



Canadian
Bureau for
International
Education

Bureau
canadien de
l'éducation
internationale

ANNUAL CONFERENCE | CONGRÈS ANNUEL | OTTAWA 2016

Data Driving Decisions: Identifying Trends & Opportunities in Diversification Markets

Chris Elia
Director of Partnerships
Hotcourses

INTERNATIONALIZATION FOR ALL | L'INTERNATIONALISATION POUR TOUS

Agenda

- **Why Diversify?**
- **Questions for Consideration**
- **Data Sources in Context**
- **Insights into Diversification Markets**
- **Brazil**
- **Thailand**
- **Vietnam**
- **Indonesia**

Why diversify?

Canada is gaining popularity as a destination for international students, but universities are facing challenges:

- **Growing competition from emerging destination markets**
- **Study visa processing times lag behind competitor nations**
- **Large dependency on a few feeder countries**

Many universities are now exploring how they can broaden the base of their international recruitment, based on global trends and institutional strengths.

Data is central to university decision making already, and this will help build the global picture.

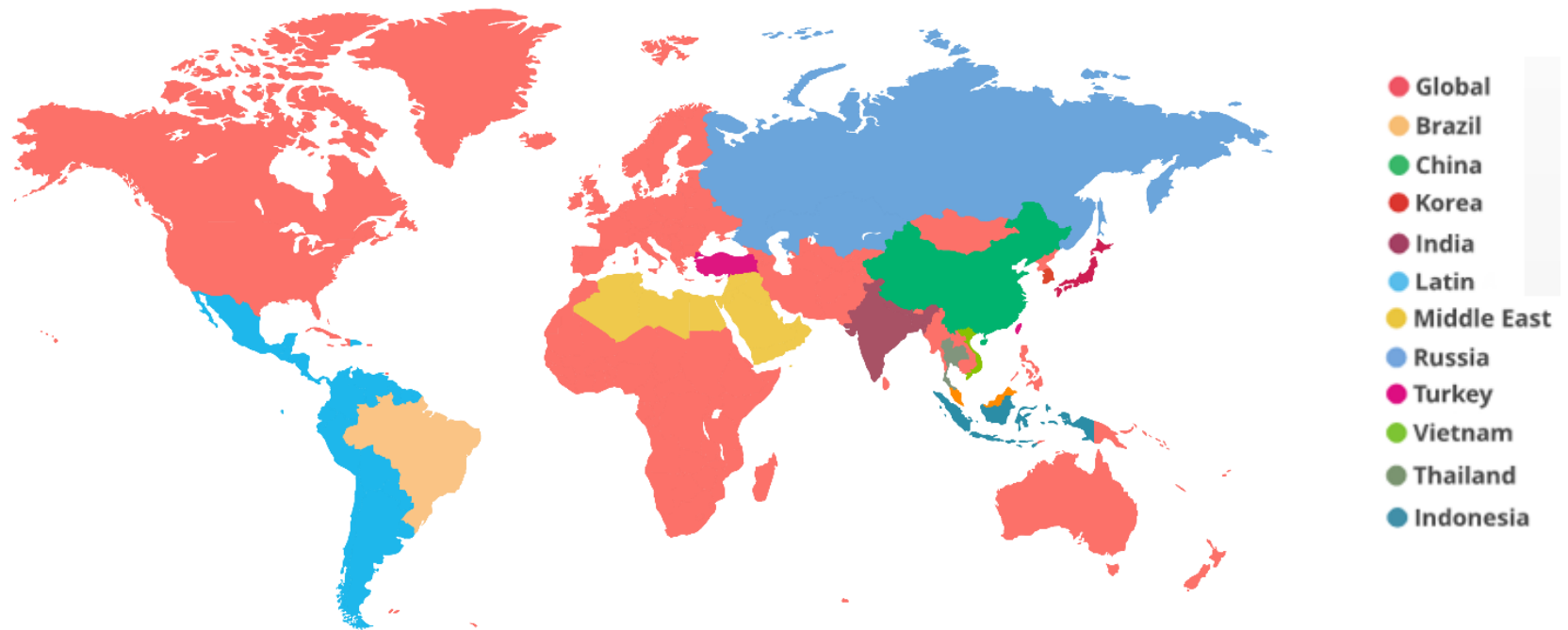


Some questions for consideration

- **How easy is it for you to reach diversification markets?**
- **What data do you currently gather on diversification markets?**
- **How beneficial would it be to receive in-year data?**
- **What further data would be helpful?**

Hotcourses

32,000,000 international students on 12 market and language specific sites



www.myhotcourses.com

Guide

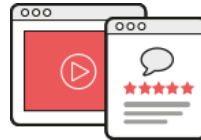
Advanced search technology to match user preferences & eligibility

COURSE SEARCH



11

Destination markets



5,514

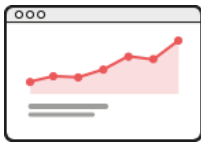
Providers



253,693

courses/programs

ENTRY CRITERIA DATABASE



70

Source markets



1,201

Qualifications



2,322

Grade types

How students do their research

40 institu courses i

Business and M

NEXT STEP

Tell us your

SUBJECT

Business and

STUDY MODE

Full time

ANNUAL TUITION

US\$ 0

Carleton University

Canada

9631 VIEWS

English courses available

MATCH

Full time

[View 29 Business :](#)

Centennial College

Canada

22723 VIEWS

11 Reviews

English courses available

MATCH

Full time

[View 37 Business :](#)

Undergraduate Business College Ontario

Advanced Diploma in Advertising and Marketing Communications Management

22 VIEWS

Undergraduate

Full Time - 3 years

Start date - Expected September 2016

CAN\$12,772.00 (US\$ 9,704) per year

[View more course](#)

Centennial College

Advanced Diploma in Business Administration - Business Administration - Leadership and Management ...

1 VIEW

Undergraduate

Full Time - 3 years

Start date - 9 January 2017, 8 M 2017

Advanced Diploma in Advertising and Marketing Communications Management

Centennial College

CANADA ★★★★★ 11 REVIEWS 22 VIEWS FOR THIS COURSE

[LEARN MORE](#)

Course info

Summary

In the Advertising and Marketing Communications Management program, you will:

- Learn the entire advertising process, including: creative development, research, developing strategies, campaign planning, production, media planning and buying;
- Learn to produce content within the range of advertising genres;
- Gain the ability to tell clients' stories with persuasive advertising;
- Plan and develop campaigns on multiple platforms;
- Develop your instincts and strategic abilities while meeting deadlines in a professional and creative environment;
- Be led by a team of seasoned advertising instructors who possess vast experience in the industry;
- Complete your training with an industry field placement, during which you will acquire experience in the day-to-day activities of the advertising world.

Program Highlights

- The Advertising and Marketing Communications Management program will mirror the working world and standards that must be met, including firm deadlines, multitasking, working under pressure and delivering professional presentations.
- Hands-on practice with on-site professional software and media planning systems will be provided.
- You will gain insight and experience in the main areas of agency operations:

Insights tool

Market intelligence on prospective international student behavior

- **Breakdown by home country**
- **Destination country**
- **Level of study**
- **Specific institution**
- **Discipline/subject**
- **When searched**
- **Comparisons**

- **32,000,000 users this year**
- **Launched early November 2015**
- **Data goes back to 1 November 2014**

Students looking to study

In
Destination market

or at
Institution (type name)

Subject
Qualification level

Course subject

When
Nov 01, 2014 - Nov 09, 2015

Logging started 1st Nov 2014

About the student
Indonesia

Website used

Destination market dropdown:
Australia
Canada
Hong Kong
Ireland
Malaysia
Netherlands
New Zealand
Singapore
Sweden
United Kingdom ✓
United States

Qualification level dropdown:
Postgraduate ✓
Undergraduate ✓
Vocational

Course subject dropdown:
Agriculture and Veterinary Medicine
Agriculture
Farm Management
Horticulture
Plant and Crop Sciences
Veterinary Medicine
Applied and Pure Sciences
Astronomy
Biology
Biomedical Sciences
Chemistry
Earth Sciences
Environmental Sciences
Food Science and Technology
General Sciences
Life Sciences
Materials Sciences
Mathematics
Physical Geography

Insights into diversification markets

Destination: Canada

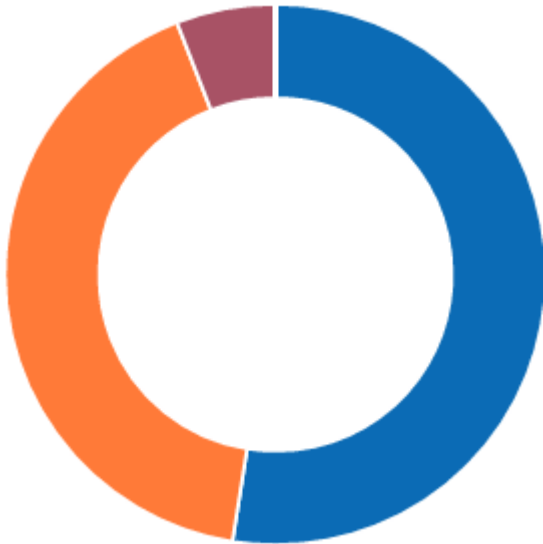
Origin of students: Brazil, Vietnam, Thailand, Indonesia

Identifying opportunity

Study level preference differences by source market

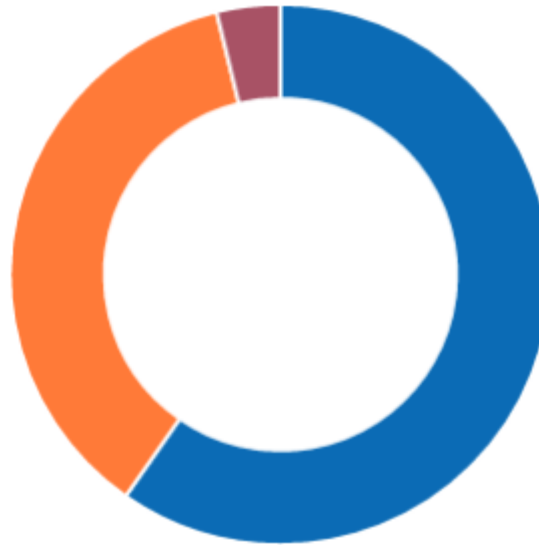
(Sep 1, 2015 – Aug 31, 2016)

