

Business Development and Partnership Department

November 2024

QA Higher Education

University of Portsmouth London

International Foundation Group

Istituto Marangoni

Hult business school

University College London

Imperial College London

Point Blank Music School

University of Sunderland

Le Cordon Bleu

Bloomsbury Institute London

Loughborough University

The Engineering & Design Institute, London

Institute of Contemporary Music Performance

Staffordshire University

Raindance Film School

Met Film

The Event School London

Omnes Education

The British Museum

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Institution sales November 2024, £124,508.42

Student Source	Count of Invoice #	Sum of Duration (Weeks)	Sum of Price
	4	0	£7,135.00
Agency	25	3138	£227,784.96
Booking Platforms	152	9193	£600,975.10
Google Ads	54	4866	£300,420.63
Institutions	12	1607	£124,508.42
Livechat - Others	5	355	£24,234.56
Mailing	1	0	£37.00
Organic / Direct	5	365	£20,810.00
Others	17	1249	£90,445.28
Phone call - Others	5	161	£14,640.00
Premium Agency	1	222	£16,247.14
Reference	20	831	£48,794.28
Social Media	32	881	£49,689.14
Website	17	1336	£87,996.29

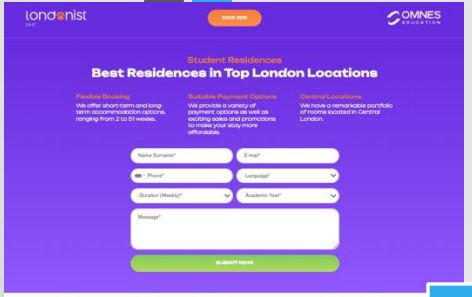
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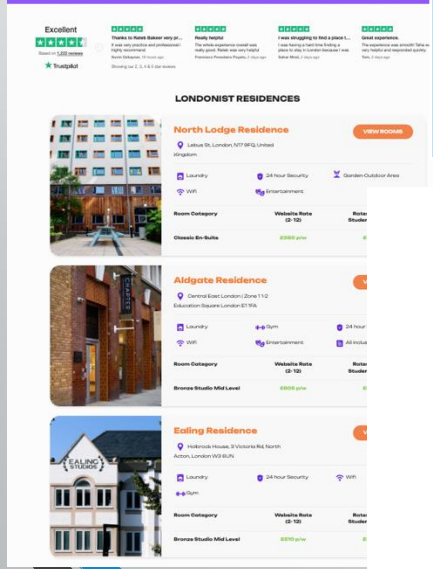
Institution sales October 2024, £267,994.43

Student Source	Count of Invoice #	Sum of Duration (Weeks)	Sum of Price
	4	0	£13,045.00
Agency	31	3283	£194,733.16
Booking Platforms	132	15031	£849,324.65
Google Ads	58	5781	£335,549.82
Institutions	21	4846	£267,994.43
Livechat - Others	8	625	£34,971.43
Mailing	3	28	£1,414.12
Organic / Direct	11	654	£24,257.03
Others	20	2248	£133,948.67
Phone call - Others	5	519	£29,545.29
Premium Agency	1	22	£600.00
Reference	16	2196	£80,068.51
Social Media	22	677	£43,995.86
Social Media Ads	2	184	£10,556.43
Social Media Messages	2	163	£9,035.71
Website	21	2459	£147,484.35

How can we target university leads

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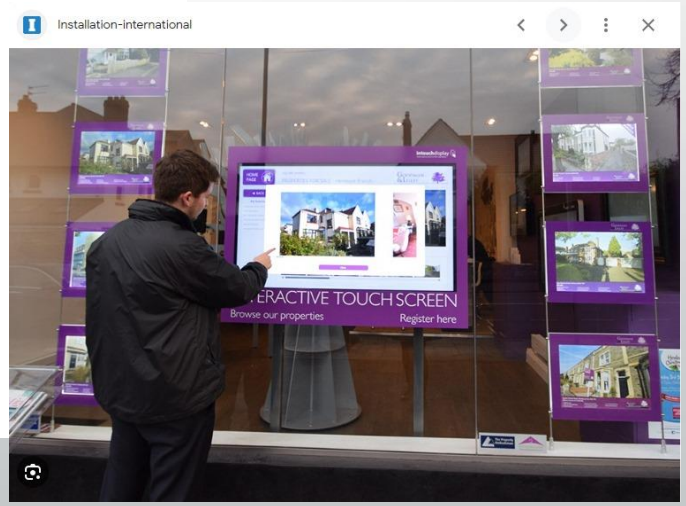


