

# BEGIN COUNSELLORS PARTNERSHIP WORKSHOP

Pilot Edition | 12 February

The first edition of the **Begin Counsellors Partnership Workshop** introduced a new online format facilitating direct dialogue between school counsellors and international higher education institutions, with each counsellor presenting their school and counselling approach, followed by live Q&A with university representatives.

## PARTICIPATING SCHOOLS

- Viet Duc High School (Hanoi, Vietnam)
- Nurorda School Lyceum (Astana, Kazakhstan)
- Quantum Tech School (Astana, Kazakhstan)
- Galaxy International School (Almaty, Kazakhstan)
- ADA School (Baku, Azerbaijan)

## KEY NUMBERS

- 3-hour live online conference
- 6 international schools represented
- 134 participants from 28 countries

## TOPICS COVERED

Counsellors shared insights on:

- University preparation and counselling processes
- Student motivations and parental priorities
- Most popular study-abroad destinations
- Factors influencing destination and programme selection
- School-university engagement formats
- Financial considerations and scholarship demand

The pilot edition positioned the workshop as a scalable format for structured dialogue.



## ENGAGEMENT & OUTCOMES

The workshop generated strong engagement and demonstrated clear demand for structured dialogue between schools and HEIs, supporting:

- Early-stage market insight
- Better understanding of local decision-making dynamics
- Stronger foundation for long-term cooperation

Following the success of the pilot edition, Begin Group is expanding the initiative into a workshop series scheduled for **31 March**, **16 April**, and **29 April**, featuring counsellors from **Bulgaria, Romania, Serbia, Georgia, India, France, Germany**, and **Spain**.