



CONTEXT

Students are spoilt for choice when it comes to international programmes or destinations, but usually they do not have access to detailed information and quality advice to make better decisions and meet their goals.

The market is full of institutions working with many agencies and many agencies representing lots of institutions. For both parties can be very labour intensive to manage a high volume of partnerships that might result only in a few students recruited per year.

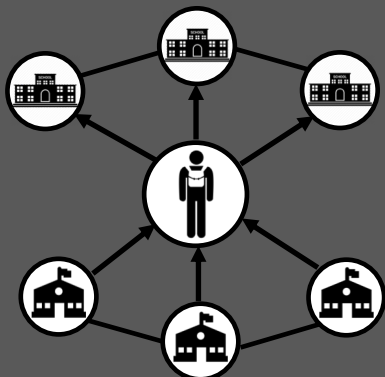
VALUE PROPOSITION

CE is always open to adding interesting courses to the existing portfolio and promoting them traditionally, however, we can also offer a more proactive way to deliver our services:

We help our international partners build strong and trusted relationships with selected educational institutions in Colombia which have been identified as real sources of international students.

On the other hand, we help our local partners find the right international programmes that meet both, their institutional requirements and their students expectations.

We are building a network of educational institutions in Colombia, which are interested in supporting the international mobility of their students.



CE represents a selected number of international institutions and connects them with its local partners to help them develop educational collaboration agreements based in academic quality, trust, good practice and financial sustainability.

GOALS 2019-2020:

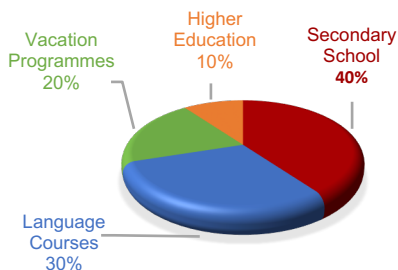
- 10 International partners
- 4 International sponsors
- 10 Local partners
- 2 Local sponsors
- 50 New Colombian students
- 4 Sub-agents

SOME OF OUR INTERNATIONAL PARTNERS:



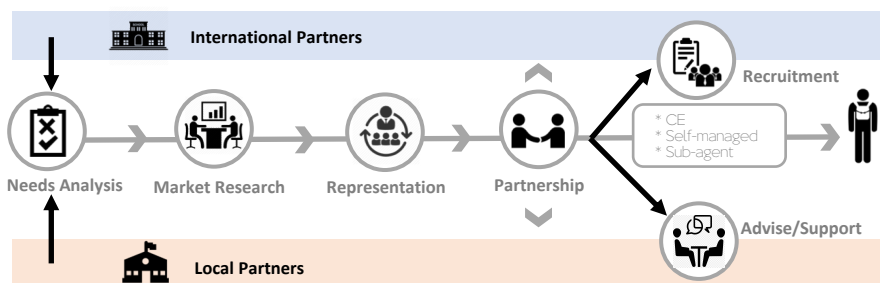
OUR FOCUS

Helping individuals and organisations make better decisions and reach their goals in the field of international education.



* Total number of Colombian students abroad: 36,626. UNESCO

OUR METHOD



BENEFITS

- ✓ Avoid the cost of using your own resources to enter a new market.
- ✓ Access local experience, knowledge and existing contacts to help you identify and exploit opportunities.
- ✓ Optimise your operations in Colombia and recruit qualified students for your programmes.
- ✓ Take advantage of a more productive and cost-effective solution than many of your business trips.
- ✓ Develop solid relationships with local institutions where your potential students are.



STRATEGIC PERMANENT SERVICES

- **NEEDS ANALYSIS**

This is the technique we use together with our local and international partners to determine the scope of a potential partnership and the steps that need to be taken in order to achieve **mutual objectives**.

- **MARKET INTELLIGENCE**

We help our international partners identify opportunities for their programmes in the Colombian market and develop relationships with local educational institutions which are sources of **qualified international students**.

- **REPRESENTATION**

Our team of consultants act on behalf of both, local and international institutions in order to negotiate fair and reasonable agreements that **increase student mobility** and facilitate international operations.

- **PARTNERSHIP MANAGEMENT**

An adequate partnership management is the key to **sustainability and long-term relationships** between the local and international educational institutions we represent. We look after mutual projects or programmes, control key procedures and documents, coordinate student services and provide effective internal and external communications.

- **RECRUITMENT**

Our international partners get their programmes promoted among Colombian students who have a **validated interest in international education**. Our services can include bespoke recruitment campaigns and further assistance for each step of the admission process.

ANNUAL FEE

Outsourced International Relations: £ 2,300 (\$ 3,060 USD)
Setting up (one-time charge): £ 422 (\$ 561 USD)

KEY ANNUAL ACTIVITIES

- **ONE VISIT PER YEAR**

Visit one or two cities in Colombia per year following an arranged schedule of meetings at prospective/current local partner institutions.

- **NETWORKING**

Opportunity to meet face-to-face with principals, teachers, and guidance counselors at prospective/current local partner institutions where you can showcase your school.

- **PRESENTATIONS**

Some of the scheduled meetings may include an additional activity where you can present your school to a pre-selected group of students/parents identified as potential candidates for your courses.

- **PRIVATE MINI-SESSIONS**

Additional optional networking appointments that take place at a hotel meeting room, where prospective students/parents can come and receive personalised information from a representative from your school.

- **FOLLOW-UP**

Permanent representation and follow-up activities are performed for your school by one of the Cosmopolitan Education consultants.

- **REPORTS**

Lists of contacts.
Visits & meetings report.
Follow-up reports.

Terms & Conditions

*Resources, marketing material website content, social media campaigns and shared advertising opportunities in regional publications can be managed upon request.

* CE is delighted to offer complimentary travel planning assistance and permanent help during the visits. (Flights, transportation, hotels and meals are not included).

* Annual visits are recommended to take place between January and April, however can also be organised at a convenient different time. A second visit in a year can be included if is considered a key part of a project.

* Visits are mainly orientated to Bogota and Cali. Other cities may be included depending on the needs analysis results.

* All the key annual activities are performed together with qualified Cosmopolitan Education personnel.