



New strategies of marketing and recruitment of international students

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

5 December 2022 | 14h00 – 17h00 CET

Biographies and abstract of the speakers

(Last updated: 17 November 2022)

Aswin LUTCHANAH, Social Media Manager, University of Luxembourg



Aswin Lutchanah is a Hybrid Social Media Manager with over 9 years of experience specialising in Social Media and all aspects of Social Media Management. Having a Master degree in Computer Science, he has an in-depth knowledge of the digital world including Social Media, Community Management, Social Media Advertising, Digital Marketing, HTML5, Php, SEO, SMO, Creative Writing, and a strong background in management and leadership. According to Aswin himself: *“I live, breathe & love #SocialMedia.”*

Alejandra OTERO, Founder, CMO and former director specialized in digital marketing and student recruitment.



Alejandra created NEO with the aim of reshaping the future of education by giving support to educational institutions in the integration of marketing and admissions solutions in line with the expectations of the 21st century. Prior to that, she was a higher education intrapreneur in the USA and Europe with roles within the Marketing, International Relations and Admissions Departments. She has received certifications from Google and HubSpot in the fields of marketing, sales and education. Alejandra is also a speaker in subjects such as digital innovation, marketing automation, international education and sales enablement. She is now undergoing a 2 years mandate as an elected member of the Marketing & Recruitment Steering Group of the EAIE, after 2 years as an Associate of the same community.

From myth to opportunity: why understanding Gen Alpha and the Metaverse matters

- International marketing and student recruitment tactics for younger generations
- The metaverse and Gen Alpha: how to prepare from a HigherEd M&R angle
- How to integrate the metaverse and Gen Alpha in your 2023 plan?
- Learnings from the new generation: how to reach them where they are

Marco PIETRANGELI, International Officer, Sapienza University of Rome



Marco Pietrangeli has been working in International Education for 8+ years (Fulbright Italy and Sapienza). In his current position of International Marketing and Recruitment Officer he deals every year with tens of thousands of applicants from over 100 countries and has a keen interest in market insights and data analysis. He holds an MSc in European Studies from the London School of Economics and Political Science and an MA in Communications from Sapienza University of Rome.

Daniela ASTOLFI, International Officer, Sapienza University of Rome



Daniela Astolfi has been working in International Education for 10+ years (Sapienza). She has been dealing with students' mobility programmes (Erasmus+) until 2021. In her current position of International Marketing and Recruitment Officer she manages applications from over 100 countries. She holds an MA in Translation Studies from Sapienza University of Rome.

International recruitment strategies and data analysis in the largest university in Europe

Presenters will talk about international recruitment strategies and tools in the largest university in Europe and analyze data relating to thousands of international applicants and students. The session will also focus on the online pre-selection process and software as well as in-person and online marketing/promotion activities. Particular emphasis will finally be placed on Sapienza University's USPs as a public, international and multidisciplinary university in the heart of Rome and on whether or not Sapienza's numbers are representative of more general trends in similar institutions around Europe.

 **Lisa FLANNERY, UCD Marketing Manager, University College Dublin**



Lisa Flannery, (BA, MSc, Prof Dip) is part of a small central marketing team based in the UCD University Relations Office of University College Dublin.

The team is responsible for planning, implementation and measurement of both brand and student recruitment marketing campaigns, in close collaboration with academic and professional peers.

In her ten years in this role, Lisa has overseen the expansion of messaging into reputation campaigns; the development of new targeted digital campaigns to key target overseas regions; enhanced measurement of user journeys and an increased focus on all aspects of digital marketing.

Lisa is keen to engage with and learn from Higher Education colleagues worldwide: through participation in CASE events, the Aurora women in HE network, Erasmus plus mobility trips, visits to UCD global centres overseas and of course through active participation in UNICA. Lisa has been a member of the UNICA PR & Communication Group since 2015, attending the workshop hosted by Sapienza University in Rome in 2015 and the workshop hosted by the University of Iceland in 2016.

Future focused: attempting to future-proof marketing in an era of uncertainty

In 2021 the UCD central marketing team planned and produced a new suite of marketing campaign materials for the 2022-2024 undergraduate, graduate and international student recruitment markets. Our challenges included the need to reflect the new UCD strategic plan and convey the factors that would be relevant for 2-3 years into the future (in particular education quality, breadth of subjects, positive campus experience and employability), while filming in an almost-deserted campus. The pressure was on our messaging and production techniques to connect authentically and emotionally with our target audiences.

 **David SMITH, Associate Director of Brand and Marketing, University of East London**



In his current role as Associate Director of Brand and Marketing at the University of East London David Smith (BA (Hons) MCIM DipM) has led a team of high-performing ambitious marketing professionals, supported an institution-wide rebrand and developed and delivered multiple award-winning brand and student recruitment campaigns. David has a wealth of experience working in the UK Higher Education sector having held marketing and communications roles across several London-based universities. Insight-informed strategic marketing is at the heart of David's work, and he is highly experienced in brand management and content marketing.

Content marketing - connecting with prospective students through inspiring and authentic brand-aligned digital content

In this session David Smith, Associate Director of Brand and Marketing at the University of East London, will explore the benefits of engaging with audiences through compelling communications that align with brand values over the use of direct recruitment messaging. Looking at examples from outside Higher Education, this session will highlight how brands successfully understand audience segments to drive content strategy, and how universities can adopt this approach to target prospective students in a more digitally connected post-pandemic world.