

September 13, 2018

Top International Graduate Students at Keio CEMS MIM Programme to Organize Event Promoting Study Abroad for Japanese Students

Dear Editor / Press Club Member:

As part of our global tie-in with CEMS, the global alliance in management education, the Keio CEMS MIM Programme will have the pleasure of collaborating with EF Education First Japan for the 6-day Keio CEMS Block Seminar which will be held between September 17 and 22, 2018.

During this 6-day span, 18 international management and business major graduate students from 15 different CEMS member schools around the world will experience the challenge of organizing and executing an educational marketing event. Under the pressure of time constraints, the students will be challenged to not only design attractive content relating to the world of global education, but also conceive a plan to entice people to join their event. They will face the usual hurdles such as language and financial constraints, as well as more underappreciated impediments such as cultural differences and the need to choose between “must haves” and “nice to haves.” EF is an organization filled with do-ers and entrepreneurs, and the Keio CEMS MIM Programme aims to give the CEMS students real hands-on experience rather than classroom-based lessons, which the format of this block seminar provides.

Keio CEMS MIM Programme Block Seminar Breakdown

Dates	September 17-22, 2018 (Mon.-Sat.)
Venue	Keio University Hiyoshi Campus (4-1-1 Hiyoshi, Kohoku-ku, Yokohama-shi, Kanagawa) And EF Tokyo Office (Shibuya Cross Tower 27 th Floor, 2-15-1 Shibuya, Shibuya-ku, Tokyo)
Participants	18 international graduate students (majoring in management/business) from 15 CEMS schools
Schedule	Sept. 17 Welcome remarks by Chair, Keio CEMS Steering Committee Prof. Masa Inakage, assignment, briefing, and group work (at Keio University Hiyoshi Campus) Sept. 18 Introduction of EF, assignment briefing, group work, and budget proposal (at EF Tokyo office) Sept. 19-21 Group work (at EF Tokyo Office) Sept. 22 Day of the Event and evaluation (at EF Tokyo Office)
Organizers	Keio CEMS MIM Programme and EF Education First Japan K.K.
Key Challenges & Evaluation	Japanese students are increasingly studying abroad, ¹ and this number is expected to keep growing as students have greater choice via short term study programs, global internships, and international volunteer programs. Against this backdrop, groups of 4-5 students will plan and execute a marketing event to promote studying abroad for Japanese students. Participants will have to overcome various hurdles such as language, cultural differences, and time-constraints, as they plan and host an actual event on the final day which will be evaluated according to the following criteria: 1) compelling concept, 2) comprehensive strategy, 3) in-depth research, 4) presentation style and 5) impact on target audience.

¹ JASSO's research “Japanese students study survey based on the agreement, etc.” (Japanese Only)
https://www.jasso.go.jp/about/statistics/intl_student_s/2017/ref17_02.html

About Keio CEMS MIM Programme

CEMS is an alliance comprised of world-leading higher education institutions in business in association with multinational companies and NGOs. CEMS offers a double degree programme, the CEMS MIM (CEMS Master's in International Management). Students who complete this programme are awarded a master's degree both from their home institution and from CEMS. Only one institution from participant countries is eligible to join CEMS, with Keio University representing Japan. At Keio University, students of the Graduate School of Economics, the Graduate School of Business and Commerce, and the Graduate School of Media Design are eligible to apply to participate in the CEMS MIM Programme. Please visit the websites below for further details.

- About CEMS: <https://www.cems.org>
- About Keio CEMS MIM: <http://www.ic.keio.ac.jp/en/study/cems/index.html>
- CEMS Academic Partners: <https://www.cems.org/academic-members/our-members/list>
- Corporate Partners: <https://www.cems.org/corporate-partners/list>

About EF Education First

Established in 1965 with the mission "Open the world through education," EF Education First (EF) is the world's leading international education company. EF (www.ef.com) has helped millions of students learn a new language and travel abroad. With a network of 500 schools and offices worldwide, EF specializes in language training, educational travel, academic degrees, and cultural exchange programs. EF has been a corporate partner of CEMS since 2010 and has offered Skill Seminars and Business Projects in other countries. EF was also named a "Rising Star" on The Fortune 2018 Change the World list in August 2018.

Please e-mail PR requests to the media contacts below.

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