The University of Tsukuba (UT) faced the Covid pandemic by producing the "IMAGINE THE FUTURE." Campaign. At this interactive online fair, potential students moved seamlessly from video to live presentations to live talk in virtual booths.

To achieve this, the International Recruitment and Marketing team first conducted a university-wide internal branding campaign based on a comprehensive stakeholder management plan. It was followed by a training session in which 88 faculty members and their student assistants were taught how to use the interactive platform "Airmeet."

As a result, 1197 students, parents, and academics from over 40 countries attended a two-day event in which they engaged with UT professors and current students representing 18 departments and programs. In addition, satisfaction rates of 4.39 out of 5 were achieved in the graduate school event (N = 304), while 4.55 points out of 5 were attained in the undergraduate school event (N = 97).