



Overview of services

2025

EdCo  **LATAM CONSULTING**
Support. Structure. Success.



Our purpose

‘Creating life-changing opportunities for Latin American students through our partnerships’.



Why EdCo LATAM Consulting?



- Student recruitment in Latin America is challenging due to cultural diversity, language barriers, and the need for strong relationships, which can take years to build without the right contacts and may result in a lower return on investment than expected.
- **EdCo LATAM Consulting**, with extensive experience and a permanent presence in the region, can streamline this process for our partners. Our expert team offers dedicated support and assimilation into our established **EdCo Eco-System** to accelerate student recruitment effectively.

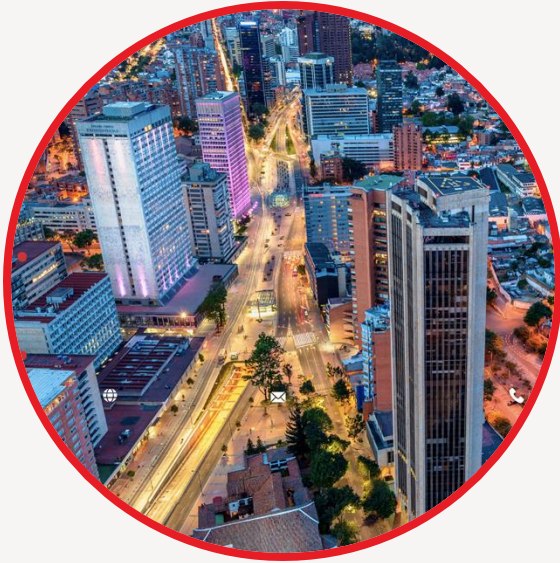
Here's how we simplify it:



We start with a **free consultation** to understand your needs. We then analyse and recommend the best representation services, delivering a detailed proposal with a tailored plan. **Once the plan aligns with your budget and timeline**, we integrate a team member to execute a strategy collaboratively.

Without the right support, your institution risks wasting time and resources! Our trusted partners consistently achieve positive results, saving time and seeing strong returns on investment. With EdCo LATAM Consulting, you get the support, structure, and success you need in Latin America.

What makes us unique?



- We are **transparent, practice integrity, and are easy to work with.**
- We have established our own **EdCo Eco-System** with strong networks and contacts across multiple recruitment channels.
- With a developed infrastructure in Latin America, the **EdCo model** saves our partners valuable time and **helps gain a solid foothold in the region.**
- 80% of our partners have renewed long term contracts with us due to our innovative model and success achieved.

What makes us unique...



- We have an exceptional team who work together **to offer the best solutions for our partners**. They support each other and recognize the strength in teamwork.
- We have reports and analysis at our fingertips which helps us **successfully shape and support** our partner's recruitment strategy.
- We organize our own **School recruitment tours** which are exclusive to *EdCo partners*, **driving recruitment** from around the region.
- We give back to Latin American communities by supporting charities and local causes.

Our Services

Our Services

EdCo Represent



EdCo Convert



EdCo Consult

Advanced representation
Growth representation
Launch representation



EdCo Office



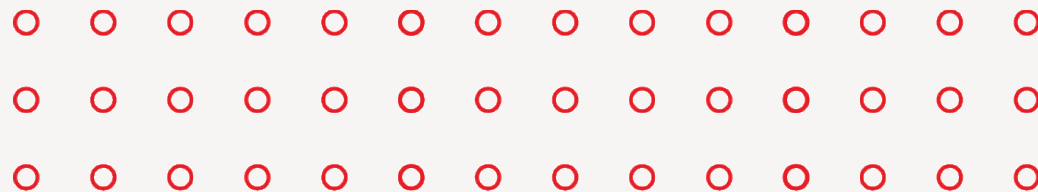
EdCo Represent

We have three different Regional Representation models detailed on the following slides and have been proven to work with various partners.

We have created an innovative approach to student recruitment in Latin America with Regional Representation. By developing a close relationship with our partners, we ensure we implement the best strategies for each, deliver student recruitment targets, and hire the best in-country team.

We work with a select number of partners each with a unique proposition.

