

PRESENTATION

# Hosting an Effective FAM Tour

February 20, 2018



**ICEF**

Connect. Recruit. Grow.

**What are some of your major purchase decisions? And how do you make those decisions?**

# What we'll talk about: FAM (familiarisation) tours



**The Basics**



**Hosting a  
Successful FAM**

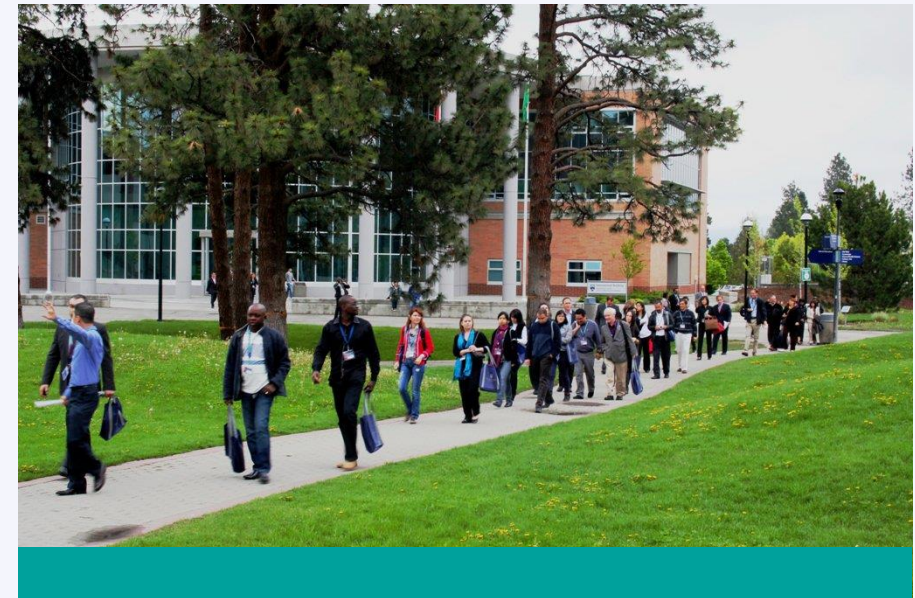


**Use of Technology**

## What and Why?

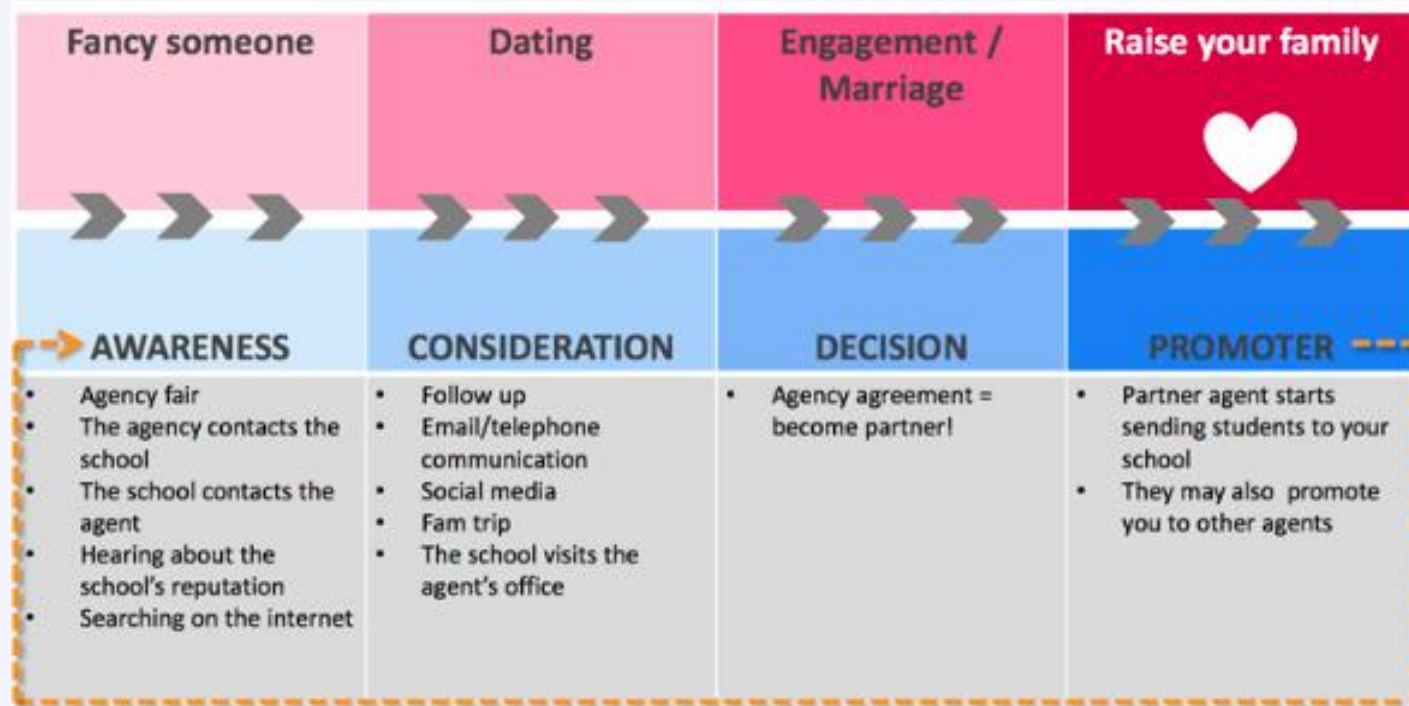
# FAM (familiarisation) tours

- ▶ **FAM tours - hosting agents or other partners on your campus**
- ▶ **Why?**
  - Agents get a real sense of the school
  - Meet the people behind the school
  - Build personal relationships
  - Agents can say “I have been there”
  - Show, not tell



## What and Why?

# The Dating Analogy



Ms. Morimoto and Ms. Thatcher <http://monitor.icef.com/2015/04/fam-tours-take-agent-educator-relationship-to-the-next-level/>

## What and Why?

# What agents say about FAM tours

“By attending a Fam tour you start forming your own opinion of the school/university. It is one thing when you get information at a conference or website, it is another when you see it with your own eyes. You feel the atmosphere of the place, you talk to the people. I also think what kind of clients would like it, start thinking: “oh this school will suit Daniel”. It is very smart to have a Fam tour before or after conferences, as its continuation of your cooperation with the school.

And you are definitely able to sell the school much better, as one of the questions clients always ask you is if you have visited this school yourself. Also you get closer contacts with the staff and it definitely helps in working together.”

***Mariya Lunyak, Director Alekom-tour Education Abroad – Kiev***

"I visited the University of Tasmania and other institutions as part of an agent FAM tour to Tasmania following The ICEF ANZA Workshop. Prior to this visit I knew very little about Tasmania, and had not considered or promoted it as a major study destination to my clients. Since my visit I have signed an agreement with the University of Tasmania and successfully enrolled 6 students."

***Ahmed Naraghi, Managing Director, Iran-Australia Cultural & Arts Institution***

## What and Why?

# What educators say about FAM tours:

"We have been running Fam Tours since 2001. They allow us to develop a deeper relationship with our agents. It gives both sides a lot of confidence to work with each other. Seeing is believing and when agents see our schools and meet our staff in person, they are then able to convey what makes ILAC special to their perspective students."

***Jonathan Kolber Founder / Co-President, ILAC***

"ICEF events are an integral part of our recruitment activity at INTO; as the opportunity to meet with such a high concentration of professional education agents is second to none. The possibility to then add a chance to showcase our great centres as part of the package for agents is invaluable, and we have always received very favourable feedback from our guests when they have taken the opportunity to visit us around the time of ICEF workshops.

