



INTERNATIONAL EDUCATION CONFERENCE

3-4 December 2019

Near, Far, Wherever You Are
Empowering you in-country representatives

#IES2019

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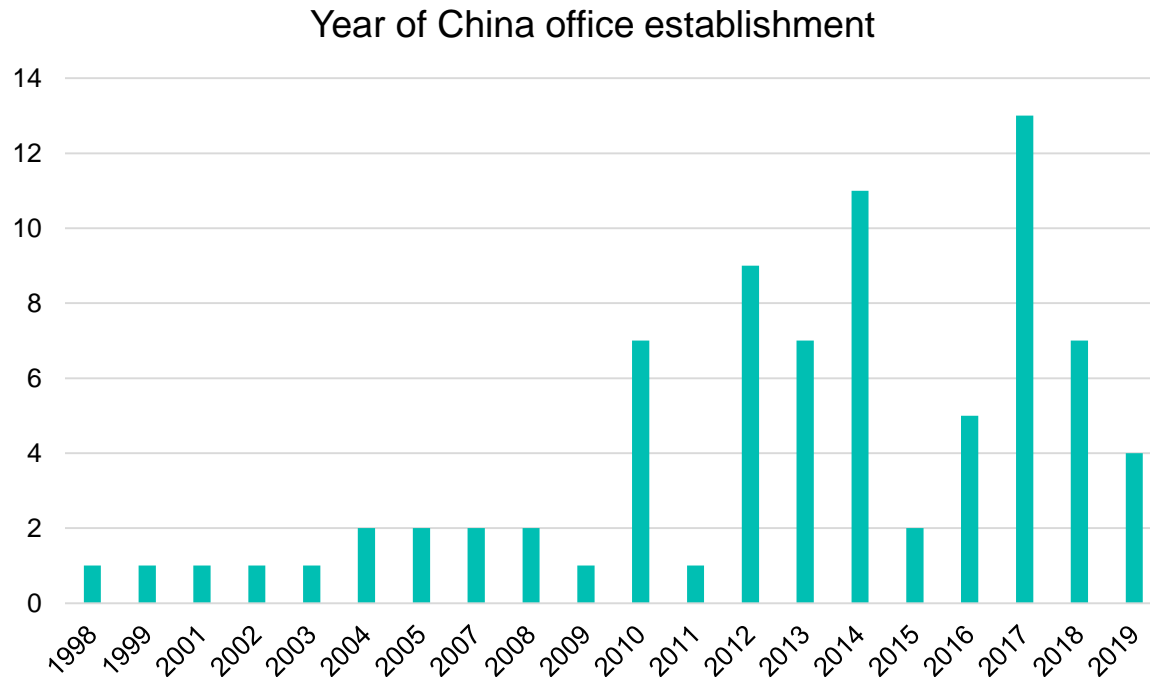


**Oxford
International**
Education Group

Session outline

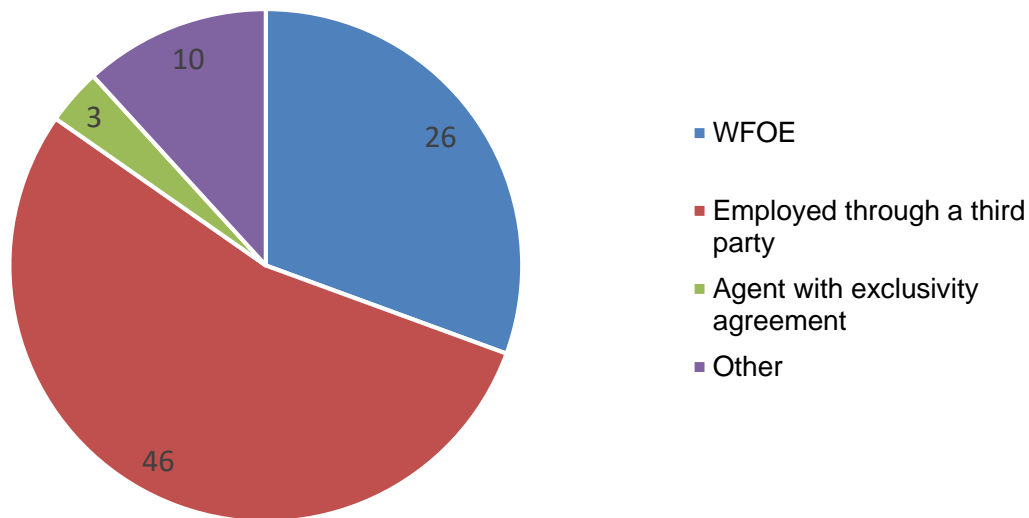
- I. Overview – in-country representation in China
- II. Panel discussion
- III. Summary

