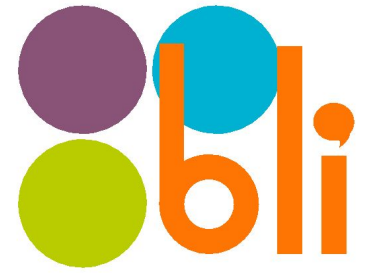




FPP



Digital Revolution

The International Student of the Future

Live learning
love learning

Agenda

Technology effects survey

The international student of the future

How technology changed students

Why use technology in the classroom

Example of how bli implemented technology

Improving student recruitment through technology

FPP Student Survey

Importance of student reviews and online presence

Influencer marketing



slido



If you were to go on a trip next month, which of the following option(s) would you use to book your trip?

ⓘ Start presenting to display the poll results on this slide.

Gen Z

Born: 1997-2012

Age: 10-25

- ✓ Focus on social responsibility
- ✓ Make more practical spending decisions
- ✓ On track to be the most well-educated generation
- ✓ Crave interactive experiences
- ✓ Very informed, consult reviews
- ✓ Approaching or entering adulthood in unique circumstances (COVID-19)



How has technology changed students?

Born digital

First iPhone was released in 2007, 15 years ago. Young people born at that time will soon become international students.

Borders have vanished

These students grew up in a hyperconnected world, their education will not be different.

Instant satisfaction

We want it, and we want it now, not next week.

Everything is done online

Why would choosing where to study be any different?





**Why use
technology in
the
classroom?**

Keeping students motivated and engaged with the use of technology



01 Technology is natural to them

02 It is interactive

03 It increases participation

04 It is accessible

05 It allows constant assessment

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Moving forward, will you offer

① Start presenting to display the poll results on this slide.

