

# AFRICAN STUDENT RECRUITMENT CONFERENCE



# 2025

## INVITATION AND REGISTRATION

B R O C H U R E

### THEME:

Reimagining African Student  
Recruitment: Adapting To Global  
Shifts In International Education

### United Arab Emirates

Queen Elizabeth 2 Hotel  
Bur Dubai, Dubai

**24 - 26 September 2025**

<https://www.worldviewevents.com/asrc>

Organised by



# Invitation

## AFRICAN STUDENT RECRUITMENT CONFERENCE 2025

**Dear Esteemed Colleagues,**

We are excited to invite you to the 11th African Student Recruitment Conference (ASRC), a premier event in the international education industry. This year's ASRC will be held for the first time in Dubai, from September 24th to 26th, 2025, at the Queen Elizabeth 2 Hotel.

ASRC is a key gathering for student recruiters, international education providers, and stakeholders interested in the African market. It offers a platform for deep discussions on student recruitment, networking, and partnership building. Celebrating its 10th anniversary, this year's theme is 'Reimagining African Student Recruitment: Adapting To Global Shifts In International Education.' This theme encourages participants to explore the dynamic changes in the African student recruitment landscape, discuss emerging trends, share best practices, and update policies and strategies.

The conference is designed for all levels of the education sector, from senior management to frontline staff involved in African student recruitment. It's an excellent opportunity to understand the key factors affecting successful recruitment and to expand networks with local agents and African educational institutions.

We warmly invite you to join us at ASRC 2025 in Dubai. Engage in enriching discussions, build valuable connections, and help shape the future of international student recruitment in Africa.

Yours sincerely,

**Organising Committee**

**African Student Recruitment Conference 2025**

## Join us in Dubai

Join us in Dubai at the incredible Queen Elizabeth 2 Hotel, an iconic floating hotel, for an unforgettable event. Don't miss this unique opportunity to engage in dynamic discussions on student recruitment in Africa, explore emerging trends, and network with key players in international education.

Be part of shaping the future—register now for an inspiring experience at ASRC 2025!



# Event Overview

## AFRICAN STUDENT RECRUITMENT CONFERENCE 2025|

The landscape of international education is undergoing significant transformation, especially in traditional study abroad destinations. These changes, driven by evolving governmental policies and shifting economic conditions, have significantly impacted the recruitment of African students.

Traditional methods of student recruitment are no longer sufficient to navigate the complexities of the current environment, where distinguishing genuine students from economic migrants is increasingly challenging.

The African Student Recruitment Conference 2025 aims to tackle these challenges directly. This conference will bring together key stakeholders, including universities, colleges, local recruitment agents, and policymakers, to collaboratively explore innovative and effective strategies for engaging with African students. Through a series of expert-led panels, workshops, and networking sessions, attendees will gain valuable insights into the latest trends and best practices in international student recruitment.

In a time of significant sectoral change, staying current with the latest developments is crucial for those responsible for international education marketing and recruitment. Partnerships with local institutions and educators in Africa will become a key strategy for recruitment.

The 10th African Student Recruitment Conference will provide a forum for developing long-term, diversified, sustainable strategies in education marketing and recruitment. It is an ideal opportunity to reflect on the radical changes in the African student recruitment market, examine emerging trends, share best practices, and equip stakeholders with the necessary information to revise policies, priorities, and strategies.

**Expected  
Attendance:  
200+**





# Important Dates

AFRICAN STUDENT RECRUITMENT CONFERENCE 2025

## REGISTRATION DATES

**Early bird discount:** Available until 26th July 2025

**Regular Registration:** 26th July to 20th August 2025

**Late Registration:** 20th August to 20th September 2025

"Now celebrating its tenth anniversary, the African Student Recruitment Conference is once again bringing together international education providers, top-quality student recruitment agents, specialists in international education, school owners, and government officials from across Africa. Join us in Dubai for three days of high-level keynote speeches, in-depth presentations, scheduled meetings, panel discussions, and exceptional networking opportunities."

## 2025 Theme:

**Reimagining African Student Recruitment:  
Adapting To Global Shifts In International Education**



# Event Highlights



**Pre-scheduled meetings with agents / institutions from Africa**



**Plenary sessions led by veterans and experts on Africa**

**Join** us  
in **Dubai**



**Collaborative workshop to address challenges collectively**



**Social activities where the most ideas are exchanged**



# Who Should Attend?

The ASRC welcomes international education providers, local agents from Africa, school proprietors and government bodies from Africa and from around the world. Those who will directly benefit include:

1. Directors of international offices, marketing managers.
2. School owners, proprietors, vice chancellors from Africa
3. Local agents exclusively from Africa
4. Peak bodies representing education, development, and student interests.
5. Key government representatives and policy makers from around the world.
6. Business development and marketing managers in the corporate sector with affiliated services in education and development.
7. NGOs; Service providers in travel, education software, online providers,
8. Healthcare, customs and quarantine information, accommodation, banking, insurance, and communication services

## Reasons to Attend

ASRC gathers international education providers, institutions, local recruitment agents, school owners, proprietors, vice chancellors, and government bodies from Africa. If you're responsible for your institution's or organization's recruitment activities in Africa, you can't afford to miss it!

- Stay well-informed about key issues and opportunities in Africa
- Broaden your knowledge of the region
- Gain insights from leading thinkers on the current state of the market
- Learn about policy reforms and regulations affecting your recruitment strategy
- Explore innovations and learn from peers
- Discover new opportunities and business models for international education providers in the region
- Network with domestic and international delegates
- Meet quality student recruitment agents exclusively from Africa



# Huge Savings

## on Early Registrations

Participant Category	Early Bird Rate	Regular Registration	Late Registration
Full Conference	£795	£1025	£1292
Day Delegate	£495	£595	£695
Africa Institution	£525	£725	£912
Accompany Person	£285	£345	£412

► **Register online @**  
**<https://www.worldviewevents.com/asrc>**

► **Email: [info@worldviewevents.com](mailto:info@worldviewevents.com)**



**Join** us  
in **Dubai**

