



Times  
Higher  
Education

# INTRODUCING **THE BMI/TIMES HIGHER EDUCATION** **GLOBAL ECOSYSTEM FOR COLLEGE COUNSELLORS**

| IN-PERSON AND ONLINE OPPORTUNITIES IN 2025/26

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# BMI/Times Higher Education's mission to invest in counsellors

From public to private schools globally, BMI and Times Higher Education jointly acknowledge the critical role of counsellors in guiding students toward their unique potential in post-secondary education.

Regrettably, this role often goes unnoticed, with inadequate investment in professional development and necessary resources.

In 2022, Times Higher Education launched an ambitious endeavor: a global training programme, accessible to all counsellors worldwide, including any school-based staff involved in guiding the future education of their students.

This led to the creation of the non-profit making THE Counsellor Accreditation Programme (THE CAP) and other initiatives that aim to support and empower counsellors, who, in turn, nurture the world's most vital asset—our children.

Here is a breakdown of our business and funding model for this initiative:

## Times Higher Education Counsellor Accreditation Programme (THE CAP)

- > A free online global training programme that is open to anyone based at any high school worldwide - whether public or private
- > THE CAP is a non-profit making initiative that is ring fenced from commercial involvement, with the content determined by our independent board of counsellors and assessment undertaken by an independent editorial panel that examines work according to an established rubric
- > Run in partnership with our not-for-profit learning partner, Common Purpose
- > Developed under the guidance of the THE International Schools Advisory Board with the ethos "for counsellors, by counsellors"

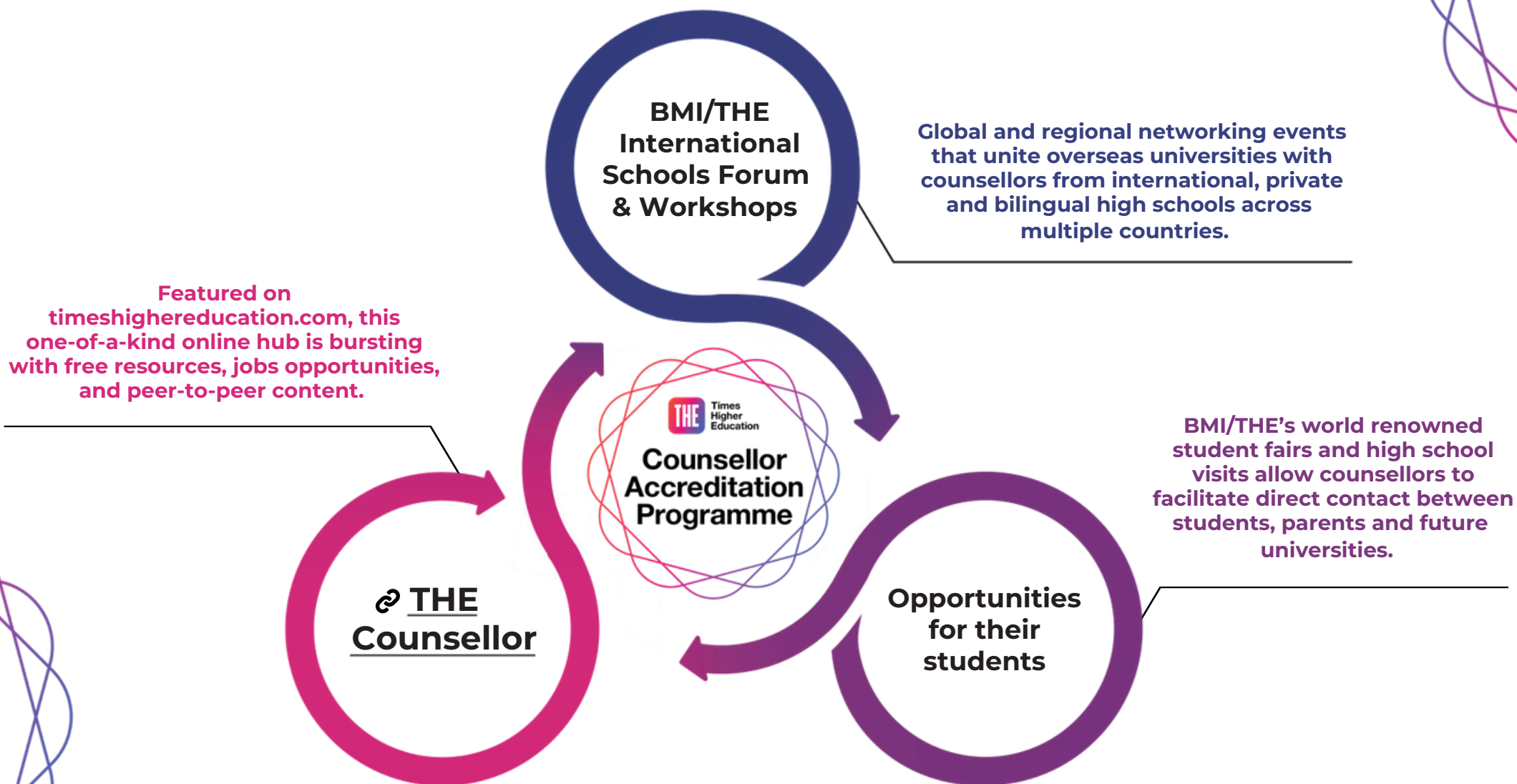
## Facilitating connections between counsellors and universities

