

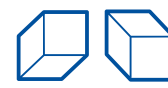
# The ICEF Berlin Workshop

## including the Work & Travel Zone

Connecting international educators with the world's best agents



Hotel InterContinental, Berlin • Nov 01 – 03, 2009



# ICEF

Connect. Recruit. Grow.

## Market Intelligence Seminars • November 01, 2009

	Track 1	Track 2
Seminar Room	Bellevue	Charlottenburg I / II
14:00 - 15:00	<p>How to maximise your ICEF Workshop experience  <b>Isabel Vogt, Director Workshops, ICEF, Germany</b>  <i>Audience: Educators</i></p>	<p>How to maximise your ICEF Workshop experience  <b>Tiffany Egler, Manager, Agents Department, ICEF, Germany</b>  <i>Audience: Agents</i></p>
15:00 - 16:00	<p>Internships - An overview of best practice!  <b>Diana Pilling, Managing Director, Australian Internships, Australia</b>  <i>Audience: All</i></p>	<p>Make your website a successful sales tool via references from social networks and search engine friendly sources  <b>Soraya García Merino, Senior SEO, Internet Advantage S.L., Spain</b>  <i>Audience: All</i></p>
16:00 - 17:00	<p>Diversifying your markets – Putting your eggs in different baskets  <b>Gavin Hopper, Business Development Manager, ICEF Online, Australia</b>  <i>Audience: All</i></p>	<p>The AIRC - An accrediting scheme for higher education agents referring students to universities in the USA  <b>David Anderson, Senior Director of Sponsored Students and Recruitment, ELS Language Centers, On the Board of Directors for AIRC, USA</b>  <i>Audience: Agents</i></p>
17:00 - 18:00	<p>Quality assurance and choice in UK English language provision  <b>Diana Lowe, CEO, The Association of British Language Schools, ABLs, United Kingdom</b>  <i>Audience: Agents</i></p>	<p>Global Language Travel Survey October 2009 - Findings  <b>Marcus Pettersson, Director, Schools &amp; Agents, Malta, Markus Badde, CEO, ICEF, Germany</b>  <i>Audience: All</i></p>
18:00 - 19:00	<p>How to best work with agents from Turkey - A view on cultural differences, student mobility in Turkey and the role of UED  <b>Gulcin Taskin, President, The Association of International Education Counselors of Turkey, UED Turkey</b>  <i>Audience: All</i></p>	<p>The ICEF Agent Barometer 2009 – How have recent global challenges affected international student recruitment?  <b>Will Archer, Director, i-Graduate UK, United Kingdom</b>  <i>Audience: All</i></p>

## Internships - An overview of best practice!

**Diana Pilling**

### Track 1

Room: Bellevue

Audience: All

#### ► Session description

The session will focus on best practice for internships, covering the following topics:

- meeting expectations
- quality control
- document control
- application process
- interview process
- single point of contact
- partners and agents
- compliance and government
- health
- host organisations



#### ► Speaker

**Diana Pilling,**  
*Managing Director,  
Australian Internships,  
Australia*

Diana Pilling established Australian Internships after many years in education and training with Queensland Government. Diana started her teaching career in Hervey Bay with a new concept in education that recognised the value of both the academic and technical / vocational development of students. She eventually moved into the role of Director of Business Development where much of the training was developed to respond to industry demands. Diana was actively involved in international education and this served as a catalyst for the establishment of her own business Australian Internships – the first company in Australia to welcome and support students from over 45 countries. Diana was a founding member of the Australian Internships Industry Association and is an active member. Diana still enjoys meeting the many students and young professionals each year from countries all over the world.

## Make your website a successful sales tool via references from social networks and search engine Friendly Sources

**Soraya García Merino**

### Track 2

Room: Charlottenburg I / II

Audience: All

#### ► Session description

Authority sites in the education sector have thousands of incoming references that help them not only to achieve high positions in the Top 10 (visibility) but also quality traffic, branding and sales.

