



10TH UNICA PR & COMMUNICATION ONLINE WORKSHOP



5 December 14h00 - 17h00 CET

New strategies of marketing and recruitment of international students

Key insights that your marketing & recruitment teams can't miss for their 2023 strategy

Working Programme (as of 8 November 2022)

Chair: Aswin Lutchanah, Social Media Manager, University of Luxembourg

14:00 - 14:10	Welcome address & interactive session with the participants
14:10-14:20	Introduction to the workshop: <i>about the new profile of students</i> by Aswin LUTCHANAH, Social Media Manager, University of Luxembourg
14:20-14:40	Keynote speech <i>From myth to opportunity: why understanding Gen Alpha and the Metaverse matters</i> by Alejandra OTERO, Founder, CMO and former director specialized in digital marketing and student recruitment, NEO Academy
14:40-15:10	Case studies <ul style="list-style-type: none">➤ Sapienza University of Rome: <i>International recruitment strategies and data analysis in the largest university in Europe</i> by Marco PIETRANGELI, International Officer, and Daniela ASTOLFI, International Officer➤ University College Dublin: <i>Planning for uncertainty</i> by Lisa FLANNERY, UCD Marketing Manager➤ University of East London: <i>Content marketing - connecting with prospective students through inspiring and authentic brand-aligned digital content</i> by David Smith, Associate Director of Brand and Marketing
15:10-15:30	Q&A
15:30-15:50	Break
5:50-16:40	Breakout rooms <ul style="list-style-type: none">➤ <i>Creating a community with the new generation of students through social media</i> (moderated by Aswin LUTCHANAH and Alejandra OTERO)➤ <i>Web-based admissions platforms and data integration</i> (moderated by Marco PIETRANGELI and Daniela ASTOLFI)➤ <i>Marketing and communications for international audiences - adapting approaches for region-specific audiences</i> (moderated by Lisa FLANNERY and David SMITH)
16:40-17:00	Reporting of Breakout rooms Wrap up of workshop