



THE UNIVERSITY
of EDINBURGH

Welcome and
meet the team

Agent Conference | May 2024

EDINBURGH
extraordinary futures await

Our structure

Student Recruitment and Admissions

Student Recruitment
and Admissions

Enquiry
Management
Team

Student
Ambassador
Team

Widening
Participation
Team

Admissions
Team

UG UK
Recruitment
Team

PG UK
Recruitment
Team

International
Recruitment
Team



Robbie Willis

**Head of International
Recruitment (based in
Edinburgh)**

Robbie.Willis@ed.ac.uk



**Dalinda Perez Alvarez
Rodriguez**

**Deputy Head of International
Recruitment (based in Chile)**

**Dalinda.Perez.Alvarez@ed.ac.
uk**



Firas Ibrahim

**Deputy Head of International
Recruitment (based in
Edinburgh)**

Firas.Ibrahim@ed.ac.uk

Head and Deputy Heads of International Recruitment



Daisy Lewis

**International Recruitment
Administrator (Agents)**

representatives@ed.ac.uk



Chris Crame

**International Recruitment
Manager (Sponsors)**

Chris.Crame@ed.ac.uk



Alistair Hudson

**International Recruitment
Manager (Strategic Projects)**

Alistair.Hudson@ed.ac.uk

Administrative and Specialised Projects Team



Aly Stewart (based in Edinburgh)

International Recruitment Manager (North America, Africa and the Middle East)

Aly.Stewart@ed.ac.uk



Jamie Fraser (based in Edinburgh)

International Recruitment Manager (Africa)

Jamie.Fraser@ed.ac.uk



Faithy Ngaira (based in Edinburgh)

International Recruitment Manager (Mastercard Foundation Scholar Programme)

Faithy.Ngaira@ed.ac.uk

Africa and Middle East Regional Team



**Esther Sum (based in
Edinburgh)**

**International Recruitment
Manager (East Asia)**

Esther.Sum@ed.ac.uk

East Asia Regional Team



Doug Thompson (based in Edinburgh)

International Recruitment Manager (Europe)

Doug.Thompson@ed.ac.uk



Rachael Parsons (based in Edinburgh)

International Recruitment Manager (North America and Europe)

Rachael.Parsons@ed.ac.uk

Europe Regional Team



North America Regional Team

Aly Stewart (based in Edinburgh)

International Recruitment Manager (North America, Africa and the Middle East)

Aly.Stewart@ed.ac.uk

Rachael Parsons (based in Edinburgh)

International Recruitment Manager (North America and Europe)

Rachael.Parsons@ed.ac.uk

Mikaela Spencer (based in New York)

International Recruitment Manager (North America)

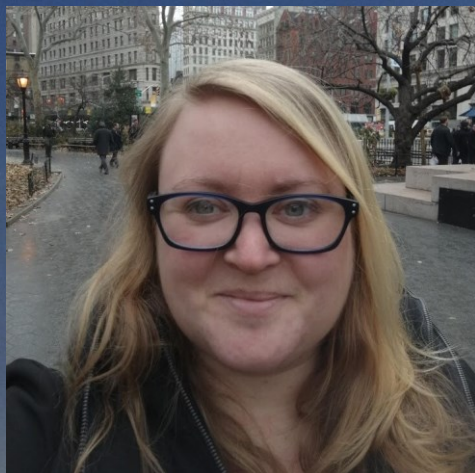
Mikeala.Spencer@ed.ac.uk

Hillary Cementina (based in California)

International Recruitment Manager (North America)

Hillary.Cementina@ed.ac.uk





Donna Gall (based in Edinburgh)

International Recruitment Manager (South and Central Asia)

Donna.Gall@ed.ac.uk



Rupal Parikh (based in Mumbai)

International Recruitment Manager (South and Central Asia)

Rupal.Parikh@ed.ac.uk

South and Central Asia Regional Team



Louise Tracey (based in Edinburgh)

International Recruitment Manager (South East Asia)

Louise.Tracey@ed.ac.uk



Louise Zeelenberg (based in Edinburgh)

International Recruitment Manager (South East Asia and Australasia)

Louise.Zeelenberg@ed.ac.uk

South East Asia and Australasia Regional Team

Agent Conference Aims and Objectives

Our 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.
- Allow our key partners **to experience our University** facilities, learn more about University degree programmes as well as experience life in the city.
- **Internally promote the importance of our agent network** to the wider University community, allowing the sharing of valuable market intelligence and feedback.
- **Strengthen relationships** between IRT and agents.
- **Reward** our key agent partners for their work with the University.
- Provide a **focus around recruitment to PGT programmes**, a key strategic priority at UoE.



