UNIAGENTS

TRANSFORMING THE GLOBAL STUDENT MOBILITY WORLD

UNIAGENTS ANNUAL SUMMIT-2017

EVENT
REPORT
2017

INDIA'S LARGEST INTERNATIONAL
HIGHER EDUCATION SUMMIT

pg 03-09

WE HELP YOU
TARGET
RIGHT
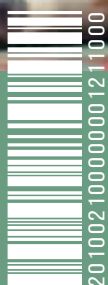
We have helped thousands...
TO MAKE DIFFERENCE TO MILLIONS OF LIVES

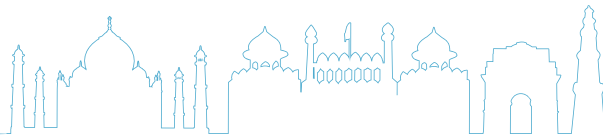*Students are the centre of our philosophy...*

2017

UNI AGENTS
ANNUAL SUMMIT

INDIA'S LARGEST EVER INTERNATIONAL EDUCATION SUMMIT TOOK PLACE IN NEW DELHI

The first UniAgents Annual Summit held in New Delhi 22nd - 24th April 2017, hosted **898 Participants** representing **419 Organizations** from **62 Countries** worldwide conducted **11,744 Pre-Scheduled Business Meetings**.

Asia has always dominated the global mobility industry and it responds incredibly fast to changing dynamics of the sector. New Institutions along with Established Institutions continues to identify and work with reputable platforms to gain and maintain their position in the market in order to get a fair share of students. India has a particular importance in the region and that is why UniAgents has chosen to make it the destination for its Annual Summit.

Students from India are increasingly choosing to study abroad and the numbers are increasing every year with a much higher rate in comparison to China. Indian Students are also more open to explore new destinations like Central & Eastern Europe, Middle East, and Latin America.

Indian students respond faster to new offerings and English being almost the first language the higher education providers find it easy to recruit from India.

On the other side, Indian Institutions are actively exploring International Partnerships with ease in rules under the new Modi Government and domestic market is becoming extremely competitive and a lot of changing domestic mobility trends have been observed. Moreover, India is also becoming an established destination for SAARC and African Students.

In India, the college-aged population is Highest in the world and India would continue to dominate the student mobility sector, UniAgents is focused and determined to build the largest international platform (UniAgents Annual Summit) for India to allow Educators from domestic and international markets to recruit the right students.

www.uniagents.com

Participants
IN UAS-2017

The organizations represented at the event included Universities, Examination Boards, Regulatory Bodies, Embassies, and Government Delegates from relevant ministries, HE Consultants, Technology Providers, Service providers to Student mobility sector and Industry Think Tanks.

During
UAS-2017

The event was organized at **India's Largest 5-star convention property**, which is also one of the most luxurious hotel brands in India. **23 Seminars**, **Expert Panels** and **Industry Presentations Delivered** by **44 Speakers**. Giving the participants vital insights in understanding the ever-changing student mobility industry. For the first time on such platforms we witnessed such a diversified age group. The youngest presenter was 9 years old and the most experienced one was 81 years old.

Participants also enjoyed the property and special event features, which allowed them to enjoy the IPL cricket series and network while being painted, gaming and dining.

The Education Minister of Delhi launched a platform for Indian Students **(CAMPUS INDIA)**, which will be run by the students to improve the learning experience in the school and helping the governments across the country in social good.

UAS 2017 was much awaited for the **launch of Global Access** which was the show stopper and the impressive launch of the technology took place when the main stage screen got split to reveal the name of the Global Technology- **"UNICA"** which will allow institutions globally to recruit students with an assured 33% conversion without any cost.

The next UniAgents Annual Summit will be held on **27th, 28th and 29th April 2018**. This time we are all set to break all the records and surpass the expectations of each participant and letting them recruit the best of Indian Students.

