

THE SHEFFIELD COLLEGE

JANETTE DONJON

HEAD OF INTERNATIONAL

INTERNATIONAL BACKGROUND

INTERNATIONAL ACTIVITY FOR 20 YEARS

INTERNATIONAL ACTIVITY

- TWO MAIN PROGRAMMES

JAPAN

CYPRUS

MAJOR PLAYERS

- EMBASSIES; LYBIA, YEMEN, SAUDI ARABIA
- AGENTS
- DIRECT STUDENT RECRUITMENT

MARKETING STRATEGIES

- MARKET INTELLIGENCE (UKTI, 157 COLLEGES, AOC, ENGLISH UK, TVET UK)
- USP: KNOWING WHAT IT IS AND PROMOTING IT
- COLLABORATION AT SENIOR LEVEL

FUTURE PLANS

- DEVELOP IN-COUNTRY DELIVERY
- EXPAND THE NUMBER OF EFL PLUS PROGRAMMES