All Countries



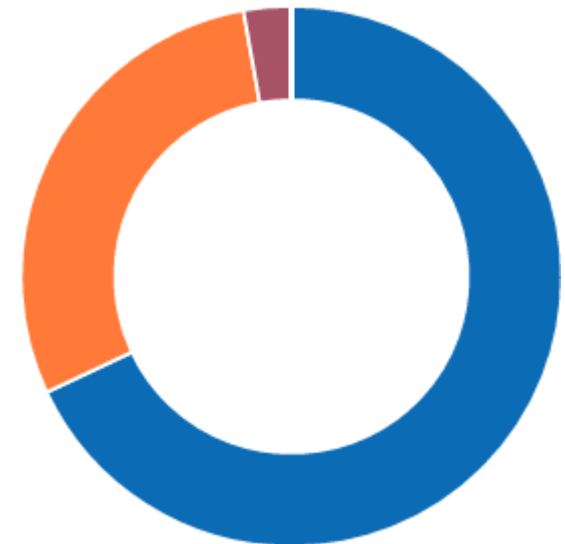
■ Postgraduate	52.5%
■ Undergraduate	41.6%
■ Vocational	5.9%

Indonesia



■ Postgraduate	59.7%
■ Undergraduate	36.5%
■ Vocational	3.8%

Thailand



■ Postgraduate	68%
■ Undergraduate	29.2%
■ Vocational	2.8%

Identifying opportunity

Study level preference differences by source market (Sep 1, 2015 – Aug 31, 2016)

Brazil



Undergraduate	51.7%
Postgraduate	42.8%
Vocational	5.4%

Vietnam



Undergraduate	50%
Postgraduate	30.7%
Vocational	19.3%

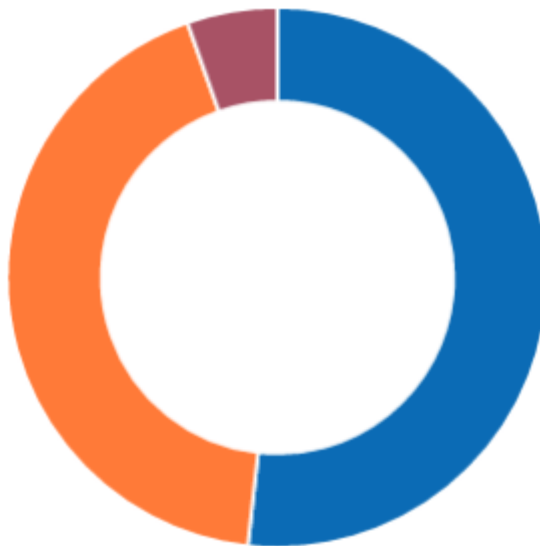
Brazil



Brazil

111,381 Brazilian students researching Canada between Sept 2015 – Aug 2016

Brazil



Undergraduate	51.7%
Postgraduate	42.8%
Vocational	5.4%



Identifying opportunity

.. and then go more granular

Brazilian students looking overseas



Health and Medicine	16.5%
Engineering	13.6%
Business and Management	12.1%
Humanities	10.7%
Creative Arts and Design	9.5%
Social Studies and Media	7.5%
Applied and Pure Sciences	7.4%
Law	4.9%
Computer Science and IT	4.2%
Travel and Hospitality	3.8%
Architecture and Construction	3.3%
Agriculture and Veterinary Medicine	2.7%
Education and Training	2.5%
Personal Care and Fitness	1.3%

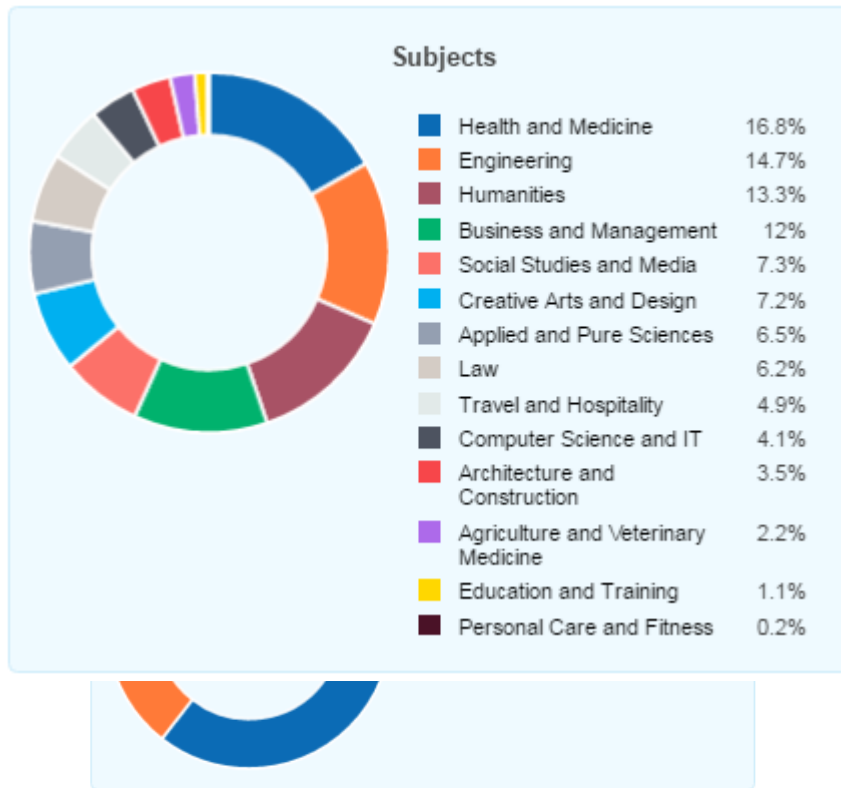
Brazilian students looking at Canada



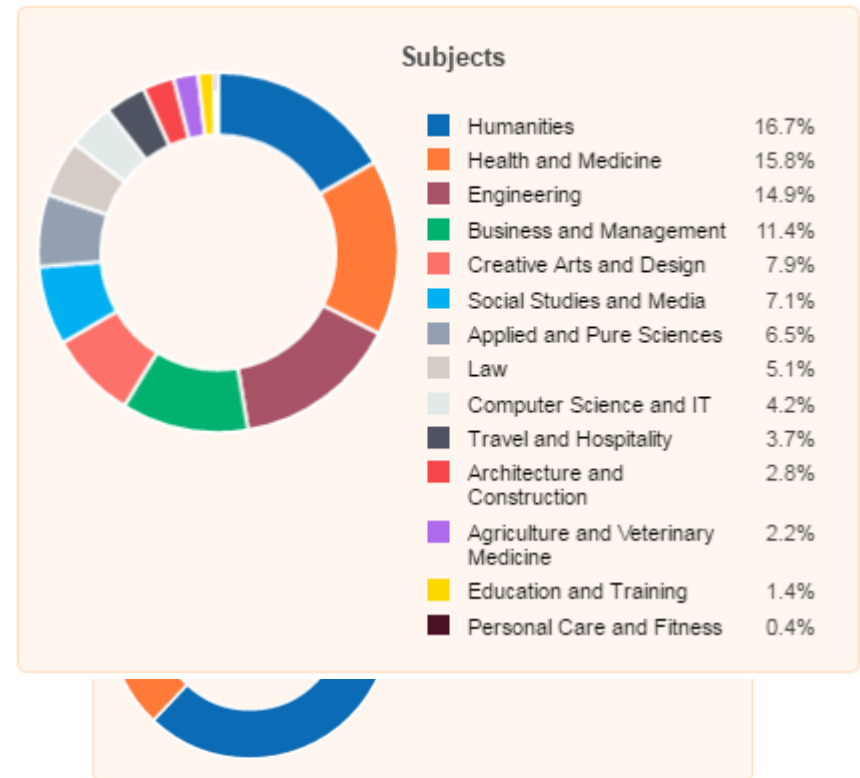
Health and Medicine	20.9%
Engineering	16.5%
Business and Management	11.6%
Creative Arts and Design	9.1%
Computer Science and IT	7.8%
Applied and Pure Sciences	7.2%
Social Studies and Media	7.1%
Architecture and Construction	5.2%
Humanities	4.1%
Law	3.3%
Agriculture and Veterinary Medicine	2.4%
Travel and Hospitality	2%
Education and Training	1.6%
Personal Care and Fitness	1.2%

Destination markets more resilient to policy changes

Brazil students looking abroad
Jul 1, 2015 – Dec 31, 2015



Brazil students looking abroad
Jan 1, 2016 – Jun 30, 2016



Where are they in Brazil?