Important
STATISTICS

DELEGATES PROFILE

41% — Agents & Other Students Sourcing Channel

36% — Universities & HE Providers

09% — Secondary & Boarding Schools

08% — Other Service Providers

06% — Government Officials & Embassies

DEMOGRAPHY

02% (Russia)
20% (Europe)
11% (North America)
12% (Middle East)
39% (Asia)
11% (Africa)
03% (South America)
02% (Oceania)

Legend:
- Asia
- Europe
- Middle East
- North America
- Africa
- South America
- Russia
- Oceania

MEETINGS STATISTICS *

42% — Institutions with Agents

21% — Institutions with Institutions

12% — Agents with Agents

09% — Institutions with Government

07% — Agents with Service Providers

06% — Institutions with Service Providers

*Combinations with lower than 1% denomination are not listed

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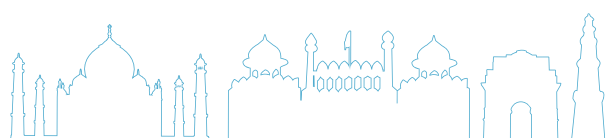
STUDENTS STATISTICS *

AGE GROUP

48% 20-22
39% 17-19
07% 23-26
04% Above 26
02% Under 17

(chart y-axis: 100, 90, 80, 70, 60, 50, 40, 30, 20, 10, 00)

53% Male
47% Female
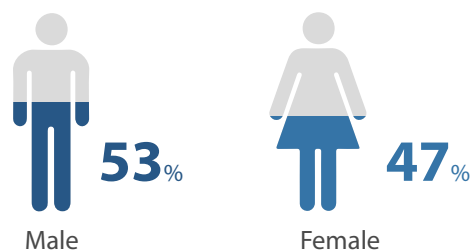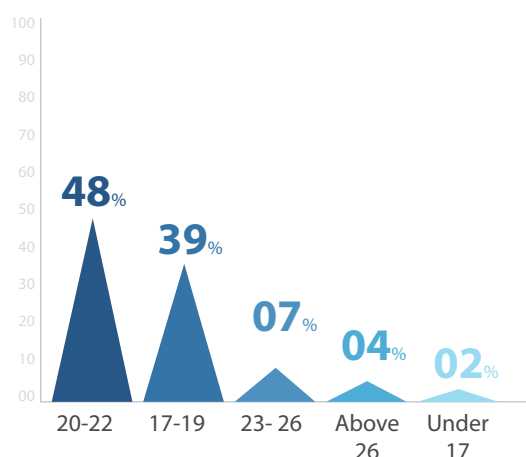
INTERESTED LEVEL OF EDUCATION

49% Postgraduate
41% Undergraduate
07% Others
03% Doctoral
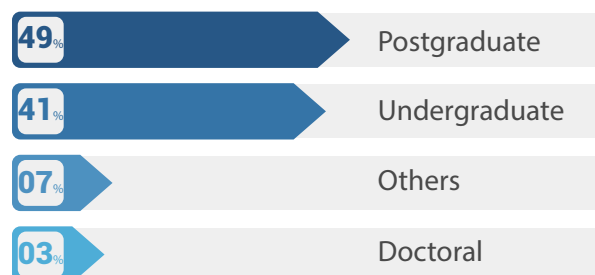
TOP 10 AREAS OF INTEREST

- Arts
- Automobile and Aviation
- Business and Management
- Civil Engineering
- Computing / IT
- Economics Statistics and Mathematics
- Hospitality and Tourism
- Mechanical Engineering
- Media and Mass communication
- Medical Science

Special Thanks to

Government of the National Capital Territory of Delhi

ज्ञान-विज्ञान विमुक्तये

GOBIERNO DE ESPAÑA MINISTERIO DE CULTURA

MINISTRY OF FOREIGN AFFAIRS OF HUNGARY

Education USA

CAMPUS FRANCE campusfrance.org

STUDY IN HUNGARY

STUDY IN THE CZECH REPUBLIC

Australian Government
Australian Trade Commission

ASSOCIATION OF INDIAN UNIVERSITIES

SHIMLA UNIVERSITY

GREC Group

NEWTON COLLEGE

AMITY UNIVERSITY

SAN JACINTO VALLEY ACADEMY

Czech College

THE PIE
Professionals in International Education

Disclaimer: The independent participants and speakers participated from these organisations. These logos do not represent anykind of association or involvement in organising this event in any manner.