be **bilingual**

BLI goes paperless

New digital books for enhanced learning

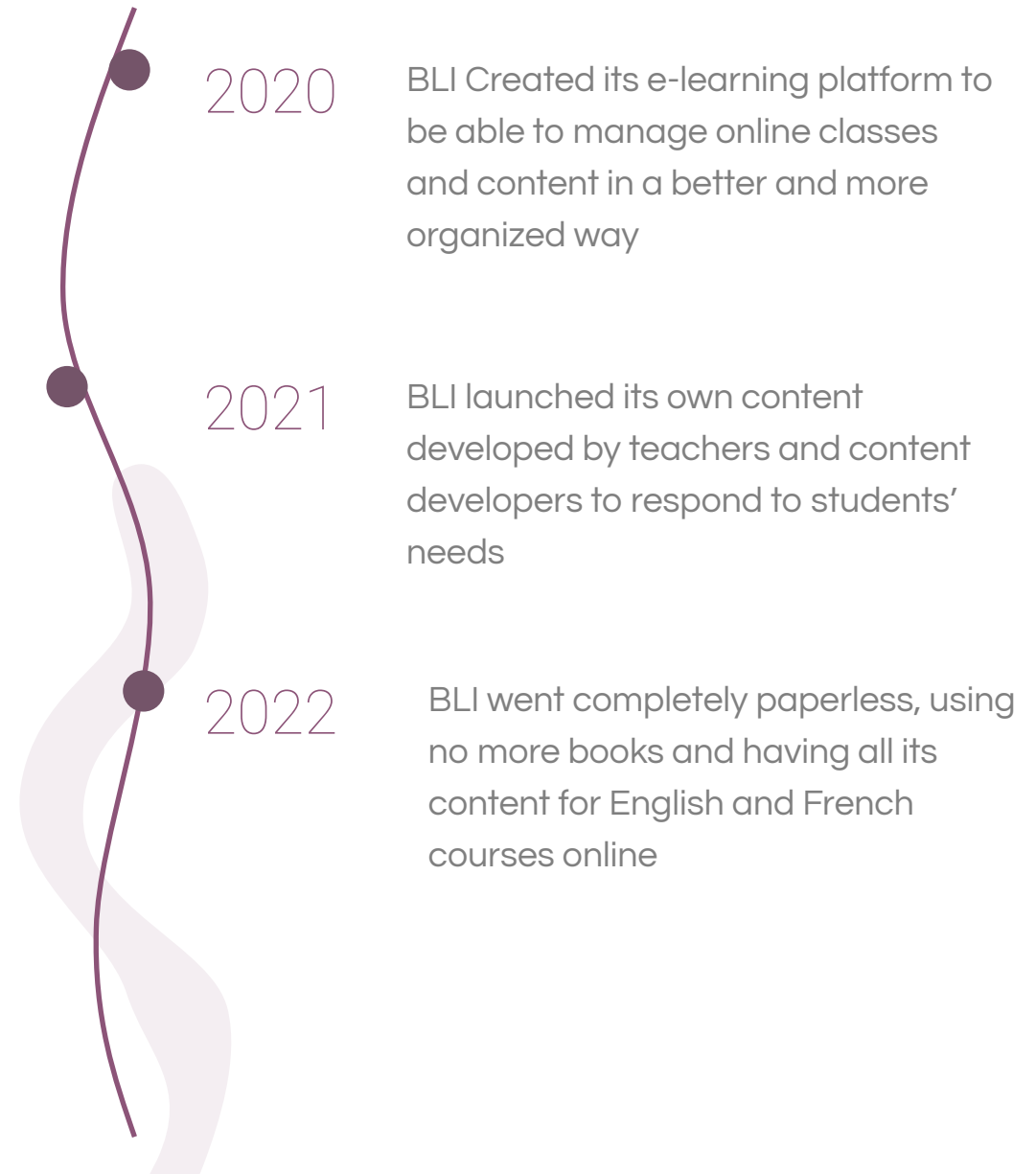


be blilingual

BLI Online platform

Our digital books aim to provide our students with a high tech, unique and interactive learning experience.

be blilingual books are integrated in our e-learning platform, a platform designed by experts that allows students to track their progress and to continue their learning process at anytime anywhere.



How has ^{be} blilingual benefited

STUDENTS

- Adapted to learners of all kinds.
- Work collaboratively in the classroom with their teacher and classmates.
- Review lessons independently to reinforce new or difficult concepts.
- Have access to their materials anywhere at anytime

TEACHERS

- Adapt and respond to their students' needs in real-time.
- Adapt the online content and share supplementary activities at the touch of a button.
- Courses can be updated regularly to reflect current events, relevant topics and respond to students changing needs.
- Automated grading can save a lot of teacher's time and effort.

BLI

- We are ready to adapt to changes immediately without any further planning
- We use these materials to teach in-person, online and hybrid classes
- We can offer a cutting edge learning tool to our students
- We are environmentally friendly

