Strategic Marketing for Higher Education Institutions

Staff Development Workshop

13-14 June 2013
's-Hertogenbosch, The Netherlands
The importance of branding in higher education

The marketing of higher education to domestic and international students alike is now considered mainstream by many. The focus, however, on developing a marketing strategy that enables an institution to capture the interest of prospective students located thousands of miles from its home campus is a complex and often highly costly exercise – one that many institutions agonise over and have significant difficulties in framing the “right” strategy for them.

This workshop will focus on the “strategic why” of international marketing and provide policy makers and recruiters with a solid theoretical background combined with practical examples to help them locate the right strategies and methods of implementation for their own marketing plans.

Topics

- The strategic importance of international marketing and recruitment?
- Trends in international education – how will these affect your strategies? how global trends in international student recruitment and the mobility of students impact on the development of your marketing activities?
- The marketing audit: analysis of the internal and external environment
- The marketing mix
- Internal marketing: your internal strategies for external communications
- Strategic choices in international markets: researching your target market.
- CRM as a strategic tool?
- The things you know you should do but never have time for: alternative strategies for student recruitment (alumni, tell-a-friend, referees, thank you’s etc)
- Case study material
- Conversion strategies

Target audience

This course is aimed at university and college staff with the following responsibilities:

- (Inter)national marketing & recruitment
- Corporate communications
- Internal communications
- International relations
- Marketing and communications
- Business development
- Corporate liaison
Learning outcomes
On completion of the course, participants will be able to:

- Understand what strategic marketing means and how it impacts on international student recruitment at their institution
- Understand the importance of market research, the marketing audit and of tracking market developments
- Understand the strategic importance of conversion strategies
- Understand the full range of marketing activities and how they are likely to impact on student recruitment
- Adopt best practice in strategic marketing from other universities and colleges

Level
Intermediate

Pre-requisites
As the course is of intermediate level, participants should be familiar with some of the basics of marketing, including the 4 Ps, using SWOT analysis, services marketing and communications planning.

Venue and hotel
The workshop will take place in “De Sociëteiten Amicitia & De Zwarte Arend”, in short De Sociëteit. De Sociëteit goes back to the French Revolution of 1789 and is located in a monumental building close to St. John’s cathedral. De Sociëteit is conveniently located in the city centre of ’s-Hertogenbosch.

The Euro Hotel is located in the city centre and within 10 minutes’ walk from both the railway station of ’s-Hertogenbosch and De Sociëteit.

Hotel address
Euro Hotel
Kerkstraat 56
5211 KH ’s-Hertogenbosch
tel: +31 73 6137777
fax +31 73 6128795
E-mail info@eurohotel-denbosch.nl

Accommodation price
Double room for single use: EUR 99 – EUR 109 (incl. breakfast; excluding tourist tax)

Hotel booking procedure and conditions
Participants are required to confirm their booking directly to the hotel before 1 May 2013 by contacting the hotel by phone, fax or email. After this date the availability of rooms cannot be guaranteed. Participants are expected to pay the hotel directly upon departure. For the hotel’s cancellation policy, click here.

Travel and tourist information
’s-Hertogenbosch is a sweet old town of 120,000 people in the south of the Netherlands. It is halfway between Utrecht and Eindhoven and just over one hour by direct train from Amsterdam Airport Schiphol. It is home to the Netherlands' largest cathedral, St Johns, the Noord-Brabants museum, lots of outstanding cafés and even better restaurants, and atmospheric streets that make for plenty of enjoyable strolling. The official name of the town is ’s-Hertogenbosch (Duke’s Forest), but locals call it Den Bosch (den boss). It’s the birthplace of the well-known 15th-century painter Hieronymus Bosch, who took his surname from the town.
Travel to 's-Hertogenbosch
The easiest way of getting to The Netherlands is by plane to Amsterdam Airport Schiphol. All major (budget) airlines fly to Amsterdam. For further information please click here.

Trains leave Schiphol Railway station in the direction of Utrecht and Eindhoven 4 times per hour (of which 2 are direct lines at 15 and 45 minutes after the hour) before 8pm and twice every hour after 8pm. The journey does not take more than 65 minutes. To plan your train journey, please have a look at the website of the Dutch Railways.

Pricing and registration

The price for the workshop is EUR 800 excl. VAT per person including two lunches and one dinner.

Existing clients of iE&D Solutions BV and Tim Rogers International Higher Education Consultants Ltd. will get a discount of EUR 100 off the original price of EUR 800. For every second or third participant of the same institution a discount of EUR 50 will apply.

Registration
To register for this 2 days’ workshop, please complete the registration form. Should you want to participate in this workshop with some of your colleagues, we advise you to register all of them consecutively and mention that you want to qualify for the EUR 100 discount in the remarks box at the bottom of the form.

When registering please be sure to provide us with your institution's VAT number, so we will not have to charge you VAT.

The registration deadline is 1 May 2013.

Upon receipt of your registration we will send you an invoice. Invoices are payable within 2 weeks. Cancellation is free of charge until 1 February 2013. After that date conditions apply.
Trainers

**Tim Rogers** is the former Head of Student Recruitment & Admissions at the London School of Economics & Political Science and now runs his own consultancy, International Higher Education Consultants UK Ltd. With 18 years of experience in international student recruitment, university administration and management, educational marketing and press relations, Tim is regarded as a leading international education consultant. He has degrees from the Universities of Hull and Westminster and has also studied at the University of Kansas.

Tim has worked with a range of clients over the last ten years, including Ministries of Education and associated bodies in Denmark, Finland, New Zealand, Sweden and The Netherlands; institutions, including LSE, Imperial College London, Aarhus University, Maastricht University, the Helsinki Education and Research Area, the American University in Paris, the University of Oulu, the University of Reading, the University of Sussex, Utrecht University and the University of Witwatersrand Johannesburg; and associations and companies, including i-graduate, the company behind the International Student Barometer, Hobsons UK, Quacquarelli Symonds, NAFSA, ACA and the European Association of International Education (EAIE). He has a wide knowledge of international developments as they affect numerous sectors of education, from boarding schools and tutorial colleges, through public and private tertiary education providers to Government-level Ministries and other representative bodies.

**Thijs van Vugt** worked at Tilburg University in the Netherlands between 1989 and 2006 in various capacities, both at central and faculty level. He also worked for the ERASMUS Bureau in Brussels for 6 months in 1993-1994. In early 1995 he moved to Britain to work for Sheffield Hallam University for 18 months. In 1997 he became Head of the International Office of the Faculty of Economics and Business Administration at Tilburg University. Thijs is the founder of the Professional Section on Marketing & Recruitment of the European Association for International Education (EAIE) and has been Chair of M&R from 2002 to 2008. From 2004 to 2008 he also was a member of EAIE’s Executive Board. Since October 2008 Thijs was Interim Head of Marketing, Communication and Admissions of the Institute for Housing and Urban Development Studies of Erasmus University Rotterdam between October 2008 and May 2011. Since then he works as Senior Business Development Manager at StudyPortals BV.

Thijs has a Master’s degree in International Economics from Tilburg University, a post-graduate certificate in Public Management from TiasNimbas Business School, and a post-graduate certificate in Customer Relationship Management (CRM) from Beeckestijn Business School. Thijs is a member of the Register of CRM Professionals.

In September 2009, Thijs was awarded the Bo Gregersen Award for Best Practice of the EAIE.
Contact & information

Thijs van Vugt
iE&D Solutions BV
E thijs@ied-solutions.com
M +31 6 4148 2449

Tim Rogers
Tim Rogers International Higher Education Consultants Ltd
E tim@intedco.com
M +44 781 088 7900