

AIRC



ATLANTA, DECEMBER 3-6, 2025

*Collaboration for Success: Strengthening
Global Networks*



AIRC'S 17TH ANNUAL CONFERENCE PROGRAM AT A GLANCE

DRAFT SCHEDULE UPDATED 9/15. DETAILS SUBJECT TO CHANGE.

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View the list of confirmed exhibitors and exhibit hall layout to help determine your networking strategy.

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View the list of conference sponsors who help support AIRC's conference operations.

CONFERENCE VENUE

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Reserve your hotel room to take advantage of AIRC's discounted room rate.

PRE-CONFERENCE FAM TOURS

Tuesday, December 2nd - Wednesday, December 3rd

AIRC members in the Atlanta area are offering various tours and visits.
Please contact the institutions directly for registration information.



Brenau University
Tuesday, December 2nd
9:00 am - 4:00 pm

Tour Contact:
Nathan Goss
ngoss@brenau.edu
[RSVP Link](#)



Kennesaw State University
Tuesday, December 2nd
9:00 am - 3:00 pm

Tour Contact:
Shannon Brennan
sbrenn13@kennesaw.edu



Savannah College of Art & Design
Tuesday, December 2nd
9:00 am - 1:00 pm

Tour Contacts:
Ane Kevichusa; Peter May
akevichu@scad.edu; pmay@scad.edu



University of North Georgia
Wednesday, December 3rd
9:00 am - 2:30 pm

Tour Contact:
Sairagul Matikeeva-Kinney
Sairagul.Matikeeva-Kinney@ung.edu

PRE-CONFERENCE WORKSHOPS

Wednesday, December 3rd

Workshop 1:

New to Working With Recruitment Agents? Where Do Agents Fit Within Your Recruitment Strategy?

9:00 AM - 4:30 PM (LUNCH INCLUDED)

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

Emily Kirsch, Director of International Relations and Partnerships, UC Berkeley Extension

Cori Nevers, President, University Study

WORKSHOP COST: \$300
PRE-REGISTRATION IS REQUIRED

PRE-CONFERENCE WORKSHOPS

Wednesday, December 3rd

Workshop 2:

Exploring Third-Party Business Models for International Student Recruitment

1:00 PM - 4:00 PM (LUNCH INCLUDED)



This half day workshop provides an in-depth look at the diverse third-party business models that support international student recruitment and enrollment. Attendees will gain insights into a wide range of organization types, agency types, in-country reps, fair organizers, marketers, chat platforms, credential evaluators, English tests, and more. Discover how to identify, evaluate, and connect with the right partners to enhance your institution's recruitment strategy and ensure the best fit for your needs.

Workshop Faculty:

Ben Waxman, CEO, Intead

Bryan Gross, Dean of Enrollment and Marketing, Brewster Academy

WORKSHOP COST: \$150
PRE-REGISTRATION IS REQUIRED

PRE-CONFERENCE WORKSHOPS

Wednesday, December 3rd

Workshop 3:

SEM Core Concepts: Leading Toward Learner Success and Campus Enrollment Health

1:00 PM - 4:00 PM (LUNCH INCLUDED)

University and college leaders express that they are too busy to develop a SEM plan; that they are planning fatigued and cannot take on another initiative; that their incoming class is full so why bother with developing a SEM plan; or that they already created a SEM plan and it simply sat on the shelf and made little to no impact on their campus. This interactive session will explore misconceptions about SEM planning, and will provide actionable steps for implementing and sustaining SEM planning.

Workshop Faculty:

Melanie Gottlieb, Executive Director, AACRAO

Tammy Aagard, Managing Consultant for AACRAO Consulting

**WORKSHOP COST: \$150
PRE-REGISTRATION IS REQUIRED**

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 1

Wednesday, December 3rd

8:30 AM - 6:30 PM | REGISTRATION DESK

9:00 AM - 3:00 PM | ATLANTA-AREA FAM TOURS

PRE-REGISTRATION REQUIRED

9:00 AM - 4:30 PM | PRE-CONFERENCE WORKSHOP 1: New to Working With Recruitment Agents? Where Do Agents Fit Within Your Recruitment Strategy?

PRE-REGISTRATION REQUIRED

1:00 PM - 4:00 PM | PRE-CONFERENCE WORKSHOPS 2 & 3

PRE-REGISTRATION REQUIRED

Workshop 2: Exploring Third-Party Business Models for International Student Recruitment

Workshop 3: SEM Core Concepts: Leading Toward Learner Success and Campus Enrollment Health

1:00 PM - 3:00 PM | EXHIBITOR SETUP

3:00 PM - 6:00 PM | DEDICATED EXHIBIT HALL HOURS (NEW!)