Looking to study in US

Date : Sep 01, 2015 - Aug 31, 2016

LOCATION	RESULTS	PERCENTAGE
State of Sao Paulo	33,357	30.0%
State of Rio de Janeiro	15,129	13.6%
State of Minas Gerais	11,671	10.5%
State of Parana	7,276	6.5%
State of Rio Grande do Sul	4,611	4.1%
State of Bahia	4,467	4.0%
State of Goias	4,467	4.0%
State of Santa Catarina	4,179	3.8%
State of Pernambuco	4,107	3.7%
Federal District	3,962	3.6%
State of Ceara	3,458	3.1%
State of Espirito Santo	2,882	2.6%
State of Para	1,585	1.4%
State of Paraiba	1,225	1.1%
State of Amazonas	1,081	1.0%

Total results: 111,381

Vietnam



Vietnam

41,206 Vietnamese students researching Canada between Sept 2015 – Aug 2016

Vietnam



Undergraduate	50%
Postgraduate	30.7%
Vocational	19.3%



Identifying opportunity

.. and then go more granular

Vietnamese students looking overseas



Business and Management	23.3%
Health and Medicine	14%
Social Studies and Media	11.1%
Creative Arts and Design	10%
Travel and Hospitality	8.6%
Applied and Pure Sciences	5.4%
Education and Training	4.4%
Computer Science and IT	4.3%
Engineering	4.3%
Humanities	4.3%
Law	3.7%
Architecture and Construction	2.9%
Agriculture and Veterinary Medicine	2.2%
Personal Care and Fitness	1.6%

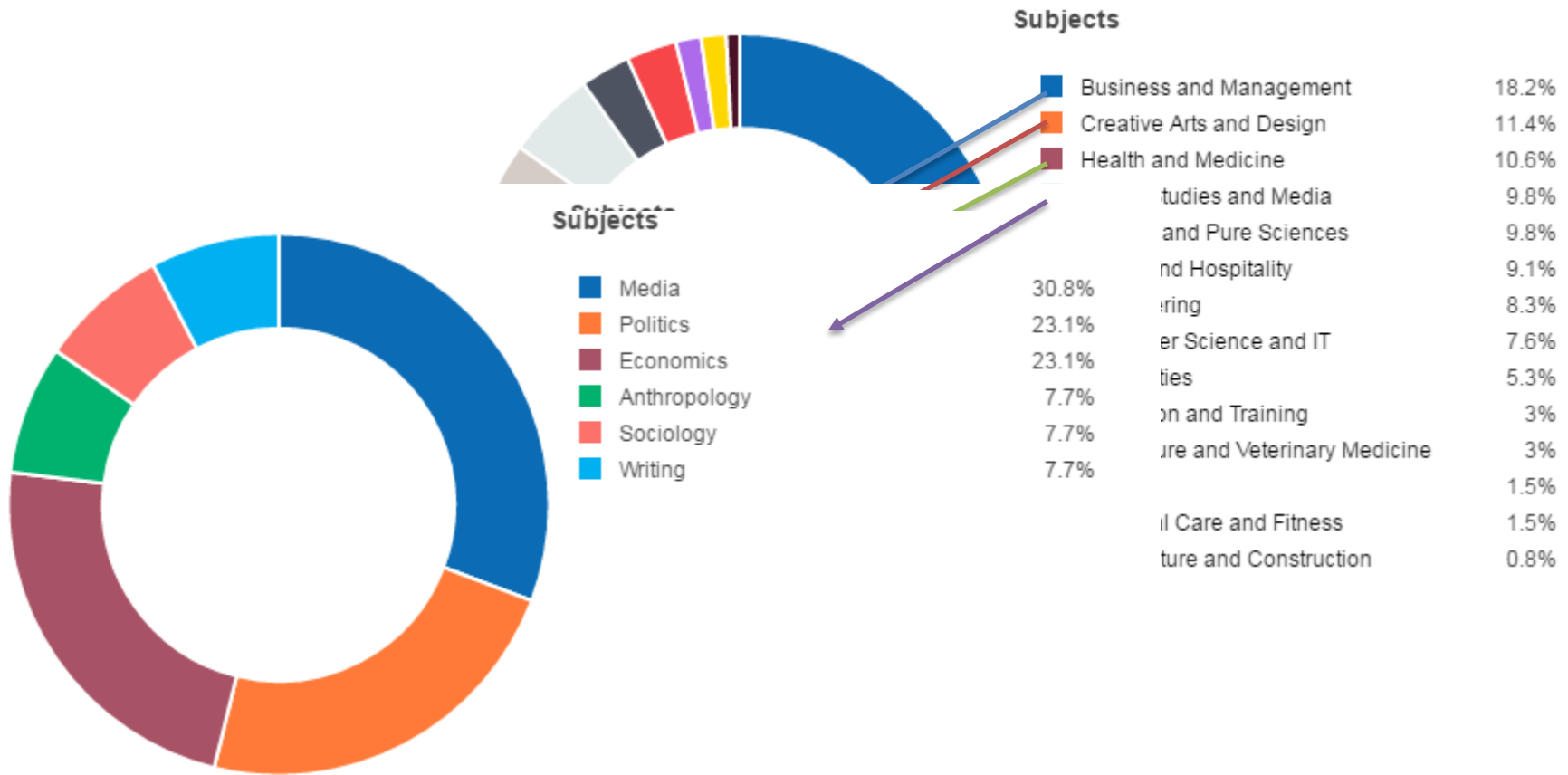
Vietnamese students looking in Canada



Business and Management	17.2%
Creative Arts and Design	12.2%
Health and Medicine	11.9%
Applied and Pure Sciences	9.2%
Travel and Hospitality	8%
Computer Science and IT	7.4%
Social Studies and Media	7.1%
Engineering	6.5%
Agriculture and Veterinary Medicine	5.6%
Education and Training	4.2%
Humanities	3.9%
Personal Care and Fitness	3.6%
Architecture and Construction	2.1%
Law	1.2%

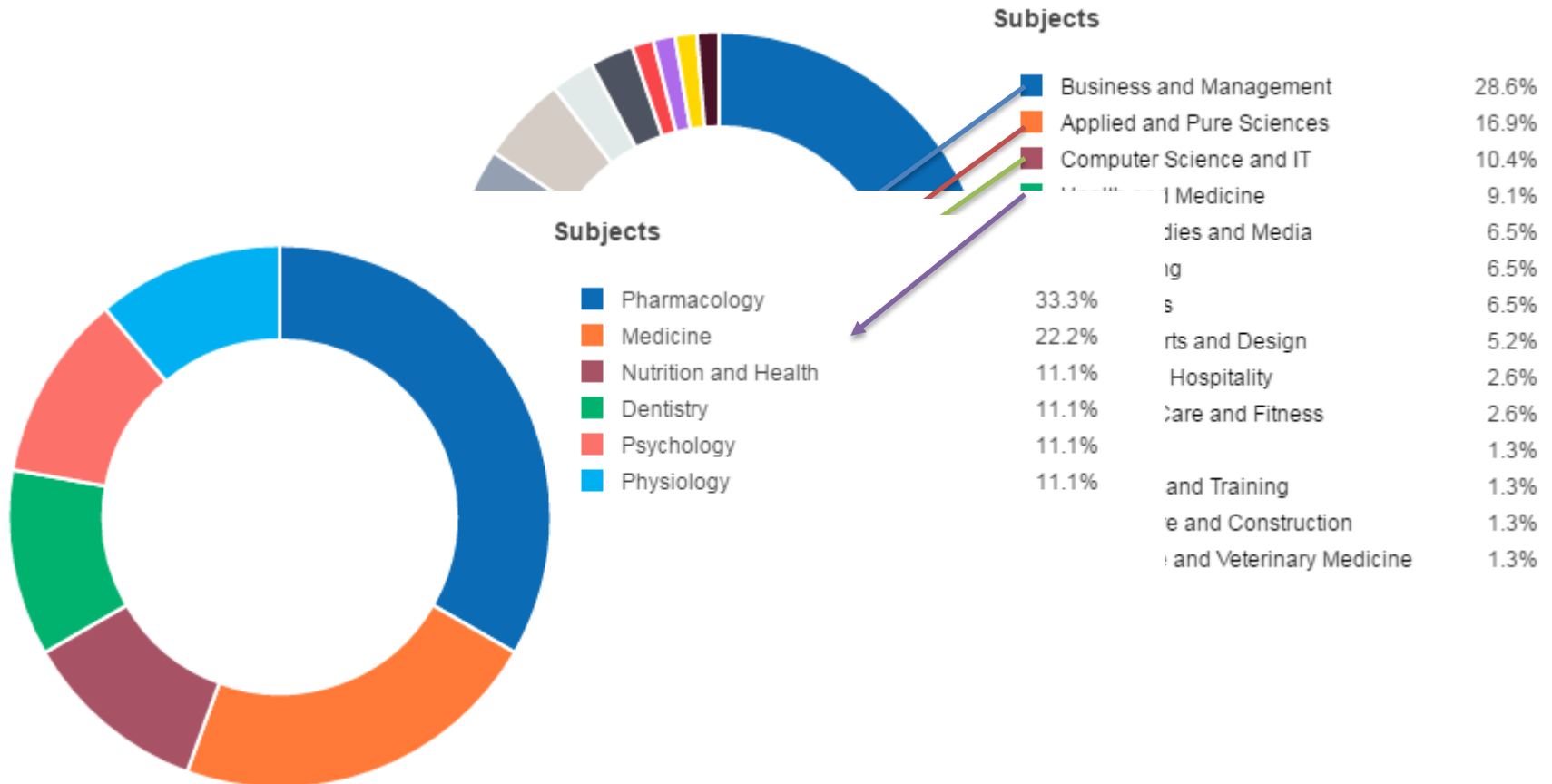
Popular Undergraduate Subjects

Vietnam - Canada



Popular Graduate Subjects

Vietnam - Canada



Where are students in Vietnam searching?