EVENT REPORT 2017

www.uniagents.com

What Participants
SAY ABOUT UAS-2017
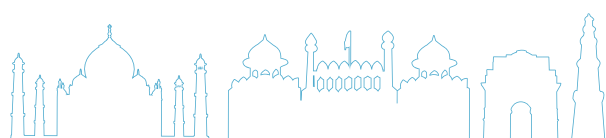
" So proud to see something of this magnitude, well organised. Will support the endeavours "

- Manish Sisodia
Deputy CM and Education Minister
Delhi Government, India

" This event is a tremendous platform for International Institutions to tap Indian Market "

- Milan Hovorka
Ambassador
Embassy of the Czech Republic, Czech Republic

" Brilliantly organized UniAgents Annual Summit "

- Dr. WILHELM Zoltán
Cultural Counsellor
Hungarian Information and Cultural Centre, Hungary

" Amazing event, good networking and great for student recruitments. Met so many good quality students "

- Victoria Corbett
Education Consultant
IEC Abroad, United Kingdom

" Please book me now for next year, I am not sure how you managed to get such high quality students "

- Renu Agarwal
Director
EDU Options- Germany, Germany

" I found the three days extremely valuable "

- Christopher HALL
Manager - South East Asia
Australian Boarding Schools International, Australia

" This event is just perfect, We have got everything we expected "

- Zhou Jinxiang
Programme Officer
Yancheng Teachers University, China

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" Absolutely impressed with the details to which this Summit is planned and executed "

- Aaron Mitich
Global Director of School & Institutional Partnerships
Cambridge Education Group, Thailand

" I have no words, these three days were an eye opener. Brilliantly planned event "

- Dr. Firdous A. Wani
Director Cum Dean, HILSR, School of LAW
Jamia Hamdard University, India

' The team at UniAgents really looks after your every need. Very productive conference "

- Rustem Agzyamov
Project Coordinator
MIRNAS Communication, Russia

" I feel honoured to be a part of UAS 2017 "

- Dr Henry Ogiri
Managing Director
Rosebowl Education Consult Ltd, Nigeria

" Impressed with the scale and quality of the event. Could not have imagined something like this in India "

- Tulasi R Kafle
Director of Counselling and International Communication
Kangaroo Education Foundation, Nepal

" I must congratulate the team for such an amazing event, it's been a week and we already have received 3 applications "

- Denissza Blanar
International Director
Budapest Metropolitan University, Hungary

" Every minute spent at the conference is worth it "

- Lamin Minteh
Director
Centre for Excellence Consultancy, Gambia

Largest Education event I have attended. Impressive execution "

- Sambhav Srivastava
Association of Indian Universities, India

Excited about Global Access, can't wait to see it in action "

-Zachary Van Alphen
Director of Sales
Live Learn Earn Australia, Australia

Have attended nothing like this before. Happy with quality of partners and students "

- S.Sivaperumal
Director (i/c) - International Relations
Veltech Dr.RR & Dr.SR University , India

Really useful for an institution of our reputation to meet right kind of partners and Students "

- Raul D'souza
Indian Sub-continent & Gulf Area Manager
Istituto Marangoni Milano, Italy

This event has been beyond our imagination in all aspects and top quality students "

- Elsie Chin
Manager, International Marketing
SEGi University & Colleges, Malaysia

Very Insightful sessions. Everything organised by the UniAgents team was way beyond satisfaction "

- Amanda Sanchez
Founder
Global Gurus, USA

A must needed platform for Schools to network with Higher Education World "

- Sangita Sharma
Head - Admissions
Alliance World School, India

EVENT
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2017

OUR NOT FOR PROFIT INITIATIVES
IT'S TIME FOR CHANGE

Promoting European Institution is extremely specialist so here is your opportunity to meet these specialists who can deliver the results for you

UNIAGENTS EUROPEAN EDUCATION Summit 2017
hungary

24th –25th October 2017

- Event dedicated to promote only European Higher Education Providers
- Meet Certified Consultants from 50 countries who expertise in European Recruitments
- Also meet high Schools from around the world who wish to send their students to european universities for full undergraduate courses / summer courses.