Conference Agenda

Three-day conference focusing on:

- Introductions to University strategy
- Visits to Schools
- Sessions with Professional Services (marketing, health and wellbeing, careers)
- Meetings with current students and alumni
- Experience Edinburgh



Conference Agenda – Day 1

Monday 20 th May	08:45	Depart Motel One	Motel One Reception
	09:00 - 10:30	Welcome Session	Evolution House, Edinburgh College of Art
	10.30 - 11.30	Campus Tour	Central Campus
	11.30 - 11.45	Coffee Break	G06, 50 George Square
	11.45 - 12.45	Introduction to Student Recruitment and Admissions Leadership Team	G06, 50 George Square
	12.45 - 13.45	Lunch	G06, 50 George Square
	13.45 - 14.00	Walk across the Central Campus to the Edinburgh College of Art	
	14.00 - 15.00	Student Panel	Evolution House, Edinburgh College of Art
	15.00 - 16.00	Introduction to the Marketing Teams	Evolution House, Edinburgh College of Art
	16.00 - 16.45	Marketing Activity	Evolution House, Edinburgh College of Art
	18:30 - 20:30	Casual Dinner	Dinner options will be made available on the day



Conference Agenda – Day 2

Tuesday 21 st May	08:15	Depart Motel One	Motel One Reception
	09.00 - 10.45	Introduction to UoE Admissions	Hawthorn Teaching Studio, Nucleus 2.03, Kings Buildings
	11.00 - 11.45	Group One: Engineering	School of Engineering, Kings Buildings
		Group Two: Mathematics	School of Mathematics, Kings Buildings
	11.45 - 12.30	Group One: Biological Sciences	School of Biological Sciences, Kings Building
		Group Two: Geosciences	School of Geosciences, Kings Buildings
	12.30 - 13.30	Lunch	Outside Hawthorn Teaching Studio, Nucleus 2.03, Kings Buildings
	13:30	Depart Kings Buildings	Outside Nucleus Building
	14.00 - 14.45	Group One: Edinburgh Futures Institute	Edinburgh Futures Institute, Central Campus
		Group Two: School of Political Sciences	School of Social and Political Sciences, Central Campus
	14.55 -15.40	Group One: Arts and Design	Edinburgh College of Art, Central Campus
Group Two: Business		University of Edinburgh Business School, Central Campus	
16.00 - 17:00	Student Support, Health and Wellbeing	Screening Room, 50 George Square	
19:00 - 22:00	Conference Dinner	Browns Restaurant, George Street, Edinburgh New Town	



Conference Agenda – Day 3

Wednesday 22 nd May	08:45	Depart Motel One	Motel One Reception
	09.15 - 10.00	Informatics	School of Informatics, Central Campus
	10.15 - 11.00	Group One: Law	School of Law, Old College
		Group Two: Education and Sport	Moray House School of Education and Sport, Paterson's Land
	11.00 - 12.00	Neighbourhood Tour	Various
	12.00 - 12.45	Careers Service Panel Session	Project Room 1.06, George Square
	13.00 - 14.30	Conference Wrap-up and Lunch	Counting House, 34 West Nicolson St, Edinburgh EH8 9DD
	14:30 - 16.00	Free Afternoon	You choose how you'd like to spend your afternoon! Feel free to discuss



Important Points to Note

- UoE has 22 Schools, sadly we've not enough time to see everything.
- Conference group will be split to allow everyone the opportunity to see 6 schools
- Kindly request you don't switch groups as we're balancing numbers
- Slides will be shared for all sessions after the conference closing session by email.
- A resource bank will be published on our Agent Guidance webpages so your teams can also access the information.
- Wednesday PM post-conference – let us know if you're interested in follow up meetings but please notify IRT staff as early as possible so we can try to arrange.