Looking to study in Canada

Date : Sep 01, 2015 - Aug 31, 2016

LOCATION	RESULTS	PERCENTAGE
Ho Chi Minh	19,380	47.0%
Hanoi	11,311	27.4%
Da Nang	1,585	3.8%
Haiphong	1,153	2.8%
Dong Nai	1,009	2.4%
Ba Ria - Vung Tau	576	1.4%
Hai Duong	432	1.0%
Djak Lak Province	360	0.9%
Gia Lai Province	360	0.9%
Lam Dong	360	0.9%
Nghe An	360	0.9%
Quang Nam Province	360	0.9%
Khanh Hoa Province	288	0.7%
Specific location not found	216	0.5%
Bac Lieu	216	0.5%

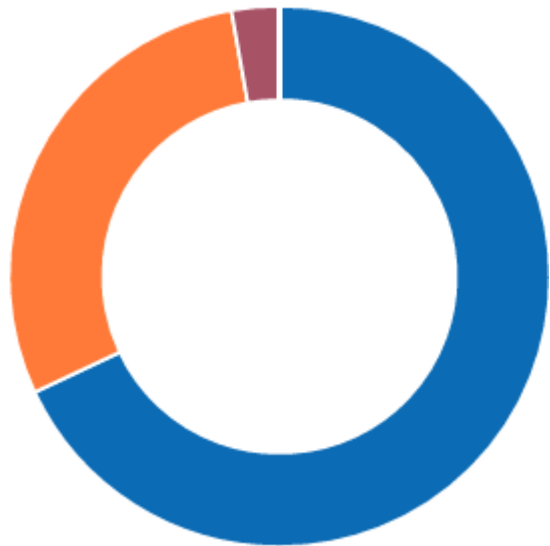
Total results: 41,206

Thailand



Thailand

31,712 Thai students researching Canada between Sept 2015 – Aug 2016



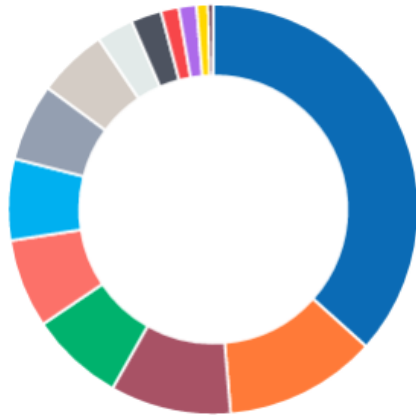
Postgraduate	68%
Undergraduate	29.2%
Vocational	2.8%



Identifying opportunity

.. and then go more granular

Thai students looking overseas



Business and Management	36.6%
Humanities	12%
Social Studies and Media	9.5%
Travel and Hospitality	7.4%
Health and Medicine	7%
Education and Training	6.4%
Engineering	6.1%
Creative Arts and Design	5.5%
Applied and Pure Sciences	2.9%
Law	2.4%
Architecture and Construction	1.4%
Computer Science and IT	1.4%
Agriculture and Veterinary Medicine	0.9%
Personal Care and Fitness	0.4%

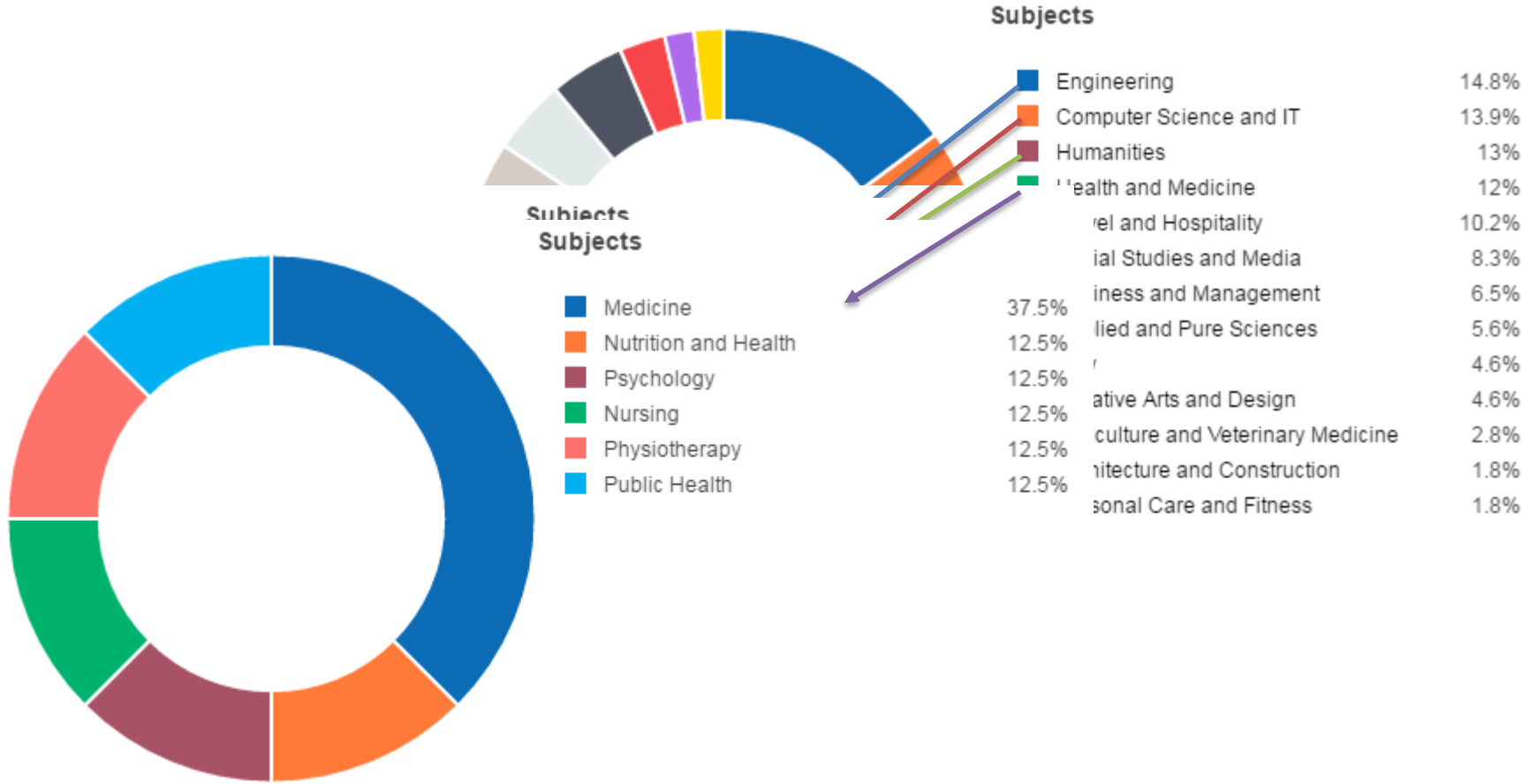
Thai students looking at Canada



Creative Arts and Design	23.2%
Health and Medicine	11.9%
Business and Management	10.2%
Engineering	9.2%
Social Studies and Media	8.1%
Travel and Hospitality	7.5%
Humanities	6.6%
Applied and Pure Sciences	6.2%
Computer Science and IT	4.3%
Agriculture and Veterinary Medicine	3.4%
Law	3%
Education and Training	3%
Architecture and Construction	2.6%
Personal Care and Fitness	0.8%

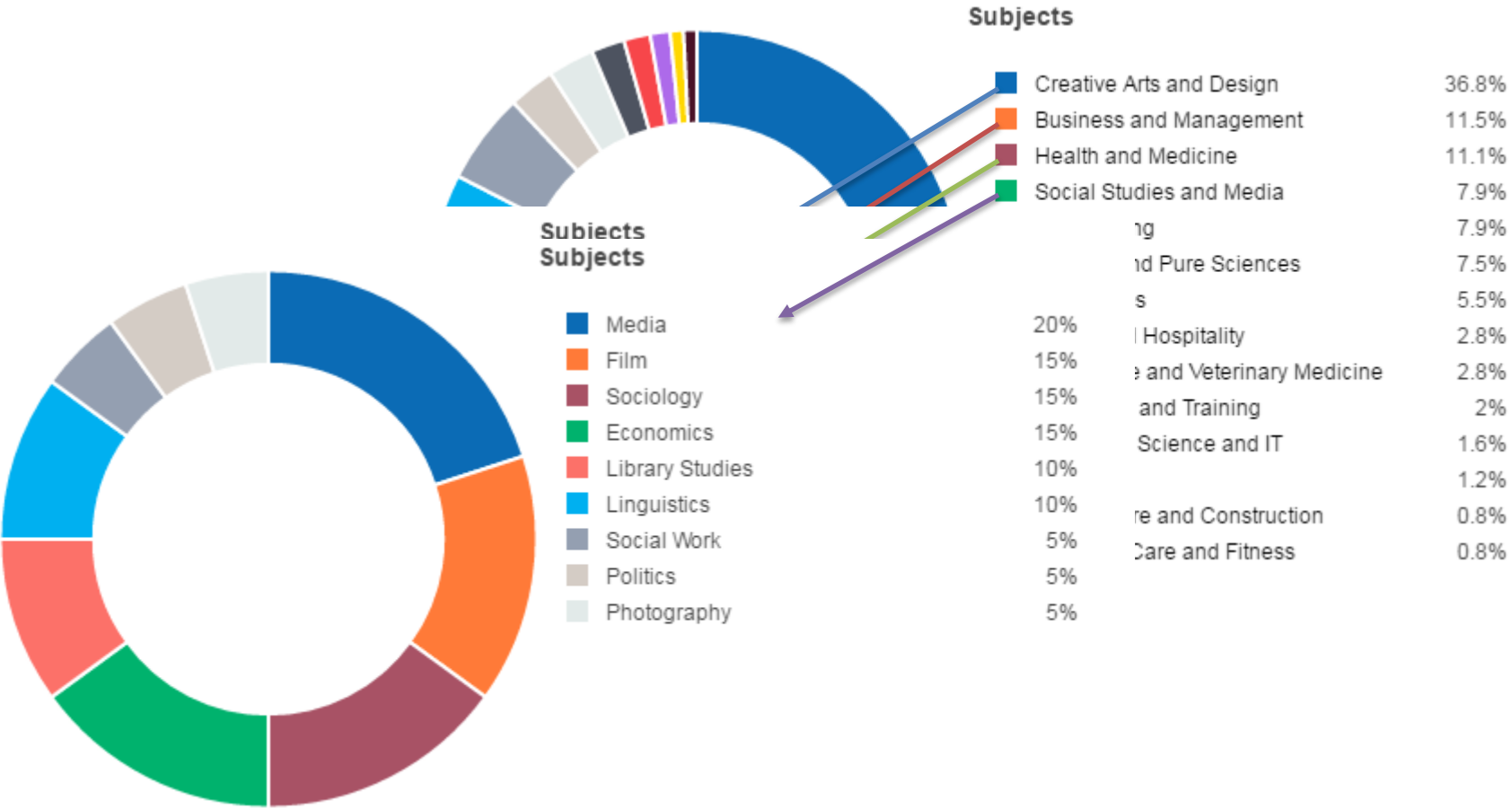
Popular Undergraduate Subjects

Thailand - Canada



Popular Graduate Subjects

Thailand - Canada



Where are students in Thailand searching?

