

Recruiting from the UK post Brexit

SMRS and FPP EDU Media joined forces to find out what UK students were thinking about studying abroad after the EU Referendum results. This is what they said:

50%

Said it changed their mind



It'll become more expensive

50%

Said it didn't change their mind



I still want the opportunity & experience

Why?

Said the ease of travel will decrease

67%



75%

expect their opportunities to live & work to decrease



81%

expect the cost of education to increase

The UK Market



Top destinations



Top subjects



Business Studies



Biological Sciences



Subjects allied to Medicine

How to effectively recruit from the UK



BE VISIBLE

Fairs & advertising

BUILD TRUST

Schools & parents



DEDICATED CONTENT

Comparable to UK system

It's time to adapt



Talk about funding.



Talk about how easy you make it for your students to travel.



Talk about how great the student experience is and career opportunities.

For further information about recruiting from the UK please contact:

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