

Working with International Liaisons

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Presentation Overview

Getting Started

Implementation

Management

Benefits and
Challenges

Privacy Disclaimer

Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.

– Napoleon Hill

The UVic English Language Centre

- The ELC is part of the University of Victoria
- We welcome over 2500 students/year
- 15% of students go on to UVic degree programs
- We work with agents from over 30 countries

- Currently we have a network of Liaison Officers in Mexico, South America and China. *Next stop: Korea!*

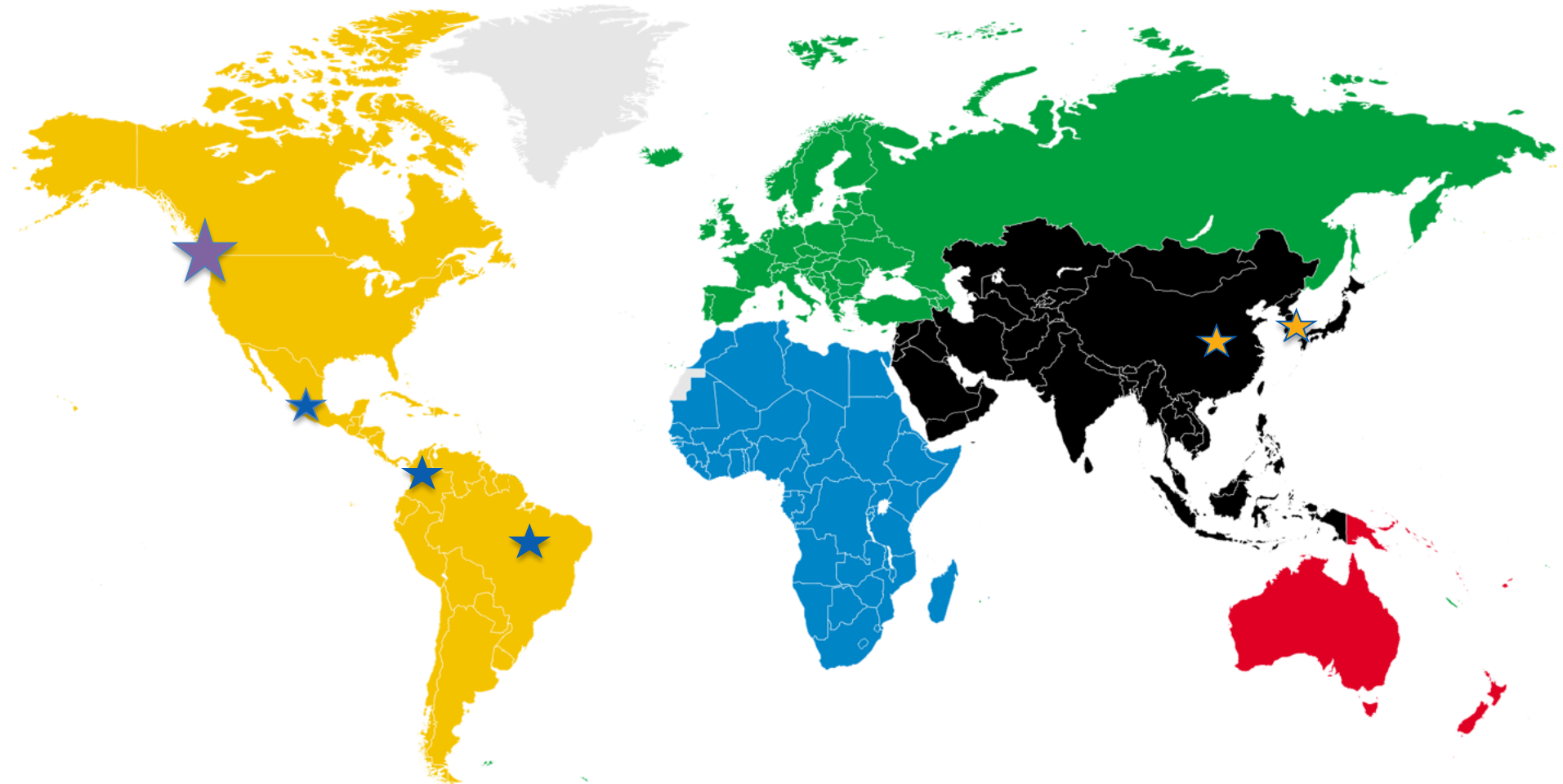
What is a Liaison Officer?

- A contract-based, in-country marketing representative
- Local stakeholder support (agents, universities, students)
- Market consultant
- Brand-builder
- Part or full-time contractor

What is a Liaison Officer NOT?

- Paid agent (receiving commission)
- Decision-maker

Current Liaison Network





Is working with a Liaison right for you?

- Would a preferred agent be more suitable?
- Consider direct sales techniques: is this a better option?
- Consider your present agent relationships and how a Liaison will be integrated / perceived.
- Are you ready to support a Liaison effectively?



Who is the right Liaison for you?

Must haves:

- **Your trust!**
- Relatability and credibility with variety of stakeholders
- Strong service, communication and organizational skills
- Linguistic and cultural bilingualism/fluency
- Familiarity with your programs, city, region



Identify your goals + Develop the job description:

- Registration targets?
- Goal-setting that reflects realistic uptake in the market and what you can support / sustain
- Part-time or Full-time?
- Scope of activities: fairs, university contact, agent training, direct recruitment, management of materials

** Expansion plan – best to review this now so that it can be duplicated in other markets **



Getting Started

- Training: in person, in country or both?
- Introductions – building trust and legitimacy
- First activities: Work with them on travel; observe, guide and correct as needed to lay a successful foundation
- Set out a detailed communication strategy – reporting, decision-making, procedures, etc.



Ongoing Communication Strategy

Miscommunications happen easily even *within* our offices; imagine communicating with and supervising an employee who doesn't live in your city / country / time zone and may not speak English fluently...

- **How** will you integrate the Liaison into your team's communication?
- **How** will you ensure they are up-to-date on programs, policies, etc.?
- What are your reporting expectations?
 - **Who** will they report to?
 - **What** details do you expect them to share and **how**?
 - What do they expect of **YOU**? (support, response time, etc.)



Other Maintenance Considerations

- Fluctuating goals and market viability
- Dealing with ebbs and flows of work
- Scope Creep: liaison hours/budget - can you resist the temptation to jump in?
- Poaching of liaison within your institution
- Liaison working with partners outside of your institution
- Keeping your Liaison supported and motivated



Liaison Benefits

- Employee travel time
- Good way to expand your reach when resources and time are limited
- Local, up to date feedback on changes within the market
- Provides an ongoing presence within the country – especially useful in relationship-based markets. A Cultural native can engage more naturally in marketing activities.



Liaison Challenges

- Dependence on a single person in the market who is the contact for everyone. Liaisons are in a powerful position!
- Dependence on structure (Go back to life before a Liaison? No way!)
- Expectations for communication.
- Shifting priorities of organization / marketing goals
- Scope Creep
- Determining ROI

Questions?

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