



## **Workshop on Effective Programme Promotion [2 hours - online]**

This workshop will explore how Croatian higher education institutions can use data to strategically market and promote their English-taught programs, a growing sector as international student interest in Croatia increases. Participants will learn how to harness data to refine their marketing strategies, improve student recruitment, and enhance program visibility both locally and globally.

This workshop will focus on the leveraging data on student interest behavior to optimize programme promotion and support development of successful and sustainable programmes. The workshop will also address internal and external communication challenges specific faced by higher education institutions and strategies for improving these.

- **Workshop agenda:**

- **Part 1: Using forward looking data to effectively promote programmes**
  - *Discussion: What are the current trends in applications and enrolments?*
  - Introduction to Studyportals data and using data to track trends
  - Latest discipline trends in Europe: supply, demand and market opportunities
  - Identifying and understanding focus markets
  - Five steps for data-driven programme promotion
- **Part 2: Optimising communication channels for English-taught programmes**
  - *Discussion: How do you/did you promote programmes to date?*
  - Identifying issues and optimising internal communication
  - Best practice examples of external communication
  - Key takeaways and Q&A

- **Learning outcomes**

- Understand the role of data in marketing English-taught programs.
- Identify market opportunities for effective marketing strategies.
- Develop actionable promotional plans based on data insights.
- Foster collaborative discussions on best practices and innovative approaches.



- **Trainers**

**Thijs van Vugt** is Director Analytics and Consulting at Studyportals and partner in iE&D Solutions. He has over 30 years of experience in international education, 17 of which as a consultant. Thijs worked at Tilburg University in the Netherlands between 1989 and 2006 in various capacities, both at central and faculty level. He also worked for the ERASMUS Bureau in Brussels for 6 months in 1993-1994. In early 1995, he moved to Britain to work for Sheffield Hallam University for 18 months. In 1997, he became Head of the International Office of the Faculty of Economics and Business Administration at Tilburg University.

From 2006 until 2009 Thijs was partner and director of StudyWorld (Netherlands) BV, a student recruitment agency and IELTS Testing Centre in the Netherlands, which was sold to Kilroy in Denmark. From October 2008 until May 2011 Thijs was the Interim Head of Marketing, Communication and Admissions of the Institute for Housing and Urban Development Studies of Erasmus University Rotterdam. From September 2011 until January 2013, he acted as Head of Marketing for RNTC. From July 2011 until September 2015, he was Senior Account Manager at Studyportals.

Thijs is the founder of the Expert Community on Marketing & Recruitment of the European Association for International Education (EAIE) and was the Chair of M&R from 2002 to 2008. From 2004 to 2008 he also was a member of EAIE's Executive Board. Thijs served on EAIE's Conference Program Committee in 2010 and 2011. In September 2009, Thijs was awarded the Bo Gregersen Award for Best Practice of the EAIE.

Thijs has a Master's degree in International Economics from Tilburg University, a post-graduate diploma in Public Management from Tias Business School, and a post-graduate certificate in Customer Relationship Management (CRM) from Beeckestijn Business School. Thijs is a member of the Register of CRM Professionals.

**Damaris Clark** is a Data Analytics Consultant supporting institutions and partners in the EMEA region at Studyportals. She has over 10 years' experience working in international higher education during which time she has undertaken various roles in the international education sector, from admissions to marketing and recruitment.

In 2014 Damaris became an international student herself, receiving a full scholarship for the Joint Master programme Master in Research and Innovation in Higher Education which she studied in Austria, Finland and China. Her thesis focuses on continuous improvement in student engagement using several UK institutions as case studies.