For the past 5-6 years the University of South Florida (USF) has hosted a Familiarization trip to USF after ICEF Miami. This past December 2016, USF had 38 education counselors (ECs) from over 20 countries attend our post-ICEF FAM. Thanks to ICEF for hosting a great conference, inviting 100s of ECs to the US, and allowing USF the opportunity to partner with ICEF on a great FAM trip."

***Glen Besterfield, PhD, AVP International Admissions and Global Partnerships, USF***

## Hosting a successful FAM

# Plan and promote well in advance

### OTHER SCHOOLS

See if other schools want to participate

### DESTINATION

Promote the destination as a whole

### ADVERTISEMENT

Advertise the FAM tour via the school website, social media, emails, etc.

### LOCAL TOURISM BOARD

See if local tourism board/association wants to support (attend, provide gifts, etc.)

### ICEF WORKSHOPS

Hand out invitations at ICEF workshops leading up to the event

### INVITES

Send out invitations





# Creating the itinerary

## ACTIVITIES

Allot time to both social and training activities

## TRAVEL

Consider flight schedules and travel time

## AVAILABILITY

Ensure participating departments and staff are available

## HANDBOOK

Create a FAM tour handbook and send out beforehand



# The Timeline – an example

## 9 months before

- ▶ Arrange the tour around a fun local event/time of year
- ▶ Reach out to other schools to see if they want to participate; Contact local tourism board or associations that may want to support
- ▶ Begin drafting the itinerary

## 6 months before

- ▶ Create communications plans – before, during, and after
- ▶ Start to advertise the FAM tour

## 2 months before

- ▶ Make sure all the details fall into place
- ▶ Create a FAM tour handbook/orientation manual

## Hosting a successful FAM

# Details can make a difference

### GROUP PHOTO

Take a group photo and present to them before they leave

### WELCOME BASKET

Have a small welcome basket with personal note in the hotel room

### SPECIAL GUESTS

Include participation from high level institution/city officials

### BRANDED SWAG

Give branded swag/small gifts as a souvenir (and easy to pack!)

