



THE UNIVERSITY
of EDINBURGH

Closing remarks

Agent Conference | May 2024

EDINBURGH
extraordinary futures await

Agent Conference Aims and Objectives

Share the University's **international student recruitment strategy** and invite key agent partners to share in developing our strategy and processes to meet University objectives.

- **Recruitment trends oversight**
- **Introduction to our Strategic Recruitment and Enrolment Plan, Strategy 2030 and International Diversification Strategy**
- **Admissions Strategy**
- **Marketing strategy**
- **Health and wellbeing strategies**



Agent Conference Aims and Objectives

Allow our key partners **to experience our University** facilities, learn more about University degree programmes as well as experience life in the city.

- **Campus tours**
- **School sessions in Social and Political Science, Business, EFI, ECA, Education, Law, GeoSciences, Informatics, Engineering, Maths and Biological Sciences**
- **You've walked a significant amount of Edinburgh's city centre, just like our students do every day!**



Agent Conference Aims and Objectives

Internally promote the importance of our agent network to the wider University community, allowing the sharing of valuable market intelligence and feedback.

- **Feedback session with leaders and colleagues from across**
 - **Student Recruitment and Admissions**
 - **Marketing**
 - **Admissions**
 - **Academic Schools**
 - **Health and Wellbeing**
 - **Careers**



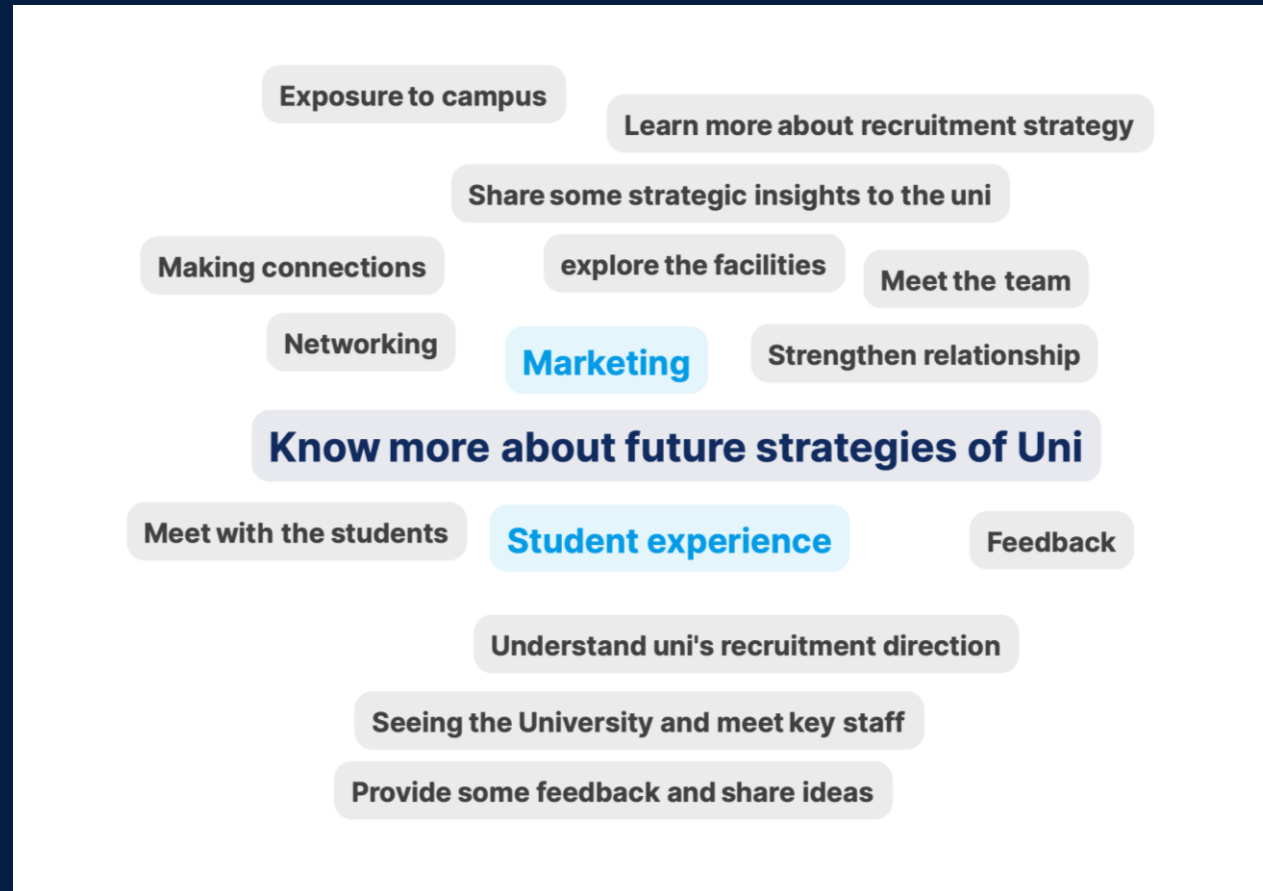
Agent Conference Aims and Objectives

Strengthen relationships between IRT and agents and **Reward** our key agent partners for their work with the University.

- Opportunities for informal and formal catch ups
- Edinburgh experience
- We arranged 3 days of sunshine just for you...sorry about today!



Your Objectives



Share some quick feedback

You can submit multiple answers into Slido.

1. What did you find most valuable during the week?
2. What is one key new thing that you learnt?
3. What is the main message you'll pass to your teams after this week?



THANK YOU!



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