

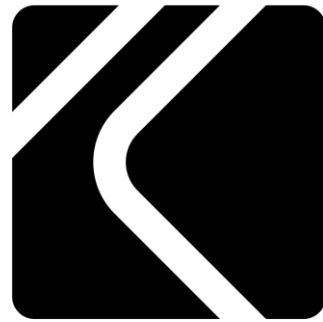
Using Technology to Beat Disruption in International Student Recruitment

ROB BROWN | AIEC | Hobart, 12 October, 2017

simple.



WHO



K E R B™

simple.



3 KEY THEMES

- I. THE WORLD HAS CHANGED
- II. THE WAY WE RECRUIT INTERNATIONAL STUDENTS IS CHANGING
- III. 3 TECHNOLOGIES THAT WILL HELP ENSURE SUCCESS FOR YOUR UNIVERSITY'S INTERNATIONAL MARKETING FUNCTION



Using Technology to
Beat Disruption in
International Student
Recruitment



THE WORLD
has changed



Changing world...



Changing world...



Changing world...



Changing world...



CHANGING WORLD

The new 'Trust'/'Sharing' Economy

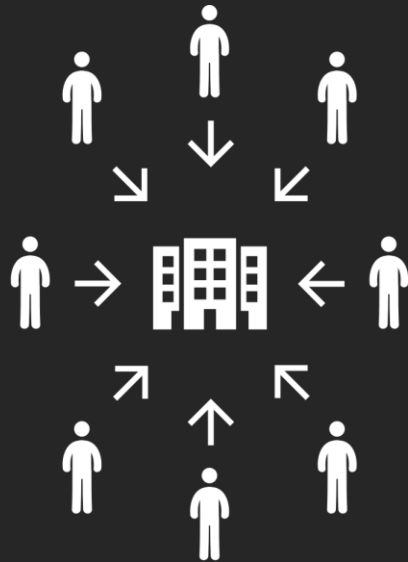
The currency of the new economy:

**TRUST BETWEEN
STRANGERS**

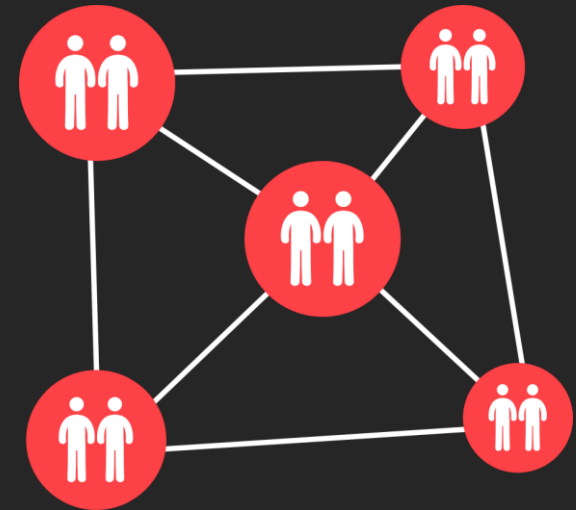


The notion of 'trust' is shifting...

INSTITUTIONS TO INDIVIDUALS



INSTITUTIONAL TRUST



PEER TRUST

CHANGING WORLD

The notion of 'trust' is shifting...



Changing world...



B A B Y L O A N

[S'inscrire / Se connecter](#)

Prêter

[Nous connaître](#)

[Comment ça marche ?](#)

[Blog](#)



Changing
world....

INFORMATION
wants to be
FREE



Changing world...



1. Access to Information you couldn't get elsewhere
2. Access to "brilliant minds" you couldn't meet elsewhere
3. Build a network of contacts that would carry you through your professional life

4.





INTERNATIONAL STUDENT RECRUITMENT
is also changing



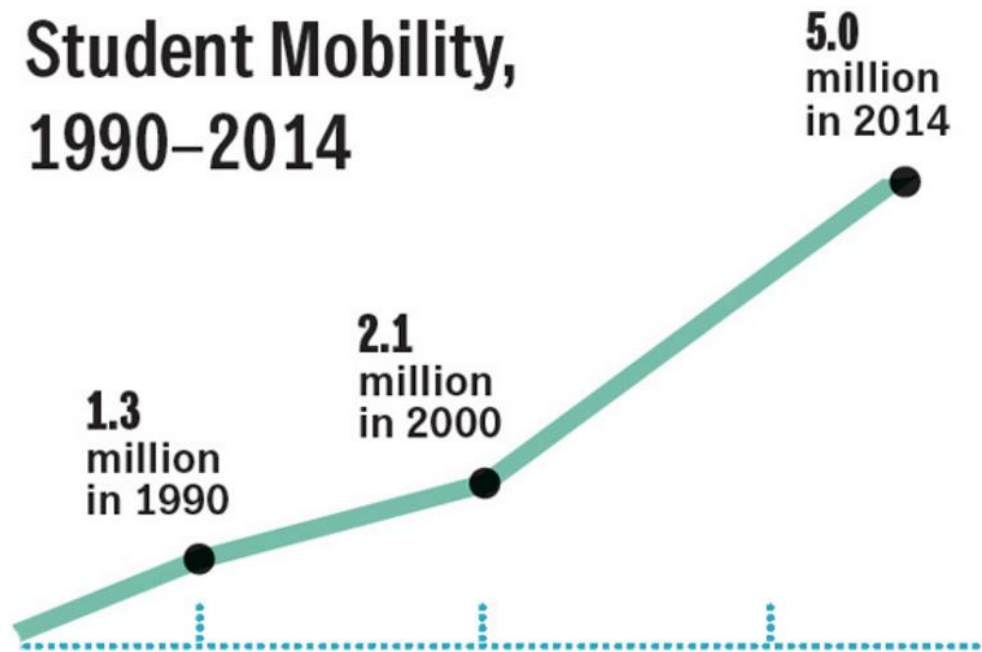
A hand holding a glowing blue globe, surrounded by a network of circular icons connected by white lines. The icons depict various themes: a smartphone with a globe, a globe with a cityscape, a globe with a bar chart, a globe with a line graph, a globe with a cityscape, a globe with a bar chart, a globe with a line graph, a globe with a cityscape, a globe with a bar chart, and a globe with a line graph.