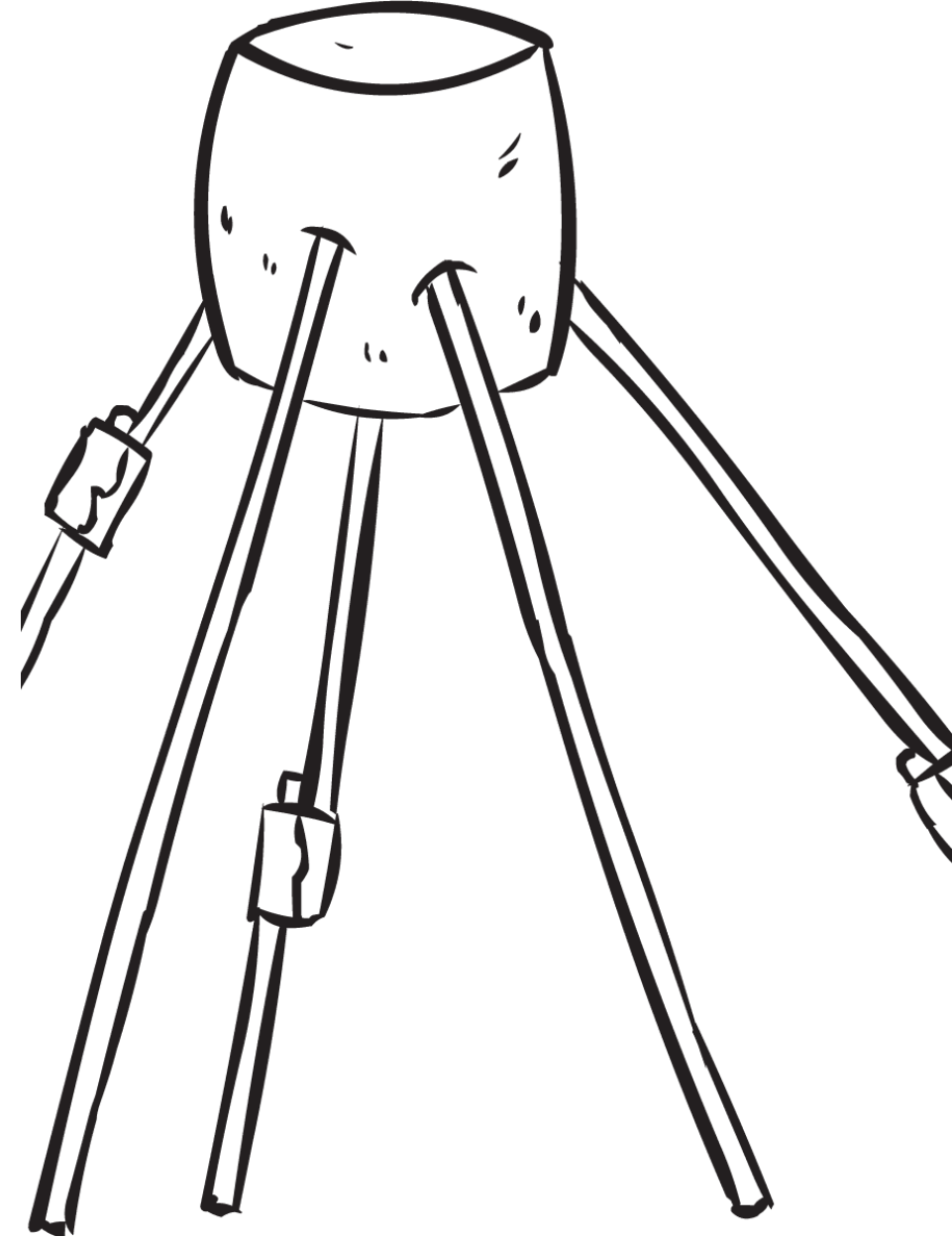


THE UNIVERSITY
of EDINBURGH

EDINBURGH
extraordinary futures await

The Marshmallow Challenge

- 15 minutes
 - Make Plan
 - Delegate Tasks
 - Build structure
- Tools
 - One marshmallow
 - 20 spaghetti noodles
 - 1 metre of tape
 - 1 metre of string
- Winners: Highest Freestanding Tower (marshmallow must hold!)





THE UNIVERSITY
of EDINBURGH

University of Edinburgh Introduction and Recruitment Trends

Agent Conference | May 2024

EDINBURGH
extraordinary futures await



THE UNIVERSITY
of EDINBURGH

Edinburgh, capital of Scotland

Our City



500,000 population

**Student city, safe
and inclusive**

**Key employment
sectors: finance, IT,
health, tourism**

UK's 'greenest' city*
*First Mile 2019

Our facts & figures

ESTABLISHED

1583

COMPREHENSIVE
UNIVERSITY

380+ Bachelor
300+ Masters
135 Research Areas

INTERNATIONAL
STUDENTS
FROM

160+
COUNTRIES

RANKED

22ND

IN THE QS 2024
WORLD
UNIVERSITY
RANKINGS

RESEARCH
EXCELLENCE
FRAMEWORK

4TH

IN UK (REF 2021)

NOBEL PRIZE
WINNERS AMONG
OUR STAFF,
STUDENTS &
ALUMNI

19



THE UNIVERSITY
of EDINBURGH

Our student population 2023/24

49,000 students

UG: 29,000
PGT: 13,500
PGR: 6,500

160 different
nationalities on
campus

Top 5 non-UK
nationalities: China,
USA, India, Canada,
Germany



THE UNIVERSITY
of EDINBURGH

Thank you!

EDINBURGH
xtraordinary futures await