- > BMI/THE organise International Schools Forum and Workshops around the world
- > Private meetings with universities from across the globe is one of the two main objectives of these events. The other is to provide counsellors with professional development during THE CAP sessions
- > The expenses for counsellor air travel, accommodation, and subsistence are covered by BMI/THE and via the participation fees paid by universities. While the events are completely free for counsellors, the events are run on a for-profit basis

## THE Counsellor online resource hub

- > THE has been a leading editorial and higher education news organisation since 1971.
- > Development of the hub was seed funded by our founding partners Huron University, UCL, UCAS and Unifrog
- > THE Counsellor is a free online resource hub for counsellors covering all aspects of their professional lives
- > A core tenet of the hub is for counsellors to publish peer-to-peer content to help their colleagues around the world
- > Ongoing development is supported by advertising revenue, and sponsorship from supporting partners

# BMI/THE global ecosystem of services for counsellors



# International Schools Advisory Board

The guiding force behind our counsellor ecosystem is the THE International Schools Advisory Board.

The board have helped develop world-class personal development sessions and ensure best practice and transparency across THE and BMI's services for international schools.

THE International Schools Advisory Board members have been appointed based on their extensive experience in international schools career guidance and counselling.

Board members are dedicated volunteers who generously donate their time and expertise, working on a pro bono basis. Their unwavering commitment lies in bolstering the professional development of counsellors on a global scale.



**David Turner**  
Dwight School Dubai  
UNITED ARAB EMIRATES



**Marsha Oshima**  
International School of Geneva  
SWITZERLAND



**Buket Ayaz**  
Nord Anglia  
International School Dubai  
UNITED ARAB EMIRATES



**Phillip Wenturine**  
Brewster American Schools  
SPAIN



**Amanda Jewell**  
GEMS Wellington Academy  
UNITED ARAB EMIRATES



**Christina McDade**  
Lincoln Community School  
GHANA



**Carmen Page**  
Raha International School  
UNITED ARAB EMIRATES



**Augusto Neto**  
St. Paul's School  
BRAZIL



**Jeff Neill**  
Graded – The American  
School of São Paulo  
BRAZIL



**Jenny Tassell**  
International School of Panama  
PANAMA

FOR COUNSELLORS, BY COUNSELLORS



# THE CAP

THE Counsellor Accreditation Programme (THE CAP) provides school counsellors with world-class professional development that is both relevant and enriching.

Designed for counsellors, by counsellors, THE CAP's development is driven and shaped by THE International Schools Advisory Board. With their steer, the programme brings Times Higher Education's data and insights in global higher education together with Common Purpose's expertise in leadership development to create a platform that is transforming the industry.

## How does THE CAP help counsellors?

Through innovative content, expert-generated resources, thought-provoking discussions, and unparalleled access to industry-led best practices, this is an accreditation programme that is truly relevant and valued by the international education sector.

### Learning themes include:

- Admission processes
- Counselling
- Managing stakeholders
- Reporting and advocacy
- Resilience
- Sector trends

LEARNING PARTNER



As of October, we have **4,706 counsellors** registered, in the process or graduated from the CAP, spanning across 150 countries. Additionally, we are experiencing an average of over 70 new registrations per week.

## What is THE CAP?

- > Curriculum independently devised by the THE International Schools Advisory Board
- > A truly global programme open to all high school counsellors around the world
- > Can be completed 100% online or by participating in the BMI/THE International School Forum and Workshops
- > Culminates in professional accreditation for the counsellor and the school they work for
- > Run free of charge on a not-for-profit basis

[MORE INFO HERE >](#)

The International Schools Forum & Workshops offer a distinctive event format that convenes top counsellors in a single location for private meetings with universities, government officials, and other essential partners.

Counsellors are selected from leading international and private school to attend based on the number of students who go on to study higher education abroad.