Internet Advantage presents a very high practical seminar on how to make the most of the social networks and other sources to get quality references towards your website.

- How do you get these references?

- What are currently the most important sources in the eyes of search engines?

- How do you find these sources?

Learn the latest and most successful strategies in a very down to earth and dynamic way.



#### ► Speaker

**Soraya García Merino,**  
*Senior SEO,  
Internet Advantage S.L.,  
Spain*

Soraya García is the Senior SEO and Sales Manager of Internet Advantage. Soraya García holds a diploma in Documentation & Information Science from the University of Salamanca in Spain.

She was previously employed by the British Library and the European Bank in London as a Records Manager.

During her successful trajectory as a professional of Internet Marketing, Soraya has spoken at a number of conferences, both nationally and internationally, and has thus gained a well known and respected position in Spain's SEO and Internet Marketing community.

## Diversifying your markets – Putting your eggs in different baskets

**Gavin Hopper**

**Track 1**

**Room: Bellevue**

**Audience: All**

### ► Session description

The purpose of this presentation is to investigate how English language schools (or other language schools) grow and diversify their international agent and international student recruitment channels. How do these providers source their agent and student markets using traditional and new methods? What are the pros and cons of growth and diversity? Two perspectives will be offered, representatives from an Australian & US language schools will share their perspectives on this topic.

We will investigate and seek examples of how these providers market themselves through channels such as international student recruitment agents and directly to students. Existing or 'traditional' recruitment methods will be discussed along with new recruitment methods. Topics will include being more efficient in provider marketing methods e.g. using the web, print and other advertising, student road shows and social networking sites and agency relationships. How these providers diversify their agent and student channels will be a key theme in this presentation.



### ► Speaker

**Gavin Hopper,**  
*Business Development Manager,  
ICEF Online,  
Australia*

Gavin stated his career in the international education field as a university student joining international student clubs. In the late 1980s he taught English and recruited for a language school in Japan then returned to Sydney to provide work and travel opportunities to young people travelling to Australia. Returning to Melbourne in 2000 he developed online course content for an internet start up company then moved into international marketing for the University of Ballarat as well as the Faculty of Business, Monash University. From 2006 Gavin worked for the OCA Group (international student recruitment) in business development roles. Currently, Gavin is working for ICEF and advises his clients how to maximise their resources to source international students and agents.

### Qualifications:

Bachelor Arts (Communications)  
Master Arts (Asian Studies)  
MBA (Marketing)  
Cert IV (Training & Assessment)

## AIRC - An accrediting scheme for higher education agents referring students to universities in the USA

**David Anderson**

**Track 2**

**Room: Charlottenburg I / II**

**Audience: Agents**

### ► Session description

AIRC - the American International Recruitment Council - is an accreditation scheme for agents that are involved with placements into tertiary institutions in the United States. The AIRC was founded in 2008 by members of the US higher education community that wish to bring professionalism and transparency to the process of recruiting through agencies, which sometimes have been lacking in the country. This presentation will include a description of the motivations for the AIRC's founding, its brief history and the process for gaining accreditation. The AIRC aims to bring value to the agencies who undergo certification through making their brand more "trusted" to US universities. We hope that we are in the early stages of a recruiting revolution in the USA in which hundreds of universities can recruit openly through trusted agent partners and adequate compensation can be made to these recruiters.

The presenter is a member of AIRC's board of directors and his employer, ELS Language Centers, is one of the founding members of the Council. ELS' association with AIRC is due to its presence on more than 40 university and college campuses in the United States and collaborates on developing pathways for international students.