6:00 PM - 6:30 PM | ATTENDEE WELCOME/NEWCOMER SESSION

6:30 PM - 8:30 PM | AIRC WELCOME RECEPTION

Sponsored by:



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CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 2

Thursday, December 4th

7:30 AM - 8:30 AM | EXHIBITOR SETUP & BREAKFAST

7:30 AM - 5:30 PM | EXHIBIT HALL HOURS

8:30 AM - 10:15 AM | CONFERENCE WELCOME & AWARDS CEREMONY

AIRC ANNUAL CONFERENCE PLENARY PANELISTS

"Collaboration for Success: Strengthening Global Networks"



Cheryl Delk-Le Good, Executive Director of EnglishUSA

Jane Erin Gatewood, Board Member, AIEA

Mark Overmann, Executive Director, Alliance for International Exchange

Melanie Gottlieb, Executive Director, AACRAO

Miriam Feldblum, President and CEO, The Presidents' Alliance on Higher Education and Immigration

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 2

Thursday, December 4th

TENTATIVE SESSIONS AND TIMES AS OF SEPTEMBER 15, 2025

10:25 AM - 11:15 AM | CONCURRENT SESSIONS A

- Keeping Up Without Burning Out: Adapting to the International Education News Cycle
- What Are You Really Paying? Understanding Student Acquisition Costs in Agent-Based Recruitment
- Understanding the International Admissions Process to Identify Efficiencies
- The Yield Imperative: Winning the International Enrollment Race Together

11:15 AM - 11:45 AM | COFFEE BREAK & DEMO SESSION

11:45 AM - 12:35 PM | CONCURRENT SESSIONS B

- What ISSS Wishes International Student Recruiters Knew About F-1 Regulations
- Aligning Digital Marketing with Recruitment Travel
- Keeping the Promise: Strategies for Student Retention
- From Congress to Campus: Effective Advocacy Tactics in International Education
- Navigating Political Shifts: Lessons from Canada's Recruitment Resilience

12:35 PM - 1:45 PM | NETWORKING LUNCH

1:45 PM - 2:15 PM | CONCURRENT SESSIONS C - INTL ED TALKS (NEW!)

A live interview on a topic aligned with the presenter's expertise

- From Reliance to Resilience: Diversifying Student Pipelines
- Future-Proof Your Career: Build a Magnetic Professional Brand in Global Education
- Beyond ROI: Emotion, Agency, Student Choice, and Agents as Cultural Mediators
- Beyond the Funnel: Reimagining Recruitment for a Future That's Already Here
- What Recruiters Need to Know About China's Economy, Education Policy, and Media Discourse

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 2

Thursday, December 4th

2:15 AM - 2:45 AM | COFFEE BREAK & DEMO SESSION

2:45 PM - 4:00 PM | CONCURRENT SESSION D - MINI WORKSHOPS (NEW!)
Hands-on learning offering practical tools, resources, and strategies

- Optimizing Country-Specific Recruitment to Attract International Students
- Principles of Contract Negotiation for IEM Professionals
- The Funnel is Dead. Long Live the Funnel!
- Compliance 2.0: Navigating the New Era of Agent Oversight and Institutional Accountability
- Enrol Me If You Can: Decoding the Global Student Mindset

4:15 PM - 5:30 PM | MEMBER ONLY TOWN HALL

6:00 PM - 7:00 PM | AIRC HAPPY HOUR

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 3

Friday, December 5th

7:00 AM - 8:00 AM | FRIDAY MORNING FITNESS

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7:30 AM - 9:00 AM | BREAKFAST & DEDICATED EXHIBIT HALL HOURS

9:00 AM - 9:50 AM | CONCURRENT SESSIONS E

- Recruitment strategies of Selected U.S. Colleges: Research vs. Practice
- Aligning Marketing, Admissions, and Finance with AI
- Rethinking International Undergraduate Recruitment in India and Beyond: Where is the New Multiplier?
- Boots on the Ground, Eyes on the Prize: Maximizing Your In-Country Representative Impact
- English Language Program Recruitment through Collaboration

9:50 AM - 10:20 AM | COFFEE BREAK & DEMO SESSION

10:30 AM - 11:45 AM | STUDENT VOICES PANEL

12:00 PM - 1:45 PM | NETWORKING LUNCH

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 3

Friday, December 5th

1:45 PM – 2:35 PM | CONCURRENT SESSIONS F

- Building an Effective Rubric for Assessing International Student Recruitment Events
- Bridging Borders: Advancing International Higher Education Through Strategic Collaboration
- Is International Recruitment a Cherry or a Curry in Your SEM Plan? An Extra or an Essential?
- International Student Career Success: Integrating Employment Outcomes into IEM
- Case Study: Collaborating with American Degree Transfer Programs in Malaysia