Landing pages

A digital advertising display with touchscreen at reception

Accommodation webinars/ freshers' weeks / university welcome events





University Landing pages

Option 1. Personalised landing page for institutions.

- Omnes business school – 27 leads
  £23,051.57 converted
- London School of Economics – summer 2025

Option 2. Quick solution – UTM tagged generic landing page

- Istituto Marangoni
- SOAS
- Guildhall school of music and drama
- Hult
- London Event School
- European School of Economics

Marangoni
SOAS
Hult
OMNES. (summer offer)
QA Higher Education
London School of Economics
London Event School
ESCP
UCL
Amos
Le Cordon Bleu Open Day
Le Cordon Bleu 2024
BPP
University of Westminster
NU London
UAL
Guildhall
Conde Nast College
OMNES
iCMP

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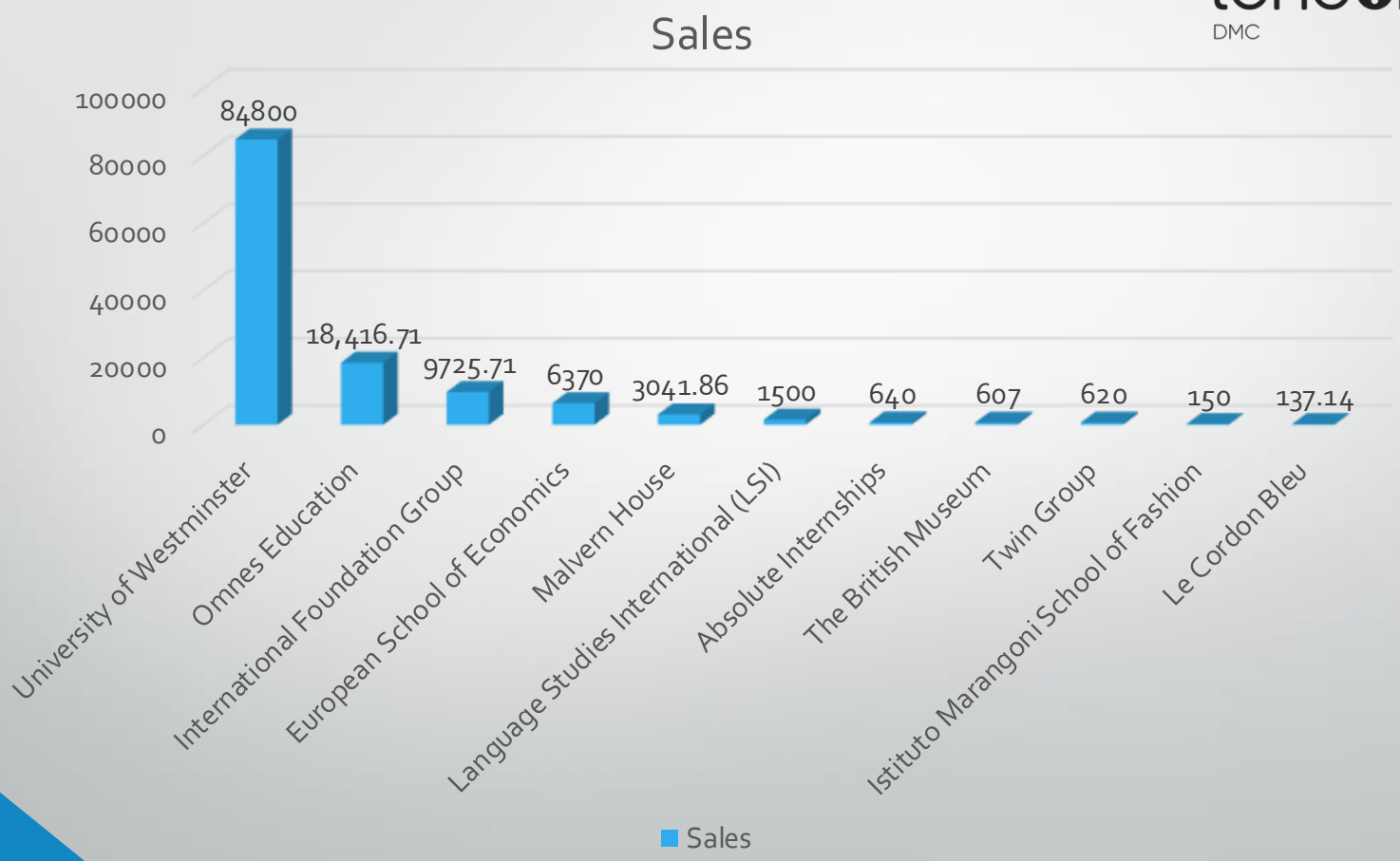
Institution sales October 2024, £267,994.43