### ► Speaker

**David Anderson,**  
*Senior Director of Sponsored Students and  
Recruitment, ELS Language Centers,  
On the Board of Directors for AIRC,  
USA*

David Anderson is on the Board of Directors for the American International Recruitment Council of which ELS Language Centers is a founding member. His title is Senior Director of Sponsored Students and Recruitment / Partner Support for ELS in the USA. Currently his primary responsibility is for the Middle East and North Africa. Mr. Anderson was recently named to the Congress of the World Youth Student & Educational Travel Confederation, based in Amsterdam, representing the Association of Language Travel Organisations (ALTO). He has served various roles within ELS including running intensive English centers, overseeing 6 locations, directing agency support worldwide and having direct responsibility for recruiting in Latin America and select European countries. In his work with ELS, he has visited agencies in more than 30 countries for meetings, training and collaboration. For many years, he was ELS' principal contact for establishing articulation agreements with American universities. Mr. Anderson is a former adjunct faculty member of Vanderbilt University.

## Quality Assurance and Choice in UK English Language Provision

**Diana Lowe**

**Track 1**

**Room: Bellevue**

**Audience: Agents**

### ► Session description

This presentation will examine:

- The role of ABLS The Association of British Language Schools, its mission statement and criteria for membership
- Information on ABLS Accreditation which is one of the UKBA approved accreditation bodies
- What the smaller UK language school can offer both the student and agent
- The importance of quality assurance for all language providers



### ► Speaker

**Diana Lowe,**  
CEO,  
*The Association of British Language  
Schools, ABLS,  
United Kingdom*

Diana Lowe has been working in the industry for around thirty years. Having trained as a teacher at the Bell School of Languages in Cambridge she continued her professional life teaching for other well known and reputable language schools in both the junior and senior sectors. She then moved into management and developed a role in the marketing of English as a foreign language. Diana has wide experience of working with agents and understands the need to develop a strong professional relationship in which there is mutual trust and respect. In her marketing role she has been particularly involved in developing and administering a programme based on the au pair scheme called 'Work/Study'.

Diana is aware that English language providers are operating in an increasingly competitive market and that clients have high expectations of not only academic standards, but also accommodation and other pastoral provision. Since 2006 she has been looking after the interests of schools who have membership of ABLS (The Association of British Language Schools) offering advice, representing the association at industry workshops and liaising with their partner, ABLS Accreditation, which is one of the UKBA approved accreditation bodies. Always a champion of the smaller language school, Diana believes that this sector of the industry remains attractive to the discerning client and that the UK 'cottage industry' provider still has plenty to offer.

## Global Language Travel Survey October 2009 - Findings

**Marcus Pettersson and Markus Badde**

**Track 2**

**Room: Charlottenburg I / II**

**Audience: All**

### ► Session description

This session will present the results of a global survey of language schools conducted in October 2009 by ICEF and Schools & Agents, in cooperation with i-Graduate, which received over 330 responses from more than 40 countries. After presenting an accurate snapshot of student demographics and types of courses / accommodation offered, the session will show how language schools worldwide were affected by the global economic crisis and the H1N1 epidemic, and what their reactions were to counter these effects.



### ► Speaker

**Marcus Pettersson,**  
Director,  
*Schools & Agents,  
Malta*

Born and bred in Sweden, Marcus Pettersson stepped into the language travel industry in 2004 when he founded the Malta based agency LanGo Språkresor. He established the successful Schools & Agents in early 2008, at the age of thirty and recently launched EduGazette.com for the Higher Education sector.

Marcus has a background in the gaming field as a 3D artist and animator. After travelling around the world and spending five years in Malta and Italy he is now back in Gothenburg, Sweden where he mixes work with kite surfing and watching football.



### ► Speaker

**Markus Badde,**  
CEO,  
*ICEF,  
Germany*

Markus Badde is the CEO of ICEF GmbH, connecting international educators and student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments. He has a background in journalism and publishing, having studied at CELSA (Sorbonne University – Paris IV) and worked in the media and communications sector in France during the 1980's before co-founding ICEF in 1991. After that, Markus held various senior marketing positions over eight years at Cisco Systems, the world leader in Internet networking. Before re-joining ICEF in 1994, Markus spent two years as Business Development Director at ICWE GmbH, organiser of events such as StudyWorld, Expolingua Berlin and Prague, the EAIE Exhibition, as well as E-learning Africa and Online Educa Berlin, the largest international e-learning conference. He is a member of NAFSA, the EAIE and other international associations, and speaks regularly on topics related to international education. Markus speaks seven languages fluently and is at home nearly anywhere in the world.

