



## Meeting with Dwi Emas International School

12:00-13:30 26thAug2019 @ Da Men Mall

### Attendees:

#### **Dwi Emas International School:**

Ronnie Lim – COO

#### **A & W:**

Maggie He – Associate Director

Wailing Chong – Assistant

### **Questions to Ronnie:**

1. Marketing strategies towards China Market in 3-5 years-how to define the referrals by regions?  
Ronnie – Dwi currently don't have any further marketing plans, just to avoid confliction so that they designed the strategy to authorize agencies by regions.  
Some Rules for the referrals:
  - Where the student live currently
  - First come first serve
  - Where the first enquiry made
2. Agencies in China and referral numbers in 2018 and 2019  
Ronnie – currently the agencies are all very new, so don't have much numbers. Once we become an agent, our name and contact will be posted on school website.  
Shanghai Agent – Miss Chen, used to work in Malaysia embassy in Shanghai, speak good English and malay. and married an officer of immigration in Malaysia.  
Beijing Agent – a student parent who is an property agent.
3. Summer/Winter camp  
Ronnie – existing camp are all organized by agencies, from 2-4 weeks. For Jan camp, Recommended after CNY.

### **Updates from Maggie:**

1. Shanghai company registered
2. Work together with several education training institutions in China – Shanghai , Hangzhou
3. Work together with one of the biggest listed Travel management company – CTS to organize future student/parents groups
4. Ideas on Summer/winter camp – Financial Quotient

**Expectations from Maggie:**

1. Placement test result analysis and timeframe
2. School tour arrangement- lead by Maggie team or staff from Dwi, need to be better managed.
3. Individual groups in Jan from Maggie, 1 week camp with 3-4 days routine classes and 1-2 days customized sessions.  
For instance,
  - sharing session from the successful students – the girl who presented her business in Denmark.
  - Joint session with students and parents, school will sharing their educational concept etc.
  - Coursework session, to let students in different ages collaborate, as well as get the chance to present in public and so on...
4. Training for Maggie and team.

**Next week follow-ups:**

- Ronnie will coordinate internally to see how they can support with Maggie's ideas on Jan Camp.
- Ronnie will support to conduct a training for Maggie and team.
- Maggie will work out with Shanghai partner on the marketing materials to promote dwi and Jan camp.