



بسمه تعالی



انجمن آموزش مهندسی ایران

کمیته همکاری های بین الملل

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Maximising engagement and learning outcomes with Chinese students

Wednesday 8 September | 10.30 -
11.30 (BST)



Description

Now a critical part of universities' engagement strategy with international students, China poses a unique set of challenges for higher education institutions. This webinar will feature of experts from academia and industry exchanging knowledge and best practice about the engagement strategies that work and how they are preparing for the future.



Speakers



Nicolas Chu · 3rd
CEO at Sinorbis | Professor of Practice at UNSW Business School

[LinkedIn Profile](#)



Mark Garratt FCIM · 2nd
Global Director, International Student Recruitment at The University of Law

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Kathryn Tomos MA Chart. PR, MCIPR, MCIM · 3rd
Director of Marketing and Recruitment at The College, Swansea University

[LinkedIn Profile](#)



Speakers





Who Is Sinorbis?



- ◆ Sinorbis is a multi-award-winning software company on a mission to bring marketing to Asian consumers within reach for any business and organisation by removing common market entry barriers through technology.
- ◆ We provide Western businesses and institutions with the world's first integrated marketing platform to create, measure and optimise their Chinese digital presence.
- ◆ **Sinorbis gives you the tools you need to create your digital presence and manage your most important marketing channels in China across the entire customer journey.**



The Idea



- ◆ After having realised first-hand that there was a growing demand in Asia for Western products and services but no easy technology solution to address it, Nicolas started to explore with Allen the idea of building a platform to help connect the Asian demand with the rest of the world.



Discussion points

- How can universities utilise the right digital tools and platforms to engage with Chinese students?
- How can universities balance the relationship with recruitment agents to retain more control?
- What's the best way to collect quality data that identifies trends and informs future strategies?
- How should universities set up feedback loops with students and other stakeholders to improve engagement?



Discussion points

- In what ways can universities embed engagement with Chinese students at all levels to deliver **lifelong learning**?

A simple definition of lifelong learning is that it is “**development after formal education: the continuing development of knowledge and skills that people experience after formal education and throughout their lives**” (Encarta, 2008).

