

# THE AWARDS ASIA 2021

## Student Recruitment Campaign of the Year

<b>Institution name</b>	Almaty Management University
<b>Submission title or project name</b>	AlmaU recruitment campaign 2020
<b>Nominee/key personnel</b>	Darya Krylova – Acting Director of Marketing; Sanzhar Nassylbekov – Chief Manager for PG programs, Recruitment Unit; Aida Ainaqulova – Manager for International Recruitment, Recruitment Unit; Balnur Amekhanova – Director of Marketing Office, Graduate School of Business; "AlmaU Hunters" student club
<b>URL</b>	
<b>Submission</b>	<p>Admission to the student body in Almaty is the toughest in Kazakhstan. AlmaU Hunters (so-called agitbrigada) is a group of student ambassadors of the university, so it is not just employees of AlmaU but also students themselves who recruit each new cohort by sharing their own experience and knowledge.</p> <p>The recruitment unit of the marketing department of AlmaU together with the students from AlmaU Hunters visit dozens of schools of Almaty and even travel abroad. In the framework of a recruitment campaign, AlmaU provides grants via the annual MegaChance, iMaster, Limitlessly Capable projects. Among the latest innovative ideas of the AlmaU recruitment campaign is the educational cashback. Finally, the 2020 AlmaU enrollment was a record for recent years despite the pandemic.</p>