2:40 PM – 3:10 PM | COFFEE BREAK & DEMO SESSION

3:10 PM – 4:00 PM | CONCURRENT SESSIONS G

- Trusted Voices: Using Counselor Perspectives to Evolve International Recruitment Strategy
- Rad or Fad? An #IntlEd Tech Roundup
- Recruiting, Hiring and Retaining Team Members
- Did it work? Analyzing the Impact of Adapting to Policy and Market Shifts
- AIRC and IEM Discussion

4:00 PM – 5:00 PM | COMMUNITY MEET-UPS

- Community Colleges
- English Language Programs
- Get Involved with AIRC

5:00 PM – 6:15 PM | TRIVIA

7:00 PM – 9:00 PM | UNHOSTED DINNERS

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 4

Saturday, December 6th

7:30 AM - 9:00 AM | BREAKFAST & DEDICATED EXHIBIT HALL HOURS

9:00 AM - 9:50 AM | CONCURRENT SESSIONS H

- Following Your North Star in a Storm: Strategic Collaboration Amidst Uncertainty
- Jet Lag, Lost Bags and Forgotten Essentials: Tales and Tips from Seasoned Travelers
- Reimagining ESL: Online Programs and the Student Journey in the Age of AI
- The Role of Agents and Partnerships in Recruitment Success with a focus on Student Retention

10:00 AM - 10:30 AM | COFFEE BREAK

10:30 AM - 11:20 AM | CONCURRENT SESSIONS I

- Student Recruiting Initiatives in an Unstable Political Climate
- Navigating Global Policy & Market Shifts: Cross-Sector Collaboration
- Advocacy Session
- Money Moves: How Student Finances Influence University Choice, Transfers, and Graduation

11:30 AM - 11:50 AM | BOARD REFLECTIONS, AIRC TOAST TO 2026

Sponsored by:



See you in Dallas in 2026!



CONFERENCE EXHIBITORS

Updated 9/15

Access American Education

AECC

Cambridge University Press &

Assessment

Career Mosaic

Collegepond Counsellors Private
Limited

Council for American Education

EdMIUM

Educational Credential Evaluators
(ECE)

Edvoy

English World Education

Enrollment Advisory Group

GoElite, Inc.

ICEF

IDP

IELTS USA

Infinite Group

Imperial Overseas

Intead

International Education Group (IEG)

IVY Overseas

Kanan International Pvt. Ltd

Kennesaw State University

KIC UnivAssist

Leap GeeBee

MPOWER Financing

Orient Spectra

Oxford International Digital
Institute

Pearson/PTE Academic
Scholaro

SRT Fairs

STAR Scholars Network

Study Alabama

Study Travel

Studyportals

Sunrise

TABS

Texas Review International Ltd

The Evaluation Company

TOEFL

University Study Inc.