ID	Student	Assigned To	Agent	Issue Date	Total Price / Outstanding
#32730	Group FrancesKing	Dinara Suleimanova	Frances King School London	31.10.2024	16700.00 GBP / 16700.00 GBP
#32709	Malvern House Plc	Merve Sirace	Malvern House	30.10.2024	26013.00 GBP / 26013.00 GBP
#32697	Medardo Gutierrez Garcia	Dinara Suleimanova	The British Museum	28.10.2024	761.00 GBP / 761.00 GBP
#32672	Caoimhe O'Neill McGuinness	Dinara Suleimanova	Le Cordon Bleu	25.10.2024	0.00 GBP / 0 GBP
#32660	Martina Hamanaka	Taha Demirhan	London Metropolitan University	24.10.2024	44560.00 GBP / 44560.00 GBP
#32651	Ilya Krasnov	Dinara Suleimanova	Neo Consulting	23.10.2024	2950.00 GBP / 0 GBP
#32645	Group API Abroad	Dinara Suleimanova	API Abroad	23.10.2024	68880.00 GBP / 68880.00 GBP
#32626	Jaime Zarate Escamilla	Dinara Suleimanova	The British Museum	21.10.2024	761.00 GBP / 761.00 GBP
#32601	Romin sw Ghairatov	Serhat Saylag	International Foundation Group	18.10.2024	12090.00 GBP / 26.80 GBP
#32594	Seher Piskin	Taha Demirhan	Malvern House	18.10.2024	2003.57 GBP / 0 GBP
#32557	Eliott Arnaud	Taha Demirhan	Omnes Education	15.10.2024	3930.00 GBP / 0 GBP
#32551	Alexis Bazire	Taha Demirhan	Omnes Education	15.10.2024	3930.00 GBP / 6.00 GBP
#32528	Firdavs Khamidov	Taha Demirhan	Business Communication Centre (BCC)	14.10.2024	16034.30 GBP / 0 GBP
#32511	Riley Sue Walker	Taha Demirhan	Le Cordon Bleu	11.10.2024	8858.57 GBP / 6643.93 GBP
#32506	Group Absolute Internship	Dinara Suleimanova	Absolute Internships	11.10.2024	22296.00 GBP / 0 GBP
#32490	Caroline de Candole	Merve Sirace	Istituto Marangoni School of Fashion	10.10.2024	15013.70 GBP / 0 GBP
#32478	Seher Piskin	Taha Demirhan	Malvern House London	08.10.2024	1849.00 GBP / 0 GBP
#32419	Autcharaporn Seenoodet	Jinna Phaisamran	Bayswater College Limited	05.10.2024	2180.00 GBP / 2180.00 GBP
#32401	Pablo Salas	Taha Demirhan	The English Studio	04.10.2024	2474.29 GBP / 1024.29 GBP
#32398	Mohamed Matari	Korhan Kale	International Foundation Group	03.10.2024	9500.00 GBP / 3166.66 GBP
#32350	Achilova Rukhshona	Korhan Kale	International Foundation Group	01.10.2024	7210.00 GBP / 0 GBP