### **BMI/THE invites various types of schools for full curriculum coverage**

Participating counsellors come from a wide range of schools:

- International and intercultural schools including but not limited to the US, British, French, German and Australian curriculum
- Secondary schools that prepare students for GCSEs or A levels
- K-12 schools following the International Baccalaureate (IB) programme
- International, private, bilingual, gifted and leading public schools.
- Religion-affiliated schools



### **How we ensure you only meet the most relevant schools**

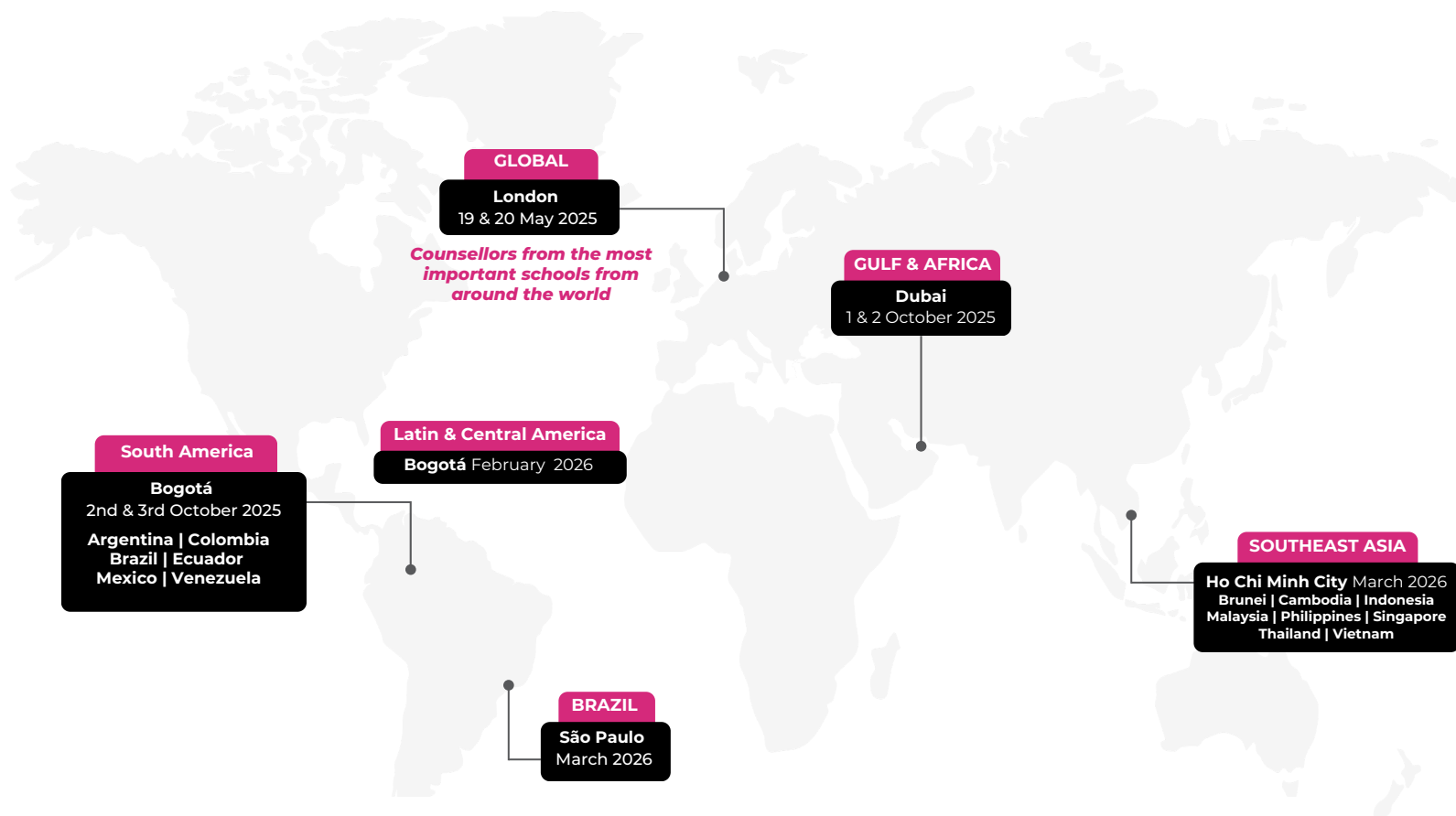
Counsellors are handpicked and personally invited to attend. BMI/THE provide a free hosted package including free air travel, deluxe hotel accommodation and meals.

By controlling the selection process and facilitating their attendance, we are able to ensure that higher education institutions are meeting with the counsellors from schools who have a track record of sending large numbers of students for overseas study.

Counsellors gain invaluable experience through global university meetings, active participation in live THE CAP training sessions, and networking and learning from their peers.

