

TRAINING on “Digital Era in International Student Recruitment”

EduGuide Training & Services PLT, Malaysia was conceptualized on this vision to provide access to high-quality, seamless professional training and development. We collaborate with industry partners and professional training providers globally to provide quality trainings in Malaysia and regionally.

This course is designed specifically for those candidates who are in the service sectors, corporate marketing, business developments, international marketing and sales especially in the following industry:

- *University and Colleges*
- *Private Schools*
- *Training Centres, Language Centres and Coaching Centres*

COURSE DESCRIPTION AND OBJECTIVES

The value to the industry

International and domestic Students Recruitment is a large and rapidly expanding global business. Most of the leading Universities and Colleges globally employed and appoint independent students’ recruitment to recruit international students for them. They also have substantial internal marketing department to handle all direct as well as students recruitment agents.

Vietnam is no different and generally we appoint thousands of agents and marketing staff internationally to recruit students into our various colleges and Universities since 2000s

It is estimated that international student’s recruitment agents contributed more than 60% of the annual global student’s enrollment globally

Course Content

- **Higher Education Industry**
- **Introduction and background**

To provide current knowledge on Universities and Colleges, trends in higher Education's both in Vietnam and globally. Similar sectors in Education and Trainings globally with references to market leader (Malaysia) will also be discussed.

Understand the Higher Education industry generally and the key skills sets needed to be an international student's recruiter

- **International students Recruiters**

Current trends in the global and local student's recruitment, the Dos and Don'ts of becoming a student recruiter.

Functions of a global student's recruiter, international laws in recruitment of students and local countries education requirements.

To understand the roles and responsibilities of student's recruiters and counsel them to study, functional roles and responsibilities will also be discussed, ways to manage the agents domestically and internationally will be explored and explained.

- **Universities and Colleges**

To explain about the entry requirements and the various courses offered by Universities and Colleges as well as Training Centres and Language Centres.

Tuition fees and other relevant fees imposed by institutions.

To understand the roles and responsibilities of Vietnamese Higher Institutions

- **Communication and soft skills**

To apply the knowledge of understanding the needs of the international students and agents in order for them to choose Vietnam

Basic Counselling skills required to explain and advise international students.

To communicate properly to both International agents and international students and explain Vietnam and its culture clearly to both agents and students alike.

- **Social Marketing by using Digital Tools**

Facebook

LinkedIn

Instagram

Twitter

Google Workspace

To understand the various technique to engage the global international students recruiter.

To understand the social media which the international students will indulge in and the ways we could target them.

To choose and use the various digital marketing techniques in order to solicit for international agents and students response.

Training Summary

This programme will achieve the following objective for all participants:

- a. To have a complete understanding of students recruitment agency and its role in bringing students to the Vietnamese institutions*
- b. To have an actual working business plan with all the marketing collaterals and marketing plan to engage both international and local students recruitment agents*

Participants will be eligible for the following upon completion:

- 1. A list Facebook Group for targeted student recruitment market*
- 2. Membership into a private international Facebook group to promote their programmes and also to recruit international students recruitment agents*
- 3. Two hundred (200) international students recruitment agents for participants to engage and to promote their own programmes*
- 4. Targeted WhatsApp and Telegram group to discuss and to promote Study in Vietnam*
- 5. Digital Certificate of participation*

Training Schedules and Arrangements

- Training duration: 2 intensive days (100% ONLINE with live trainers)*
- Training support: 30 days of post training helpdesk support via whatsapp / email assistance to the participants*
- Training Language: English*
- Tentative Course commencement: 21st and 22nd October 2021*
- Time: 9am to 5pm*
- Class Size: Maximum of 20 participants per session*

Speakers / Trainers:

1. Mr. Michael Yee

Principal Consultant, EduGuide Training & Services PLT Malaysia

25 years of corporate and international marketing and consulting experiences spanning Malaysia and Asia Regions.

- a. Previously involved with one of the largest Education Group in Malaysia responsible for their international marketing, foreign campuses affairs and setting up of franchise and collaboration campus.*
- b. Currently focusing on training, consulting work and foreign direct investment into Malaysia (FDI) – Consulting to two Australian and Chinese companies on investment into Higher Education Industry Malaysia.*
- c. Mergers and Acquisitions*

Qualifications and credentials:

- a. MBA – Heriot Watt University, U.K*
- b. Bachelor Information Technology, University of Southern Queensland, Australia*
- c. Association of Business Executives, U.K*
- d. Certified Train the Trainer, HRD Corp, Malaysia*
- e. Licensed Teacher, Ministry of Education Malaysia*
- f. Licensed Lecturer, Ministry of Higher Education Malaysia*

2. Mr. James Guna

Managing Partner, Sutraflex Agency

30 years of corporate and international business and consulting experiences spanning Malaysia and Asia Regions in multiple industries.

- a. Well versed in multiple facets of the business especially in terms of business protocols, presentations, tone of voices, things to watch out for.*
- b. Involved in heading Malaysian business delegations to solicit for new business ventures in India, Sri Lanka, Saudi Arabia, Bangladesh, Indonesia, Estonia etc*
- c. Currently focusing on training, consulting work and foreign direct investment from / to Malaysia (FDI).*
- d. Global Business Development*

Further enquiries please contact:

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Fill up your details at <https://forms.gle/x21qkYuhwS34w64F9>