Early Bird Participation Fee 1250 Euros per institution *(up to 2 delegates)*

INDIA'S LARGEST
International
EDUCATION EVENT & STUDENT FAIR

27th -29th April 2018, New Delhi, India

- Largest Student Fair, Pre- registered students managed using smart technology
- Meet Certified Consultants from 50 countries
- Meet High Schools who wish to establish partnerships for progressions and summer schools
- Meet Government organisations, policy makers and embassies
- Meet Universities wish to establish Partnerships for student mobilisation

If you are an Education Institution or Service Provider interested in recruiting international students and establishing international academic or recruitment partnerships with delegates from over 60 countries then you cannot afford to miss this event.

Early Bird Fee 3250 USD per institution *(up to 2 delegates)* including 4 days five star accommodation

Reserve your place today
and pay after October 2017

Scan this QR Code

to reach to the event registration page

UNI AGENTS ANNUAL SUMMIT
2018

Call us or write to us on :
cj@uniagents.com | +91(0) 11-42334989
and we will help you with your event registration. Or visit www.uniagents.com

Scroll Further for our **Intelligent Solutions**
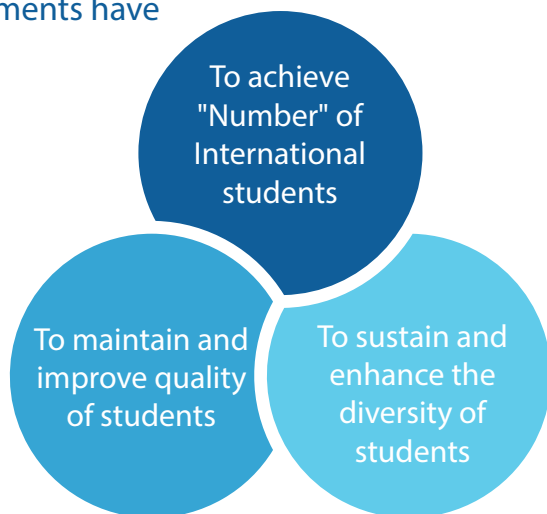
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GLOBAL
ACCESS

As the name suggest, it literally means providing global access to every stakeholder in the international student mobility world. So Global Access is simply a platform popularly known as:

"UNICA" (University Common Application) to students globally, available as a comprehensive mobile application. And **"Uniagents"** to Educators, Consultants, Governments and Service Providers, a complete web application.

We believe transparency and freedom to choose are natural rights for all stakeholders involved in international student mobility. Which currently is not the case since certain models in the industry are structured to restrict transparency thus choices are not always made, but a lot of times sold.

3 MAIN OBJECTIVES
Institutions involved in International Student Recruitments have

To achieve "Number" of International students

To maintain and improve quality of students

To sustain and enhance the diversity of students

And they face
3 MAJOR PROBLEMS

- Too many lead sources, irrelevant leads, Poor Conversion
- Complexities in establishing and later managing vast agent network
- Lack of intelligence about options to choose from
  (Target Market, Agents, Exhibitions, Local Advertising channels and others)

GLOBAL ACCESS
AS A PLATFORM WOULD DELIVER RESULTS
WITHOUT DISTURBING

INSTITUTIONS EXISTING RELATIONSHIPS

STRATEGIES

AND STRUCTURES

It will give you access to Students and Agents in **160 COUNTRIES** with an assurance of **33% CONVERSION RATE.**

for **FREE**

Institution, Corporate and Government Partnerships

Use of Agents / Consultants / Local Representatives / Alumni

Direct Marketing to Students

To achieve these objectives **THEY USE 3 MAIN CHANNELS**

HOW TO **START?**

Institutions must configure their account ASAP, to get the early entrant benefits and maintain higher ranks on the platform for better results.