# Global and regional workshops

that connect you with counsellors for pre-scheduled private meetings



“

THE CAP was probably one of the best professional development experiences I've had in my 15-year career. Everything is extremely current and applicable.



Jenny Tassell  
International School of Panama  
PANAMA

“

This has brought me to a whole different level... I'm a totally different person now after THE CAP and that's what I will take back to my school and to my community.



Buket Ayaz  
Nord Anglia International School  
DUBAI, UAE

**Save time by meeting with influential school counsellors from an entire region all in one place.**

Each 2-day event enables you to:



Target and pre-organise meetings with specific high school counsellors



Conduct 26 private meetings with counsellors over 2 days



Network with all participating counsellors during the lunch, coffee breaks & Gala Dinner



## Counsellor

THE Counsellor is an online hub informed by school counsellors to support one another in their jobs and share advice, ideas and best practice.

Featured on [timeshighereducation.com](https://timeshighereducation.com), it is a peer-to-peer platform where counsellors can seek advice on virtually every aspect of their jobs, from technical admissions details to country details to larger shifts in the industry.

THE Counsellor features content such as admissions processes, deadlines and requirements around the world, funding and scholarships, managing parents, developing resilience and supporting mental health, the latest sector trends, and more.



### FOUNDING PARTNERS



### LEARNING PARTNERS



EvolveCareers

**THE Counsellor online hub provides a wealth of benefits to counsellors on a daily basis such as:**

- Breaks down barriers to knowledge acquisition and opens up access to fresh resources, the most up-to-date information, and best practices
- Ensures that counsellors have the confidence, tools and content to help students make informed decisions
- Enables counsellors to connect with peers all around the world to share advice, processes, tips and materials



## Digital solutions via THE Counsellor's online hub

Choose from four channels to put your brand in front of key influencers

who rely on THE Counsellor's peer-to peer platform.



**Run a Global  
Training Masterclass**



**Feature in a Spotlight  
Article to Counsellors**



**Promote Your Scholarships  
to Counsellors**



**Host a Spotlight Webinar  
for Counsellors**

### Get in contact

Discover how you can get involved and use this platform to help counsellors better understand your institution, destination or service

[LEARN MORE >](#)

# Helping counsellors to connect students with their future university

One of the core functions of any counsellor is to help students to discover their future study options. BMI/THE plays an important role in this process by bringing Universities from around the world to students via our student fairs and high school visit programmes.

## World leaders in international student fairs

BMI/THE fairs will connect you to students at that crucial point when they are selecting their courses abroad. In close coordination with counsellor BMI's international student fairs consistently draw tens of thousands of students and families in dozens of cities around the world.



## Visits to the best international, private and bilingual schools

The strong relationships we have with elite, private schools enable us to secure on-campus visits, giving you the chance to connect face-to-face with students as well as counsellors and principals.

[RESERVE YOUR SPOT NOW >](#)

# Counsellor Fly-in Management

College counsellors from leading international and private schools have an unparalleled influence on students and parents when selecting undergraduate institutions abroad. What better way to ensure a counsellor understands your institution than by inviting them to visit personally? This immersive experience allows counsellors to deeply understand your institution's community, facilities, and academic approach. They can then return to their schools better equipped to assist students in discovering institutions that best fit their needs.

THE Counsellor offers education providers destination consortiums, and government partners a comprehensive 360° management service that covers all aspects of a successful visit programme. Every tour is unique and tailored to the host's needs.



We offer the following services on an à la carte basis to ensure a seamless and impactful experience:

- › Develop a highly bespoke project plan covering all aspects of the fly-in
- › Access our global network of THE CAP accredited counsellors
- › Select, reference check (schools and counsellors), and invite counsellors based on your desired profile
- › Manage all aspects of travel, accommodation, and flight bookings.
- › Supplier payments
- › Provide concierge service for participating counsellors.
- › "On the day" tour leadership and management





Every Counsellor Fly-in experience is a highly customisable plan. Starting with a detailed brief, we create a programme designed to meet your strategy, goals, and budget. This service is relevant to the following clients anywhere in the world:



**Individual institutions**



**Destination brands and country groups**



**Consortiums of institutions organising a multi-campus tour**



By leveraging our services, you have highly qualified counsellors who match your profile and ensure they return with a comprehensive understanding of your institution, ready to guide their current (and future) students towards the best fit for their educational journey.

Learn more about hosting top international school counsellors at your campus

[GET IN CONTACT >](#)

**Enquire today to learn more  
about how to maximise  
your engagement with  
international counsellors**

**FIND OUT MORE >**



**PLAN NOW RECRUIT LATER!**

**DISCOVER 2025 DATES >**

[bmiglobaled.com/all-events](https://bmiglobaled.com/all-events)