

Draft Workshop Program for Summit 2020

Duration – **100 minutes**

The target audience – **Vice-Rectors for International Relations, heads of student recruitment companies**

Work language – **English**

Moderator – **V.I. Skorobogatova V. I. (Senior Analyst of Russian ENIC)**

Speakers – **Jacqueline Kassteen (JackFruit Marketing, founder of ICEF Monitor),
D.S. Nersesyan (Education Export Center)
Speaker from Moscow Export Center**

Workshop format

Interactive roundtable session. 3 speakers perform for 10-15 minutes. Each speaker sets out a specific position on a given topic, and the audience, divided into round tables in a mixed composition (universities and agents), discusses the message and exchanges views.

No n\m	Topic	Actions	Speaker
1	Expectations and requirements of foreign students to study at a university	Discussion on how Russian universities meet the expectations and requirements and can provide students with high standards of educational and other services.	J. Kassteen
2	Issues of legal regulation of the stay of foreign students, and career opportunities	Discussion on how Russia differs from other countries and what opportunities it offers to foreign students	D. Nersesyan
3	The differences between students from different countries, how to personalize interaction with potential applicants depending on their categories and characteristics of universities.	Discussion on implementation of marketing strategies.	J. Kassteen
4	Education export support measures implemented by the Moscow Export Center.	The parties discuss the sufficiency and feasibility of these measures, taking into account the views of foreign delegates.	Representative of the Moscow Export Center

Jacqueline Kassteen and V.I. Skorobogatova:

Wrap-up session, advice to participants on the effective conduct of scheduled meetings.