

# Successful International Recruitment

**Suzanne Rowse**

Director

[suzanne@bbsw.org.uk](mailto:suzanne@bbsw.org.uk)



# About Us

- Successful pupil recruitment by connecting schools and educational consultants
- 10 year anniversary this year
- Team of staff who have worked in boarding schools





## British Boarding Schools' Workshop

- Established in 2006
- Attended by over 250 boarding schools
- Market leader
- Reputation for quality
- Two events in March & November
- Agents recruiting from over 50 countries
- Agents are all reference checked
- 'Fam Trips' for agents to visit schools
- Training days for school staff and agents
- [www.bbsw.org.uk](http://www.bbsw.org.uk)





# **‘Connected’ was launched in March 2015**

## **A digital toolkit for successful international boarding recruitment**

- Searchable database of 600+ agents – all reference checked
- Messaging service
- Market intelligence
- Country reports written by experienced boarding school marketers
- Training videos
- International events calendar
- Agents can search for the database of 170+ schools and send applications
- Available via annual subscription
- [www.bbsconnected.com](http://www.bbsconnected.com)

# Successful International Recruitment

## Two key areas to be covered:

1. International markets - news from last week's agent Workshop
2. Key factors for success in international recruitment



**How you can use this information  
when you get back to school?**

# International Strategy

Where is your school now?

Where do you want it to go?

What do you want to achieve?

# Developments in international boarding markets

- Affordability
- Flexibility
- Adaptability



# International recruitment: Critical factors for success





# International recruitment: Critical factors for success

## **Review the service offering rather than focusing on promotion:**

- Does your school offer what international pupils and parents are looking for?
- Know your school and what competitors are offering
- Courses – more schools offering 1 year GCSEs, ISCs, pre-A level, pre-IB courses
- Exeats
- Transport to and from airports
- Location
- Short stay options – to open up new markets
- Facilities
- Size of the school and the number of boarders/international boarders
- Special/memorable features

# International recruitment: Critical factors for success

## **Review the pricing elements:**

- Fees – what do packages for international pupils include?
- Deposit levels – are they too high?
- Fees for extras – are these clear?
- Scholarships
- Agent commissions

# International recruitment: Critical factors for success

## **Do your processes support your marketing activities?**

- Admissions processes – do they create barriers?
- Clarity of entrance criteria
- Entrance examinations
- Joining processes
- Payment methods

# International recruitment: Critical factors for success

**Do staff have the skills and personality for their roles?**

- “People buy people”
- Building trust
- Developing long term partnerships with agents
- Increase in the number of schools employing International Registrars

# International recruitment: Critical factors for success

**What are your routes to international markets (place/distribution channels)?**

- Use of agents
- A planned approach based on research
- Making the most of overseas trips

# International recruitment: Critical factors for success

## **Promotion – how do you communicate what your school offers?**

- Use of emotive marketing v. facts and figures
- Testimonials and case studies
- Agent Handbooks
- Tailored materials for international markets



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**[suzanne@bbsw.org.uk](mailto:suzanne@bbsw.org.uk)**

**01892 267500**



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