UniversityHUB

V&U Intellect Consultants Pvt Ltd

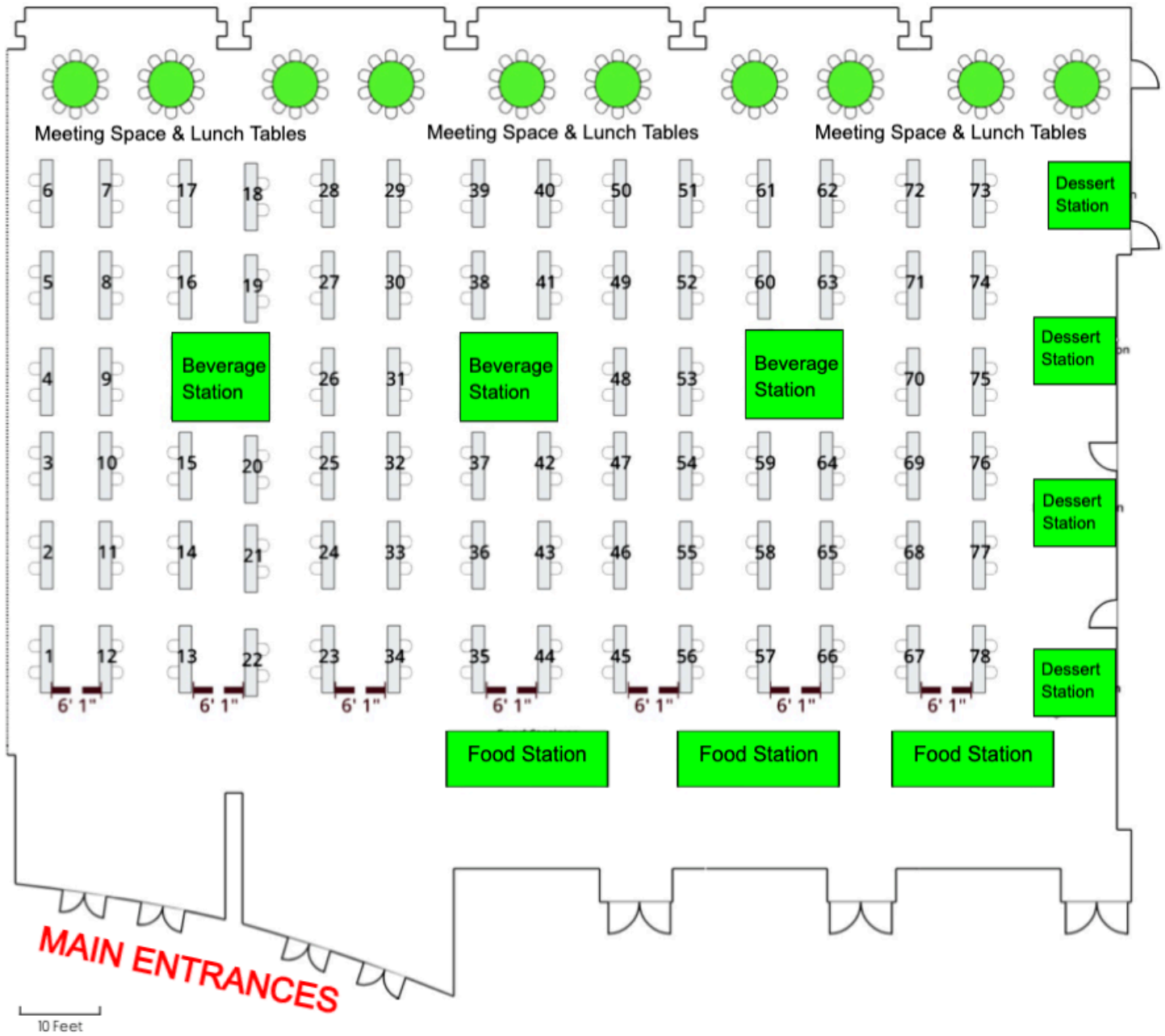
WholeRen Education

Yathapu Consulting Pvt. Ltd.,
Trading as I-20 Fever

CONFERENCE EXHIBIT HALL

Updated 9/15

Exhibit table assignments can be found in the conference mobile app.



CONFERENCE SPONSORS

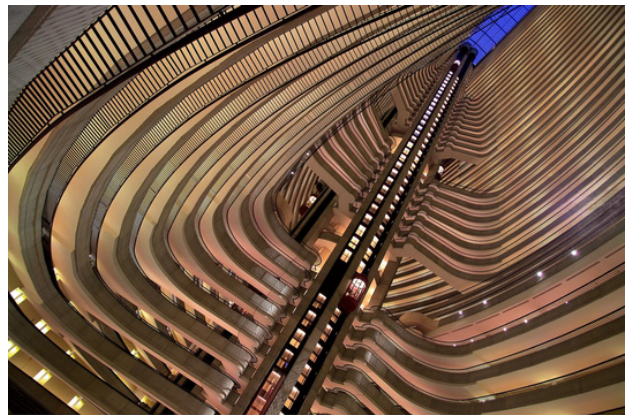
Updated 9/15



CONFERENCE VENUE

Atlanta Marriott Marquis

265 Peachtree Center Avenue, Atlanta GA, 30303 USA



RESERVE YOUR ROOM TODAY!

Book your hotel room by **November 8th** to take advantage of the competitive nightly rate of **\$229**. Stay directly at the conference venue and avoid commuting in a busy area. Enjoy complimentary wifi, access to the hotel's 24/7 fitness center and unique dining options on-site.

New this year! AIRC Conference attendees booking their room at the Atlanta Marriott Marquis will receive a special AIRC welcome gift and will be entered into a drawing to win one of 3 prizes.

- Grand Prize: 1 Complimentary Registration for the AIRC 2026 Conference in Dallas and 3-Nights Hotel Accommodation
- Second Prize: 1 Complimentary Registration for the AIRC 2026 Conference in Dallas (2 available)

All you have to do is reserve your hotel room at the Atlanta Marriott Marquis and you'll automatically be entered into the raffle. Winners will be announced during the Opening Plenary on December 3rd.

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WE LOOK FORWARD TO SEEING YOU SOON!

QUESTIONS? EMAIL STAFF@AIRC-EDUCATION.ORG