This enables us to have a balanced portfolio and ensure we deliver on each partners objectives for Latin America and provide a strong return on investment.



Advanced Representation

Hire & Host

A Senior Regional Manager with 5-8 years experience will be recruited and hired by EdCo LATAM Consulting who will commit their full time efforts to your institution.

Professional development and training courses will be provided by EdCo LATAM Consulting for the Senior Regional Manager ensuring their continuous growth and excellence in serving your institution.

Expertise & Support

Ongoing advice, mentoring and support from the EdCo LATAM Consulting Senior team to prepare, deliver, and enhance marketing and event plans with the aim of delivering a strong return on investment for your institution and achieve KPIs.

Cost Savings

EdCo LATAM Consulting will provide a laptop, mobile phone, and relevant software programmed for the Senior Manager, reducing costs for your institution.

EdCo LATAM Consulting will provide relevant insurances for the Senior Regional Manager, reducing costs for your institution.



Advanced Representation

Time Saving

Edco LATAM Consulting will provide each Senior Regional Manager with budget and expense management tools, as well as a credit card to manage expenses effectively. This will provide transparency for your institution on spend as well as save time.

Accelerated Growth

By partnering with EdCo LATAM Consulting, your institution will have access to the EdCo network of high performing agents, high quality schools and counsellors, key stakeholders within government loan and sponsor entities, as well as direct student conversion activities. These strategic initiatives will drive increased visibility, connectivity, and conversion rates, giving your institution accelerated growth in Latin America.

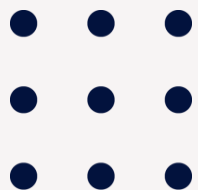
Added Value

EdCo LATAM Consulting provides our partners with complimentary participation in school tours, a tailored social media presence managed by a dedicated team, and bi-monthly LATAM market intelligence reports, delivering added value and strategic advantage to help your institution thrive in the market.

EdCo LATAM Consulting provides our partners with brand exposure via social media networks, professional industry networks, and EdCo publications.

Growth Representation

Hire & Host	<p>A Regional Manager with 3-6 years experience will be recruited and hired by EdCo LATAM Consulting who will commit their full-time efforts to your institution.</p> <p>Professional development and training courses will be provided by EdCo LATAM Consulting for the Regional Manager ensuring their continuous growth and excellence in serving your institution.</p>
Expertise & Support	<p>Ongoing advice, mentoring and support from the EdCo LATAM Consulting Senior team to prepare, deliver, and enhance marketing and event plans with the aim of delivering a strong return on investment for your institution and achieve KPIs.</p>
Cost Savings	<p>EdCo LATAM Consulting will provide a laptop, mobile phone, and relevant software programmed for the Regional Manager, reducing costs for your institution.</p> <p>EdCo LATAM Consulting will provide relevant insurances for the Regional Manager, reducing costs for your institution.</p>



Growth Representation

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Added Value

EdCo LATAM Consulting provide our partner with complimentary participation in school tours, and a quarterly LATAM market intelligence report, delivering added value and strategic advantage to help your institution thrive in the market.

EdCo LATAM Consulting provides our partners with brand exposure via social media networks, professional industry networks, and EdCo publications.

Launch Representation

Hire & Host

An Account Executive with 1-3 years experience will be recruited and hired by EdCo LATAM Consulting who will commit 15-20 hours per week to your institution.

Professional development and training courses will be provided by EdCo LATAM Consulting for the Account Executive ensuring their continuous growth and excellence in serving your institution.

Expertise & Support

Ongoing advice, mentoring and support from the EdCo LATAM Consulting Senior team to prepare, deliver, and enhance marketing and event plans with the aim of delivering a strong return on investment for your institution and achieve KPIs..

Cost Savings

EdCo LATAM Consulting will provide a laptop, mobile phone, and relevant software programmes for the Account Executive, reducing costs for your institution.

EdCo LATAM Consulting will provide relevant insurances for the Account Executive, reducing costs for your institution.



Launch Representation

Time Saving

Edco LATAM Consulting will provide each Account Executive with budget and expense management tools, as well as a credit card to manage expenses effectively. This will provide transparency for your institution on spend as well as save time.