1 Add a profile

2 Configure Promotions

3 Create your plan for the use of Agents

4 Create users

5 Add Course Level offered

6 Approve Application form

7 Let the course managers Add Courses*

In maximum of 45 minutes effort,

you are all set to receive Applications (Not Leads) for **FREE** with **33%** guaranteed conversion rate

Using an incredibly simple to understand Step by Step Process:

Go to : *goo.gl/k3DZvv*

Basic PLUS+

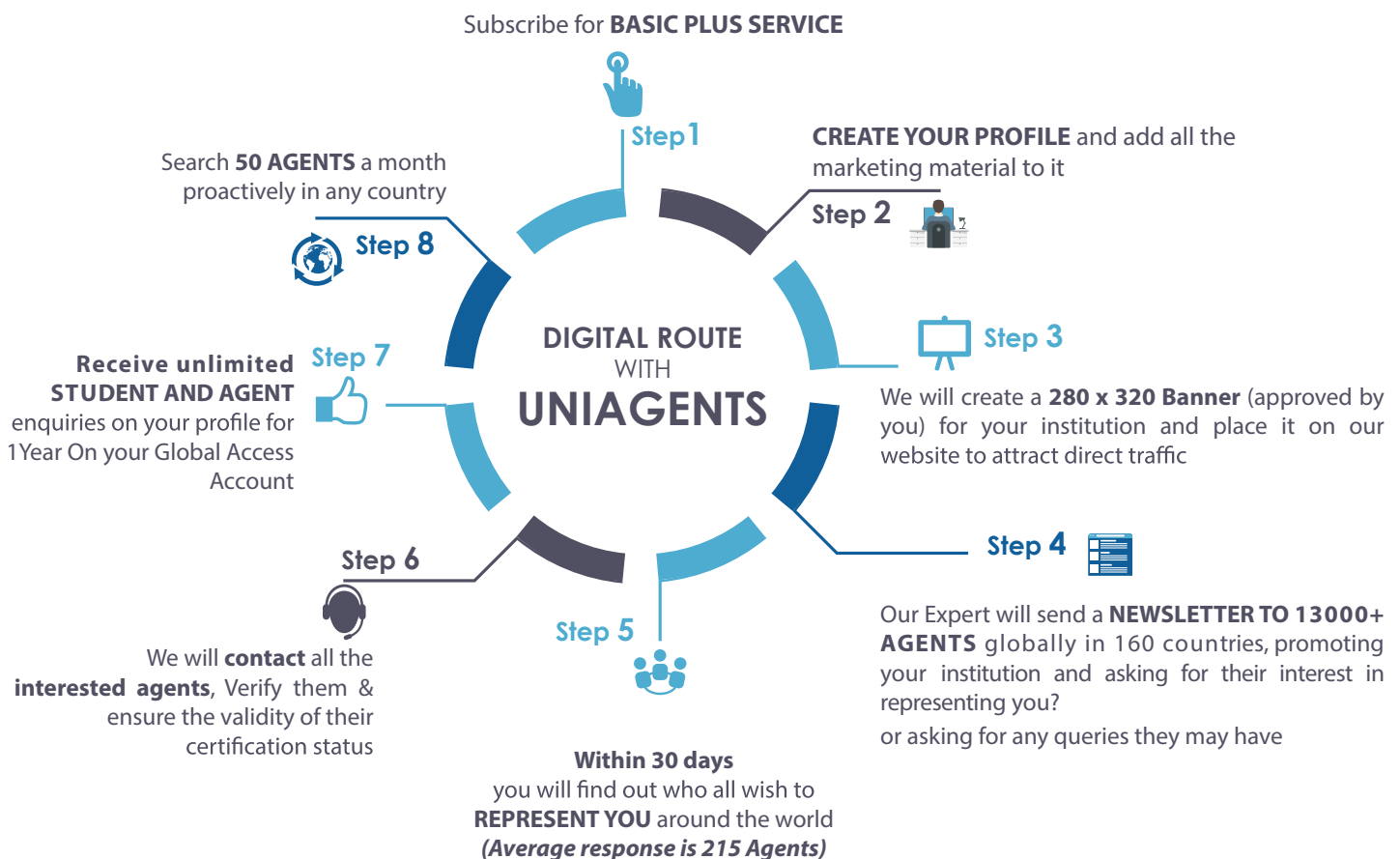## Connect to 13000 Certified Agents from 160 countries

There are only two ways to recruit international students:
1. Directly attracting students by using: Institutions or third party marketing channels or Direct Referrals from Students and Alumni
2. Recruiting using Educational Consultants /Agents

If you want to use agents to attract more international students OR if you already use agents and wish to diversify and explore new student markets using agents then identifying agents who are willing to promote you using traditional route is very expensive, so is the digital advertising on popular portals. Extensive filtration is required since every agent is not fit to promote your institution. Agencies are specialised to promote certain countries, programmes and level of courses. Thus we will bring to you a powerful digital tool that does this match-making job in a fraction of the time and saves you a lot of money too. Not only that, it increases your institution's visibility amongst the audience in 160 countries.