In-country representation in China



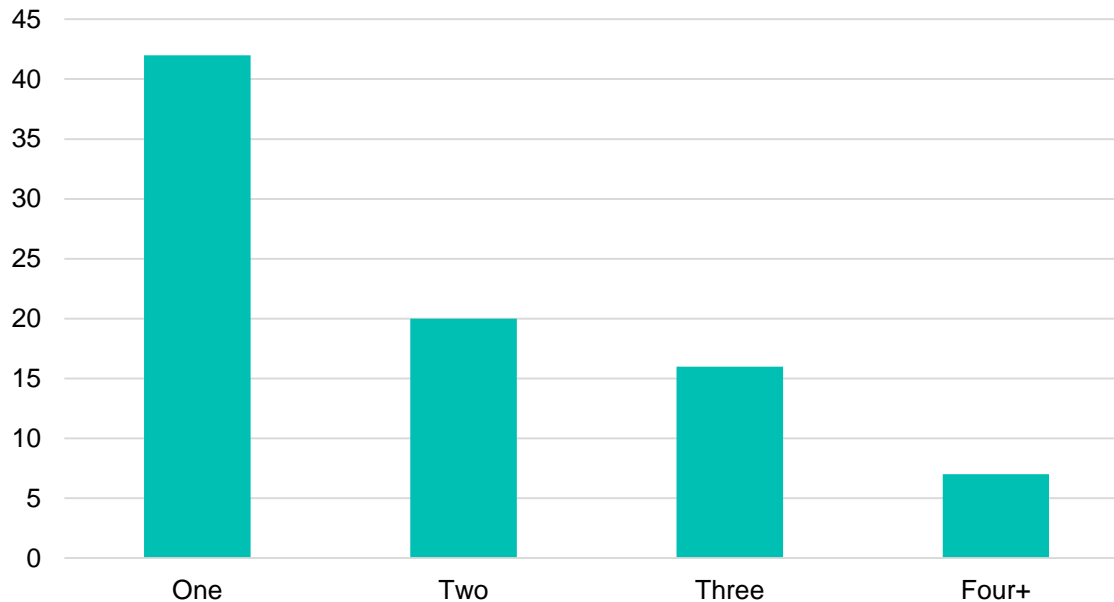
In-country representation in China

What is the model of your China office?



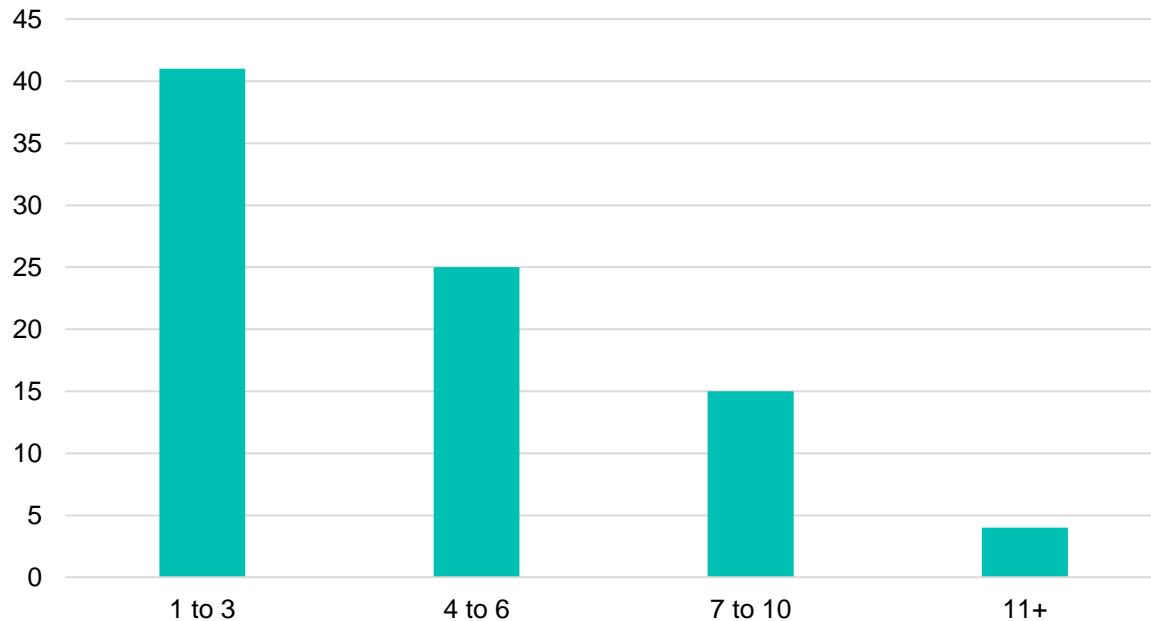
In-country representation in China

How many offices in China?