Looking to study in Canada

Date : Sep 01, 2015 - Aug 31, 2016

LOCATION	RESULTS	PERCENTAGE
Bangkok	21,541	63.9%
Chiang Mai	1,513	4.5%
Chon Buri	1,009	3.0%
Khon Kaen	1,009	3.0%
Chiang Rai	648	1.9%
Nakhon Pathom	576	1.7%
Phitsanulok	576	1.7%
Songkhla	576	1.7%
Nakhon Ratchasima	432	1.3%
Pathum Thani	432	1.3%
Prachuap Khiri Khan	432	1.3%
Udon Thani	360	1.1%
Nakhon Sawan	288	0.8%
Phra Nakhon Si Ayutthaya	288	0.8%
Phuket	288	0.8%

Total results: 33,712

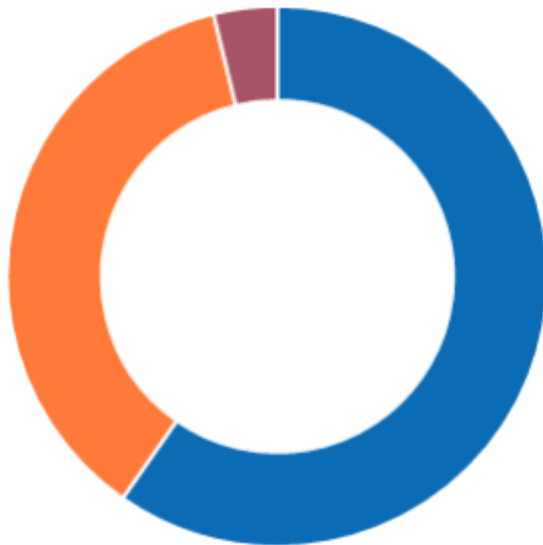
Indonesia



Indonesia

31,336 Indonesian students researching Canada between Sept 2015 – Aug 2016

Indonesia



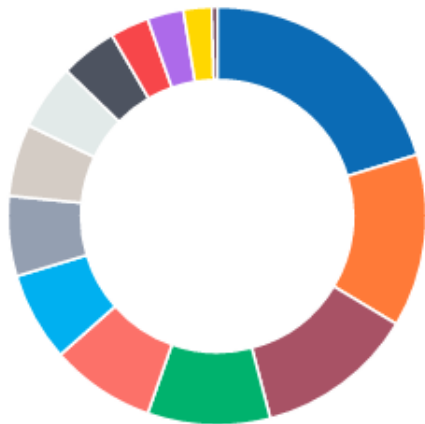
Postgraduate	59.7%
Undergraduate	36.5%
Vocational	3.8%



Identifying opportunity

.. and then go more granular

Indonesia students looking overseas



Engineering	20.3%
Health and Medicine	13.4%
Business and Management	12.3%
Social Studies and Media	9.5%
Applied and Pure Sciences	8.1%
Travel and Hospitality	6.9%
Creative Arts and Design	6.2%
Humanities	5.6%
Education and Training	5.1%
Computer Science and IT	4.4%
Law	3%
Architecture and Construction	2.8%
Agriculture and Veterinary Medicine	2.2%
Personal Care and Fitness	0.4%

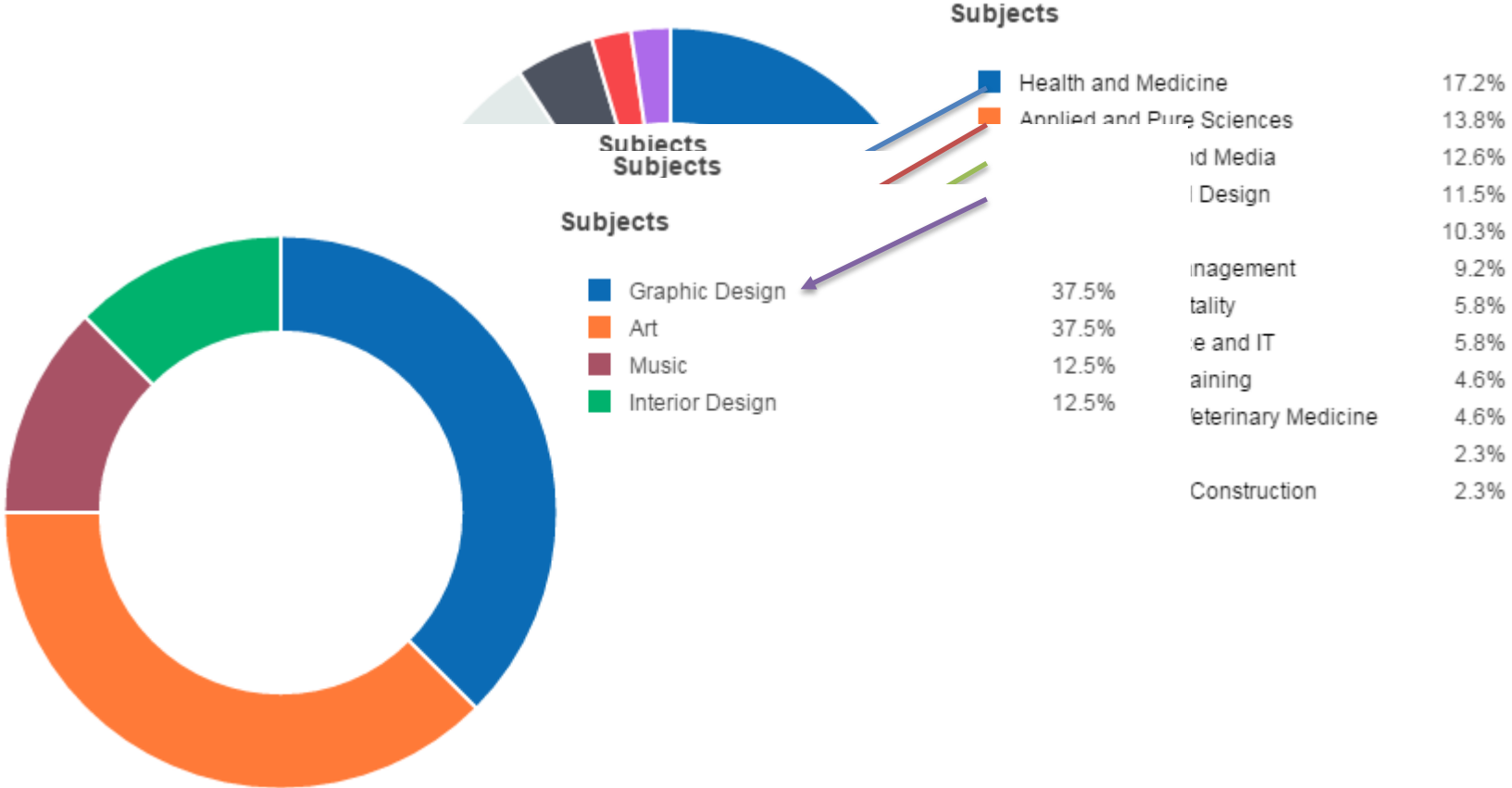
Indonesian students looking at Canada



Health and Medicine	13.7%
Social Studies and Media	13%
Business and Management	12.7%
Applied and Pure Sciences	11.3%
Engineering	9.5%
Creative Arts and Design	8.8%
Travel and Hospitality	7.4%
Education and Training	6%
Computer Science and IT	4.6%
Humanities	4.6%
Architecture and Construction	2.8%
Agriculture and Veterinary Medicine	2.8%
Law	1.4%
Personal Care and Fitness	1.4%

