

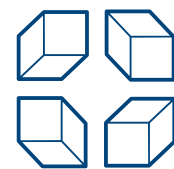
The ICEF Berlin Workshop

including the Work & Travel Zone

Connecting international educators with the world's best agents



Hotel InterContinental, Berlin • Oct 30 - Nov 01, 2011



ICEF

Connect. Recruit. Grow.

Industry Presentations • October 30, 2011

Seminar room	Tiergarten I / II	Tiergarten III
15:00 - 15:30	<p>CAPS-I: Your Guide to Quality Public Elementary & High School Education in Canada Bonnie McKie, Executive Coordinator, Canadian Association of Public Schools, Canada <i>Audience: Agents</i></p>	<p>English Australia Update - Everything you need to know about the English language sector in Australia Sue Blundell, Executive Director, English Australia <i>Audience: Agents</i></p>
15:30 - 16:00	<p>University Pathway Options in Canada (CANADA – THE FUTURE FOR YOUR STUDENTS) Jonathan Kolber, Carolyn Bercu, ILAC - International Language Academy of Canada <i>Audience: Agents</i></p>	<p>Nacel International School System: your international network of American High Schools Céline Gibassier, International Sales Manager, Nacel France <i>Audience: Agents</i></p>
16:00 - 16:30	<p>International Experience Canada (IEC) – Travel, work and live in Canada. Dominic Gosselin, Emmanuel Desjeunes, International Experience Canada <i>Audience: All</i></p>	<p>China, Mandarin and how the Chinese Teaching Market works Andreas Laimboeck, School Director Live the Language Mandarin School, China <i>Audience: Agents</i></p>
16:30 - 17:00		<p>The Challenges of Running Work Experience Schemes and How Improvements can be made Frederick Young, Director, Global Education Management Ltd, United Kingdom <i>Audience: All</i></p>
17:00 - 18:00	<p>Connecting with Canada – An Agent's Roadmap Gonzalo Peralta, Bonnie McKie, Canadian Consortium for International Education Marketing (CCIEM); Shujaat Wasty, DFAIT <i>Audience: Agents</i></p>	<p>Agency Management System - Work Smarter not Harder Izzet Aslantatar, Director, Agency Management System - AMS, Turkey <i>Audience: Agents</i></p>
18:00 - 18:30	<p>Work options for students in post secondary education in Canada Mike Henniger, Thompson Rivers University, Canada <i>Audience: Agents</i></p>	<p>More customers and more revenues Alan England, Business Development Director, LANGUAGELAB.COM, United Kingdom <i>Audience: All</i></p>
18:30 - 19:00		<p>Sprachcaffe/GEOS integration - Benefit from a global network of 31 centers in 12 countries! Alberto Sarno, President & CEO, Sprachcaffe / GEOS <i>Audience: Agents</i></p>

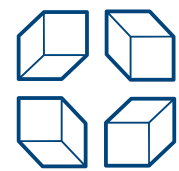
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Seminar room	Koepenick I / II	Koepenick III
15:00 - 16:00	<p>A new brand positioning for Australian education: Future Unlimited Dr. Nicholas Baker, Trade Commissioner, AusTrade - Europe <i>Audience: All</i></p>	<p>Thebing School – The comprehensive language school management software Patrick Thebing, Managing Director, Plan-i GmbH, Germany <i>Audience: Educators</i></p>
16:00 - 17:00	<p>Are you ready to 'raise the bar' in your business? Aly Rajab, CEO & President, CLLC - Canadian Language Learning College, Canada <i>Audience: All</i></p>	<p>Thebing Agency -The comprehensive management software for agents Patrick Thebing, Managing Director, Plan-i GmbH, Germany <i>Audience: Agents</i></p>
17:00 - 18:00	<p>Bucksmore – more than just a summer school Rory Wilkinson, Director, Bucksmore Education - ISIS Group, United Kingdom <i>Audience: Agents</i></p>	<p>ELS – more than just campuses in the USA: Canada, Australia and high school placements in USA. David Anderson, Vice President, ELS Language Centers (USA) <i>Audience: Agents</i></p>
18:00 - 18:30	<p>Australian private education: The Quality Choice Claire Field, CEO, Australian Council for Private Education and Training - ACPET <i>Audience: All</i></p>	<p>International High School Study: The IB Diploma in Germany Whitney Sterling, Head of Boarding School, Berlin Brandenburg International School, Germany <i>Audience: Agents</i></p>
18:30 - 19:00	<p>Study in Coquitlam Patricia Gartland, Director - International Education, Coquitlam School District 43, Canada <i>Audience: Agents</i></p>	<p>Volunteer programs – What are they and why you should promote them Ninad Sharma, CEO, Indian Network for Development Exchange (IDEX), India <i>Audience: All</i></p>

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Seminar room	Charlottenburg III
15:00 - 15:30	<p>Why video must be part of your marketing plan and how to make them: getting started, effective production, powerful distribution</p> <p>Florian Schäfer, kommod.tv, Korinne Algie, ICEF GmbH</p> <p><i>Audience: All</i></p>
15:30 - 16:00	<p>Easing the problem of getting a UKBA approved English language test</p> <p>Henry Tolley, UK Director, Pearson, Pearson Test of Academic (PTE Academic)</p> <p><i>Audience: All</i></p>
16:00 - 16:30	<p>Introducing Ovingdean Hall ILC: Brighton's only truly campus based international language college.</p> <p>Joshua Gabriel, Sales & Marketing Director, Ovingdean Hall College, United Kingdom</p> <p><i>Audience: Agents</i></p>
16:30 - 17:00	<p>Maximizing Student's Undergraduate Experience: Seattle Community Colleges and our Partners</p> <p>Dr. Andrea Insley, District Coordinator - International Programs, Seattle Central Community College, USA</p> <p><i>Audience: Agents</i></p>
17:00 - 18:00	<p>Why Malta?</p> <p>Alexandra Valletta, Segment Head, EFL and Diving, Malta Tourism Authority</p> <p><i>Audience: Agents</i></p>
18:00 - 19:00	<p>LSBF's New Portfolio: from Finance to Fashion</p> <p>Aaron Etingen, London School of Business & Finance, United Kingdom</p> <p><i>Audience: Agents</i></p>