**Services for International Education Marketing (SIEM) Conference 2016 – 8-9 December, Belfast Waterfront**

We are delighted to announce that the 5th SIEM conference will take place for the first time in Northern Ireland! The conference will provide an excellent opportunity for international marketing and recruitment practitioners across all education sectors to learn from each other, specially selected industry experts as well as British Council education practitioners from over 50 countries.

The conference will address a broad spectrum of ideas focusing on the following themes:

* Our position in an increasingly competitive landscape: winning back market share the for UK
* Connecting with prospective international students worldwide: Innovative recruitment channels including partnerships and digital
* External influences on international student recruitment: cutting edge analysis to inform and future proof international marketing strategies

**The call for proposals for the SIEM Conference 2016 is now open. Please submit the completed form below to** [**siem.conference@britishcouncil.org**](mailto:siem.conference@britishcouncil.org) **no later than 16 July 2016.**

**Guidance**

We are seeking proposals which focus on:

* Market insights – current and future trends affecting markets for UK education
* Student insights – current and future trends in student decision making and motivations
* Marketing practice – approaches to creating sustainable or ‘future proof’ marketing strategies

Successful proposals will feature new research or insights, or focus on learning from recent case studies.

Audience: proposals must be suitable for experienced marketing staff from one or more of the following groups:

* Schools
* Independent colleges
* Further education colleges
* VET providers
* Higher Education (Undergraduate and/or Postgraduate)
* English language providers

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| **Name** |  |
| **Job title** |  |
| **Email address** |  |
| **Institution** |  |
| **My involvement in this session will be** (delete as appropriate)**:** | Chair  Speaker  Session Manager  None – an idea for others to deliver  Other (please detail) |
| **Session title** |  |
| **Audience** (delete as appropriate) | Boarding Schools  Sixth Form Colleges  Further Education Colleges  Higher Education (UG)  Higher Education (PG)  English Language Providers  Other (please detail) |
| **Session type** (delete as appropriate) | Presentation  Panel session  Workshop  Other (please detail) |
| **Duration** | *Please note all sessions will be 1 hour 15 minutes in length.* |
| **Speakers –** please give name, job title, organisation and brief profile of all speakers in this session |  |
| **Session Chair / MC** (name, job title, organisation, profile) |  |
| **Session synopsis** (max 200 words) |  |
| **Please give details of any new research, reports or evidence that will feature in this session, along with publication date where applicable** |  |
| **What do you want to audience to take away from this session?** |  |
| **Expected audience level** (delete as appropriate) | New International Officers Experienced/Senior International Officers International Directors Other (please detail) |

Please submit completed forms to [siem.conference@britishcouncil.org](mailto:siem.conference@britishcouncil.org) by 16 July 2016.