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Added Value

EdCo LATAM Consulting provide our partner with complimentary participation in school tours, and a quarterly LATAM market intelligence report, delivering added value and strategic advantage to help your institution thrive in the market.

EdCo LATAM Consulting provides our partners with brand exposure via social media networks, professional industry networks, and EdCo publications.

Market Engagement Projects

Hire & Host

An Account Executive with 1-3 years experience will be assigned to the project, alongside support from a Senior team member who will provide oversight.

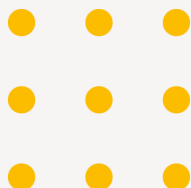
Expertise & Support

Ongoing advice and support from the EdCo LATAM Consulting Senior team with the aim of delivering a robust return on investment for your institution.

Cost Savings

EdCo LATAM Consulting will provide a laptop, mobile phone, and relevant software programmed for the Account Executive to be able to successfully carry out a project.

EdCo LATAM Consulting will provide comprehensive insurances for the Account Executive should travel be needed.



Market Engagement Projects

Time Saving

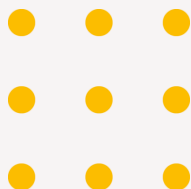
Meetings will be set up with the already established EdCo network in the market, allowing your institution to have easy access to key stakeholders. We make the connections, you save the time.

Accelerated Growth

By partnering with EdCo LATAM Consulting for a consultancy project, your institution will be introduced to a network of high performing agents, high quality schools and counselors, key stakeholders within government loan and sponsor entities and with increased visibility and connections, this will allow for accelerated growth.

Added Value

EdCo LATAM Consulting provides our partners with brand exposure via social media networks, professional industry networks, and EdCo publications.



EdCo Represent – which service suits your needs?

Advanced Representation

Team member profile

Senior Account Manager:
5 to 8 years industry
experience.

Highly autonomous

Time committed

Full-time



Responsibilities & KPIs

The Senior team member will
work in multiple project
areas and to various KPIs.

Examples of project areas
include: Developing
relationships with Agents,
High Schools and
Sponsorship / loan bodies
and direct student lead /
applicant / conversion
activities, enabling
attainment of student
recruitment objectives.

Resources provided

- Laptop
- Mobile phone
- Budget / expense
management software
- Credit Card
- Travel insurance
- Salesforce access
- Team professional
development training

Added value

- Mentorship from the
EdCo senior
management team
- Market insights and
reports
- Advice and support from
team members
- School tour
representation
- Tailored social media
campaigns (EdCo
Engage) included

Growth Representation

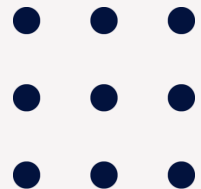
Team member profile

Account Manager: 3 to 6 years industry experience.

Autonomous

Time committed

Full-time



Responsibilities & KPIs

The team member will work in multiple project areas and to various KPIs.

Examples of project areas include: Developing relationships with Agents, High Schools and Sponsorship / loan bodies and direct student lead / applicant / conversion activities, enabling attainment of student recruitment objectives.

Resources provided

- Laptop
- Mobile phone
- Budget / expense management software
- Credit Card
- Travel insurance
- Salesforce access
- Team professional development training

Added value

- Mentorship from the EdCo senior management team
- Market insights and reports
- Advice and support from team members
- School tour representation

Launch Representation

Team member profile

Account Manager: 3 to 6 years industry experience.

Autonomous

Time committed

2.5 days per week



Responsibilities & KPIs

Work undertaken in three specific project areas.

KPIs agreed and regularly measured

Resources provided

- Laptop
- Mobile phone
- Budget / expense management software
- Credit Card
- Travel insurance
- Salesforce access
- Team professional development training

Added value

- Mentorship from the EdCo senior management team
- Market insights and reports
- Advice and support from team members
- School tour representation

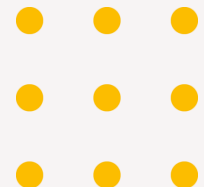
Market Engagement Projects

Team member profile

Account Manager: 2 to 4 years industry experience.
Autonomous

Time committed

1 to 2 days per week



Responsibilities & KPIs

Work undertaken in one to two specific project areas.
KPIs agreed and regularly measured.