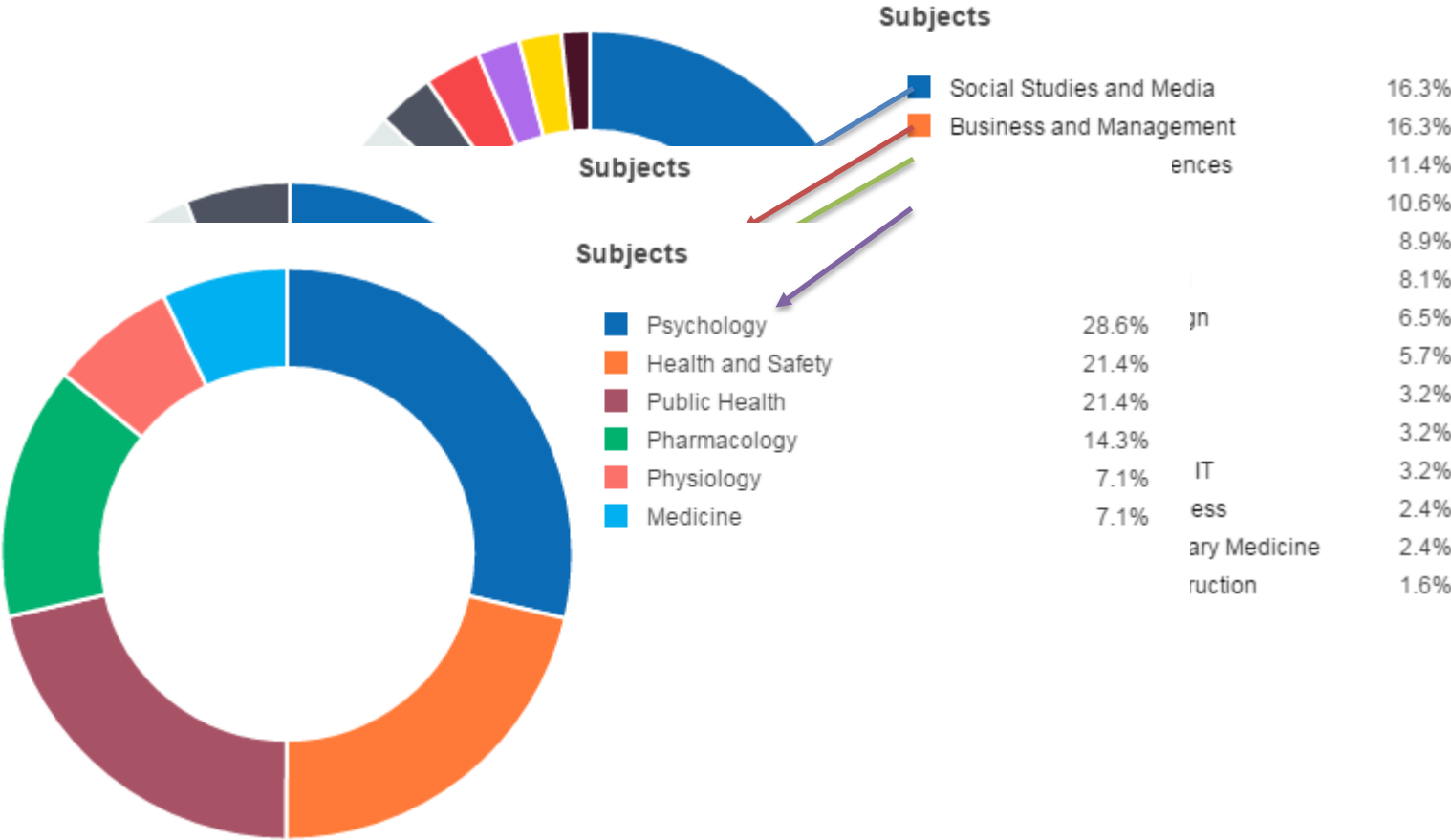
Popular Undergraduate Subjects

Indonesia - Canada



Popular Graduate Subjects

Indonesia - Canada



Where are students in Indonesia searching?

Looking to study in Canada

Date : Sep 01, 2015 - Aug 31, 2016

LOCATION	RESULTS	PERCENTAGE
Special Capital Region of Jakarta	13,544	43.2%
East Java	4,827	15.4%
West Java	2,954	9.4%
North Sumatra	2,233	7.1%
Banten	1,153	3.7%
Special Region of Yogyakarta	1,081	3.4%
Riau	792	2.5%
South Sulawesi	720	2.3%
South Sumatra	720	2.3%
Central Java	504	1.6%
South Kalimantan	504	1.6%
East Kalimantan	360	1.2%
Bali	288	0.9%
West Kalimantan	288	0.9%
Central Sulawesi	216	0.7%

Total results: 31,336

International Digital Engagement

Understanding Your Target Audience

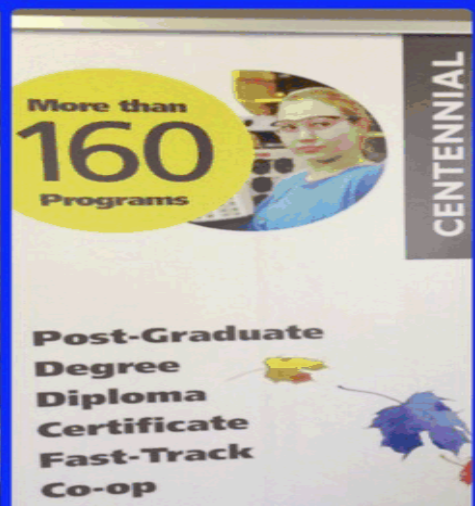
Greg Long
Recruitment Manager,
International Digital Engagement
Centennial College





Canada in SA @CanHCZA · 3h

South African students lining up to hear about Canadian education @centennialE #iexperiencecentennial #EduCanada



CENTENNIAL COLLEGE



Toronto, Canada



Canada in Mexico

Canada

@CanEmbMexico



Following

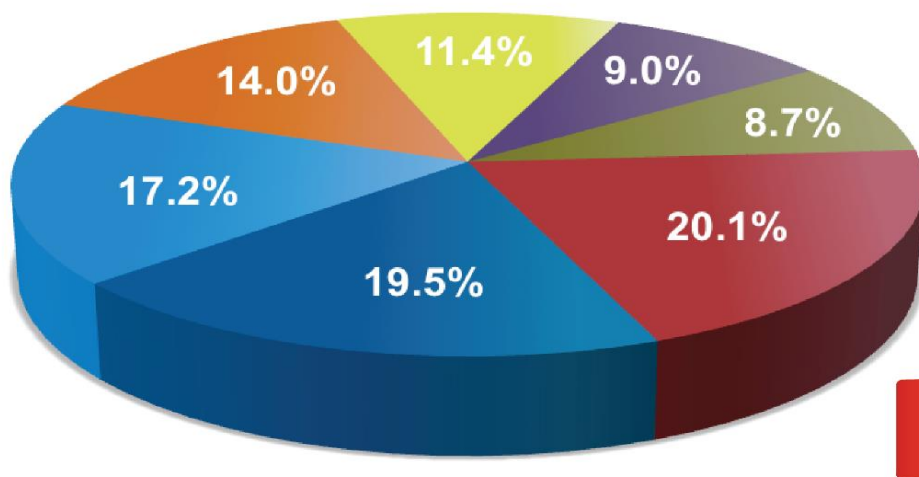
#ImagineCanadaMx starts this Sunday! Visit @CentennialE and more Canadian schools ow.ly/SWSWh

Top "Very Attractive" Study Destinations

Trends

- Concerns shift to Study Visas and Personal Safety
- Responsiveness is Top-rated Marketing Tactic
- Growing importance of Online Services and Training Supports for agents

Top 7 "Very Attractive" Study Destinations



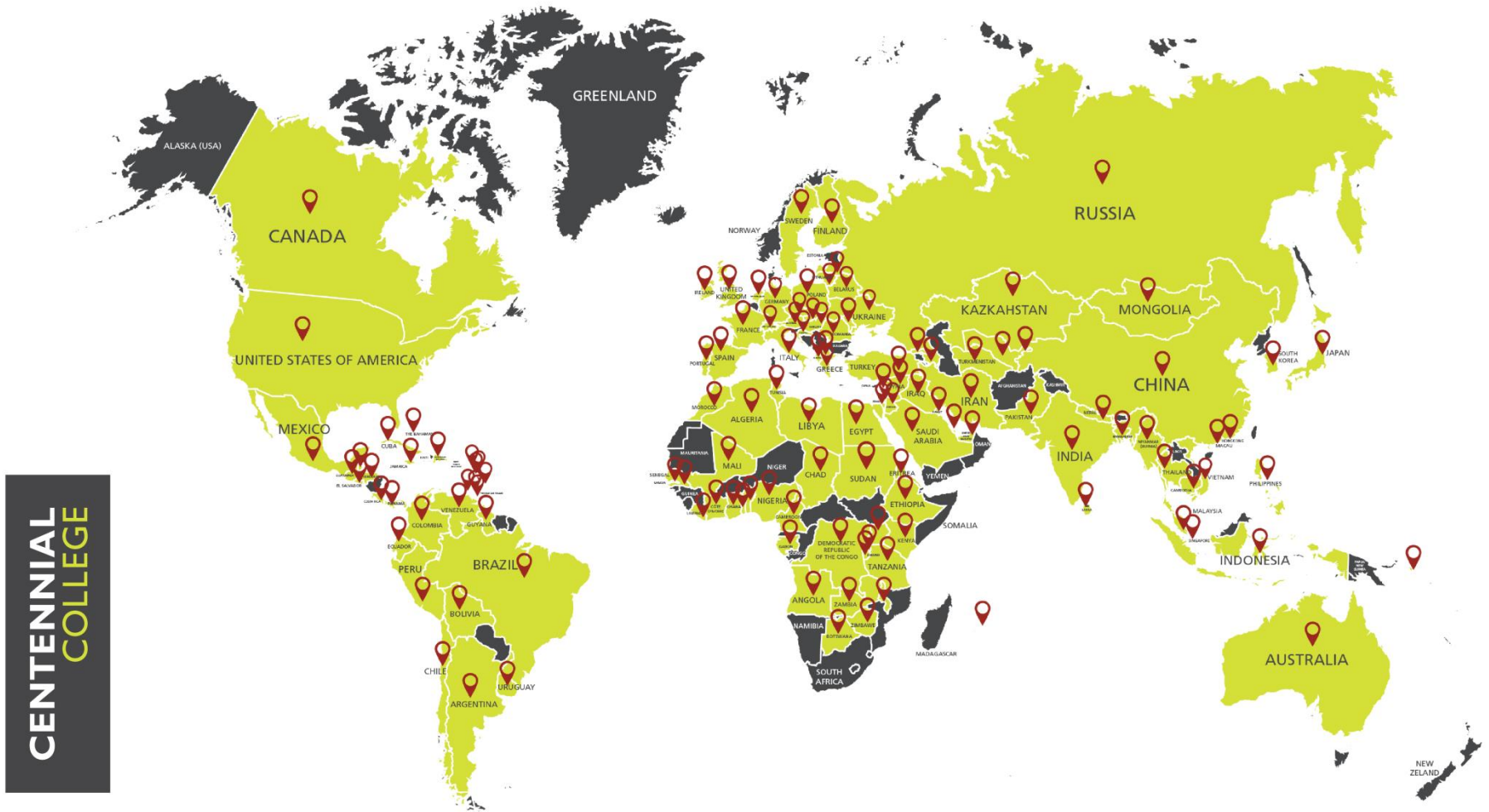
Source: 2016 ICEF Agent Barometer





History of Internationalization: Impact of International Students

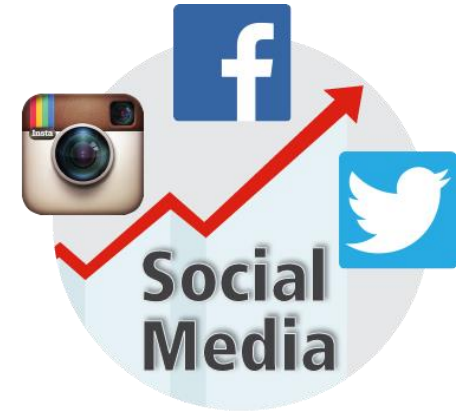
6800 international students in Fall 2016
134 countries



