFSA), The American Association of Collegiate Registrars and Admissions Officers (AACRAO) (SEM conference) and the Independent Educational Consultants Association (IECA).



MEET OUR EXPERTS:

Heidi Buffington