Resources provided

- Salesforce access
- Professional Development training
- Laptop
- Mobile phone

Added value

- Mentorship from the EdCo senior management team
- Market insights and reports
- Advice and support from team members

EdCo Consult



We undertake bespoke projects with our partners through our consultancy division.

Previous and current projects include: Transnational Education development, creating agent networks, building partnerships with Latin American universities to develop dual degrees, and market entry / branding.

- Project planning and execution
- Regular progress reports
- Agreed deliverables (including KPIs)
- Access to key partners and networks across Latin America through the EdCo LATAM Consulting ecosystem

EdCo Convert



EdCo Convert has been introduced to ensure that an increase in applications also results in an increase in students, maintaining excellent conversion rates for our EdCo Convert partners.

Each applicant will receive a personalized service from one of our Account Executive's based in Latin America. A communication plan will be undertaken to build a relationship with each student and accompany them through the student journey.

- Maximizes Return on Investment, converting applicants already engaged
- Improves student experience
- Proven process and results
- Provides data analysis to strengthen competitive position

EdCo Office



Managing international staff can be complex and time-consuming, especially when it comes to ensuring compliance with local laws and regulations.

EdCo Office offers a seamless solution by employing staff on behalf of education institutions. We handle all back-office responsibilities, including contracts, salaries, taxes, and compliance, reducing the workload and risk for your institution.

- Contract Management
- Expenses Management
- Salary Management
- All Back Office Management



Our Vision

‘To be the first-choice provider for education institutions wishing to increase student enrolments from Latin America’.





Our Mission

‘To support 1,000 Latin American students achieve a place to study at one of our partner institutions by December 2026’.



Customer Stories

De Montfort University



Historically, De Montfort University faced challenges with recruitment in Latin America.

A few agents and some progression partnerships had been signed, however numbers were low and more support was needed.

With minimal return on investment from Latin America, DMU sought a solution and in 2019 **partnered with EdCo LATAM Consulting.**

Since then we have worked hand in hand with **DMU** to provide in-country representation, ensuring exceptional customer service for both existing and new stakeholders whilst achieving yearly project metrics and increased enrolments.

The number of students enrolling at DMU through direct recruitment, agencies and progression agreements in LATAM has increased by 5x since 2019, **with DMU becoming one of the top recruiters of LATAM students in the UK.**

Customer Stories

Southern Alberta Institute of Technology



In 2022, **Southern Alberta Institute of Technology (SAIT)** had a solid brand and good stakeholder relationships in Latin America. **The SAIT proposition was a solid fit for the LATAM market but to optimize the number of student enrolments, in-market representation was needed.**

A Regional Advisor was appointed in March 2022 to attend in-person and virtual events, support student conversion (from enquiry to conversion), develop relationships with trade commissioners, offer exceptional service for the agent base and review existing relationships/look for new opportunities.

With the number of enrolments increasing and achieving ambitious enrolment the EdCo/SAIT partnership has been a huge success.

EdCo now provides a team of four in-market representatives and is working with SAIT further increase enrolments from Latin America.

The Team

Simon Terrington

Director & Founder

Simon lived in Latin America for over 12 years and his experience includes **co-founding and running a student recruitment agency**.

Following on from this **Simon** headed up INTO's operations in Latin America and was responsible for **managing the regional office staff, managing the agent network, marketing, communications, and budget management**.

Simon's prior experience includes senior marketing roles at **Kaplan International Colleges, NAVITAS** and marketing positions at **City University, the University of Westminster and Middlesex University**.

At **EdCo Simon** has taken responsibility for a variety of projects with universities and government institutions as well as managing the team with **Jamie**.