Changing face of student recruitment



Changing face of student recruitment

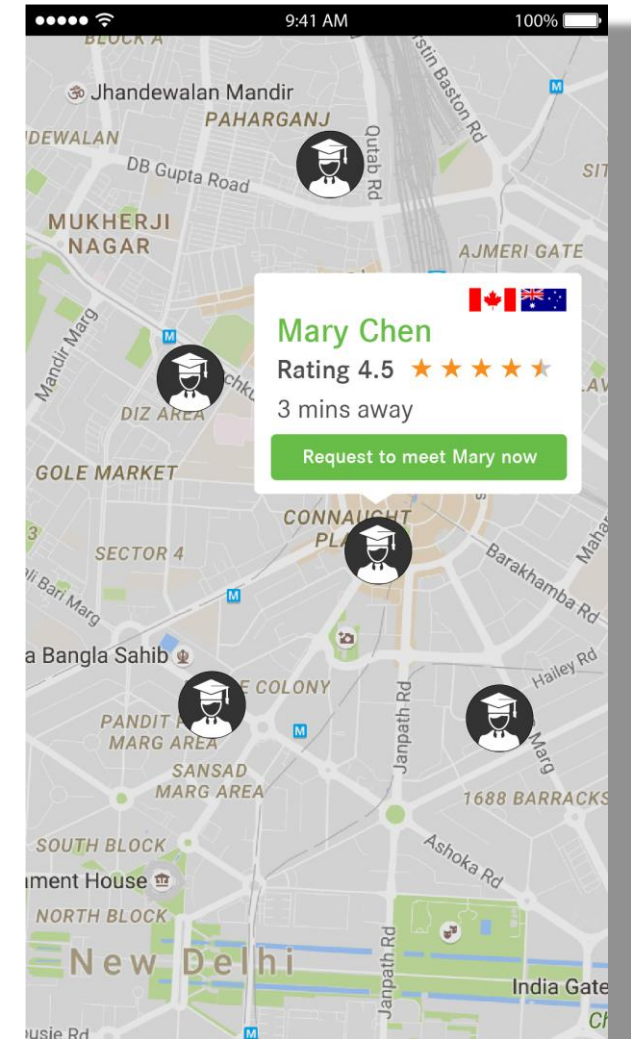
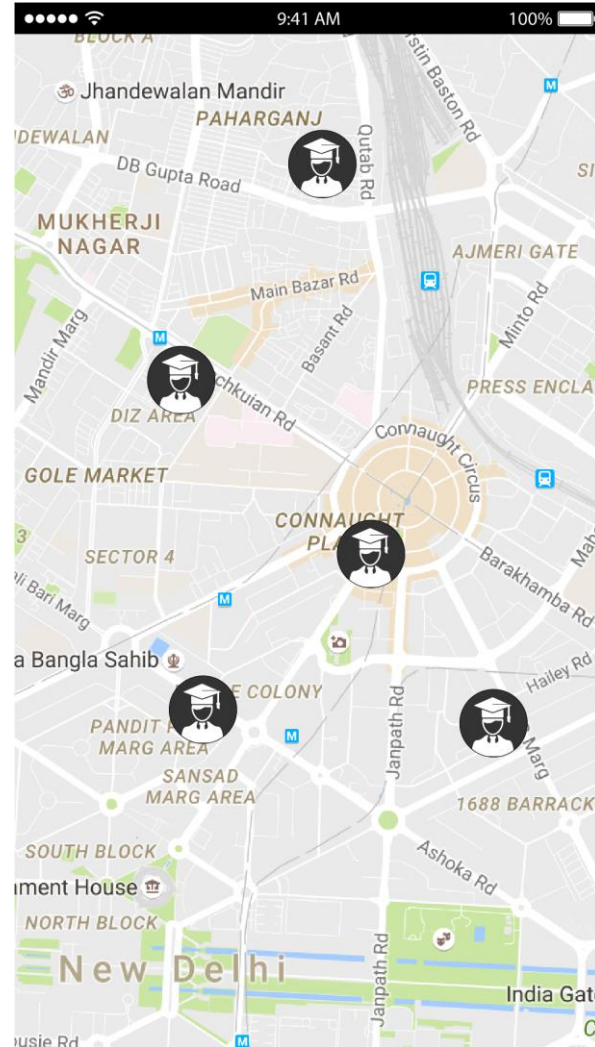
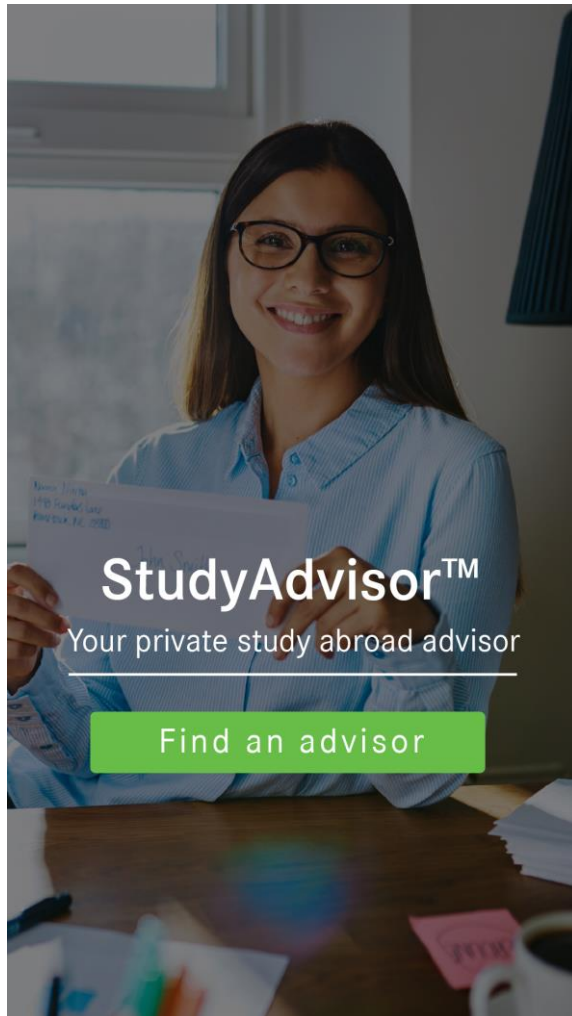
The Growth of
International
Student Mobility,
1990–2014



