



15:30

GET TOGETHER

Our meeting point is at Double Tree by Hilton Amsterdam Centraal Station (Oosterdoksstraat 4, 1011 DK Amsterdam). Please arrive between 15:30 and 16:00.

16:00

ACTIVITY KICK-OFF

16:30

STARTER AT FIRST VENUE

To welcome you in The Netherlands we will start with a traditional Dutch starter at the first of three venues.

17:30

WALKING TOUR

18:15

MAIN COURSE AT SECOND VENUE

After going through some of the most well-known landmarks of Amsterdam, we will stop for dinner and enjoy exceptional cuisine. You will have the opportunity to network and mingling with fellow participants.

19:15

WALKING TOUR

20:00

DESSERT AND THIRD VENUE

To wrap up the day we will enjoy together a dessert at Café In de Waag. After dessert, we will head back to the meeting point (Double Tree Hilton) to pick up the stored luggage and say our farewells until Monday.

21:00

ACTIVITY CLOSING

PROGRAMME

25 SEPTEMBER



STUDYPORTALS ACADEMY



The Dutch Experience

10:00

WELCOME AND REGISTRATION

10:30

ACADEMY OPENING

Keynote and panel discussion: The role of universities in fostering innovation, developing talent and supporting entrepreneurship.

Robert-Jan Smits – President of Eindhoven University of Technology
Ariane Bijma – Global Head Talent Engagement and University Relations, ASML
Constantijn van Oranje – Special Envoy, Techleap.nl

11:30

FIRST ROUND OF SESSIONS

HOLISTIC DIVERSIFICATION STRATEGIES FOR INTERNATIONAL STUDENT RECRUITMENT

Diversification in university recruitment expands the talent pool while reducing reliance on a few countries. It involves selecting target countries, diversifying portfolios (disciplines, formats, levels, methods), and income sources. Discover new opportunities by aligning offerings with students' needs.

Steven Mulligan – Chief Commercial Officer, North America, Studyportals
Archie Pollock – Senior Consultant, Studyportals

BOOSTING EMPLOYABILITY FOR STUDENTS

Explore the gaps between labour market demand and student interest and discover ways for universities to align with industry for enhanced student employability. Gain insights from Brainport Eindhoven, Europe's leading technology region, on fostering a thriving ecosystem.

Laurens Vehmeijer – Senior Consultant and Head of Product Development, ACT Studyportals
Nicole Zwetsloot – Project Manager International Talent, Brainport

BREAK

12:30

SECOND ROUND OF SESSIONS

ENGAGING STUDENTS DIGITALLY IN THEIR JOURNEY TO ENROLMENT

To boost visibility and connect with students, engaging them from the start of their journey is crucial. In the digital age, the challenge lies in capturing the attention of modern students within seconds on their screens. Learn about delivering the right information through the right channels at the right time.

Maria Kinast – Senior Account Advisor Partnerships, Studyportals
Bjorn Teeuwen – Head of Marketing and Communication, Arts Faculty, Radboud University
Poppy Hall – Head of Industry Marketing, Unibuddy
Amy Downes – Director of Customer Success, Unibuddy

INTERNATIONAL STUDENT MOBILITY: CLOSE TO, OR FAR FROM HOME?

Distance can be measured in physical but also in cultural terms. Studyportals research identifies recruitment flow clusters, revealing students' preferences to study near or far from home. This data helps identify countries that draw more targeted or specific audiences and aids in diversifying or concentrating recruitment efforts.

Robert Lintzen – Complex Data Product Manager, ACT Studyportals
Laurens Vehmeijer – Senior Consultant and Head of Product Development, ACT Studyportals

POP-UP SESSION

FIRESIDE CHAT WITH THE CEO & CO-FOUNDER OF STUDYPORTALS

Edwin will share the untold stories, and challenges we've faced and the vision that got us where we are today. This is your chance to ask anything you've ever wanted to know. Discover what makes us tick, how we embrace innovation, and what the future holds. *(The seats for this session are limited)*

Edwin van Rest – CEO and Co-Founder, Studyportals

LUNCH

14:40

MASTERCLASSES

DATA DRIVEN INTERNATIONAL RECRUITMENT PLANNING: PUTTING THE PUZZLE PIECES TOGETHER

This session discusses how data is used in higher education and how it can help with strategic and tactical decision-making in different areas. We take a hands-on look at how and where to use different kinds of data to answer different questions. The masterclass also touches on storytelling with data and how to effectively communicate with data within your organisation.

Kirsten Feddersen – Senior VP Analytics Consultant, ACT Studyportals
Damaris Clark – Analytics Consultant, ACT Studyportals

POSITIONING, BRAND ARCHETYPES AND STORYTELLING

Discover the essence of your institution and craft a compelling story for prospective students in this interactive masterclass. Join Celine Kuysters and Kris Achten as they delve into the basics of positioning, brand archetypes, and storytelling. Through hands-on exercises, gain practical insights to develop distinctive marketing strategies that stand out from clichés and stereotypes.

Kris Achten – Coordinator International Degree Programmes International Marketing & Recruitment, Karel de Grote University of Applied Sciences and Arts
Celine Kuysters – Marketing & Communication Strategist, University of Antwerp

BENCHMARKING FOR COMPETITIVE ADVANTAGE

Growth can follow different paths, but your success is often defined by your competition: Discover the keys to success and outperforming competition in this session with Mathias Falkenstein and Thijs van Vugt. Learn how to identify peers, implement continuous benchmarking, and leverage metrics to spot growth opportunities. Gain a competitive edge and uncover valuable insights for your institution's advancement

Mathias Falkenstein – CEO and Co-Founder, XOLAS & Prof. of Practice in Higher Education Management, Luiss Business School, Luiss University
Thijs van Vugt – Director Analytics and Consulting Team, Studyportals

BREAK

16:00

PLENARY SESSION

GLOBAL CLASSROOM: UNIVERSITY PANEL DISCUSSION

Universities from across the globe discuss tried and tested strategies for international student recruitment. They'll reflect on finding and recruiting the right students for truly global classrooms

Kim Loeb – Executive Director of Professional Applied and Continuing Education, University of Winnipeg
Juan Ignacio Roca Knowles – International Relations Officer, Universidad CEU Cardenal Herrera
Barbara Lung – Director, Global Curtin, Curtin University

16:45

ACADEMY CLOSING AND KEYNOTE

Jan Peter Balkenende – Former Prime Minister of The Netherlands

17:15

NETWORKING AND DRINKS

19:00

CLOSING DINNER