

# PROGRAMME

# 25 | APRIL

8:30	<b>WELCOME</b>		
9:30	<b>EMBRACING THE FUTURE OF INTERNATIONAL HIGHER EDUCATION</b> <i>Get ready for tomorrow's opportunities, today</i> Edwin van Rest <span style="float: right;">Auditorium</span>		
10:30	<b>STRATEGIC DECISION MAKING</b> <b>PEAK CHILD: STUDENT DEMOGRAPHICS AND TARGETS</b> Laurens Vehmeijer Carmen Neghina <span style="float: right;">1</span>	<b>DIGITAL STUDENT RECRUITMENT</b> <b>EMPOWER YOUR ONLINE MARKETING TEAM WITH GOOGLE TAG MANAGER PT. 1</b> Benedikt Wirmer Ann Chang <span style="float: right;">4</span>	<b>GENERATION Z</b> <b>CONVERTING LEADS THROUGH WHATSAPP PT. 1</b> Elias Faethe <span style="float: right;">3</span>
12:00	<b>LUNCH</b>		
13:00	<b>INFORMED STRATEGY PLANNING: USING BIG DATA ON REAL-TIME STUDENT DEMAND</b> Thijs van Vugt <span style="float: right;">4</span>	<b>EMPOWER YOUR ONLINE MARKETING TEAM WITH GOOGLE TAG MANAGER PT. 2</b> Benedikt Wirmer Ann Chang <span style="float: right;">1</span>	<b>CONVERTING LEADS THROUGH WHATSAPP PT. 2</b> Elias Faethe <span style="float: right;">3</span>
14:30	<b>BIG DATA AND INSTITUTIONAL STRATEGIES</b> Michelangelo Balicco Stewart Laing <span style="float: right;">4</span>	<b>GDPR AND STUDENT RECRUITMENT</b> Laurens Vehmeijer <span style="float: right;">1</span>	<b>MULTICHANNEL STUDENT RECRUITMENT</b> Anthony Lee <span style="float: right;">3</span>
15:00	<b>DIGITAL EDUCATION TRANSFORMATION</b> Anant Agarwal <span style="float: right;">Auditorium</span>		
16:30			
17:30			
18:30	<b>NETWORKING DINNER</b> Restaurant C		

# PROGRAMME

# 26 APRIL

## STRATEGIC DECISION MAKING

## DIGITAL STUDENT RECRUITMENT

## GENERATION Z

9:00 11:00	<p><b>REPUTATION BUILDING AND INNOVATION WITH MOOCs</b></p> <hr/> <p>Martijn Klabbers Anne van de Ven Carmen Neghina</p> <p><b>3</b></p>	<p><b>YOUR UNIVERSITY WEBSITE IS NOT ZALANDO! CAMPAIGN TRACKING CHALLENGES IN HE AND HOW TO OVERCOME THEM</b></p> <hr/> <p>Benedikt Wirmer</p> <p><b>1</b></p>	<p><b>JOURNEY MAPPING: A POWERFUL TOOL TO HELP YOU ANALYSE AND IMPROVE STUDENT ENROLMENT</b></p> <hr/> <p>Kathy van de Laar Gerrita van der Veen</p> <p><b>Auditorium</b></p>
11:30 12:30	<p><b>RESPONDING TO EXTERNAL CHANGE: THE CASE OF DUTCH INTERNATIONALISATION</b></p> <hr/> <p>Frans Snijders</p> <p><b>3</b></p>	<p><b>360 DATA: MULTI DATA PERSPECTIVE</b></p> <hr/> <p>Mark Vlek de Coningh Thijs van Vugt</p> <p><b>1</b></p>	<p><b>INSIDE THE APPLICANT'S MIND: UNDERSTANDING STUDENTS' STUDY ABROAD DECISION-MAKING PROCESSES</b></p> <hr/> <p>Mavi Calabrese</p> <p><b>Auditorium</b></p>
12:30 13:30	<p><b>THE VOICE OF GENERATION Z – INTERACTIVE STUDENT PANEL</b></p> <hr/> <p>Mariana Serras Pereira</p> <p><b>Auditorium</b></p>		
13:30	<p><b>LUNCH</b></p>		
14:30 16:00	<p><b>INNOVATING WITH STUDYPORTALS</b></p> <hr/> <p>Veronique van Cruchten</p> <p><b>Optional</b></p> <p><b>1</b></p>		
19:00	<p><b>NETWORKING RECEPTION</b> Klein Canvas – Volkshotel</p>		