Changing face of student recruitment



Changing face of student recruitment



Changing face of student recruitment



shaym

Following

181k likes

22w

shaym You know what goes great with white? Bioré Charcoal! Get a deep clean with Bioré Deep Pore Charcoal Cleanser. #CleanPoresDontLie #BioreAmbassador

view all 720 comments

davidlaaam @a_kellyy we're getting this next time we go shopping 😂😂😂

a_kellyy @davidlaaam bioré?? You want face cleanser? Oh to wash off your makeup? #highlight

a_kellyy @davidlaaam may 2nd.....

davidlaaam @a_kellyy chill you had march 5th stahp talking

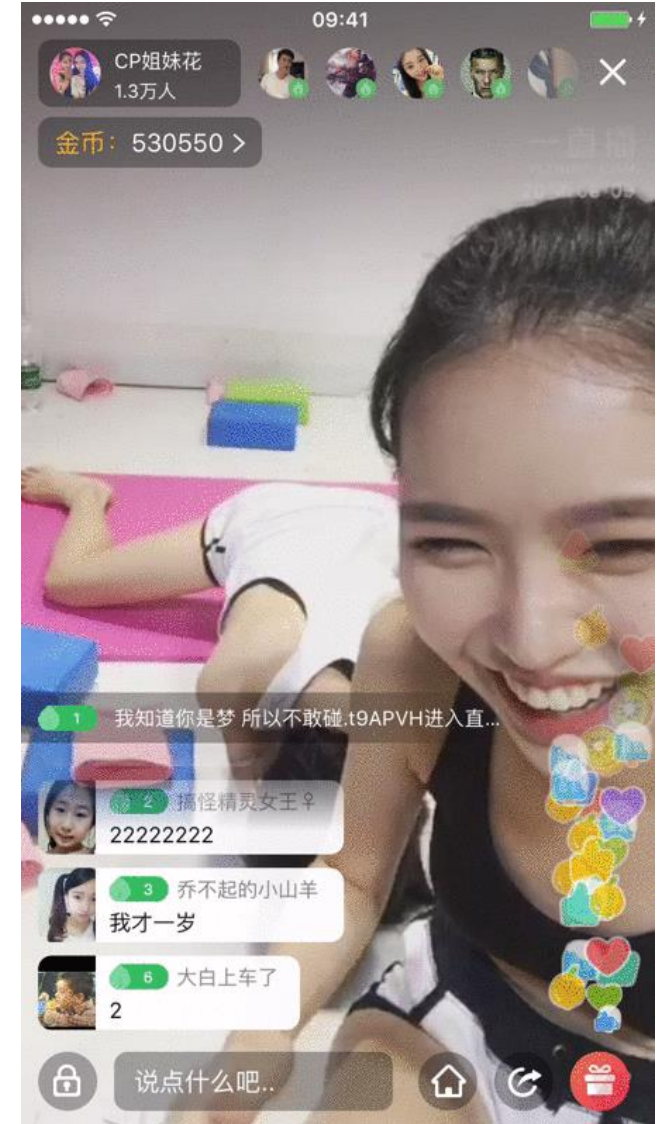
davidlaaam @a_kellyy yea gotta wash off all of the makeup you put on me at pandora

a_kellyy @davidlaaam at where..?

shamz_e The most beautiful girl ever ever everrrrr @liallena



Add a comment...





BUT SOME THINGS
never change...



People are SOCIAL animals...



People **LEARN** from people...



People BUY from People...



People buy based on EMOTION...