Institution sales November 2024, £124,508.42

ID	Student	Assigned To	Agent	Total Price / Outstanding
#33146	Sulaiman Ahmed B Alkharisi	Taha Demirhan	Language Studies International (LSI)	1500.00 GBP / 1500.00 GBP
#33140	Saumya Seth	Shabnam Hidayetova	Le Cordon Bleu	137.14 GBP / 0 GBP
#33047	Kim van Rie	Marawan Ayman Abdelaal	European School of Economics	6370.00 GBP / 4376.67 GBP
#33021	Titasse Massinga	Taha Demirhan	Omnes Education	7130.00 GBP / 7130.00 GBP
#32958	Koubaka Maïella de Marie	Taha Demirhan	Omnes Education	5901.71 GBP / 3934.47 GBP
#32952	Rosa Zepeda Araya	Dinara Suleimanova	The British Museum	607.00 GBP / 607.00 GBP
#32950	Carolina Lundblad	Dinara Suleimanova	Absolute Internships	640.00 GBP / 0 GBP
#32922	Vanessa Minaya Dante	Taha Demirhan	Istituto Marangoni School of Fashion	150.00 GBP / 0 GBP
#32889	Naz Eylul Aydin	Merve Sirace	Twin Group	620.00 GBP / 0 GBP
#32873	Yacine Baha Eddine Mrabet	Korhan Kale	International Foundation Group	9725.71 GBP / 3253.91 GBP
#32860	Rosie Thomas	Serhat Saylag	University of Westminster	84800.00 GBP / 84800.00 GBP
#32852	Adrien Gounand	Londonist CRM	Omnes Education	5385.00 GBP / 3590.00 GBP
#32814	Tommaso Luchi	Merve Sirace	Malvern House	3041.86 GBP / 0 GBP

Institution sales November 2024, £124,508.42



ESG project. British Heart Foundation.

Hangers on Hearts.

British Heart Foundation

British Heart Foundation
Hanger Campaign

A new initiative to increase the volume of quality clothing donations to BHF shops to help fund lifesaving research.

A labelled BHF hanger will be placed in our rooms and students will be encouraged to donate any excess clothing items by leaving these on the hanger in their room. We will feature the cooperation on social media.

Production cost for BHF: 400 hangers = £800 + VAT

Next step: marketing campaign for BHF review

Poster design

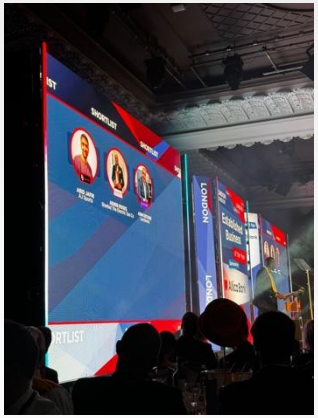




November highlights



Asim Bey as a Finalist at Great British Entrepreneur Awards in the category Established Business of the Year 2024





🥈 Silver in Best Accommodation
🥈 Silver in Best Innovation
👏 Highly Commended in Best Use of Social Media

Team at the British Youth Travel Awards



Team at the BETA Parliamentary reception

Business development: KPI

KPI – Key Performance Indicators – to measure Londonsit business development conversions:

1. **Company growth**
2. **Revenue**
3. **School & Agent & Platform lead conversion rate**
4. **Leads generated per month**
5. **Client satisfaction**
6. **Pipeline value**

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Quantitative

- **Revenue per channel: revenue divided by cost**

Qualitative

- **Investing in future & new ventures**
- **Brand awareness**

$$\text{Average Deal Size} = \frac{\text{Total \$ Amount of Deals}}{\text{Total Number of Deals}}$$

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Q & A