**CENTENNIAL
COLLEGE**



7 Strategic Objectives for International Digital Engagement

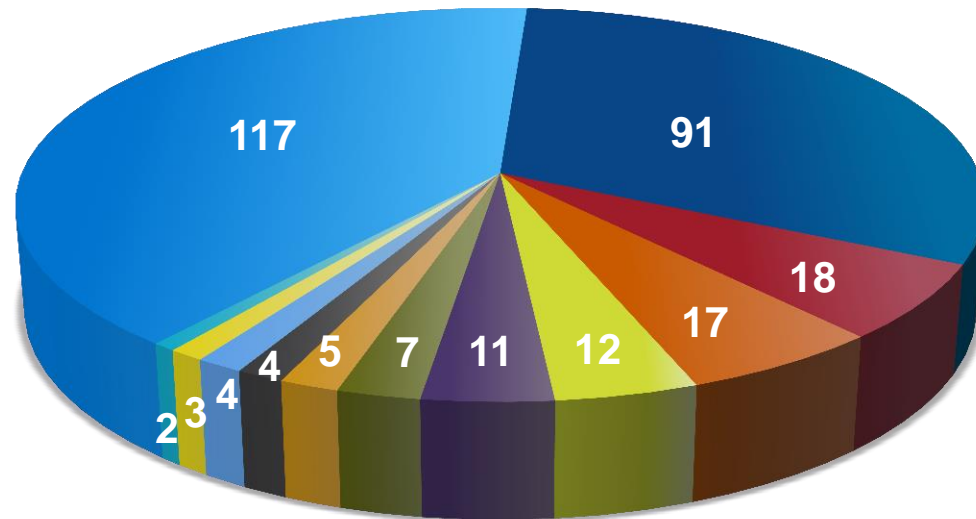


Centennial College International Digital Recruitment

Number of students enrolled in Fall 2016
from Digital Recruitment Leads

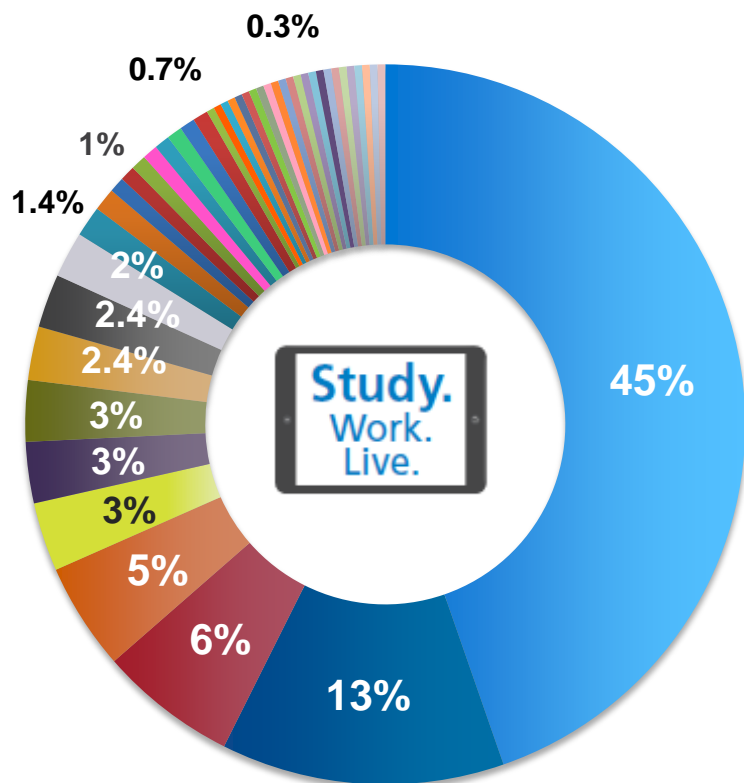
Total
Students:
291

- HotCourses
- CollegeWeekLive.com
- Social Media
- Recruitment Fair
- Email
- Other
- StudyinCanada
- Virtual Recruitment Fair
- Educations.com
- Keystone
- EduFindMe.com
- Skype Conferences



Centennial College Diversification by Digital Lead Sources

Fall 2016 Enrolment Digital Recruitment by Country



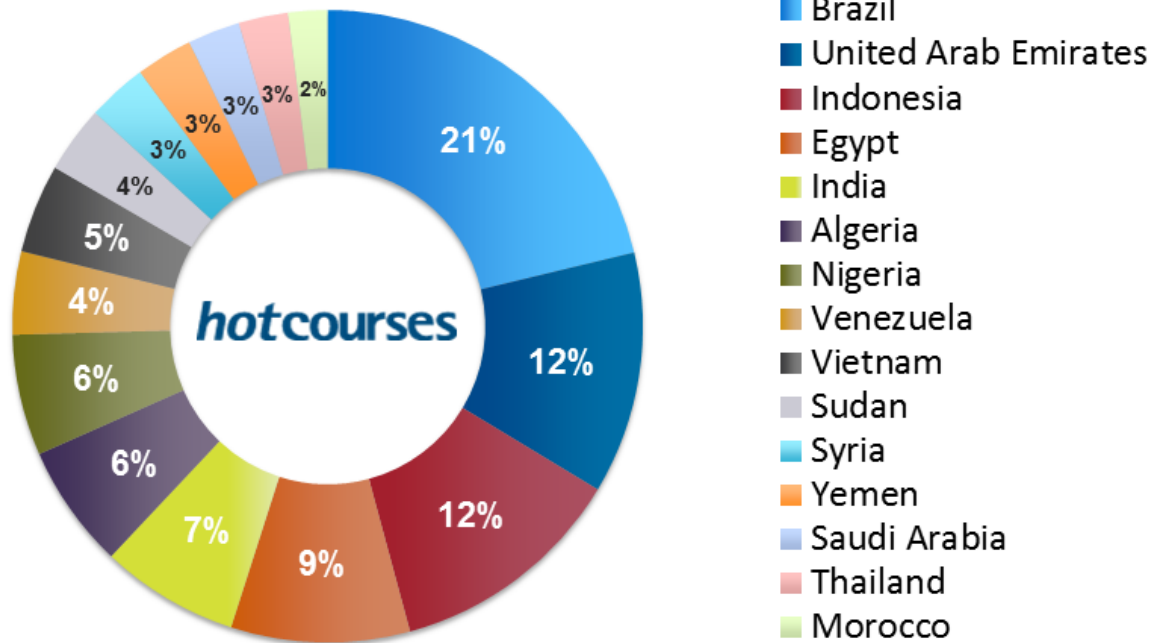
- India
- Vietnam
- Venezuela
- China
- Bangladesh
- Guyana
- Uganda
- Bahrain
- Canada
- Ecuador
- Honduras
- Italy
- Lebanon
- Peru
- Togo
- Brazil
- Nigeria
- Mexico
- Philippines
- Colombia
- Mauritius
- Zimbabwe
- Bolivia
- Taiwan
- Egypt
- Indonesia
- Isreal
- Morocco
- Syria
- Turkey
- Jamaica
- Ukraine
- South Korea
- Russia
- Ghana
- Spain
- Antigua and Barbuda
- Cameroon
- Dominican Republic
- Greece
- Iran
- Kuwait
- Panama
- Tanzania

Total Number of Countries: 44
Total Number of students: 291



1. Online and Mobile Advertising: Targeted lead generation

- Strategically position academic programs
- Provide relevant content for marketing in specific regions
- Follow up: integrate offline and online recruitment



Leads by Country





CENTENNIAL COLLEGE STUDENTS, STAFF & ALUMNI ACROSS THE WORLD 'PAINT THE TOWN GREEN!'

HOTCOURSESABROAD.COM

77,390 people reached

View Results

Like Comment Share

GáUráv ThárDák, Níkemo Solandash and 16K others

Top Comments

5 shares

Write a comment...

Muftawu Aqostiq Mourinho Corporate social responsibility...
Unlike · Reply · Message · 1 · October 19 at 3:45am

Salim Mwaringa it's so beautiful
Unlike · Reply · Message · 2 · October 19 at 3:57am

I love my Family I agree Awesome info thanks so much
Like · Reply · Message · October 20 at 3:30am

6

7

8

our Housing & accommodation

Once you arrive

Post-study life

& ALUMNI ACROSS

and parks across the globe

By Katie Duncan

18 Oct 2016

4949

Save for later



Search articles

HAVE A LOOK...

