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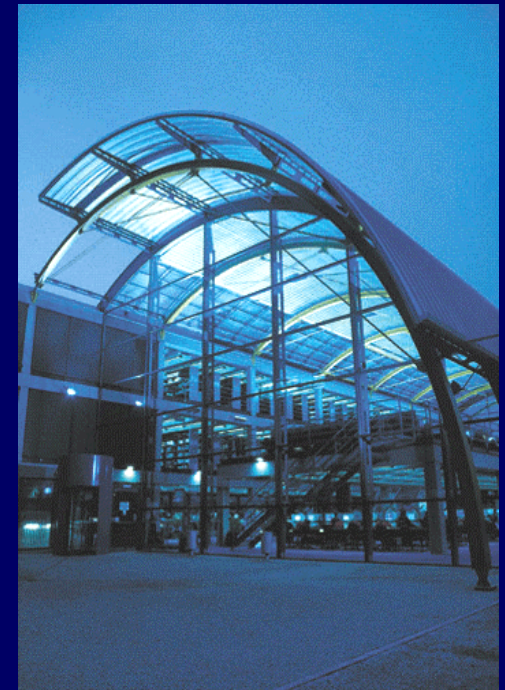
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**Universities**



# Why set up a Regional/In country office?

- Critical mass in the market

- Conversion -  
cultural issues/requirements

- Added value services and ‘hub’ for wider operations-

host events, support recruitment and PR visits both in country and wider regional objectives, in country delivery of short courses etc

- On the ground knowledge and experience-

long term market development, networking, understanding of market conditions, Govt and NGO links, relationship marketing

- Cost effective- if done properly!



# Models for Regional Offices

- Regional or country specific?

- Funding models-

Direct block grant, % of turnover, Ltd Company (either fully owned or in co-operation with in country partners) or mixed funding

- Staffing issues-

Local/expatriate team, regional director, role for alumni ?

- Temporary or permanent office-

Project based with limited objectives? Or long term market development

# Best practice in setting up Regional Offices

- Have a strategic and operational marketing plan-  
have clear aims and objectives for the Office (targets, no.s of events, supported visits etc) Know your time lines from approval to set up to operational effectiveness. How does this fit with your institutional plans
- Co-operation (not competition) with in country national agencies
- Ensure legal framework is watertight-  
Local/national legal status or Office
- Ensure financial arrangements are properly costed and adhered to.

# Best practice in setting up Regional Offices

- How much delegated authority?

# Conclusions

- Be careful and cautious (learn from others mistakes and know who you are dealing with)
- Be clever (and entrepreneurial)
- Be successful !

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