

# THE AWARDS ASIA 2021

## Student Recruitment Campaign of the Year

<b>Institution name</b>	Almaarefa University
<b>Submission title or project name</b>	National and International Recruitment Campaign
<b>Nominee/key personnel</b>	
<b>URL</b>	<a href="https://bit.ly/3tboR5C">bit.ly/3tboR5C</a>
<b>Submission</b>	<p>Al Maarefa University (UM) was tasked with creating a national and international recruitment campaign to attract students from both inside the Kingdom of Saudi Arabia and abroad.</p> <p>The UM, took an initiative and inspiration from an established tradition of extending a warm welcome to overseas students from the moment they make contact with the University, and rolled out a series of initiatives including 'Choose Your College Major' and 'My University, My Future Gate'.</p>