UNICA

TRANSFORMING THE GLOBAL STUDENT MOBILITY WORLD

WWW.UNICA.CO.IN

UNICA

EVENT
REPORT
2019

CONSOLIDATION OF
technologies
for better intelligence

UNI AGENTS

2019
Annual Issue

A Decade of Learning,
Developing Technologies Injecting Intelligence

UNICA ANNUAL SUMMIT – 2019

No:1234567890000000000

Reach < Regulate > Recruit

Contents

"

Dear Members of Global Higher Education Fraternity,

There's a lot that has gone behind the scenes, and for the last 10 years, we have expanded our portfolio, perfected our organisation, and delivered you with better technologies, services and results every time. In the same spirit, we have entirely rebooted the experience by not only consolidating all our technologies into one platform but also introducing new verticals to engage in the ecosystem directly and deliver faster and better results.

So to experience smartest events, effective technologies to increase your international enrolments continue to be part of our family. We are determined to be the most progressive organisation in global student mobilisation.

Dishant Kharbanda
Founder & CEO

"

ANNUAL
ISSUE
2019

UAS 2019

India's Largest International Education Summit

New Delhi

The third Annual Summit held in New Delhi 2nd-4th May hosted 748 participants representing 374 organizations from 71 countries worldwide conducted 10,714 pre-scheduled business meetings and welcomed 4871 students and parents.

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.

Asia has always dominated the global mobility industry, and it responds extremely fast to changing dynamics of the sector. New Institutions, along with established Institutions continuous 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 special importance in the region, and that is why UNICA uses its home ground for its Annual Summit each year.

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 with a few challenges from individual states that have a high volume of aspirants but quality and intention of completing education remains a challenge.
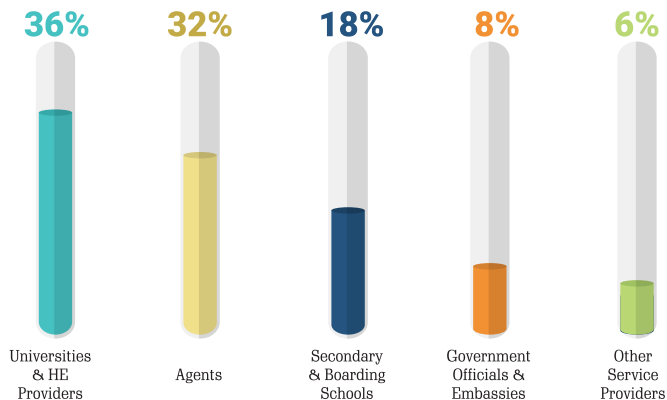
On the other side, Indian Institutions are actively exploring International Partnerships with ease in rules by UGC. At the time Indian politics is very uncertain due to significant alliance formed by the current opposition parties and the world's largest democratic elections are in progress. The election results will play an essential role since the domestic market is becoming extremely competitive, and a lot of changing national 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, UNICA is focused and determined to build the most significant international platform for India and collaborate with several other foreign governments to allow targeted promotion of education exports and generate tangible and lasting results in global student mobility industry.
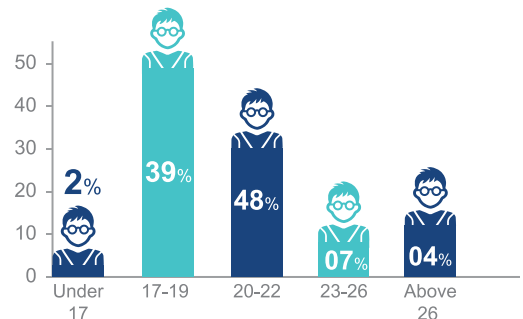
UAS 2019 was much awaited for the launch of UNICA mobile app as 100% automation tool for education events. The flawless experience of the app during the event encouraged users for more efficient networking and made their presence more meaningful. UNICA as a tool is expanding very fast, and by the end of 2020, it shall establish itself as the leading technology in the global student mobility sector. The next Annual Summit will have a slightly different format, which shall include pre-booked interviews with students as well, which will require two months of filtration and matchmaking exercise. Thus, 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.
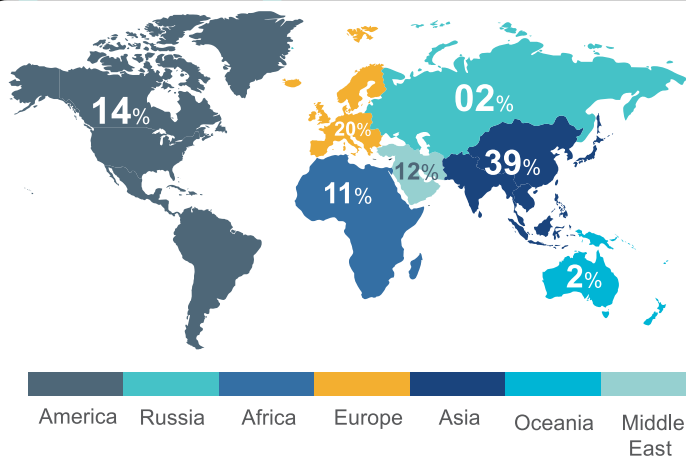
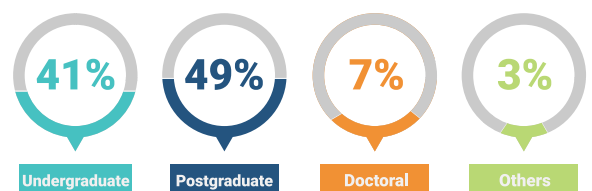# IMPORTANT STATISTICS