## How to best work with agents from Turkey - A view on cultural differences, student mobility in Turkey and the role of UED

**Gulcin Taskin**

**Track 1**

**Room: Bellevue**

**Audience: All**

### ► Session description

UED's presentation will first of all give key information on Turkey containing points like the socioeconomic indicators of Turkey and the educational system of Turkey. The main attention of this session will be the Turkish student market and Turkish students' study abroad choices as well as information on international educational consulting sector in Turkey which will highlight amongst others the most popular courses and the most preferred countries by Turkish students. The last part of the presentation will concentrate on UED - The Association of International Education Counsellors, Turkey. We will concentrate on UED's formation, the objectives of UED and the benefits for education institutions abroad, for UED member agents and for students.



### ► Speaker

**Gulcin Taskin,**  
*President,*  
*The Association of International Education*  
*Counselors of Turkey, UED,*  
*Turkey*

Gulcin Taskin has been working at Genctur Tourism as the language programs co-ordinator for 22 years, after studying English Language and Literature at the University of Marmara, Faculty of Education. During her professional career Gulcin has organised and arranged pre-university study abroad programmes, conducted several presentations in 45 high schools and 32 universities throughout Turkey, participated in various national and international education fairs and gave presentations, established and managed communication with national schools, organised both child and teenage domestic camps, recruitment of candidates for; CSV (Community Service Volunteers) UK and Camp America, Work & Travel, as well as Internships in the USA and participated in several FAM-trips and workshops in UK, Germany, Canada and the USA.

Gulcin also holds founder membership and presidency of UED (The Association of International Education Counsellors of Turkey) and founder membership of the ex-association called YESAD (Association of Foreign Education Agents Turkey).

## The ICEF Agent Barometer 2009 – How have recent global challenges affected international student recruitment

**Will Archer**

**Track 2**

**Room: Charlottenburg I / II**

**Audience: All**

### ► Session description

The annual poll of international education agents was conducted for ICEF by international insight experts - i-graduate. The questionnaire was distributed to agents worldwide in September 2009 and latest insights from the study will be presented. The session will provide valuable insight into agents' perceptions of international education markets and institutions. Results will be analysed by programme level including English language courses, university education, vocational and MBA Programmes.

In summary, the session will reveal:

- Countries: Which international study destinations receive the highest attractiveness ratings from agents?
- Institutions: What more can institutions do to develop a successful working relationship with agents?
- Trends: Where do agents expect to place more students over the next 12 months? And where do they expect to place fewer?
- Challenges: What impact have the recent turbulent times (visas, recession, pandemics) had on international student recruitment?



### ► Speaker

**Will Archer,**  
*Director,*  
*i-Graduate UK,*  
*United Kingdom*

Will Archer has 18 years of experience in international education and recruitment, combined with more than 20 years of qualitative and quantitative market research and assessment.

He has worked as HR consultant to multinational corporations and governments, as advisor to some of the world's best-known universities and business schools and as an independent expert for NGOs and charities.

Will is co-author of *Working in the European Union*, the European Commission's official guide to Higher Education and recruitment in the EU and *Attitudes to Recruitment and Retention in the Private and Public Sectors*, a study of senior managers for the Financial Times. He most recently reported *Mission Critical? Modernising Human Resource Management in Higher Education* for the Higher Education Policy Institute (HEPI).

An alumnus of London Business School and former head of education practice at recruitment specialist Barkers Norman Broadbent, Will is non-executive chairman of Tokyo-based strategy house GTF KK.