CENTENNIAL COLLEGE

All courses at this institution

- Article on “HotCourses Abroad” (4878 Views!)
- Article on “Hotcouses.VN” Vietnamese Site (2653 Views!)
- 16K likes, 500+ link clicks of FB
- Surge in Information requests on both sites (Lead Generation)

**“The future of mobile is the future of online.
It is how people access online content now.”**



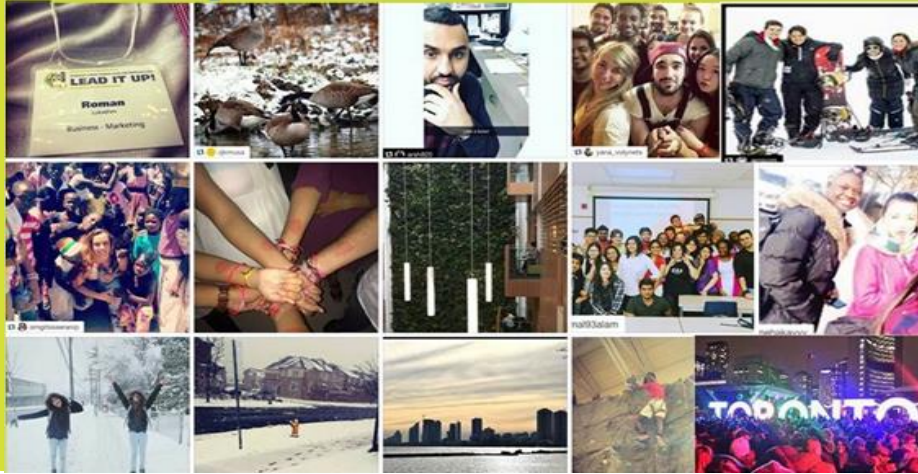
-@MobileMurphy

Content Strategy



- ✓ Collaborative
- ✓ Creative
- ✓ Innovative
- ✓ Interactive

#iexperiencecentennial



Submit your survey to win!
What's
CENTENNIAL STUDENT SURVEY
Share your experience and WIN!

Scan to begin
Let
Barc
and
Chec

PRIZES INCLUDE:
\$500 in tuition | \$500 prepaid
TTC Metropass | \$1000 grand
I-Graduate Research Organization

International Education Experience Photo Contest

ENGAGE. CONNECT. WIN.
Be creative! Be original! Share your photos using the hashtag #iexperiencecentennial and tag us!

Enter on your choice of:
facebook.com/centennial.international
@CentennialInternational
@CentennialIE

Tell your Story!
Global Citizenship
Community Engagement
Environmental Activism

A GLOB Competition Awarding 'Green' Leadership!
WIN \$1000!
3 Future Students
1 Centennial Student
1 Centennial Graduate

Photos and captions will be judged by a Centennial College Panel.
Contest period: September 27 - January 3, 2017.

See where experience takes you.

Data Analysis: Commitment to better data collection and reporting

Segmentation: Communication Plan - Targeted, Relevant, Engaging Emails

Follow up:

- Customer Service Procedures
- Responding to Information Requests
- CASL Compliance and Opt in

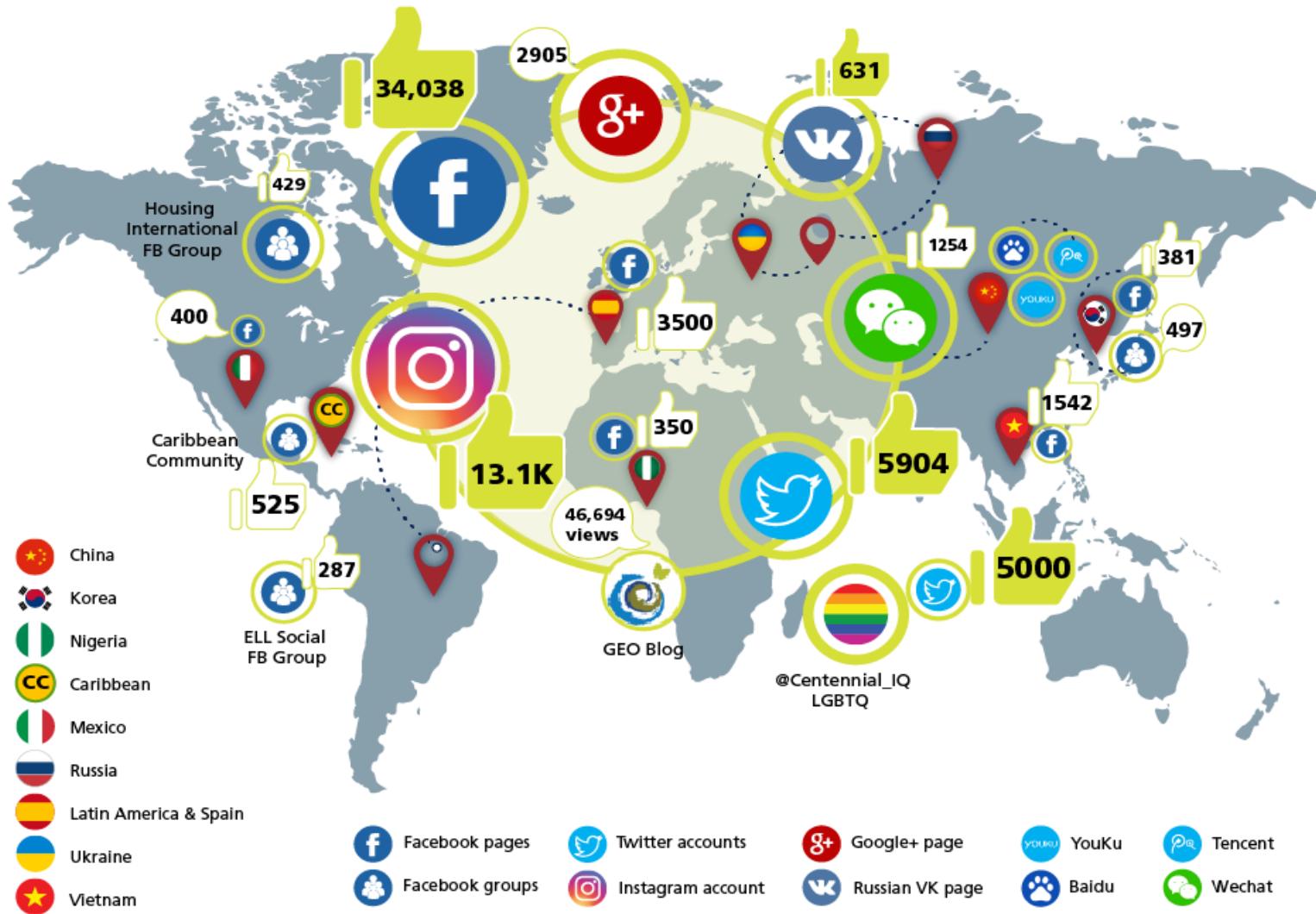


“Email remains the vastly preferred method for contacting (69%) and being contacted by (72%) universities

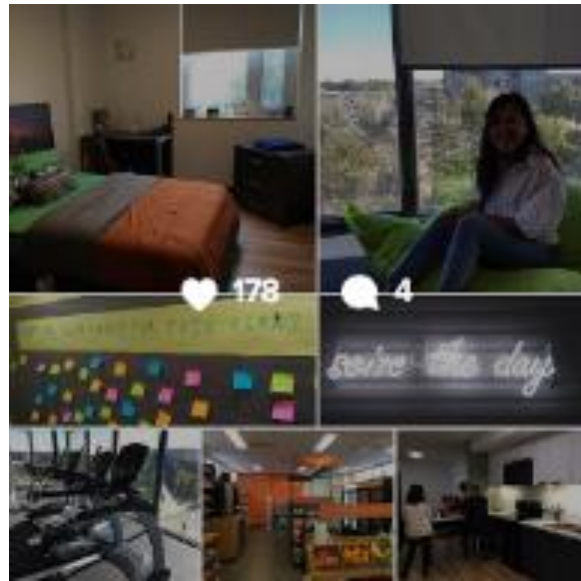
Source: Students Online: Global Trends.

How do prospective students use digital resources to research higher education?

Social Media in Diversification Markets



CENTENNIAL COLLEGE



“The key to engaging content? Think bigger, bolder and braver.” - [@annhandley](#)

Engagement

- Build Community and Encourage Peer to Peer Engagement
- Share Relevant Content that engages students



Customer Service:

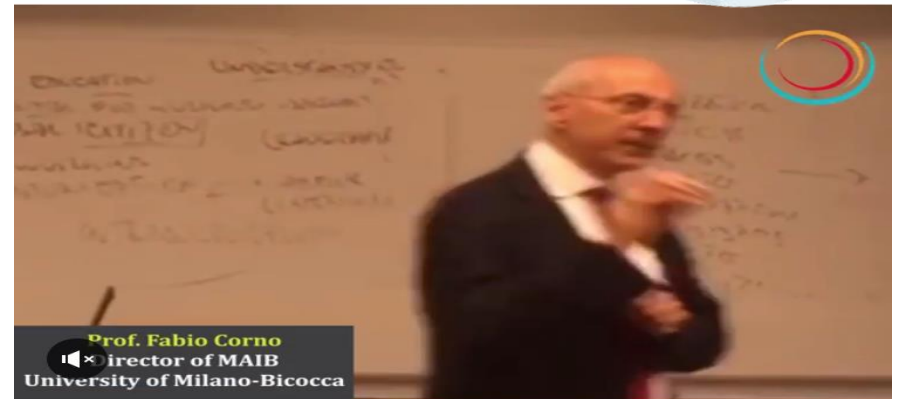
- Help students take the next step

Outreach:

- Promote travel schedules/events
- Use GeoTarget & Program Interests



 centennialinternational



▶ 469,547 views

centennialinternational Apply now for @maibmaster - Master in International Business Development. ▶ 2 Credentials, 3 Countries, 15 Months! ▶ Earn a Master Degree AND Canadian Graduate Certificate! ▶ Internship in Canada, Italy or India ▶ Opportunity for a Canadian Post-Graduation Work Permit ▶ €63 000 available in Scholarships - Contact maib@centennialcollege.ca for information.

[View all 41 comments](#)



International
Students Day



Virtual
Fairs

GRACE Oyatoogun

GRACE Oyatoogun

GRACE Oyatoogun

Walid Alhindi

@JULIET THANKS A LOT

THIS IS REALLY HELPFUL

AM GLAD I CAUGHT YOU GUYS ONLINE

I'd tell you I'm really interested after this chat

Virtual Open House: School of Engineering Technology and Applied Science (SETAS)

Nov
25

Live Video Chat
12:00pm-1:00pm ET.





Virtual Partnerships



Human Resources



Your feedback is important to us!

Please take a moment to submit the evaluation for this session.

Evaluations are found on CBIE's Conference app.

Thank you!