DELEGATES PROFILE

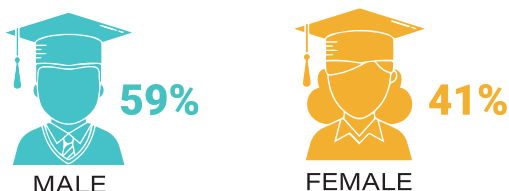| 36%	32%	18%	8%	6%
Universities & HE Providers	Agents	Secondary & Boarding Schools	Government Officials & Embassies	Other Service Providers

STUDENT AGE GROUP

Age	Percentage
Under 17	2%
17-19	39%
20-22	48%
23-26	07%
Above 26	04%

DEMOGRAPHY

Region	Percentage
America	14%
Europe	20%
Middle East	12%
Russia	02%
Asia	39%
Africa	11%
Oceania	2%

America | Russia | Africa | Europe | Asia | Oceania | Middle East

INTERESTED LEVEL OF EDUCATION

41%	49%	7%	3%
Undergraduate	Postgraduate	Doctoral	Others

MEETINGS STATISTICS

32%	Institutions with Agents	32%
14%	Institutions with High Schools	14%
21%	Institutions with Institutions	21%
11%	Agents with Agents	11%
9%	Institutions with Government	9%
6%	Institutions with Service Provider	6%
7%	Agents with Service Provider	7%

TOP 10 AREA OF INTEREST

- Business and Management
- Computing and IT
- Hospitality and Tourism
- Engineering & Technology Law
- Automobile and Aviation
- Medical Sciences
- Media and Mass communication
- Art and Design
- Economics Statistics and Mathematics

