

For Immediate Release

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Contact: Ben Waxman, bwaxman@intead.com
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Headliners at Global Branding Conference for Academia to Evaluate Marketing Technology Platforms and Tools

Summary: Academic institutions struggle to implement marketing technology systems and methods often used by commercial enterprises for global branding. Best practices will be presented by international experts at Intead conference in New York City in June.

When it comes to reaching out to and successfully recruiting international students, it's important to speak their language. Jessica Beinecke, founder and host of several cross-cultural language programs, including Crazy Fresh Chinese, has found a way to do just that. She connects with Chinese students on a large scale, creating content in both Mandarin and English. Her social media accounts reach hundreds of thousands of students, as she teaches them English slang to bridge the gap between two very different cultures. Such a powerful connection is difficult to build without the right tools.

Ms. Beinecke will speak at a workshop in June along with a slate of academic and corporate global branding experts in New York City. Cross-cultural understanding and stronger academic programs that become the basis of international collaboration are the outcomes. How academic institutions get there will be the workshop's focus.

Produced by International Education Advantage, LLC, (Intead) the workshop will address the motivations of international students who choose to study in the U.S. Presentations will review the systems, tools and skill sets necessary to create an effective, sustainable strategy for recruiting international students.

"What often goes unnoticed in international news is that many of our global leaders were international students," notes Michael Waxman-Lenz who is producing the conference and will speak on some of the technical aspects of digital marketing. "Our successful heads of state and leaders of multi-national companies are often those courageous teens who ventured far and wide to find a multi-cultural education and made valuable international contacts along the way."

"The perspective we gain on life and culture by sharing with people around the world is amazing," says Ms. Beinecke. "The tools we have today that allow that sharing to happen could not have been imagined even seven years ago. While sitting in a taxi in New York City, I can shoot, edit and launch a video to a massive audience in China using my phone and a few cloud-based tools. Just minutes later, I'm reading reactions from my followers on the other side of the planet."

"Branding educational institutions has always been difficult," notes Mr. Waxman-Lenz. "Taking that brand to a variety of international markets, well, that's harder still. And with expert marketers like Ms.

Beinecke showing us how she couples the digital tools available with a keen eye for creatively engaging content, this workshop will inform and delight.”

The event, hosted at the SUNY Global Center in New York City, promises to help institutions develop realistic recruitment goals and strategies for scaling international student enrollment. The results: participants won't become fluent in Mandarin like Ms. Beinecke. Nevertheless, they will hear from industry experts about the tools and strategies to reach international students which in turn will help bridge cultural gaps and foster deeper connections around the world. For more information, visit: www.intead.com/nyc-workshop.