Improving student recruitment through technology

01 Technology is transforming the way language schools recruit students

02 It allows students to get in touch with schools directly

03 It makes travel arrangements easier for students

04 It is possible to reach students anywhere in the world without travelling.

05 It increases the number of direct leads

Endless possibilities

TECHNOLOGY HAS OPENED MANY
DOORS

Online fairs

Online information sessions

Webinars

Social media campaigns

Paid publicity

Brand ambassadors

Influencers

Online meetings with student

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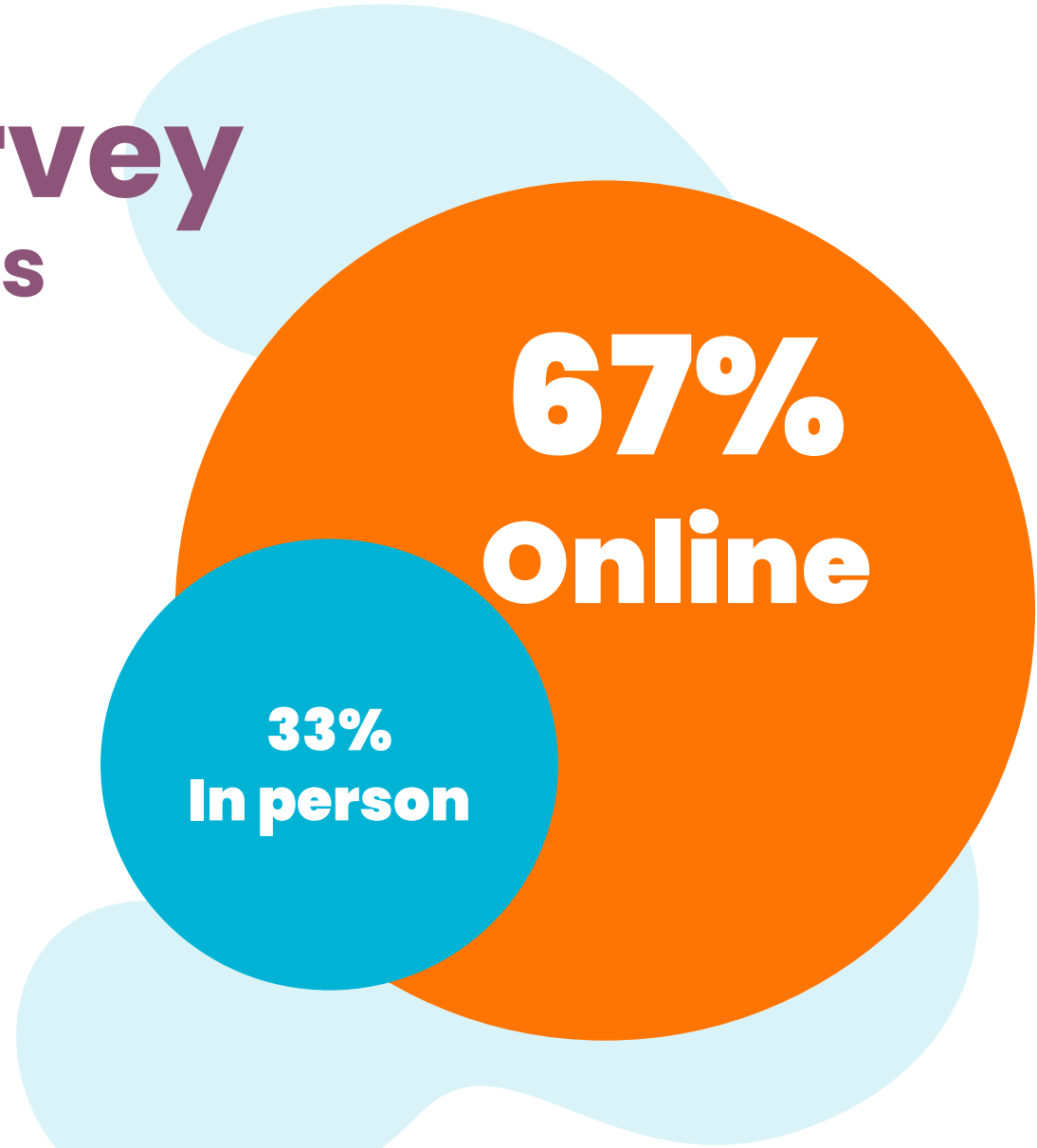
Which of the following recruitment methods have you used? Organize them in order of importance.

① Start presenting to display the poll results on this slide.

FPP Student Survey

March 2022 - 3500 replies

Do you prefer to meet a university admissions director online or in person?



University Admissions Director



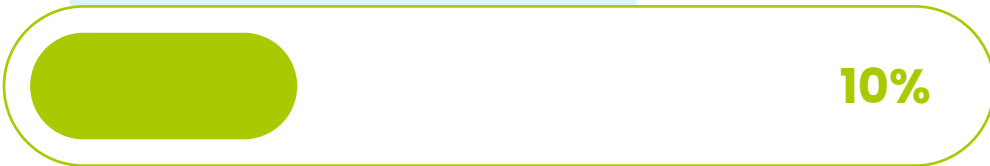
Professors from your program of interest



Current student - Alumni



Local Agent



Who would you like to speak to most before committing to studying abroad?

How technology changes the options for student recruitment?

Thousands of options

Students are overwhelmed and need help to decide where to focus.

Online presence

It's not just having a website, it's your overall online activities and reputation.

Transparency matters

All information is public and students doing research will find it.

