



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

CONFERENCE 2015

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## Looking to the future workshop

Charlene Allen, BUILA

Gordon Slaven, British Council

Sean O'Connor, UK HE International Unit

#siem2015

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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# BUILA

BRITISH **UNIVERSITIES'** INTERNATIONAL LIAISON ASSOCIATION

## Looking to the future: Workshop

Charlene Allen

Chair of British Universities International Liaison Association

and

Director of International Recruitment, University of Southampton

Sean O'Connor, International Policy Advisor, Higher Education International Unit

Gordon Slaven, Head of Higher Education and Education Services, British Council

## Expect the unexpected!

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Join representatives from BUILA, the British Council and the Higher Education International Unit to reflect on challenges and opportunities that have been discussed over the last two days of the SIEM Conference, with a view to sharing ideas about how the UK education sector, with the support of these agencies, can rise to the opportunities and overcome the challenges.

## Getting to know you...

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**What is the most interesting story you have from your travels?**

**Discuss the themes that have come from the conference.**

**What are the top three things you will do when you return to work based on what you have heard at the conference?**

# Institutional Market Information, Forecasting and Competition

- Which countries do you think your university will focus on in the next three years for both recruitment and partnerships?
- What would you do as a sector to help position the UK as the top study destination in those countries? What is important to those countries that the UK could provide?
- If you were given the opportunity/forum to come together in the UK on a regional basis, what would you like to discuss in those groups to help support the work we have just discussed?



# Promoting UK education internationally

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- **What can't you do at the institutional level that needs to be done? Given limited funding and resources, where would you want to focus this?**
- **How can digital marketing help raise our profile as a study destination?**
- **What are the distinctive aspects of UK education we should be promoting?**

## Summary

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- **Collect feedback**
- **Identify areas where the organisations can support the suggestions**
- **Please contact us directly if you have further thoughts on how the organisations can support your work for the future**