Jamie Ash

Director & Founder

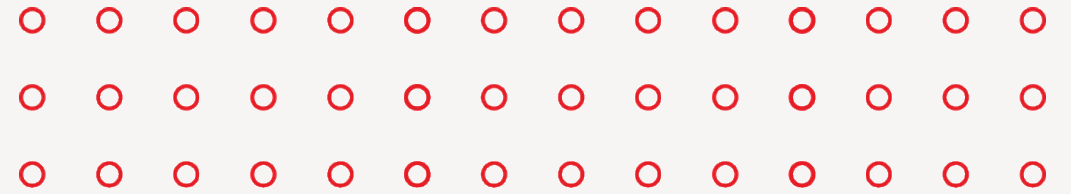
Jamie has **over 10 years' experience** working in higher education in Latin America and currently resides in Colombia. Before co-founding EdCo LATAM Consulting, Jamie was Director of a UK focused higher education agency (part of the INTO group) which at the point of leaving had over 40 university contracts and enrolled 100+ students per year.

Jamie's experience includes **student recruitment, branding strategy, and Transnational Education projects** ranging from articulation agreements **between UK universities and Brazilian, Peruvian, and Mexican universities**, to **COIL pilots** delivered in conjunction with the Department of Education, Australia.

At EdCo Jamie has taken responsibility for managing a variety of clients from **the UK, Canada, and Australia**, whilst also managing and mentoring the team with **Simon**.



A team of Experts



Our current and previous Partners

Australia



Canada



France



Ireland



Spain



Peru



United Kingdom



United Arab Emirates



United States



Partner Success

Partner Success

University of Hull

The University wanted to diversify our student body, and we saw an opportunity to expand our work in Latin America. EdCo LATAM were recommended by UK universities we spoke to who were having success in the region. One of our goals was to develop a strong portfolio of agents to increase our presence in LATAM.

Our main challenge was not being a known name in the region and having to build our brand from scratch. We believed we had a strong offering for Latin American students but no one knew about it, so having EdCo LATAM as a constant presence has allowed us to market this message quickly and strategically.

EdCo LATAM have allowed us to be present in the market and share our brand across multiple countries in Latin America. In-country representation has allowed us to attend many more events and build stronger relationships with key partners than we would have been able to build with our team in the UK.

EdCo LATAM have opened doors for Hull, their relationships with partners and agents has allowed us to build a steady stream of students from the ground up.

I would recommend EdCo LATAM to institutions looking to break into a new market and build their strategy with the support of their connections and in-country expertise.

Joe Broughton-Taylor

International Recruitment Officer, Student Recruitment and Marketing, University of Hull



**UNIVERSITY
OF HULL**

EdCo  **LATAM CONSULTING**
Support. Structure. Success.

Partner Success

Southern Alberta Institute of Technology

We first heard about EdCo LATAM Consulting through an industry contact. Our primary goal was to enhance diversity, boost enrollment, and improve the quality of applicants from the region. We knew we needed strong in-market expertise and representation to achieve these objectives effectively.

Previously, we faced challenges in connecting with prospective students in a meaningful way. Language barriers, cultural differences, and a lack of direct engagement made it difficult to establish trust and communicate our value effectively.

Since partnering with EdCo LATAM Consulting, we've seen a transformative impact on our recruitment efforts. With dedicated recruiters and conversion specialists in-market, we can now engage with students—and just as importantly, their parents—in their own language and cultural context. This has significantly improved applicant quality and student retention.

We highly recommend EdCo LATAM Consulting to any institution looking to strengthen its recruitment in Latin America. Their expertise, commitment, and hands-on approach make them an invaluable partner in achieving sustainable growth in the region.

Brian Scriver

Manager, International Recruitment, (SAIT)



EdCo  **LATAM CONSULTING**
Support. Structure. Success.

Your next steps to achieve success in Latin America

- We will arrange a consultation with you to assess if your institution would benefit from our support and which of our services would be best aligned **to achieve your student recruitment objectives from Latin America.**
- Once the best service has been identified, we then agree **KPI's and metrics** to ensure that we are continually working towards specified aims and objectives **and these are regularly tracked.**
- We then agree **project timelines** and payment terms with you.
- An **EdCo** team member with relevant experience and skill set will be assigned responsibility for the project and work in an integrated way with your institution. They will regularly report progress towards **KPI's/metrics.**
- Once the start date is identified, we then organise an induction programme with the **EdCo LATAM** team member and your institution where key contacts are introduced to each other and next steps agreed. ***We are then ready to start our work together.***

We look forward to a successful partnership!



EdCo → LATAM CONSULTING

Support. Structure. Success.



edcolatam.com



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