



*Your STUDY IN academy is coming up soon!*

## **Webinar #13** **Choosing Priority Countries**

**Date:** Wednesday, 22<sup>nd</sup> June 2022

**Time:** 14:00 – 16:30 CEST

**Link to the meeting:**

[Join Zoom Meeting](#)

**Meeting ID:** 854 9730 4245

**Passcode:** ACAcademy13

### **About STUDY IN academy**

STUDY IN academy series is a bespoke training series for Czech higher education institutions (HEIs) jointly developed by the [Study in the Czech Republic](#) (STUDY IN) initiative managed by the [Czech National Agency for International Education and Research](#) (DZS) and the Brussels-based [Academic Cooperation Association \(ACA\)](#), an umbrella organisation of 22 national-level funding organisations of international cooperation in higher education, and an expert centre in internationalisation.

The series is co-designed for Czech higher education institutions (HEIs) and meant to address key topics for the latter, supporting further strategic action and professional development. The topics focus mainly on online international education marketing, recruitment, internationalisation, and strategic decisions during the COVID-19 times and beyond, taking into account both the local contexts and global trends.

The webinars are delivered by Study in the Czech Republic and a partner, an expert in the field. The expert for the 13th webinar is ACA.

The topics and materials that have already been covered can be seen [here](#).

### **About the STUDY IN academy webinar #13 – 22<sup>nd</sup> June 2022**

The next webinar will address the topic of **Choosing Priority Countries**.

Selecting target markets for a university's international recruitment efforts has always been complicated, even before COVID-19. There are always a large number of geographical, economical, demographic and political variables to consider, each variable potentially different for each university depending on its capacity, finances and specialisation. It is further complicated by the fact that every new market, if entered, requires a sizable investment in both finances and time before real results can be seen. In fact it can take several years to confirm, whether a decision to enter a specific country/region was the correct one or not. This was also further muddled during the COVID-19 crisis when physical mobility was almost impossible, and marketing efforts switched fully to online, which came with its own opportunities and issues.

In this webinar, two key experts will share institutional strategic approaches when it comes to choosing priority countries from a marketing perspective and give insights into what they have learned over the years – which criteria they have applied in deciding which countries/regions should be designated a priority, how it has turned out and how should it really be done. Following the presentations and the respective Q&A's, an interactive guided discussion will take place focusing on the experiences of the participants and their higher education institutions, with Eveli Soo and Péter Árvai contributing their reflections to the discussion.

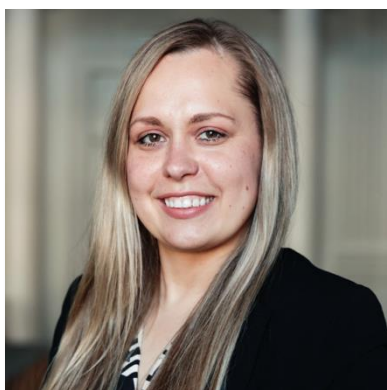
## Target audience

Diverse – staff of International Relations Offices and support services in Czech higher education institutions (heads of offices, partnerships officers, mobility officers, etc.), people working for international marketing, as well as academics interested in the field.

## Draft Programme

14:00 – 14:10	<b>Welcome and introductions – ACA &amp; Study in the Czech Republic</b>
14:10 – 14:40	<b>Presentation – 1, Eveli Soo, University of Tartu</b> <i>In her presentation, Eveli will give an overview of how priority countries are selected at the University of Tartu, how it was during the COVID-19 period and how they plan to approach the issue in the future.</i>
14:40 – 15:10	<b>Presentation – 2, Péter Árvai, University of Pécs</b> <i>In his presentation, Péter will give an overview of how priority countries are selected at the University of Pécs, what they have learned over the years and how they would want to approach this issue in the future.</i>
15:10 – 15:20	Health break
15:20 – 15:40	Q&A based on presentations of Eveli Soo & Péter Árvai
15:40 – 16:25	<b>Guided discussion – Sharing experiences of Czech HEIs participants in choosing priority countries</b> , with insights and reflections from <i>Eveli Soo &amp; Péter Árvai</i>
16:25 – 16:30	<b>Wrap-up, Raul Ranne</b>

## Speakers



### Eveli Soo

**Head of International Marketing at the University of Tartu, Estonia**

Eveli Soo is the Head of International Marketing at the University of Tartu, Estonia, with more than ten years of experience in recruiting international students worldwide. As part of her tasks, Eveli is responsible for the choice of the university's target countries in cooperation with the programme directors, the Vice-Rector for Academic Affairs, and the Head of International Cooperation. Eveli holds a master's degree in business administration and economics with a specialisation in leadership and marketing from the University of Tartu



### **Péter Árvai**

**Deputy Director, Head of International Recruitment at University of Pécs**

Péter Árvai has graduated in Political Science and International Relations at the University of Pécs. He started working at his alma mater in 2016 as an international relations coordinator. Now, as a head of international recruitment, he oversees the global marketing activities of the university – ranging from online ads through regional offices, online and offline fairs, agents, etc. Since 2016 the university has managed to double the number of international students, and the revenue gained from international tuition is now equals to the revenues earned on the domestic market.

## **Moderator**



### **Raul Ranne**

**Senior Advisor, Academic Cooperation Association**

Raul Ranne is a Senior Advisor at ACA. He has more than 14 years of experience in higher education sector with a focus on internationalisation and development of education. He held various positions in the Archimedes Foundation – a national agency of the EU education, youth and sports programme, in Estonia. Over the years his key areas of responsibilities have included developing recognition of prior learning systems in Estonia, Study in Estonia programme aimed at marketing and branding of Estonia as a good destination for international students, and managing large number of mobility programmes, funded both from the EU and governmental sources. Raul also worked in the private sector, where he was responsible for the marketing and development of DreamApply, a leading Estonian EdTech company, before launching his own education consultancy company, Eduenable. Raul holds a master's degree in European Studies from Tallinn University, Estonia, and a qualification equal to Master's degree in political science from the University of Tartu, Estonia.