

Beyond Rankings: Positioning a Study Destination to Capture Undergraduate Interest in LATAM

Rethinking Student Engagement Through Destination Appeal & Technology

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LATAM Student Trends & Challenges

- Students prioritize destination appeal over institutional branding
- High competition from traditional destinations: US, UK, Canada
- Growing interest in alternative destinations like Australia
- Key challenge: short attention spans during presentations, fairs, and visits



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Destination as a Hook...

- Lifestyle & safety
- Cost of living vs. quality of life
- Post-study work pathways
- Cultural relevance & proximity (language, diaspora, values)



The Case of UoW

- Ranked among top 1% globally (QS #167)
- Coastal lifestyle just 90 mins from Sydney
- Global campus presence: Dubai, Malaysia, HK
- Scholarships: 15-30% for LATAM students
- 3-year bachelor degrees



Modern Recruitment Needs Modern Tools

- Attention spans are short – 10 seconds! Impressions must be impactful
- The use of AI-powered tools
- Immersive virtual fairs & student testimonials
- Custom content by market



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AI in Student Engagement



- AI can personalize student experiences at scale
- Example uses: automated Q&A, program matching, scholarship prompts
- Helps convert destination interest into actionable engagement
- Easily integrated into fairs, school visits, and counselor networks



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Strategy in Brief Engagements

- Be visually engaging and fast
- Use destination video as opener (Wollongong, lifestyle)
- End with academic credibility & support systems
- Always offer a call-to-action: link, scan, sign-up



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Working with Counselors

- Treat them as partners
- Offer tools: masterclasses, summer camps, familiarization trips
- Share content they can redistribute
- Include feedback channels like surveys



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Takeaways

- Lead with destination, close with distinction
- Adapt content for short, impactful delivery
- Use tech to extend attention beyond the fair
- Build networks with educators, not just students
- Embrace post-fair follow-up and AI personalization as scalable tools that enhance, rather than replace, human interaction
- **Focus on real-life storytelling over institutional metrics**

Thank You!

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