

AIRC



Strategic IEM Approaches for a New Era

DALLAS, DECEMBER 1-4, 2026

PRE-CONFERENCE WORKSHOPS

All Workshops take place on Tuesday, December 1st
Lunch included; Pre-registration required

Workshop #1: New to Working with Recruitment Agents? Where do Agents fit Within Your Recruitment Strategy?

**9:00am - 4:30pm
\$300**

This 2-part workshop covers the basics of working with educational agencies, including best practices in agency engagement, how institutions can best train their agency partners on programs and policies, how agencies work for you in recruiting students and more.

Workshop Faculty: Valeriana Daily, Owner & Founder, GTEN Global; Steven Hales, Dean of International Education, Contra Costa Community College District; Cori Nevers, President, University Study

Workshop #2: Beyond Recruitment: Building International Student Success Through K- 12 Pathways

**9:00am - 12:00pm
\$150***

**Included in the 2-day
High School Package*

As international education continues to evolve, K-12 schools are increasingly being asked not only to recruit students effectively, but to support long-term student success through belonging, wellbeing, readiness, and ethical partnership design. This interactive SWIPE (Schools with International Programs of Excellence) pre-conference brings together K-12 leaders, agents, higher education professionals, pathway providers, and student support specialists to explore how stronger alignment across the international student journey can improve outcomes for both students and institutions. Through collaborative roundtables, ecosystem mapping activities, case examples, and facilitated discussions, participants will examine how K-12 schools play a critical role in shaping persistence, resilience, university readiness, and long-term international student success.

Workshop Faculty: Anna DeJulia, Executive Director, SWIPE

Workshop #3: Let's Get Personal: How Storytelling Breaks Through the Noise in Student Comms

**9:00am - 12:00pm
\$150**

A timeworn truth: students evaluate future opportunities to study abroad using both data and "feeling". So, sure, institutions promote their academic offerings, rankings, and programmatic outcomes, but HOW they do that truly differentiates. Join us for a 3-hour pre-conference workshop with presenters looking at storytelling from a variety of angles. Case studies shared will help you develop the skill to identify, hone, and then present/disseminate student, alumni, and faculty stories in a way that conveys your institution's successes and stature. Doing this well engages your target audiences far more effectively than simply putting your stats on a flyer.

Workshop Faculty: Tim Honadel, Director of International Services and Programs, College of the Canyons; Isabel Aucca, Senior Digital Campaign Analyst, Intead; Ben Waxman, CEO, Intead; Ankit Jain, Executive Director, One Window Overseas