BASIC PLUS DIGITAL ROUTE

SIMPLE, FAST AND COST EFFECTIVE

Subscribe for **BASIC PLUS SERVICE**

Step 1

CREATE YOUR PROFILE and add all the marketing material to it

Step 2

Search **50 AGENTS** a month proactively in any country

Step 8

DIGITAL ROUTE
WITH
UNIAGENTS

Step 3

We will create a **280 x 320 Banner** (approved by you) for your institution and place it on our website to attract direct traffic

Step 7

Receive unlimited STUDENT AND AGENT enquiries on your profile for 1 Year On your Global Access Account

Step 4

Our Expert will send a **NEWSLETTER TO 13000+ AGENTS** globally in 160 countries, promoting your institution and asking for their interest in representing you?
or asking for any queries they may have

Step 6

We will **contact** all the **interested agents**, Verify them & ensure the validity of their certification status

Step 5

Within 30 days you will find out who all wish to **REPRESENT YOU** around the world *(Average response is 215 Agents)*

HOW DO WE FILTER OR SELECT OUR AGENTS?

To register as an agent, an individual or an organisation must be in the full-time business of international education recruitments with successful track record and provide us with two academic references to create a profile on Uniagents which would then undergo 3 further level of checks before getting fully activated.

01 Now, an Agent must get certified by our compliance team to benefit from our services. The certification process is incredibly detailed and carefully designed by the industry experts. It begins by asking the agent to fill 7 Long forms and provide evidence for details filled in the form. The idea is certainly not to torture an agent by asking them so many questions but every detail requested in the form has relevance and help our compliance team to understand the quality and level of the agency.

BRIEF ABOUT DETAILS COLLECTED IN THE CERTIFICATION PROCESS

a Company Details

- Validation
- Website and Information published on it
- Details of Legal authorization to operate, business licensure and certification/credentials

b Government Details

- Membership in relevant professional associations
- Total number of staff and counsellors (their Cv's)
- Staff's responsibilities, professional experience, educational background

c Branch Offices

- Similar details on Staff members in each branch
- Governance and Monitoring mechanism of Branches
- Legal and Business model

d Students & Families Served

- References from the students and their families served recently
- Random interviews during Skype session with available students

e Analytics

- Number of institutes and Countries of representation
- Application analytics from Leads to Conversion
- Courses , Level and Areas of Specialisation

f Compliance, IT & Quality Control

- Kind of technologies used by the Agent
- How do they monitor quality and intentions of a student
- Staff training system and evaluating, how does every counsellor stay up to date about new courses, visa rules, impact on students and careers due to geopolitical changes ?
- Quality of Communication with Institutions
- Use of Sub-Agents and the Quality control on selection and refining applications
- Pre- Enrolment brefing content and mechanism
- Details on Post Enrolment services

02 Interviewing the Owner and other key people of the business, such interviews are recorded for future references. Separate recording of the office facilities, random student and staff interviews are also done. The aim of the interview is to validate the information filled in the certification form by questioning them and identifying any errors or false information provided.

03 Continuous Monitoring of agents using UniAgents CRM, live tracking of Lead to Conversion. Our technology platform provides us invaluable intelligence and allow us to rate agencies effectively.

04 It doesn't end here… any agent can be reported for any defaults or unlawful and malpractices by Institutions, parents and students. Once blacklisted, their access gets restricted and the status of the account becomes "Blacklisted". Considering the amount of information we have about this agent for them to start a new agency in different name is impossible.

UNI AGENTS

Reach < Regulate > Recruit