MEHUL 17/11 – 21/11

Weekly activity report for the week of 17th to 21st November :-

- Reached out to all shortlisted ed-tech companies like on LinkedIn and emails, will initiate calling Monday onward.

- Initiated outreach to all shortlisted demand partners and coordinated meeting schedules, will start with meetings and closure Monday onwards.

- Initiated the outreach to universities and schools running exchange programmes, and align meetings with relevant stakeholders.

- Informed all partners of the latest offer updates and newly launched campaigns.

- Created a list for leads for short term from Facebook avenues (groups and communities) and will share with sales to boost conversions.

- Reached out to hostel world, Numa stays and other ancillary listing platforms, need to gather documents to get the listings live

Please let me know if you would like any additional focus areas incorporated.

Wishing you a great weekend ahead!

VAISHNAVI 17/11 – 21/11

Weekly Report – Activities & Accomplishments

Week: 17th Nov to 21st Nov

1. Outreach & Lead Follow-Ups

- **New Institution Outreach:**
  Initiated contact with new institutions like international American University and University of creative Arts to expand our partnership network and strengthen upcoming intake pipelines.
- **Overdue Lead Follow-Ups:**
  Completed follow-ups on all overdue leads, Visited English Studio with Mina ensuring no pending enquiries remain unattended.

- **Email Lead Follow-Up:**
  Continued consistent follow-up with active email leads to support conversions and maintain student engagement.

Booked few bookings from Frances king , London school of English and Coventry.

- **Campaign Promotion Follow-Up:**
  Followed up with institutions regarding ongoing promotional campaigns, including November Flash Offer, Christmas Campaign, and January Intake offers.
- **Top 20 Schools Follow-Up:**
  Prioritised outreach to the top 20 partnered schools. Shared all relevant promotional materials (November + Christmas + Jan Intake)

2. Group Booking Initiatives

- **Group Booking Campaign:**
  Developed and presented new ideas for the Group Booking Campaign.
  Shared the full proposal with **Anil and Mustafa**.
- **Group Booking Follow-Up:**
  Ongoing communication with partners regarding group enquiries and required accommodation allocations.
- **Contract Follow-Up – OMNES:**
  Continued contract coordination and discussions.
  Scheduled a meeting with **Vanessa next Tuesday** to finalise pending points.

3. Marketing Coordination

- **Marketing Visual Project:**
  Continued follow-up with the marketing team to ensure timely delivery of promotional visuals and updates across channels.

4. Events & Fairs

- **South Bank University Housing Fair:**
  Attended the fair and engaged with a significant number of students.
  Successfully collected **~10 leads**.
  A detailed report will be submitted on Monday.
- **London Metropolitan University Housing Fair:**
  Attending the event today (21st November). A follow-up report will be shared after completion.

- **Portsmouth University Open Day:**
  Shared the full operational brief including requirements, materials, and setup details to ensure smooth preparation and representation.

5. Internal Updates

- All updates and action points have been documented and shared earlier this week (Monday) for team reference.

BUSRA 17/11 – 21/11

Weekly Report – Summary of Activities

1. Agency Outreach & Follow-Up

- Reconnected with agencies we previously worked with and informed them of our current campaigns and updated partnership structure (via WhatsApp and email).
- Continued follow-ups with Lemon Academy, IDP Turkey and British Council Turkey.
- Provided Partner Portal demos to Edurefer and Via Edu; created and shared their agent login credentials.

2. Strategic Network Expansion

- Contacted the founder of FutureMe to build a bridge connection with agencies currently working with GoBritanya, with a focus on introducing Londonist to Study in UK, MEF University, Koç University, Sabancı University, and boutique agencies.
- Initiated communication with global student recruitment platforms (ApplyBoard, Unibuddy, Edvoy, Edvisor).

3. Events & Partnerships

- Attended the Edvisor event and initiated the first steps of a potential partnership.
- Sent a follow-up email to Edvisor after the event to move the process forward.

4. Meetings & Pipeline Development

- Scheduled meetings for next week with both new and existing agencies, including Studyline, EDEX, Ideas Academy, Grand International and HUB EDU.

5. Internal Work & Data Management

- Completed outstanding tasks transferred from my previous role (Teknopark).
- Continued merging all agency data into the newly requested master format; majority of data is added.
- Began excluding duplications and inactive/non-working agencies.

Planned Actions for Next Week

- Hold scheduled meetings with EDEX, Grand International, HUB EDU and ICE International Education Agency.
- Follow up on conversion opportunities with agencies currently sending to GoBritanya (especially LSI and Ideas Academy).
- Finalise informing all existing agencies about the new commission structure.
- Complete and finalise the Master Agency File.
- Continue outreach to international ed-tech recruitment platforms.
- Address any additional tasks that may arise during the week and keep you informed accordingly.