STUDENT STATISTICS

59%	41%
MALE	FEMALE
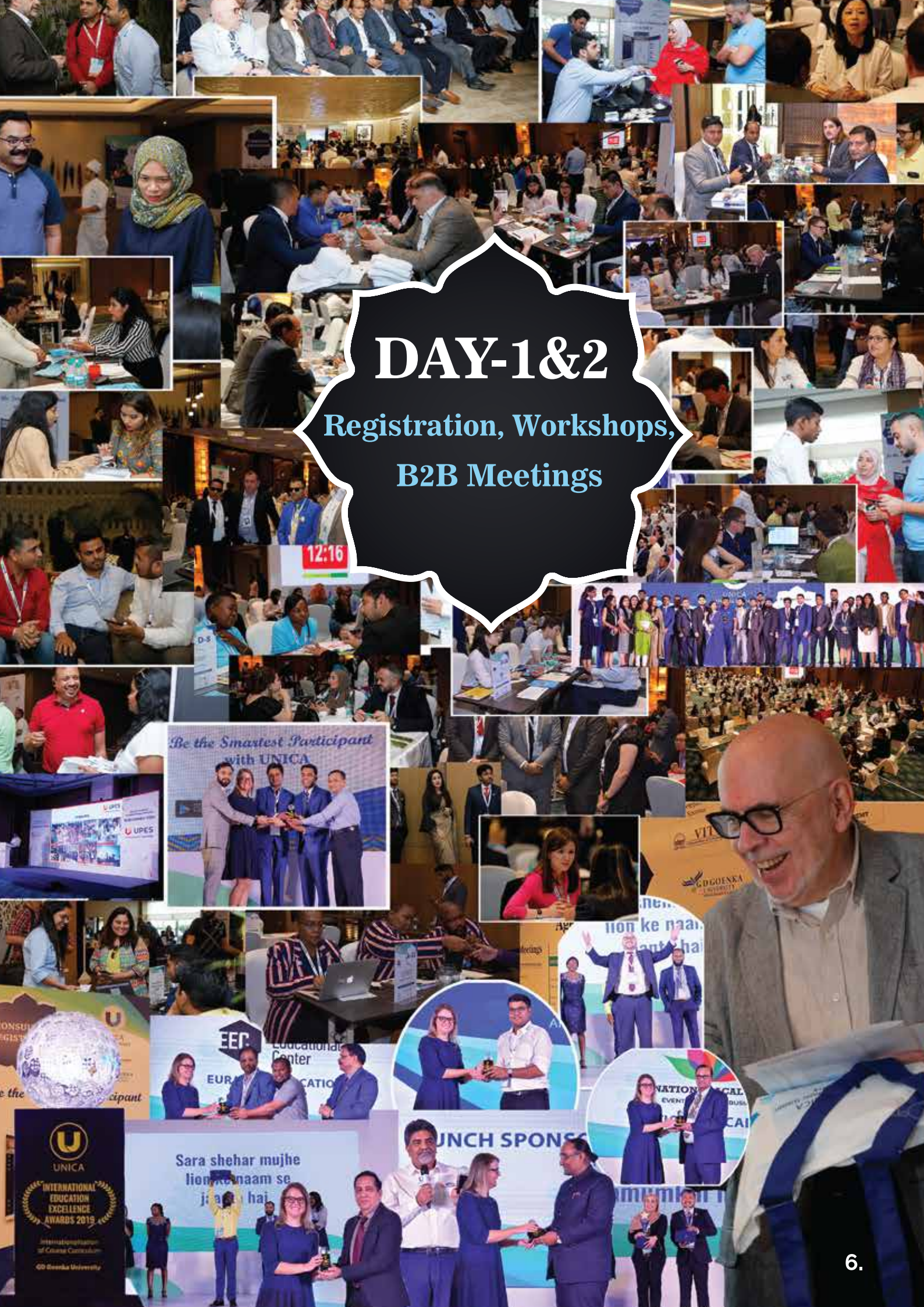
DAY-1&2

Registration, Workshops, B2B Meetings

DAY-3
Student Fair, Virtual Fair
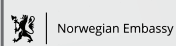
Education Ireland	Embassy of Serbia	NUFFIC – Study in Netherlands	Education USA	Campus France	Embassy of the Russian Federation	Embassy Of Mauritius	Tempus Foundation – Hungary

Embassy of the People's Republic of China	Embassy of Bulgaria	High Commission of South Africa	Embassy of Georgia	Trade and Investment Queensland	Embassy of the Czech Republic	Austrian Agency for International Cooperation in Education and Research	Embassy of Finland

Embassy of The Republic of Belarus	Embassy of The Kingdom of BELGIUM	Royal Norwegian Embassy	Embassy of the Republic of Indonesia	Republic of Latvia	Ministry of Economy Turkey

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Let's take you to places in the next 12 months for the smartest events and connections that deliver...

RUSSIA

Russia: 17-19 June 2019, Moscow

Type: *Prebooked B2B meetings, Institution Visits and Networking Dinner*

Participants: *Russian Universities, High Schools & Certified Consultants from 20 countries.*

Brief: *One of the key objectives is to connect the rest of the world with Russian Institutions for various kinds of collaborations.*

AFRICA

Explore Africa: October 2019, Cape Town

Type: *Prebooked B2B meetings and Networking*

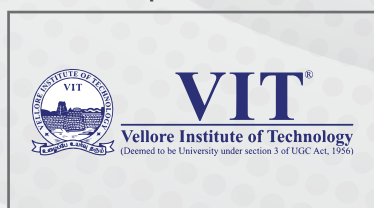**Host Participants:** *African Institutions, High Schools & Certified Consultants from African Countries.*

Brief: *To allow Institutions from around the world to explore African continent by creating a robust channel of partners all across Africa.*

INDIA

Annual Multi- City Student Fair: April 2020, India

19 April - New Delhi
21 April - Ahmedabad
23 April - Hyderabad
25 April - Bangalore

Type: *Prebooked B2B meetings, Pre-Booked Student Meetings with short-listed Student profiles and Walk-in Student Fair.*

Brief: *One of the most effective platform to recruit High-Quality Indian Students. Meet High Schools and Certified Counsellors from India, Srilanka, Nepal, Bangladesh, Bhutan and a handful of Asian countries.*

EUROPE

Annual B2B Summit: November 2019, Europe

Type: *Prebooked B2B meetings, Institution Visits and Networking Dinner*

Brief: *This is the flagship event for connecting Institutions, Certified Consultants, High Schools and Service Providers from around the world.*

Call us or write to us on :
events@uniagents.com | +91(0)11-4233 4989 (IND) | +44 121 2709465 (UK)
and we will help you with your event registration.
Or visit www.uniagents.com

YOU WILL NEVER MISS A
Business Opportunity

⟩ or ⟨

A Potential Academic collaboration
EVER!

