



Shorelight Premier Recruitment Partners

Shorelight Premier Recruitment Partners are an exclusive group of partners who have demonstrated value and significant contribution to Shorelight. For FY22, Premier Recruitment Partners were selected based on performance and nominations from Shorelight leadership. There are three ways to renew status as a Premier Recruitment Partner in FY23 and beyond:

1. Place in the Top 10% regionally for number of students enrolled in FY22
2. Place in the Top 10% regionally for sum of Net Bookings reached in FY22
3. Achieve APP goal (if applicable) for FY22

Exclusive Benefits:

- **Business Insights:** Leverage Shorelight's master Analytics team to understand industry trends, analyze market and competitor landscapes.
- **Professional Development:** Offer your staff access to industry-leading courses like Studying STEM in the US from USNGE, Design Thinking and Global Citizenship Certification from the Shorelight Academic Affairs team, and Sales Training from the Shorelight Global Sales Trainers.
- **Global Recognition:** Receive an invitation to the Shorelight Global Achievement Awards to honor the top performing Shorelight partners in 2022 with the potential to be nominated for an award category.
- **And more!** See the Exclusive Benefits Index on page 2 for details.

Shorelight Premier Recruitment Partners Exclusive Benefits Index

Financial Benefits | *Contact your Account Manager for details*

APP: Premier Recruitment Agencies are eligible to sign Annual Partnership Plans (APPs) with customized incentive agreements.

APP Incentive Booster: Premier Recruitment Agencies qualify for an APP Incentive Booster to be determined by the Shorelight Regional Leadership.

Business Insights | *Request by contacting premier-recruitment-partners@shorelight.com*

Market Trends Review: Attend an exclusive session with the Shorelight Analytics team to analyze market trends in your region.

Competitor Analysis: Leverage Shorelight's industry knowledge and wealth of data to better understand your market and competitive edge.

Shorelight Business Review: Receive a one-on-one consultation with the Shorelight Global Recruitment Director of Sales Operations to review your agency's Shorelight performance metrics.

Contribute to Shorelight's Business Development: Advocate for changes you would like to see in Shorelight's business development, digital assets and more by participating in a Focus Group.

Professional Development | *Request by contacting premier-recruitment-partners@shorelight.com*

US News Global Education: Attend courses and earn USNGE certificates for courses like:

- History of US Education
- Value of STEM Degrees

Academic Affairs: Arrange teambuilding workshops led by the Shorelight Academic Affairs team to increase global competency and innovation like:

- Global Citizenship Certification (GCC)
- Design Thinking

Government Affairs: Schedule an exclusive Q&A session with the Shorelight Director of Government Affairs in Washington, DC to learn about US policies and trends regarding international student mobility.

Sales Training: Utilize the region-specific Shorelight Global Sales Trainers to host a workshop for your staff to address topics such as:

- Questioning Skills
- Handling Objections
- How to Close the Deal

Global Recognition | *Automatically provided to Premier Recruitment Partners*

- Display the Shorelight Premier Recruitment Partner Certificate prominently in your office.
- Receive an invitation and the potential to be nominated for an award at the Shorelight Global Achievement Awards ceremony. (Coming September 2022)

- Set you and your team apart with Shorelight Premier Recruitment Partner LinkedIn banners and digital badges to be used on websites and email signatures.

Priority Treatment | *Automatically provided to Premier Recruitment Partners*

Shorelight Premier Counselors will receive:

- Priority placement on FAM trips.
- Access to Shorelight university partner staff and faculty for private recruitment events.
- Invitations to exclusive Q&A sessions with the Shorelight CEO.