

Student recruitment and offshore education project strategies for East Asia

www.ive.com.au

Visit our website or email us to see how we can help to shape your internationalisation, student recruitment and Asian project management strategies.

IB/85 Curzon St
North Melbourne
Victoria 3051
Australia

Ph: +61 3 9329 5644
F: +61 3 9329 5722
E: info@ive.com.au

About us

International Vision Education (IVE) is an Australian-based international education marketing and project management specialist. Focused on developing and implementing strategies in East Asia, our clients include institutions from Australia, the United Kingdom, France, Italy, the Netherlands and the United States. IVE's director, Peter Gainey, ran multi-country offices in Japan, Thailand and Vietnam for Australian universities for ten years and has been consulting in the region for the past twelve years.

With this much experience in international education market entry strategy development and implementation, we know the difference a focused strategy can make. We know that one size doesn't fit all, and appreciate the different nuances between countries and cultures, especially across Asia.

A valuable resource

IVE has connections with a remarkably broad range of institutional, agency, private and public sector contacts across the region. In markets where personal connections are paramount, using a consultant who can assist an institution to circumvent years of relationship-building makes sound business sense and helps realise a much faster turnaround on investment. When it comes to joint ventures to set up transnational programs, properly conducted feasibility studies, managed by experts in the country and in the sector, can save an institution significant time and budget.

Specialised services

IVE provides specialised marketing and transnational project management services for educational institutions seeking to penetrate the Northeast and Southeast Asian markets. Services include:

- market entry strategy development;
- long-term marketing strategy implementation, involving frequent visits to the markets;
- internationalisation reviews and audits to ensure that the fundamentals are in place;
- international project feasibility studies;
- international education program management for new market entrants;
- staff development training;
- business plan development for off-shore campuses and joint venture projects;
- recruitment agency relationship management;
- management of the design, printing and translation of all international marketing materials;
- access to an international network of high-profile consultants in the sector.

Utilising local knowledge and experience in Asian markets

We work in:

Cambodia	Philippines
China	Singapore
Hong Kong	South Korea
Indonesia	Taiwan
Japan	Thailand
Laos	Vietnam
Malaysia	

Indonesia office

IVE operates a representative office in Jakarta, Indonesia, in partnership with Sydney-based Edex Services, under the Offshore Education Services (OES) brand. The Jakarta office drives strategies for clients seeking to develop recruitment channels and participate in education projects in Indonesia. Long overlooked by international recruiters, Indonesia is now one of the key markets in the region.



Fees

Short-term projects, such as a strategy planning, market entry development, staff training, off-shore site assessment and ad hoc introductory visits to target markets with clients, attract day-rate fee-for-service charges. Longer-term market entry strategy implementation (i.e. long-term marketing and representation) is generally costed on the basis of a one-year retainer arrangement, with fees set according to each target market, the scale of the institution, the amount of time IVE staff would expect to spend in each market promoting the institution, and expected outcomes (i.e. marketability of the product).

Travel costs for generic marketing trips are shared amongst client institutions, which is one of the factors that make outsourced marketing using this model financially attractive.

IVE is not a student recruitment agency and does not do work on a commission basis.