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in less than 2 minutes

Scan Business Card

Mark Interest Level

Schedule Auto Emails

Get Alerts of People when they are looking for you

UNICA
Download it from

ANDROID APP ON
Google play

Download on the
App Store

"Use it during Education Conferences, Fairs and Regular Meetings. Scan cards or students using your mobile app and get better results from automated follow-ups and interest based filtration and notifications."

UNICA

UNIVERSITY COMMON APPLICATION

In the Ideal World:

1) Facebook will only charge me for my adverts and I pay only if I get conversions

2) My campaign not just provide me leads but 100% completed applications by eligible and interested students

3) They use that fee for social good by giving Scholarships to my students

Is this POSSIBLE ???

YES, this is what UNICA will do for you...

Problems of DIGITAL MEDIA and Online promotions are **100% SOLVED**

Most **Transparent, Effective & Targeted tool** for recruiting international students for your Institution.

Visit www.unica.co.in

B2B and B2C Digital Campaign

The Most powerful promotional tool to identify
PARTNERS in **160+ countries** & send **Notifications**
to **STUDENTS** who are a perfect fit for your institution.

Choose your audience > Add your message > Schedule it to be sent

You just need to have an account on www.unica.co.in

UNIAGENTS

Services offered to 13,000+ Higher Education Consultants in 160+ countries

Agent CRM

KEY FEATURES INCLUDE

- Customise your own process and easy control to configure your account
- Search courses and print student course comparison sheet email directly to student
- Managing the Branch offices
- Managing Counsellors
- Manage Sub-Agents/Associates
- Centrally controled Finance module
- Relationship Management
- Smart Tracking of action in your offices
- Managing Institutions
- Setting up your own country specific Application Process
- Managing Applications
- Track your Students History and Application Status
- Advanced Reports
- Auto Follow ups for Higher conversion rate
- Lead Management
- Invoicing to institutions and students
- Easy access to all course details and marketing material
- Send reminders to students
- Forward Applications
- One Student One Application: Now you do not need to fill application for same student again and again. Just select another country, institution, course and intake.
- Manage and monitor your office using Smart phone and Tablets
- Integrate your website enquiries with the CRM for better management and follow ups
- Allow students to track application status from your website
- Find suggested course based on student enquery and send details directly to students
- Transfer lead/application from branch to another

SMARTEST WAY TO RUN YOUR
Education Consultancy Business

THIS **CRM** IS FOR **YOU**

FREE TRIAL

Use it to Believe it, Watch it to Understand it.

We provide free trial access of the system and our comprehensive videos will explain everything you want to know about it.

Go to www.uniagents.com and Register as "Agent CRM Free Trial"

Agent Certification Process

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

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

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

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

d Students & Families Served
- References from the students and their families served recently
- Random interviews during Skype session with available students

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.

Technology Developement

MOBILE & WEB

Elevate BRAND with your MOBILE APP

Get Listed on APP STORE & PLAY STORE

Student KYC – Algorithms driving Match Making

REPORTING TOOLKIT

Stay Connected with OFFLINE User

INTEGRATED with CRM

Download on the App Store

GET IT ON Google Play

Get Customized WEBSITE for your Education Consultancy

Integrate your CRM and Facebook

Manage your Inquiries, Events, & activities from your website

Ready in 7 days

Mobile Friendly

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Service for Government Bodies

Responsible for Promotion of Higher Education

We believe in Collaborative SUCCESS....

PROMOTE YOUR COUNTRY AS PREFERRED DESTINATION FOR HIGHER EDUCATION

Join **UNICA** in the opportunity to **INVITE & HOST**
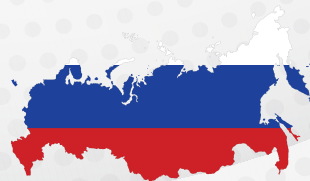

OUR SUCCESS STORIES includes

POLAND 2016

HUNGARY 2017

UNIAGENTS
European
SUMMIT

FINLAND 2018

RUSSIA 2019

We await to PROMOTE your Country..

Share Experiences of your country personally rather than showing videos or blogs..

ENABLE YOUR PARTNERS *TO BE ABLE TO PROMOTE BETTER..*

Educators and Recruitment Partners Globally...

"Experience leaves one speechless, then turns them into a storyteller"

Also AUTOMATE all your Promotions, Events to gain deeper intelligence related to your Marketing Efforts.

A CUSTOMIZED DEDICATED INTERFACE for your COUNTRY

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