



University of Pécs
1367

SAVE
YOUR
SPOT:



INTERNATIONAL STUDENT RECRUITMENT MASTERCLASS



ARE YOU COLLECTING LEADS, WORKING WITH AGENTS, TRAVELING TO FAIRS — YET STILL FEELING THERE'S ROOM TO IMPROVE IMPACT?

WHY ATTEND?

Join us in Hungary for a 4-day, in-depth masterclass designed for **international recruitment and admissions professionals** who want to move beyond theory and focus on what **actually works**.



Venue: University of Pécs, Hungary



Date: 8-12 June, 2026



Participation fee: EUR 375



Application deadline: 1 May 2026

The participation fee covers the sessions, lunches, coffee breaks and two dinners.



ILARIA BOSSI

From Strategy to Practice: Building an Effective Agent Quality Framework



ANGO PAUL MWAKISU

Beyond the Brochure: Crafting a High-Impact Institutional Presence Abroad through Strategic Engagement and Authentic Representation



DENISE NIJHUIS

Leads, Lists, and Lost Opportunities: You Have the Leads — Now What?



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MEET OUR EXPERTS

Denise



Denise Nijhuis is Coordinator Global Student Recruitment and Admissions at University College Roosevelt (the Netherlands) and has over twelve years of experience in international higher education. She leads UCR's global recruitment, strategic enrolment management, and admissions operations, with responsibility for recruitment strategy, market positioning, lead generation and nurture, funnel management, and admissions policy design in support of institutional enrolment goals.

Beyond UCR, Denise is active in the international higher education community. She has contributed to professional development in the field through leadership roles with the International Association for College Admission Counseling (IACAC) and the Council of International Schools (CIS), and regularly presents at global conferences such as IACAC, CIS, NACAC, IECA and HECA. She also helped establish two Dutch university consortia dedicated to collaborative outreach and counselor engagement.

Ango



Ango Paul Mwakis has spent more than 15 years in higher education, including the last five as Senior Assistant Director of Admissions at NYU Abu Dhabi. He leads strategic recruitment and outreach across Southeast Asia, advancing enrolment initiatives that are both data-informed and deeply student-centred. Originally from Tanzania, Ango grounds his professional philosophy in his own journey as an international student in Germany. He is an alumnus of Jacobs University (now Constructor University), where he also launched his career as an International Admissions Coordinator.

A frequent presenter at global conferences, Ango is widely recognized as a leader in the international admissions community. He has served on the College Board's International Advisory Committee and the International ACAC DEI Committee. His extensive volunteer leadership includes co-chairing the International ACAC First-Timers Committee, serving on the Governance and Nominating Committee, and contributing to the Council of International Schools (CIS) Global Forum Planning Committee, among others.



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MEET OUR EXPERTS

Ilaria



Ilaria Bossi is Associate Director of International Marketing and Recruitment at Università Cattolica del Sacro Cuore and has over 12 years of experience in the international higher education industry. In her role, she leads international student recruitment strategies across multiple global markets and works extensively with international agents, local representatives, and external providers.

She has hands-on experience in managing complex agent networks in both regulated and non-regulated markets, designing sustainable agent management models that combine performance monitoring, ethical engagement, data-informed decision-making, and long-term relationship building. Her work focuses on aligning institutional strategy, recruitment outcomes, and governance requirements while fostering trust-based partnerships with agents worldwide.

Ilaria also oversees recruitment activities within articulation agreements and strategic academic partnerships, strengthening her expertise at the intersection of recruitment, partnership development, and international strategy. A frequent speaker at international conferences, she regularly shares practical insights on agent management, international recruitment models, and best practices in global higher education.



**HAVE ANY QUESTIONS?
FEEL FREE TO REACH OUT TO:**

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