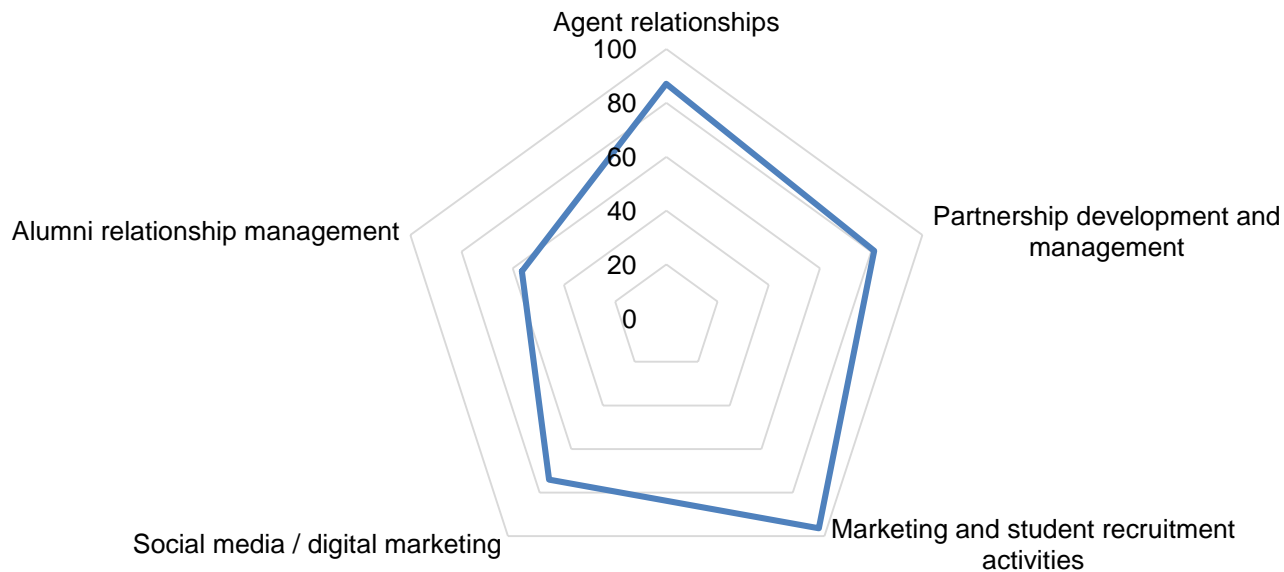
In-country representation in China

How many staff members do you have in China?



In-country representation in China

What are the main work remits of your China office?



In-country representation in China

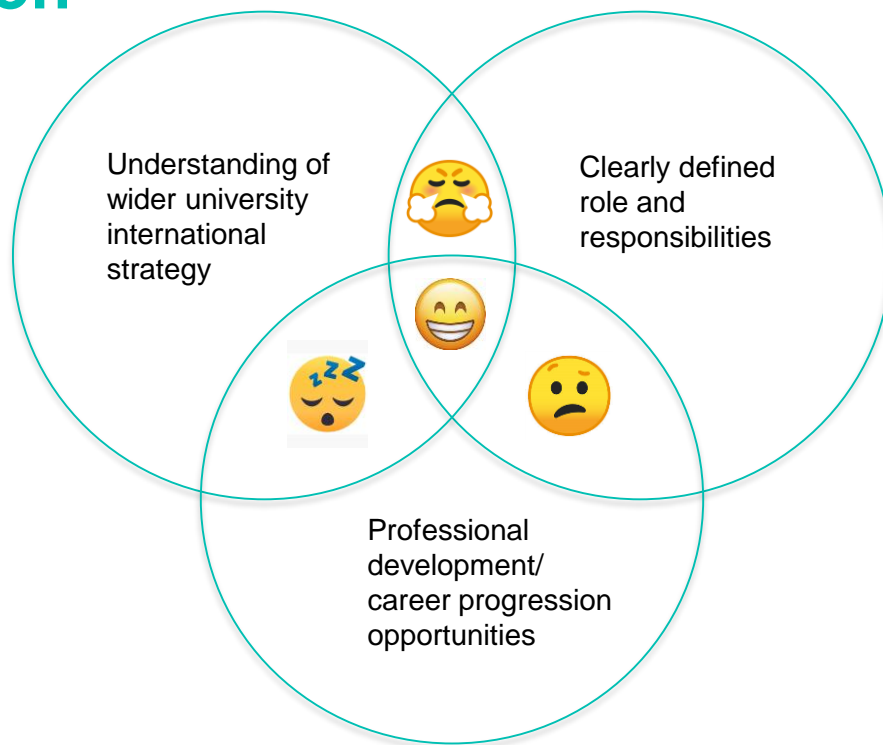
Internal challenges

1. Lack of resources
2. Communication with the UK
3. Remote management

External challenges

1. Branding and reputation
2. Recruitment
3. Relationship management

An observation



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Panel discussion

Chair:

Fraser Deas, Head of Education Services China, British Council

Panellists:

Laura Liu, Director of China Office, University of Hull

Wesley Hackett, Head of International Transformation, University of Bradford

Sally Smith, Assistant Director, Student Recruitment, Outreach & Admissions Service & Head of Student Recruitment, University of Warwick

Robbie Pickles, Head of UK and International UG Student Recruitment, University of Bath

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Summary

Jazreel Goh, Director Education China, British Council

Jazreel.Goh@britishcouncil.org.cn

Fraser Deas, Head of Education Services China, British Council

Fraser.Deas@britishcouncil.org.cn