

African Student

Recruitment Conference 2025

Theme: Reimagining African Student Recruitment:
Adapting to Global Shifts in International Education



2 - 4 April 2025

Queen Elizabeth 2 Hotel,
Bur Dubai – Port Rashid – Dubai
United Arab Emirates

CALL FOR ABSTRACTS

Organised by



INTRODUCTION

Worldview International Group is calling for speakers for the 2025 African Students Recruitment Conference (ASRC) taking place at Queen Elizabeth 2 Hotel, Dubai, United Arab Emirates on 2 & 4 April 2025.

Theme: *Reimagining African Student Recruitment: Adapting to Global Shifts in International Education*

Worldview is inviting speakers with insights and African Student recruitment experience to share their knowledge and opinions at this prestigious event attended by international education providers, international student recruitment agents, service providers and other international education stakeholders.

Speakers' chosen topic is expected to inform and influence institutions' short, medium and long-term African student recruitment strategies. Topics should be relevant to the conference purpose and theme. We welcome proposals that focus on present-day issues and share each speaker's vision of the future of international education in Africa. Broad proposals affecting a range of institutions for example- public and private providers, graduate and post-graduate courses, short and long course are strongly encouraged.

The conference organizing committee will assess proposals in accordance with the guidelines and the selection criteria on page (4) four of this document to ensure the quality and relevance of presentations/papers. For more information, please visit our website www.worldviewevents.com or contact us on +44 (0) 203 371 7903.

Sincerely,
Conference Committee

ABOUT THE AFRICAN STUDENT RECRUITMENT CONFERENCE (ASRC)

The landscape of international education is undergoing significant transformation, especially in traditional study abroad destinations. These changes, driven by evolving governmental policies and shifting economic conditions, have profoundly impacted the recruitment of African students. Traditional methods of student recruitment are no longer sufficient to address the complexities of the current environment, where discerning genuine students from economic migrants presents an increasing challenge.

The African Student Recruitment Conference 2025 aims to address these challenges head-on. This conference will gather key stakeholders, including universities, colleges, local recruitment agents, and policy makers, to collaboratively explore innovative and effective strategies for engaging with African students. Through a series of expert-led panels, workshops, and networking sessions, attendees will gain insights into the latest trends and best practices in international student recruitment.

The theme for the 10th ASRC '*Reimagining African Student Recruitment: Adapting to Global Shifts in International Education*' will provide participants a meeting point for ideas, research and a place to discuss operational and strategic approaches to compete in an ever-more competitive Africa market. The conference will provide the ideal opportunity to reflect on the radical changes happening in the African international students' recruitment market; look at emerging trends and provide stakeholders with the information necessary to revise policies, priorities and strategies.



KEY ATTENDEES/AUDIENCE

- International officer, student recruitment specialist & marketing managers;
- Directors of international offices,
- Bodies representing education, development and student interests;
- Key government policy makers from the UK and overseas;
- Business development and marketing managers in the corporate sector
- NGOs and service providers to the education sector including travel, software, insurance, accommodation, banking etc.
- Student recruitment agents exclusively from Africa
- Head of schools, Vice chancellors and director of linkages from African institutions

BENEFITS OF BECOMING AN ASRC SPEAKER

- International publicity provided as part of the event publicity
- Nomination as industry and subject matter expert
- Discounted conference registration fee

SPEAKER APPLICATION PROCESS

All potential speakers should complete a “Call for Session” form. The “Call for Session” form is designed to give the summary, content and context of the proposed presentation. Prior to completing the “Call to Session” form, speakers should:

- Review the information provided with this brochure
- Choose an area of interest
- Choose their presentation sector relevance
- Choose their preferred session type

(Please note that this is a guideline for the selection committee, sections will be allocated and communicated to speakers)

- Write a presentation summary between 200 or maximum of 300 words (please note or else advised otherwise, if selected, the presentation summary will be printed on the website and conference program as submitted)
- Ensure presentations are written with reference to the selection criteria and complete “Call for speakers” form and email to info@worldviewevents.com

Item	Deadline
Proposal abstract & biography submissions close	25 October 2024
Review by program committee and authors notified of acceptance	19 November 2024
Speakers names and topics printed on website	19 January 2025
Speaker early bird registration deadline	24 February 2025
Submission of full paper for inclusion in proceedings	19 May 2025

INFORMATION FOR APPLICATION

a)Area of interest:

The conference is designed around three main areas of interest covering a variety of topics. The conference aims to encourage new ideas to tackle issues facing international student recruitment in Africa. Your presentation should cover one or two (and no more than three) areas of interest. These areas will be indicated in the session outline in the conference program.

Below are the three main areas of interest; the bullet points indicate suggested presentation ideas (please note that these are ideas only, presentations need not be limited to these topics)

Marketing, Recruitment and Admission

- Collaboration
- Agents engagement
- Branding and positioning
- Admissions developments
- Channels and pathways
- New market opportunities
- Technology
- Social media
- Market updates

Strategy, Policy and Advocacy

- Strategic initiatives
- Relationships with Government
- Visas and Immigration
- Media
- Engaging business and industry

Partnerships

- Innovative approaches and new models
- Paradigm shifts
- Employers and professional bodies
- Future trends

b)Relevance

Presentation should appeal to the sectors represented by the audience and be specific on issues of Africa. Please indicate on the Call for Sessions Form which sector(s) your presentation should appeal to.

Sectors/audiences are:

- University
- Post-Secondary Schools
- Colleges
- International student recruitment agents
- Corporate
- Foundation
- Government
- Schools

FOCUS, RELEVANCE, INTEREST AND APPEAL OF PRESENTATIONS

Authors should keep in mind the following when preparing their proposals:

- 1. International appeal:** Presentations that have broad relevance to an international audience are encouraged and presenters are asked to remember that the audience demographic often includes representation from more than 4 countries.
- 2. Cross-sector interest:** as the conference covers the industry as a whole presenters are strongly encouraged to consider cross-sector relevance in their presentations if at all possible.

c) Selection Criteria

The conference organising committee will assess submissions based on the criteria below.

- **Alignment:** With conference and areas of interest.
- **Applicability:** Presentations should speak to the latest concepts, techniques and tools and be illustrated by practical applications relevant to the topic.
- **Innovation/originality:** Presentations should develop existing concepts or introduce new information or ideas and should not merely repeat information already widely known.
- **Audience relevance:** Session proposals should clearly indicate cross-sector relevance and/or sector specific relevance and outline the interest to both the domestic and international audience.

d) Biography

A brief biography of no more than 150 words should be provided with each submission. Biographies may include an outline of the speaker's career and achievements to date. Biographies should be written in third person as if application is successful the biography will be printed on the conference materials



Contact Us

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Website: <https://www.worldviewevents.com/african-student-recruitment-conference/>