3 MARKETING TECHNOLOGIES **to beat the disruption ahead**





MARKETING **AUTOMATION**



The Promise of Automation

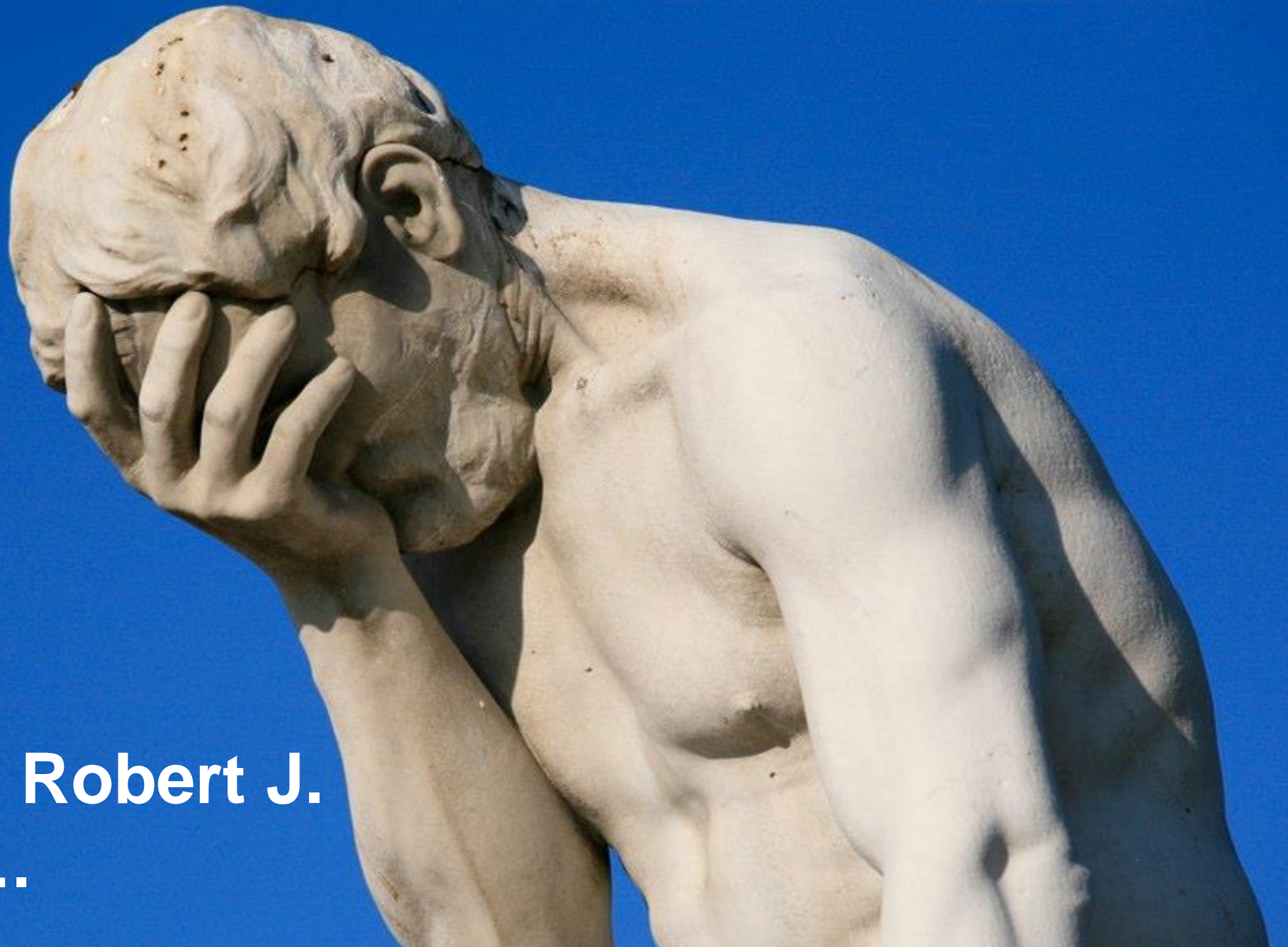


The Dangers of Automation

“ The first rule of any business is that automation applied to an efficient process will amplify the efficiency. The second rule is that automation applied to an inefficient process will amplify the inefficiency.

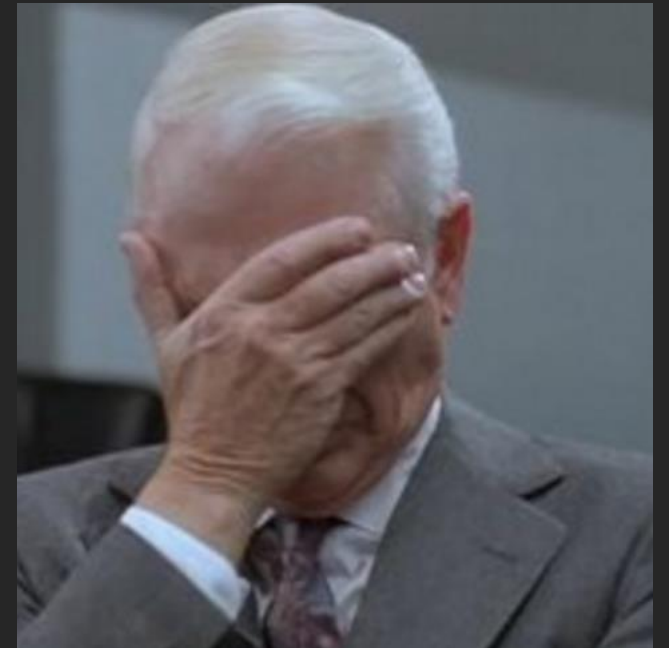
”

(Bill Gates)



**Dear Mr. Robert J.
Brown....**

Seriously...??



Seriously...??

ROBERT JOHN PRI BROWN's stay at Sheraton Saigon Hotel and Towers



TNS on behalf of Sheraton Saigon Hotel and Towers

Friday, 30 September

To: Rob Brown

Dear ROBERT JOHN PRI BROWN,

We recently sent you an e-mail inviting you to participate in an on-line survey about your stay at at Sheraton Saigon. Let me let you know it is not too late to participate. We would like to again take this opportunity to personally thank you for your stay at Sheraton Saigon, part of the Starwood Hotels & Resorts family of brands (Sheraton, Westin, Four Points by Sheraton, W Hotels, St. Regis, The Ritz-Carlton). As a member, you are a highly valued guest and we appreciate your loyalty and feedback enormously.

We would greatly appreciate it if you could take the time to complete a brief survey regarding your most recent stay. Your feedback will help us continuously improve our guest's experience and, most importantly, how to meet and exceed your expectations.

At your convenience, please take some time to complete the survey. To complete the survey online, simply click on the link below.



Seriously...??

