

**STUDY IN EUROPE INITIATIVE****Higher Education Institutions' Training Session****19<sup>th</sup> - 20<sup>th</sup> June 2025****Campus France, Paris****DRAFT CONCEPT NOTE****The Higher Education Institutions (HEIs)' Training Sessions – Objectives:**

As part of the Study in Europe initiative\*, it is foreseen to organize training sessions for Higher Education Institutions (HEIs), with the objective to update HEIs on new trends and developments in international HE promotion, ensuring that they are well-informed about the latest tools and strategies in the global education market. This will help European institutions stay competitive and attract students from diverse backgrounds.

Furthermore, the training sessions aim at supporting the exchange of best practices, enabling HEIs to learn from successful experiences elsewhere, adapt these practices to their own context and continuously improve their operations. Additionally, these events provide a platform for HEIs to share ideas among themselves and with experts in the field, enabling collaboration within the university community.

**International Higher Education promotion and the recruitment of international students: leveraging artificial intelligence tools:**

In an increasingly competitive global landscape, HEIs have to adopt innovative strategies to attract and engage international students. Artificial Intelligence (AI) offers transformative tools that have the capacity to revolutionize international promotion and student recruitment. By harnessing AI's capabilities—such as for content creation, personalized targeting, predictive analytics, and automation—HEIs can reach diverse audiences more effectively, understand their preferences, or deliver tailored experiences. From chatbots (providing real-time assistance) to predictive models (identifying prospective students most likely to enroll), AI can enhance both outreach and engagement. AI-powered tools can be very useful for content creation: ChatGPT, Jasper, and Le Chat (Mistral) can help to generate engaging multilingual content for blogs, emails, and social media. Midjourney, Canva and Adobe Firefly assist with AI-driven visuals and video creation. Persado and Phrasee can help optimize messaging for higher engagement. By leveraging these cutting-edge tools, that are constantly evolving, HEIs can improve their attractiveness and position themselves as global leaders in higher education, fostering internationalization and inclusivity.

At a time where students increasingly turn to AI tools like ChatGPT, in particular to help them make decisions about their academic future, another critical aspect to look at relates to how to ensure that a HEI remains visible on such an AI-driven landscape. If not, they may not appear on the students' radar.

When looking at the possibilities offered by AI tools in the area of marketing for the recruitment of international students, it is also crucial to keep in mind the risks associated with using such powerful tools. For instance, AI systems can inadvertently reinforce biases present in the data they are trained on: algorithms may favor certain demographics, regions, or socioeconomic groups, leading to unequal opportunities for underrepresented students. Collecting and processing personal data from international students raises concerns about compliance with data protection laws, such as GDPR in Europe or local regulations in students' home countries. AI decision-making can be opaque, leaving universities and applicants unaware of how decisions are made. Some students may view the use of AI in recruitment as impersonal or unethical, particularly if they feel they are being "targeted" by algorithms rather than receiving genuine engagement. Prospective students from less technologically advanced regions may face barriers accessing AI-driven platforms or tools, exacerbating global educational inequities. Faculty, staff, or students may also resist the adoption of AI, fearing job displacement or a diminished role for human interaction in the recruitment process.

Lastly, implementing AI-powered tools may require significant financial investment, raising the question of whether European HEIs will be able to adopt them to stay competitive with other regions that appeal to international students. At the same time, mastering these tools for content creation, some of which are free, can alleviate some of the costs associated with communication or graphic design.

The Higher Education Institutions' Training Session organized by Campus France in the framework of the Study in Europe initiative aims at looking at these different aspects, through two half days of both plenary sessions and hands-on parallel sessions.

**About the participants:**

The primary target group of this training session are active practitioners in the area of marketing. Participants will have the chance to respond to a short survey about their experience with AI, to better help map out the backgrounds and prepare the practical sessions accordingly.

**Location and registration:**

The training session will take place at Campus France's Head Office in Paris (28 rue de la Grange aux Belles, 75010 Paris) on 19th - 20th June 2025. The number of participants is limited to 30, we therefore strongly invite you to register as soon as possible through this [link](#).

**Expected outputs:**

By the end of the training session, representatives from HEIs will have gained a deeper understanding of how AI can be used to attract and engage international students through sharing best practices and innovative ideas. The training session will also provide the opportunity for participants to network and exchange good practice on the topic.

### Draft agenda

<b>Thursday 19<sup>th</sup> June 2025</b>	
<b>Morning</b>	Arrival in Paris
<b>13:30 – 14:00</b>	Welcome Coffee and Registration
<b>14:00 – 14:30</b>	Welcome by the European Commission and Campus France
<b>14:30 – 15:30</b>	Setting the scene (Part I): The importance of AI in international Higher Education promotion
<b>15:30 – 16:00</b>	Coffee Break
<b>16:00 – 17:00</b>	Setting the scene (Part II): Opportunities, risks and ethical considerations when using AI tools
<b>17:00 – 17:45</b>	Case study from a University
<b>17:45 – 18:00</b>	Wrap-up
<b>19:30</b>	Networking Dinner
<b>Friday 20<sup>th</sup> June 2025</b>	
<b>09:00 – 09:30</b>	Overview of available AI tools for marketing in Higher Education
<b>09:30 – 12:15</b>	Parallel sessions (incl. coffee break)
<b>09:30 – 10:45</b>	<b>Sessions 1</b> - Textual content creation and automation (text, editing, brainstorming etc.) - Visual content creation (visuals and video)
<b>10:45 – 11:00</b>	Coffee break
<b>11:00 – 12:15</b>	<b>Sessions 2</b> - Analytics and targeting (data analysis, mapping of profiles using ChatGPT, etc.) - Building custom AI tools (such as CustomGPTs)
<b>12:15 – 12:30</b>	Closing
<b>12:30 – 13:30</b>	Lunch
<b>Afternoon (optional)</b>	Study visit or Cultural activity

\* [Study in Europe](#) is an initiative contracted by the European Executive Agency for Education and Culture (EACEA) for a period of three years. It is implemented by a consortium composed of Campus France (lead organisation), the German Academic Exchange Service (DAAD), Nuffic, the Estonian Education and Youth Board (Harno), the Czech National Agency for International Education and Research (DZS, Czechia) and the Academic Cooperation Association (ACA).

The aim of the project is to increase the visibility of Europe as a study destination for students from non-European countries and in particular:

- Show students, researchers and influencers worldwide what studying in Europe offers;
- Help international students to find out about study, research and scholarship opportunities in Europe and direct them to European national education portals to plan their studies;
- Connect European Higher Education institutions (HEI) with international students and partner institutions.

The initiative also aims at strengthening the capacities of European National Promotion Agencies and HEIs.