



# Personalising Services for Chinese Families

Sarah Armstrong  
Head of Education, Wailian Education Group



## Sarah Armstrong - Head of Education

- 15 years experience in UK Higher Education
- Worked across a variety of roles throughout the student journey from information gathering, enquiry, admissions and enrolment
- Grew recruitment from China for Coventry University as the Regional Manager East Asia then became Deputy Director of International Development
- Worked with the large global education provider Navitas at their centres within the University of Leicester and the University of Northampton
- Expertise in customer focused processes and putting the student and their family at the heart of all education services



## Introduction to Wailian Group

- Bespoke consulting services for elite individuals and families
- Global residency, education, employment and investment opportunities
- Branches in 30 locations including UK, USA, Canada, China, Australia, Singapore, Greece and Portugal
- Helped numerous clients to fulfill their dreams of going abroad and becoming truly global citizens

## Mission and Value statement -

To satisfy the evolving demands of Chinese families for overseas investment, Wailian proactively created a “service loop” covering overseas investment and lifestyles, promoting cultural integration for investors and assisting investors’ children to study abroad, plan their careers and deal with adolescence. We provide support and reassurance to parents as well as bespoke plans for students to achieve the best possible educational and career outcomes. Our aim is to support our clients to realise their potential as global citizens.



## Achievements

- Successfully promoted over 70 investment projects to Chinese investors and earned “The Most Trusted Brand” award for 10 consecutive years
- Comprehensive solutions based advice offered to every client - tailor and personalise the advice we give to suit the individual’s situation
- International Training Centres for Chinese teachers have been developed in Europe and America including -

**Discover Melody**, an online platform for music education,

**We Design**, an organisation for the development of art education and designing talents (founded in collaboration with Simon Collins, Director of Parsons School of Design and the National Youth Orchestra of China in cooperation with Carnegie Hall - an endeavour highly praised by the former secretary of State of the US, Dr. Henry Kissinger, as a bridge for Sino-American cultural exchange.

# Wailian UK Service Capabilities



Wailian Moon Boat - a sister company of Wailian Group based in London providing a one stop concierge service for clients who are interested in studying, relocating or investing in the UK.

## **Immigration Services -**

- Team of lawyers and consultants with many years experience
- Experience and success in applying for Tier 1 Investor, Innovator, Skilled worker, BNO and Portugal golden visas
- Close relationships with UK incubators in order to generate new opportunities for clients and continuously optimise solutions for our clients



# Wailian UK Service Capabilities continued

## **Educational Services**

- Academic Booster programmes to offer complete support to students studying on or towards UK education
- Admissions support services for students wishing to apply for study in the UK
- Fully personalised services offered in consultation with clients to tailor support services to meet their individual needs
- Members of BAISIS (part of the Boarding School Association) and building close, strong relationships with the right university partners for our students

## **Career Development Services**

- Exclusive internship and employment opportunities across a variety of industries
- Work closely with global corporations and SMEs throughout the UK
- Support with employer liaison for our clients until they are able to secure job offers



**Thank you for your time to join our session today!**

If you would like further information about Wailian Moon Boat or the wider Wailian Group please contact us at -

QR code:

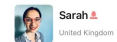


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Please take a look at the latest edition of our monthly magazine at this link as well -

<https://book.yunzhan365.com/dmgi/boha/mobile/index.html#p=1>

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