Robert, Don't Miss Out on Earning up to Triple Starpoints



Starwood Preferred Guest

Wednesday, 26 October 2011 7:55 pm

To: Rob Brown

Earn double or triple Starpoints on stays from 6 September until 18 December 2011. [Register now >>](#)
Not seeing images? [Click here.](#)
Mobile device? [Click here.](#)

Starwood Preferred Guest

ROBERT BROWN | Member Number: 52060193959



Make sure to register for SPG Triple Up.

Earn unlimited bonus Starpoints on all stays from 6 September until 18 December 2011.

REGISTER NOW ▶

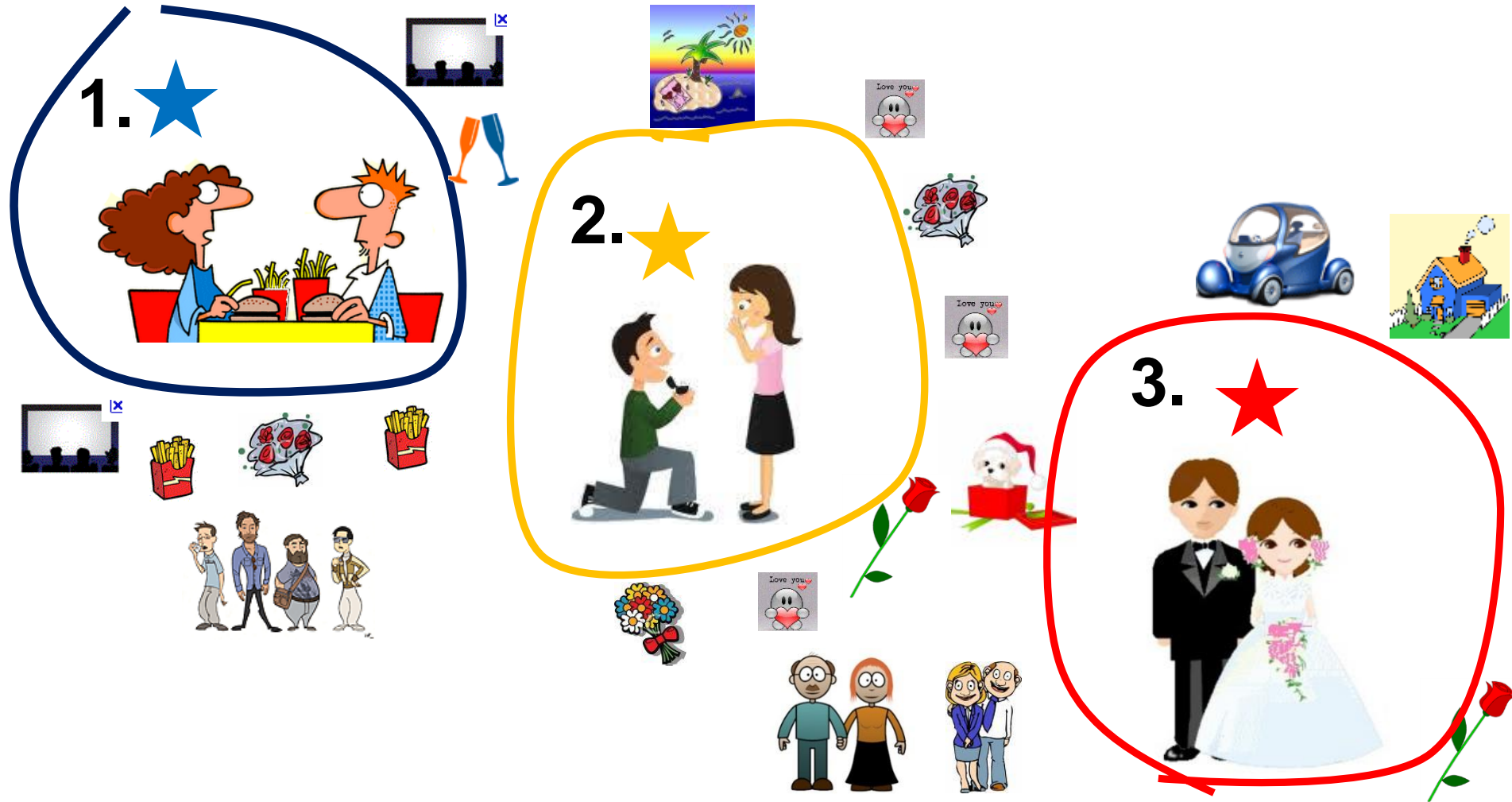
Don't miss the opportunity to earn double or triple Starpoints® on every stay until 18 December 2011. There's still time to register for the SPG® Triple Up promotion and earn:



Most of us are marketing like this...



... when we should be recruiting like this



First date to white wedding / enrolment

1. ★ First Contact



2. ★ Application

TORRENS UNIVERSITY AUSTRALIA APPLICATION FORM

Thanks for choosing to study at Torrens University Australia. There are 4 sections to this application, which should take approximately 10-15 minutes to complete.

You may need ...

- International students**
Your current or intended visa type.
No visa required for online study.
- Applicants Applying for Higher Education Courses**
Your previous education information.
- Research Grant Applicants**
Applicants seeking a research grant will first need to complete a "Research Proposal" which can be submitted during the application process. Download Research Proposal Template. [Download Research Proposal Template](#)

Select which faculty you are applying for:

