



Interested in Presenting with EducationUSA?

EducationUSA centers are pleased to host higher education institutions (HEIs) for webinars and in-person information sessions. These sessions can be conducted virtually or in a hybrid format at the center, local school, or university.

Presentations can be geared to various audiences, including students, parents, counselors, and other stakeholders. Local language speakers would be great for sessions with public school counselors/teachers or parents.

Here are some guidelines to help you plan your potential sessions with EducationUSA.

1. Session Topics

As an EducationUSA Advising Center, we welcome presentations on general topics related to U.S. higher education (admissions, finding the right fit, essay writing, etc.) or, in some cases, specialized topics that you or someone from your institution might be uniquely qualified to present on (special scholarships, engineering programs, etc.).

We may ask HEIs to present on a topic that would be useful and relevant to specific student groups, or fits well with our lineup of upcoming sessions.

You can include an overview slide of your institution, including information such as location, institution type, key or niche programs, student life, and other relevant details that provide context for attendees. While your session is meant to address a broader topic, you can refer to examples from your institution.

2. Session Format

Most school representatives give a short presentation (30-45 minutes) followed by a Q&A session. Workshop-style events are also welcome, though we will need more notice to ensure we get enough attendees.

3. Session Timing

Our staff will recommend a date separate from local holidays, testing periods, or other occasions that may limit the number of attendees. If you are coming at a less-than-ideal time, you may still wish to do a session but understand that attendance may be impacted.

Sessions usually begin between **5:00 and 5:30 pm**, local time. This allows students and those working some time to travel to the office or a computer. If you would like to meet with our staff for a briefing, you can plan to arrive at 4:00 pm or so; if not, please arrive at least 30 minutes before the scheduled session to make sure everything is set up.



4. Location

Most in-person sessions are held in our ####. Virtual sessions are typically conducted via Zoom, Instagram, Facebook Live, or another platform.

5. Essential Session Information

Once we have agreed upon a topic, kindly send the following information to promote the session:

1. Name of the presenter
2. Presenter's title
3. Title of the Presentation
4. A short description of the presentation
5. A short (one or two-sentence) blurb about the school
6. Logos or photos we can use if there is an opportunity – you can include these in your PowerPoint.
7. Any links we can use in the webinar

6. Event Promotion

Getting students to the center can be a challenge, particularly when such a wealth of information is already available to students online. We work through our networks, sometimes ask the Embassy to share our promotion links, and send messages over our social networking sites; however, getting attendees can still be challenging. To increase your chances of securing attendees, we recommend:

1. Putting up links and information on your home page
2. Sending messages through your network in the country
3. Using alumni and current students to spread the word
4. Using your office's Facebook page and other social networking tools
5. Having someone (especially an alum) to interpret for you

Contact Information:

centeraddress@educationusa.org

Adviser Name, title, email

Adviser name, title, email

Center physical address if applicable