

ACUMEN UNIVERSITY

Partner Connect South East Asia

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Acumen University Partner Connect

Acumen University Partner Connect (AUPC) is an initiative that provides our Presence clients with access to exclusive events, networking opportunities, insights, and learning opportunities to enhance recruitment, expand regional outreach, and foster TNE and other partnerships.

In South East Asia, it leverages Acumen's network and reputation to support client engagement with key stakeholders in **Malaysia & Vietnam**. AUPC will be extended to Indonesia in 2024.

Redefining Success in Education — An Innovative Evolution of Acumen's Commitment

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Benefits of AUPC as an Acumen Presence Partner (Malaysia & Vietnam)

Current Collateral	AUPC South East Asia
Exclusive Events and Networking: AUPC offers a combination of exclusive events, roundtables, and networking opportunities. These events provide a platform for university partners to connect with industry leaders, government officials, and experts in various fields.	Exclusive Events and Networking: • Preferential pricing and access to Acumen's flagship events and annual programming: - AGGS - Vietnam Rising - Diversify South East Asia
Insights and Learning Opportunities: AUPC provides valuable insights and learning opportunities through workshops, discussions, and sessions. These opportunities help university partners stay updated with the latest trends, strategies, and best practices in the education sector.	Insights and Learning Opportunities: • Peer networking and market intelligence programmes (invitation only for partners): - Annual Southeast Asia Insights Day (hybrid event) - 2 x SEA Update Webinars per year • Early access to research and insights reports, e.g: - Vietnam Voices - SEA Key Trends 2024
Regional Outreach and Engagement: AUPC helps university partners expand their reach and develop opportunities in new locations. Acumen recommends cities and regions, providing valuable information, insights, and new networks to broaden horizons.	Regional Outreach and Engagement: • Presence Partners receive: - Roadmap outlining outreach aligned to regional objectives - Quarterly reviews - Strategic & Tactical Discussions - Monthly reports to track performance - Senior in-country support to identify and engage with key stakeholders • Briefing with Country Director/Executive Director for visiting institutions
Centre of Excellence: AUPC offers live and online expertise through a variety of classes and workshops. These include topics such as building winning strategies, marketing plans, understanding student trends, problem-solving, agent management training, and student engagement training.	Centre of Excellence: • Unlimited access to trainings designed to upskill In-Country Representatives • For Vietnam: Regular meetings among Acumen ICRs for best practice sharing (non-confidential information only)
Partner Country Consular Connect: AUPC ensures that university partners fully leverage events, activities, and outreach driven by local diplomatic presence. Acumen establishes connections with partner countries through their respective diplomatic missions and consulates.	Partner Country Consular Connect: • Introductions to consular points of contact for Australia, New Zealand, UK, US, Canada and more

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Problem Statements:

Our university is struggling to attract and enrol high-quality students efficiently."

Solution: AUPC can provide partner universities with access to exclusive events, roundtables, and networking opportunities, connecting them with existing and new agents to improve recruitment operations and positively impact student outcomes. By leveraging Acumen's network and reputation, AUPC helps to enhance the recruitment process, drive better results, and improve student quality and yield.



We need to stay updated with the latest trends, strategies, and best practices in the education sector."



We want to expand our university's presence in new regions and develop partnerships in untapped markets."

Solution: AUPC offers regional outreach and engagement opportunities, including collective trips to new cities and regions. By participating in AUPC, partner universities can gain valuable information, insights, and networks to explore opportunities in previously unexplored territories. AUPC can help broaden horizons, identify potential partnership prospects, and support the development of new market segments.



We need to stay updated with the latest trends, strategies, and best practices in the education sector."

Solution: AUPC provides valuable insights, learning opportunities, and expert speakers through workshops, training sessions, and exclusive events. By participating in AUPC, partner universities can access the latest knowledge, industry trends, and best practices in areas such as student engagement, agent management, marketing strategies, and understanding emerging student trends. This helps partner universities stay competitive and adapt to the evolving landscape of education.

Unlock the potential of your university with Acumen University Partner Connect



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Connect With Acumen

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Acumen, part of Sannam S4 Group, is committed to helping globally-ambitious university and education partners enter, explore and expand in South Asia, South East Asia, and beyond.

We offer a dedicated range of services to drive recruitment, student enrolment, develop strategic partnerships, and research collaboration.

As a result, we act as an extension of your brand, by connecting you with the world's best students, utilising strategic international education opportunities, understanding your ideal market through research and insights, and help mitigate any risks along the way.

We operate in over 20 countries, with more than 250 industry practitioners with deep local knowledge and global expertise. We help navigate a competitive education landscape from end to end, while always prioritising your success.