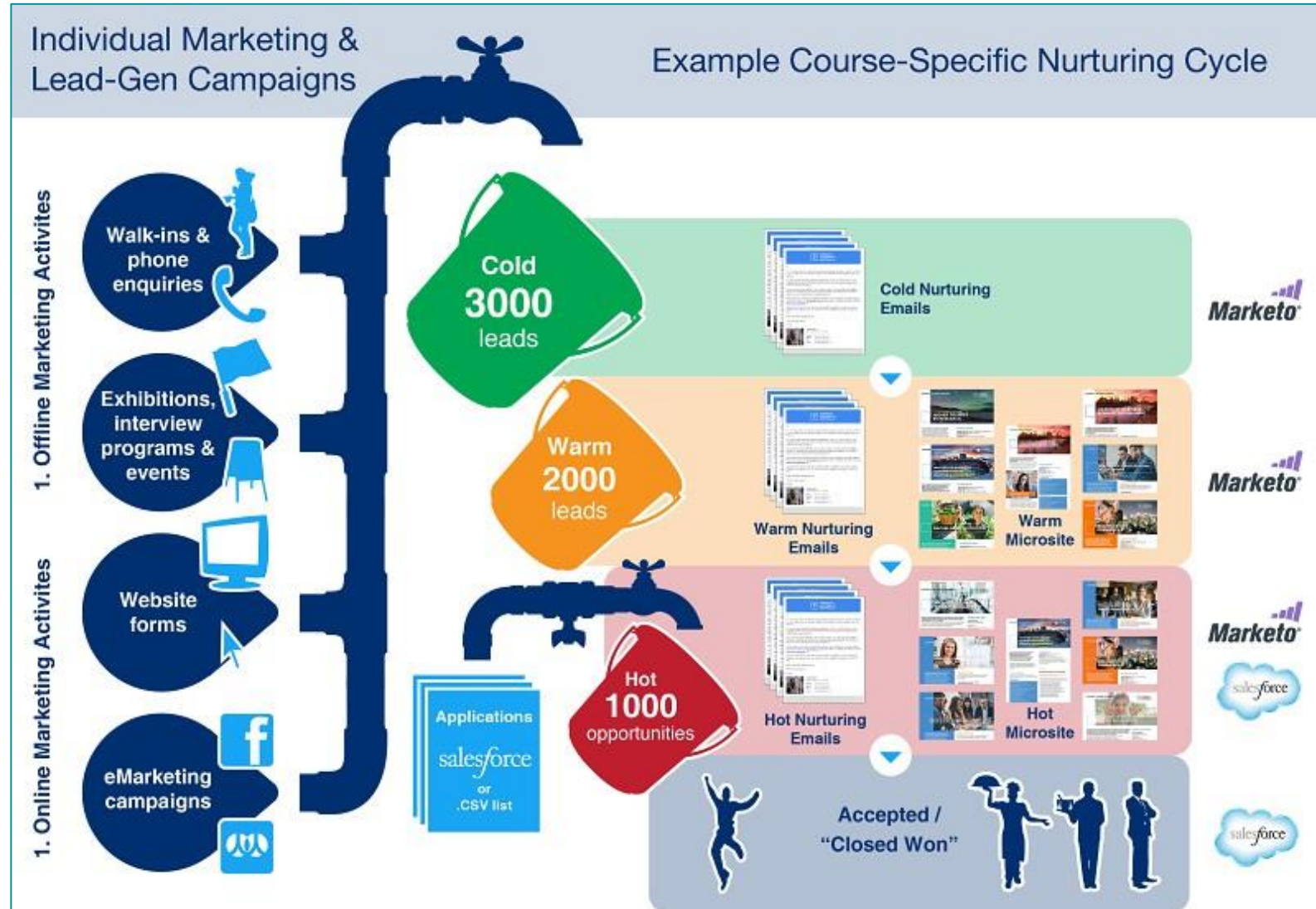
Business TORRENS UNIVERSITY AUSTRALIA CHIFFLEY BUSINESS SCHOOL BANKSIA BANKSIA	Health TORRENS UNIVERSITY AUSTRALIA BANKSIA BANKSIA	Design TORRENS UNIVERSITY AUSTRALIA BANKSIA BANKSIA	Hospitality TORRENS UNIVERSITY AUSTRALIA BANKSIA BANKSIA	Education TORRENS UNIVERSITY AUSTRALIA BANKSIA BANKSIA
---	---	---	--	--

1 Course Selection

3. ★ Accept & Pay



Example Nurture prospects for months after you met them




Example Give counsellors their own lead forms



Example Give Counsellors their own lead forms

校方代表咨询简表						
校方所在国	客户编号	在籍年级	姓名	联系方式	准备出国时间	语言成绩
高二	114091854	高二	李相	11671913119	今年秋季	托福 70分
高一	13038071367	高一	黄佳乐	13038071367	今年秋季	托福 76分
高二	1506897191	高二	周子豪	1506897191	2015(秋季)	托福 298分
高三	125105879	高三	钟颖	125105879	2015	托福 7-
高二	1891172043	高二	李相	1891172043	今年秋季	托福 7-
				2015.9		

 EIC 启德教育

Please enter the enquirer's details below

Parent or Student *
enquiring?

-Select-

First Name: *

Last Name: *

Mobile Phone: *

e.g. +61-1-12345678

City: *

Email: *

Weibo ID:

Weixin ID:

QQ Address:

