



Recruitment activities in India

- Large scale recruitment events – British Council, Agent fairs
- Supporting agents, follow-up visits in 2nd tier cities
- Visits supported by Academic colleagues from the university
- Faculty led seminars, workshops to promote popular courses
- Conversion activities - telephone campaign, skype sessions, online chat sessions, International Alumni Ambassador's (IAA) in country
- Social Media, Digital Marketing,
- Frequent webinar / skype sessions with agents



Alumni Engagement



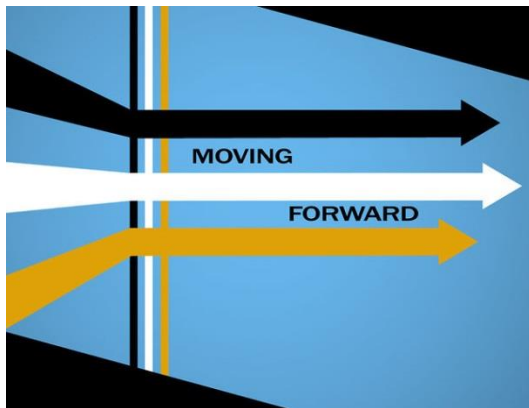
- Active engagement with Alumni in India
- We regularly invite alumni to assist us in all recruitment events in India
- IAA's for conversion activities in country, i.e., engaging with potential students at counselling sessions organised at agent's fairs, offices
- Engaging alumni further within online / social media
- activities including skype chats and Facebook-led events
- Featuring & sharing alumni stories on Social media posts
- Alumni reception & Alumni-Offer holder networking events



Moving Forward



- Active engagement with Alumni in India
- Establishing links with Indian companies for placements / internships
- Continuous engagement in social media channels
- Frequent visits involving academic colleagues with information on career prospects
- Faculty-led workshops in Indian colleges / universities
- Information for parents during conversion campaigns
- Promoting success stories & positive messages about UK



Is it worth doing more to do better ?



Thank you



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