### SPECIAL REQUESTS

Keep in mind any special dietary restrictions



# Make it personal

**Get to know them!**



**Facilitate mixers with faculty and staff**



**Organize meetings with students from the same country**



**Have agents meet with admissions and counseling staff**

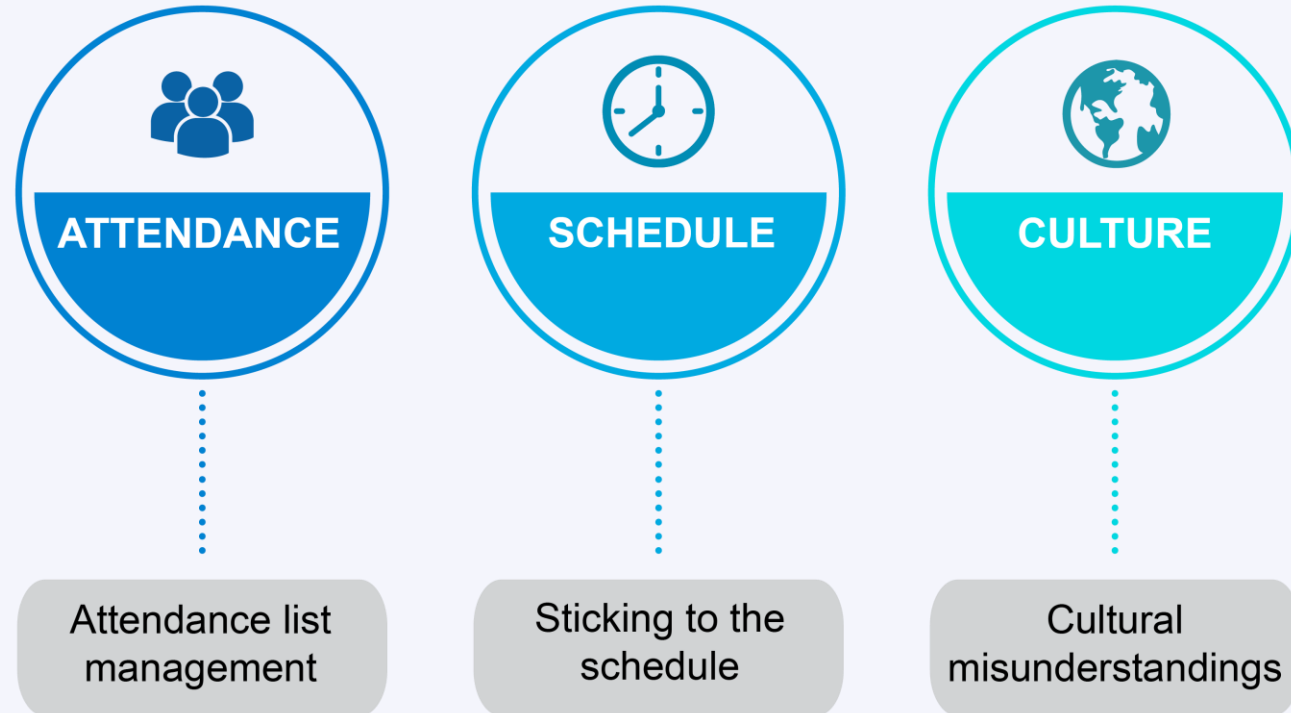


# Make it fun



# Things to watch out for

Everyone will say they are coming – have a robust confirmation plan



# Have a follow up plan



## NEXT STEPS

Include a plan for next steps



## PROPOSAL

Include an overview of how you would like to work together moving forward



## SHARE

Include photos/videos, and copies of presentations



## THANK YOU

Send a thank you note to each participant



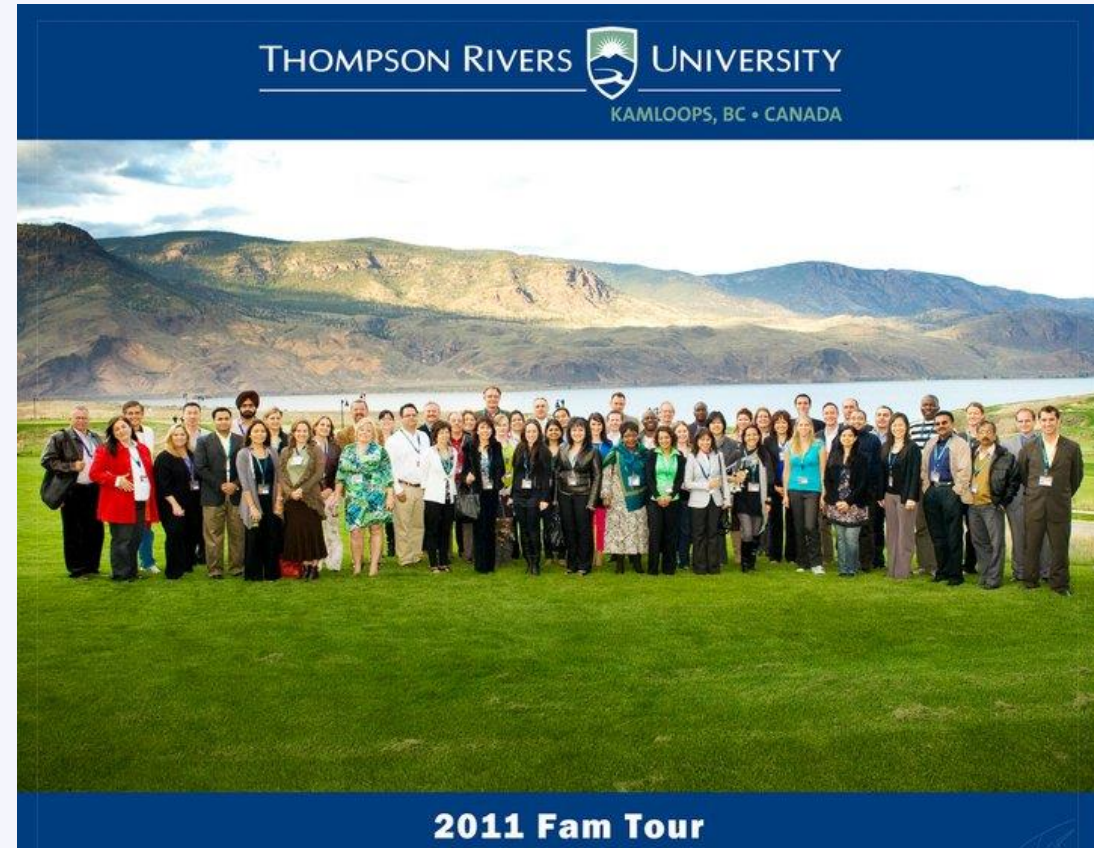
## STRATEGY

Have a planned communication strategy

## Case Study

# Thompson Rivers University

- ▶ Done in partnership with other schools and local tourism board
- ▶ Year long planning cycle
- ▶ Connected to ICEF Canada event
- ▶ 2 nights with multiple activities
- ▶ Strong focus on relationship building
- ▶ Mixture of current and prospective partners
- ▶ Showcases the region and lifestyle





## Case Study

# Study Cairns

- ▶ Destination marketing focus
- ▶ Excellent lead up in promotions
- ▶ Great mixture of fun and training
- ▶ Use of technology to promote (VR)
- ▶ Involvement of student ambassadors
- ▶ Great use of ICEF events to promote and host

# STUDY CAIRNS

## ANZA PRE FAMIL TOUR OPTION

**PRE FAMIL DATES: 2-4 APRIL 2017 (3 Days / 3 Nights)**

### **DAY 1 – Sunday 2<sup>nd</sup> April 2017**

Experience Australia's World Heritage listed tropical rainforest gliding over the canopy on the **Skyrail Rainforest Cableway** transporting you to explore Kuranda – the village in the Rainforest. Visit **Australian Butterfly Sanctuary**, for a 'behind the scenes tour' of the largest butterfly flight aviary in the Southern Hemisphere. Then be transported to **Rainforestation Nature Park** for a tropical lunch, army duck tour and see unique wildlife up close, including the opportunity to 'cuddle a Koala' and receive a personal souvenir photo.