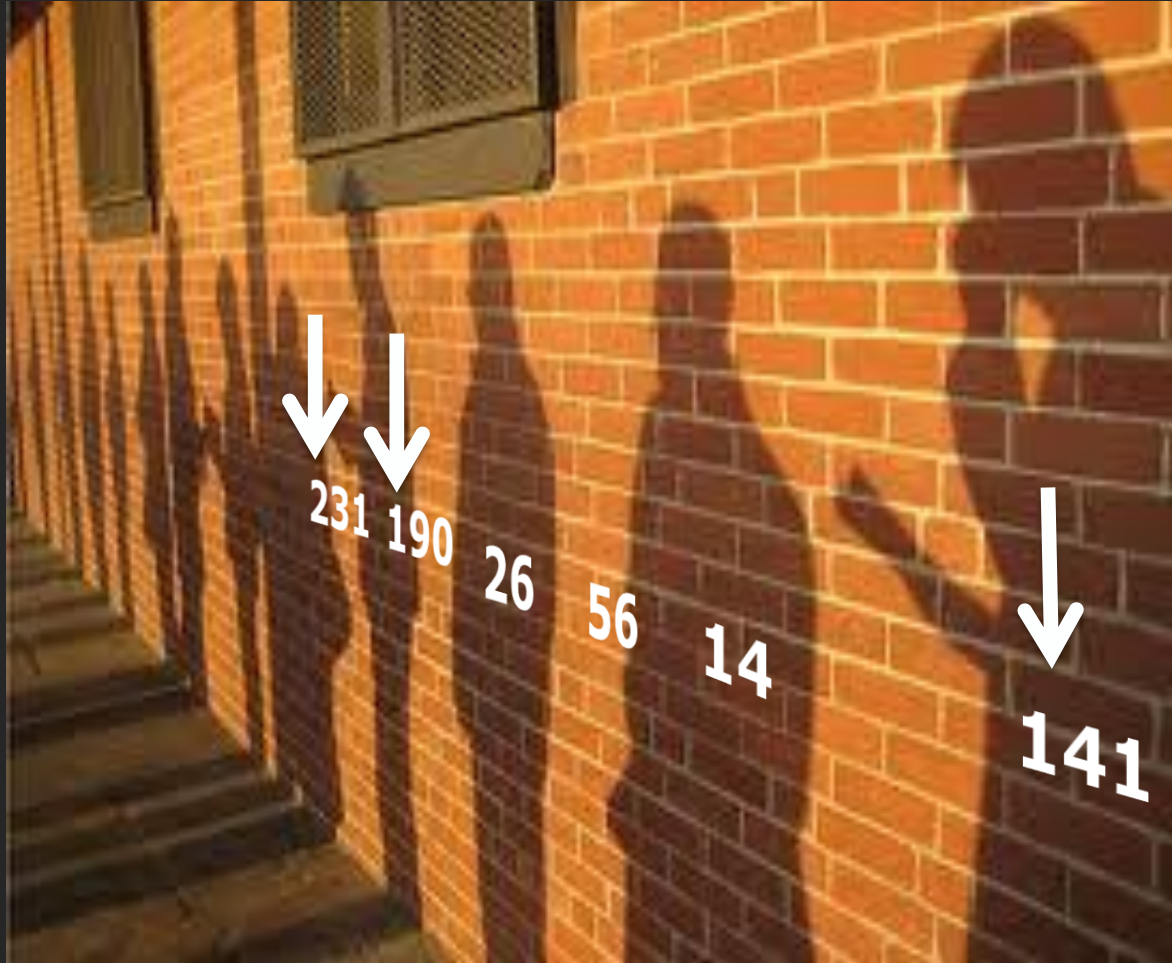
Where are you interested in
studying? *

- Select -

What do you want to study? *

- Select -


Example: Measuring prospective student engagement via lead score






Example: Capturing international leads and knowing their origin



Example: Capturing international leads and knowing their origin



Campaign Members

List Actions ▾  Lead Actions ▾  Delete Lead  Select All

Members of campaign 1.CUS-Cold-Nurturing-Internationals

Id	Last	First	Score	Other Lead Source	Last Interesting Moment
4019300	KURUVILLA	Ousef	434	CUS-Edwise-Roadshow-Bangalore-Feb2012	Filled Out Form: CUS-E
4759068	MOHAN	Girish	36	CUS-Edwise-Roadshow-Cochin-Feb2012	Visited more than 21 Na
4757352	KUMAR	Kishore	30	CUS-Edwise-Roadshow-Coimbatore-Feb2012	Visited more than 14 Na
4856946	Fitzgerald	Danielle	22	CUS-InfoSession-IAE-SYD-March2012	Visited more than 7 Nav
4741835	LUKOSE	Sebin	19	CUS-Edwise-Roadshow-Cochin-Feb2012	Filled Out Form: CUS-E
4755820	THOMAS	Sandeep	17	CUS-Edwise-Roadshow-Cochin-Feb2012	Clicked Link in Email: C
4712165	DAS	Debajyoti	17	CUS-Edwise-Roadshow-Bangalore-Feb2012	Visited more than 7 Nav
4853261	SHRESTHA	Amina	15	CUS-India-Miso-InterviewPrograms-Feb2012	Clicked Link in Email: C
4715462	KUMAR	Aadarsh	15	CUS-Edwise-Roadshow-Bangalore-Feb2012	Clicked Link in Email: C
4756105	MS	Deepak	14	CUS-Edwise-Roadshow-Cochin-Feb2012	Filled Out Form: CUS-E



PERSONALISED **Brochures**



Who *doesn't* have a 180-page brochure that looks like this?



WELCOME



A degree at UTS will set you apart from the crowd. With our campus positioned in the heart of Sydney's creative and digital industries hub, you'll be part of a thriving entrepreneurial community, exploring new possibilities at the intersection of technology and creativity.

Welcome to UTS, Australia's number one young university.

UTS is a leader in entrepreneurship and innovation. We're Australia's top young university and we rank amongst the world's top 10 universities under 50 years of age (QS top 50 under 50 ranking 2016-2017).

A degree at UTS will set you apart from the crowd. With our campus positioned in the heart of Sydney's creative and digital industries hub, you'll be part of a thriving entrepreneurial community, exploring new possibilities at the intersection of technology and creativity.

Our signature teaching and learning style is designed to meet the needs of tomorrow and to prepare you for the jobs of the future. We're committed to developing the next generation of thought leaders and change makers.

Our strong partnerships with companies and professional bodies provide opportunities for you to network with industry experts and future employers. Internships are a common feature of most UTS degrees, as are opportunities for international study and work experience.