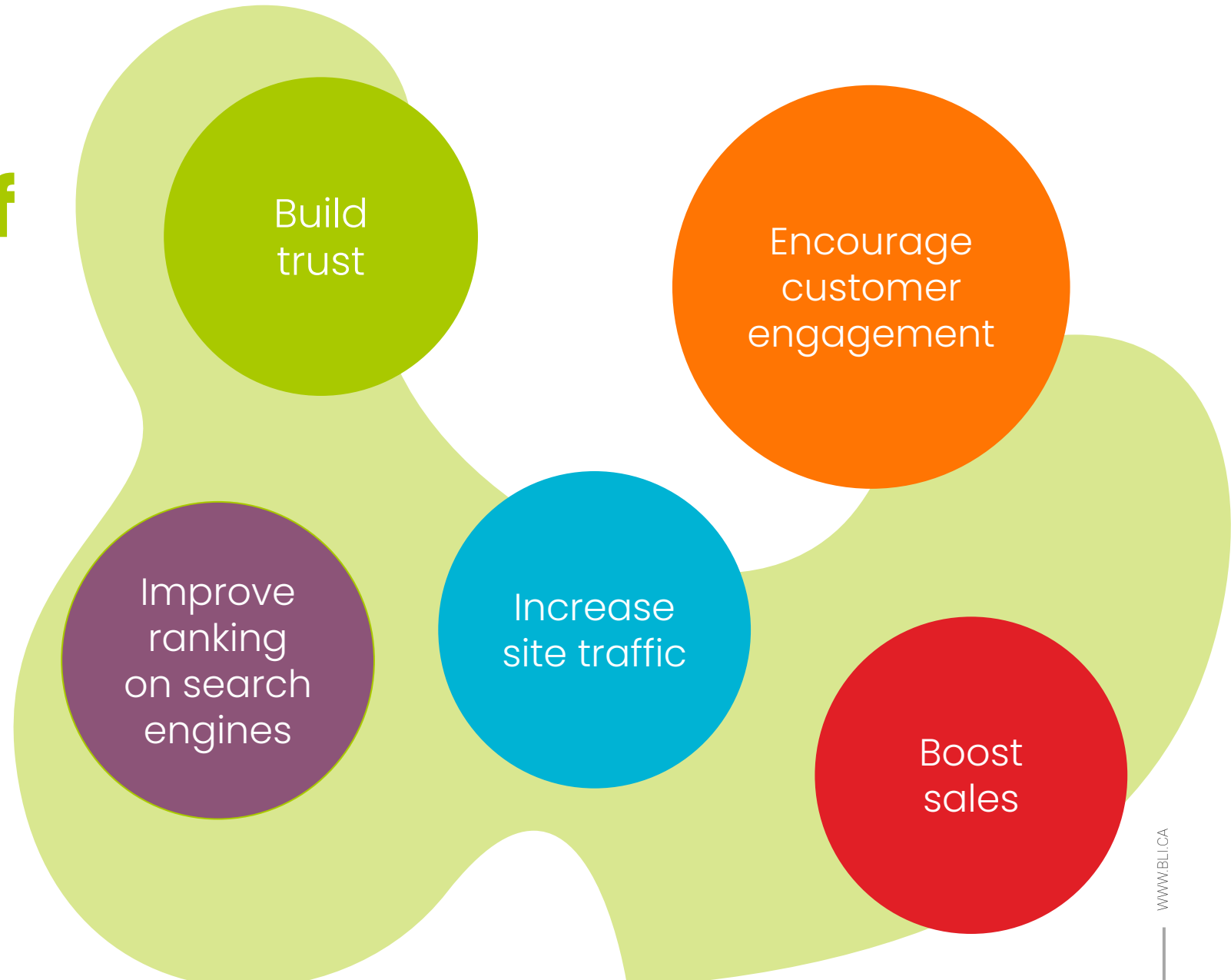
Think with a student mindset

When unsure, ask yourself: What would my child do?





Importance of student reviews and online presence



A man and a woman are sitting on large, comfortable-looking beanbag chairs in a modern office space. The woman is on the left, wearing a red sleeveless top and striped shorts, focused on her laptop. The man is on the right, wearing a light blue denim shirt and jeans, also working on his laptop. They are sitting on a green artificial grass floor. In the background, there are large windows overlooking a cityscape, several orange and yellow ottomans, and a black tripod stand. The overall atmosphere is professional yet relaxed.

Reviews

In a nutshell,
student reviews
help you get new
students.

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Have you ever used influencer marketing to promote your school?

ⓘ Start presenting to display the poll results on this slide.

What is influencer marketing?

A type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche



Are you ready

to work with influencers?

Research, set a budget, determine goals, find your influencers, review and revise.



Find an influencer that is relevant to our niche

Make sure you do your homework

Set clear strategies, objectives, expectations and create an plan of action

Make sure you establish a way to track results

01
02
03
04

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Additional Resources

Leger Marketing Inc. (2021). Youth study: Being a young person in 2021. Accessed: <https://2g2ckk18vixp3neolz4b6605-wpengine.netdna-ssl.com/wp-content/uploads/2021/02/Report-2020-Youth-Study-created-by-Leger.pdf>

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