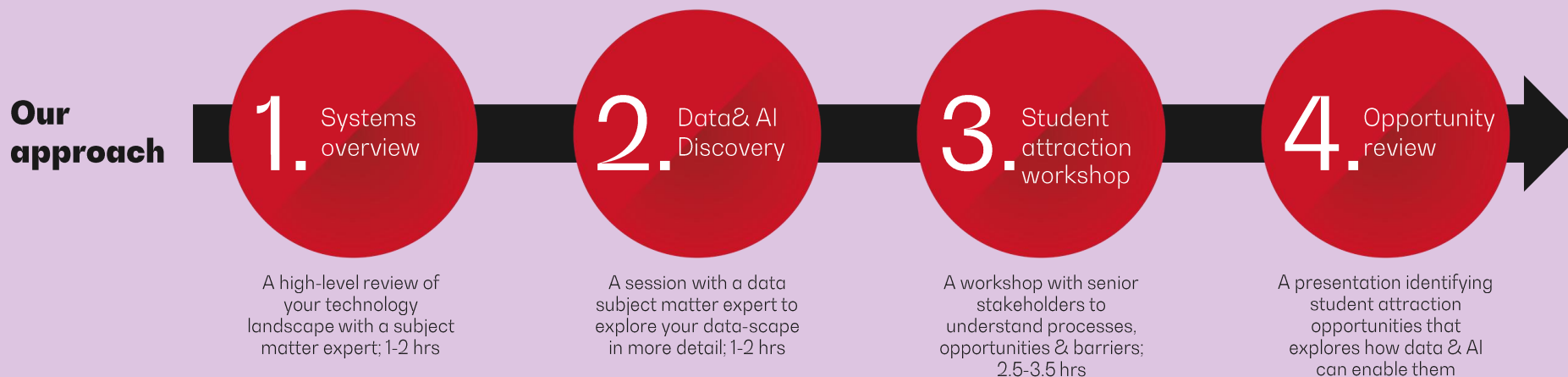


Discovery engagement: how Data & AI can **grow student admissions**

- ✓ Participation rates in higher education have fallen over the last few years and actual student numbers will be hit by a declining under-18 population from 2030 onwards*
- ✓ From an international perspective, visa applications were down **16%** which could result in 60k fewer international students, which could reduce university income by **£1.14bn****
- ✓ Our **discovery engagement** gives a high-level view of your current data & AI capability and identifies potential efficiencies & opportunities to improve student attraction



What are we offering?

A workshop with senior internal stakeholders to identify student attraction opportunities that data & AI can enable in your business.

What are the benefits?

Student attraction & admissions leaders work interactively with experts to understand how modern data & AI solutions can impact student attraction.

What are the outputs?

A high-level overview of where data & AI can positively impact student attraction based on the data, technology & AI potential and suggested ways forwards.

Who should attend?

Suitable for senior leaders in your business – from c-suite to head-of – where there are efficiencies & potential revenue opportunities that are not being realised.

What does it cost?

Cost is £3,500 plus VAT

* Source: [The coming decline in the number of 18-year-olds makes the future 'bleak' for some universities - HEPI](#)

** Source: [Reduced international student numbers are a much bigger problem than you think - HEPI](#)