I'm proud of our vibrant and culturally diverse student body. Each year we welcome more than 4800 international students to our campus. Our students come from 120 different countries, including Australia, bringing diverse ideas and perspectives to our classrooms.

At UTS, we believe a successful education goes beyond the classroom. From English language support, to career programs that improve your employability skills, we offer a wide range of support services to help international students thrive at UTS.

I encourage you to join the Community Connections program for a chance to mix with Australian and international students, and discover more about the wider Sydney community. You can also participate in our global leadership program BUILD or our volunteering program SOUL, to make a positive impact on communities in Australia and abroad.

As you read through this guide, you will discover the benefits of studying at UTS and living in Sydney - where you can enjoy a world-class education in the heart of one of the world's most exciting global cities.

I look forward to seeing you on campus.

Professor William R. Purcell
Deputy Vice-Chancellor and
Vice-President (International
and Advancement)

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Education	54
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Health	72
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“ The last best experience that anyone has *anywhere* becomes the minimum expectation they want everywhere. ”

(Paul Papas – IBM)


Recognise this...??

DATE: 19/02/12

Note:

DATE	SURNAME	FIRST NAME	DOB	TELEPHONE HOME/MOBILE	EMAIL (IN BLOCK LETTERS)	EXAMS (TICK)	SCHOOL ATTENDED	PROGRAMME OF STUDY YOU ARE INTERESTED IN	INSTITUTION APPLIED	APPLICATION SUBMITTED (YES / NO)	HOW DID YOU HEAR ABOUT US?
						SC					
19/02/12	GHUNDWA	Jigesh	29/05/94	418 5484 9143153	JIGESH0102@HOTMAIL.COM	✓	Sir Leckra Teelak SSS	ENGINEERING			
	THÉRESE THÉRESE	Emmanuelle	01-09/88	744 9306	emmanuelle.thorak@hotmail.com	✓	Curtin Australia	MBA	SFU ICW		
19/02/12	HEERAMUN	ADHEESH	30-12-1994	7386991	adheesh-94@hotmail.com	✓	Phoenix SSS	Engineering	Canada	NO	
19/02/12	KAMULSING	MANDITA	17-09-1997	9030490	-		RTSS Ind. DEPT	Science	ICW, FIC	.	
19/02/12	KAMULSING	SANYUTAPA	25-01-1996	9217852	lime.laval@hotmail.com		RTSS Ind. DEPT	Science	Canada		
19/02/12	LIN CHAI-EO	Harold	15-09-1981	7335624	lime.laval@hotmail.com		CSE.	POP Business + LAW	MUBI.		
	Khadabocus	Yassin	29-5-89	7075555	myk_0786@hotmail.com	✓	YOM	MSC Management	Canada		2.2.
19/2/12	Handley	Yashwer	16-01-94	7822244	yashweernam@gmail.com	✓	Modern College	LAW	HIC	YES	
	Ng Cheong Wong	Melissa	19-05-93	9175938	mnc014@hotmail.com	✓	SENIAC SSS	ECONOMICS		✓	Took Guide
19/2/12	Soormally	Yassin	24/4/83	985 7107	M.YASSINS@	✓	Regis Chopera	No-no-engineering	ICWS	N	will apply

But if you can capture leads like this...



Admin Details

Event Type	* <div>✓ Select... Exhibition Seminar Information Session Open Day Careers Fair Interview Session</div>
Event Country	* <div></div>
Event City	* <div></div>
Event Name	* <div></div>
Is this an EC Event?	* <input type="radio"/> Yes <input type="radio"/> No

Enquirer Details

Enquirer Type	* <div>Select...</div>
Given/First Name(s)	* <div></div>
Family/Surname	* <div></div>
Email Address	* <div></div>

You can personalise brochures like this...

Hi {{lead.First Name}}!



Dear {{lead.LeadTitle}} {{lead.Last Name}}



And even like this, in markets like Vietnam...



Hi {{lead.First Name}}!



Dear {{Younger Mum}}



Dear {{Older Mum}}



Dear {{Younger Dad}}



Dear {{Older Dad}}

Personalisation via Course + Gender + Country

Female Chinese Prospect



Female European Prospect



Delivered 5 days later the 'old-fashioned' way



“ People will forget what you said, they will forget what you did, but they will never forget the way you made them feel. ”

(Maya Angelou)



MARKETING PRODUCTIVITY TOOLS **FOR UNIVERSITY MARKETING TEAMS**



Optimising collaboration with agents



Centralised campaign-briefing & approvals.

Reduced risk with agents.

"I need an email banner like the last one you did for the Business faculty. And I need it by yesterday."

[LOOSE BRIEFING PROCESS]

"I wouldn't trust Central Marketing as far as I could throw them..."

[LACK OF TRANSPARENCY]

"WHO approved the use of our old logo? I want answers by tomorrow. (And the VC wants my head on a platter)"

[LEAKY SIGN OFF PROCESS]



simple.

"What the hell does marketing contribute to this university anyway??"

[POOR REPORTING]

"Can anyone tell me where I can find those Chinese student video testimonials we did last year? iAE need them urgently."

[FRAGMENTED ASSET STORAGE]

"You're asking me for more staff, but you can't even show me what your current staff are working on?"

[LACK OF TRANSPARENCY]



3 Final Thoughts...



“ If you think what happened to the newspaper business was dramatic, wait until you see what happens to education. ”

Seth Godin, 2013

Marketing Guru & Author of Twelve books

“ In 50 years, there will only be 10
institutions in the world delivering
Higher Education. ”

Sebastian Thrun, 2011

Professor – Stanford University,

Team-Lead - Google X Labs,

Founder - Udacity

“ Most people over-estimate the change that will happen in the next two years, and underestimate the change that will happen in the next ten. Don’t let yourself be lulled into complacency. ”

Bill Gates

Founder & Chairman - Microsoft

Thank you