Finish the day with **Welcome Cocktails** hosted with the Study Cairns Executive Board and the Mayor of Cairns.

## Technology

# The Age of Virtual Technology

An important part of your integrated marketing strategy

- ▶ Virtual technology is consumer ready and accessible  
(VR sets can cost as low as \$35)
- ▶ Virtual campus tours and events, 360-degree videos, live web chats, virtual reality tours for a full immersion
- ▶ By 2018, the total number of active VR users will reach 171 million  
([statista.com](http://statista.com))



# Why choose virtual technology?

Your advantage in a highly competitive industry

- ▶ Reach real agents and student prospects who cannot travel to your campus
- ▶ Provide agents with a valuable marketing tool
- ▶ Can be accessed any day of the week at any time as many times as they like from anywhere in the world
- ▶ Ready-made for sharing with colleagues, friends, parents, teachers etc.
- ▶ Start and engage in a conversation (live chats, Q&A, virtual lectures etc.)
- ▶ Provide important information (admissions, visas, accommodation etc.)
- ▶ Competitive edge for smaller schools and destinations
- ▶ Budget friendly and less resource intensive
- ▶ Your new “brochure” for a tech savvy generation

## Advisory Services

# Educator Development and Advisory Services

For more info on how ICEF can help you with your education needs visit

<http://www.icef.com/educator/overview/>



## ICEF welcomes Monele Schrot as Director, French Programming, Canada



**Monele Schrot**

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Thank you!



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