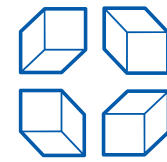


# The ICEF Higher Education Workshop

Meet quality Higher Education-focused student recruitment agents from all over the world



Hilton Antwerp • September 07 – 09, 2008



**ICEF**  
Workshops

## Market Intelligence Seminars • September 07, 2008

14:15 – 15:00	How to Maximise your ICEF Workshop Experience Seminar Room: Tiffany Room, second floor Maite Viudes, Director, Higher Education, ICEF, Spain <i>Audience: Educators</i>	How to Maximise your ICEF Workshop Experience Seminar Room: Sancy Room, second floor Tiffany Egler, Manager, Agents Department, ICEF, Germany <i>Audience: Agents</i>
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<b>Seminar Room</b>	<b>Tiffany Room, second floor</b>
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15:00 – 16:00	Making the Most of Advertising - Advertising Management for Universities / Agents Chris Price, Director, MJD Consultancy Ltd. Andy Nicol, Director of International Office, Coventry University United Kingdom <i>Audience: All</i>
16:00 – 17:00	How to advise potential applicants to HE courses in the UK Hashmita Patel, External Relations Officer, UCAS, United Kingdom <i>Audience: All</i>
17:00 – 18:00	The Impact of Tuition Fees on Student Recruitment Tim Rogers, Director, International Education Consultants United Kingdom <i>Audience: All</i>
18:00 – 19:00	Students go Supranational: The World's Learning Tribes Will Archer, Director, i-Graduate UK, United Kingdom <i>Audience: All</i>

## Making the most of Advertising - Advertising Management for Universities / Agents

**Chris Price and Andy Nicol**

**Audience: All**

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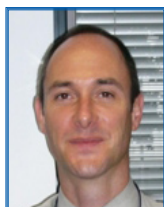
### ► Session description

Education marketers and their agents usually spend a considerable proportion of their budgets on media/advertising placement. This session will cover how to make the most of your media placement, your messages and branding whilst keeping costs down.

Topics will include: advertising as part of your branding and marketing communications strategy; asking the right questions when considering buying; matching with your strategy; what makes a good advert? evaluating the success of a campaign.

The session is aimed at educators and agents who wish to make better use of their advertising spending. To show the real life applications of the session there will be case study material presented by an MJD client, Coventry university

### ► Speaker



**Chris Price,**  
*Director,  
MJD Consultancy Ltd.,  
United Kingdom*

- Former Head of International Offices at University of Westminster (UK) and Thames Valley University (UK)
- Marketing Manager at University of North London (now London Metropolitan University)
- Until recently the Director of Marketing at LIBT at Brunel University (Navitas Group)
- Fellow of the Chartered Institute of Marketing
- Board member - European Association of International Education (Prof. Section for Marketing and Recruitment)
- Winner of Queens Award for Enterprise in International Category whilst Head of International Office at University of Westminster
- In depth knowledge of international and domestic education marketing products, services and companies
- Expert in the international education market with 17 years education marketing experience

### ► Speaker



**Andy Nicol,**  
*Director of International Office,  
Coventry University,  
United Kingdom*

Andy Nicol is the Director of International Office at Coventry University, one of the UK's leading recruiters of international and European students with over 2 500 students from 100 different countries. He was previously Deputy Director of International Development at Nottingham Trent University who were awarded a HEIST award for their international marketing operation. Andy has 10 years experience in Higher Education marketing, as international officer at Universities of East Anglia and Newcastle and international business development at the University of Derby.

He is a member of EAIE and a regular presenter and contributor to international conferences and workshops. He is also currently completing his Master's degree in International Marketing at Strathclyde University.

## How to advise potential applicants to HE courses in the UK

**Hashmita Patel**

**Audience: All**

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### ► Session description

UCAS provides a number of fast and efficient on-line services for international offices in the UK and around the world. During this session, I plan to discuss and demonstrate how UCAS' enhanced application services provide greater flexibility to its diverse and dynamic international customer base; highlighting how these services are being used by UK universities' international offices both domestically and abroad.

The majority of UCAS services now operate through the web, providing efficient on-line application services, as well as web-based communication interfaces with UK Higher Education providers. A large part of our session will be dedicated to the demonstration of UCAS Apply and how it can be used effectively by overseas applicants either via a centre such as a school, British Council or University's local office or agent. The workshop will also provide advice and guidance on researching courses and institutions, using UCAS course search and entry profiles.

Finally, there will be a brief overview and discussion on UCAS international initiatives for the future. This will include a brief overview of new developments, including the results of a recent feasibility study, the creation of a new international team and objectives for the future.

### ► Speaker



**Hashmita Patel,**  
*External Relations Officer,  
UCAS,  
United Kingdom*

Having worked at UCAS for over ten years, through various roles within the company, I have gained an excellent knowledge base of operational procedures and processes across all UCAS' admissions services. My career started in the Customer Service Unit as an Enquiries Teamleader.

I am working within the Policy and Communications department in UCAS as an External Relations Officer. My role involves working as an account manager for UCAS member higher education institutions for the Midlands, South West and the Eastern regions. I am closely involved with assessment of operational policy and external initiatives, which impact upon UCAS' core business and its relationship with key stakeholders.

I have more recently joined UCAS' International team on a secondment basis as an International Executive, where my role will be to promote UCAS' international recruitment activities, implementing and facilitating UCAS international strategy and policy including assessment of institutions International recruitment policies.

The UCAS international team is also key in promoting and raising awareness of UCAS services to the European and International markets. I look forward to meeting you at the ICEF Higher Education Workshop and EAIE exhibition.

## The Impact of Tuition Fees on Student Recruitment

**Tim Rogers**

**Audience: All**

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► **Session description**

This session will look at how the implementation of tuition fees have and will affect the way in which institutions recruit and retain their students. Topics will include student expectations, institutional service-level provision, the competitive market and the role of scholarships to give an overall view of the new Higher Education environment in Europe.

► **Speaker**



**Tim Rogers,**  
*Director,  
International Education Consultants,  
United Kingdom*

Tim Rogers is the former Head of Student Recruitment and Admissions at the London School of Economics and Political Science. He was previously Senior International Liaison Officer at the University of Warwick.

With over 14 years of experience in international student recruitment, educational marketing and press relations, Tim is regarded as one of the leading international education consultants in the world today. Since establishing his own educational consultancy in May 2003, Tim has developed an impressive client list that includes Ministries of Education in Denmark, Finland, Malaysia and Sweden, LSE, Imperial College London, the School of Oriental and African Studies (SOAS), Boston University, Abertay University Dundee, the American University in Paris, the University of Reading, the University of Witwatersrand, the European Association of International Education (EAIE) QS, Hobsons and i-graduate.

His areas of expertise include institutional strategic development of international student recruitment strategies, the development of study abroad programmes, the implementation of recruitment programmes and commentary on all aspects of the internationalisation of education and student populations around the world.

## Students go Supranational: The World's Learning Tribes

**Will Archer**

**Audience: All**

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► **Session description**

Based on extensive feedback from students around the world, this session will establish how student decision-making and perceptions differ less by nationality and more by other factors. The speaker will reveal The New Learning Tribes (2.0) in international education, characterised not by country of birth but by motivation, behaviour, influence and ambition.

For educators and agents, this session will provide a new perspective on how to understand student decision-making behaviour, and a simple mechanism for tracking how the attitudes and perceptions of international students change each year.

► **Speaker**



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

In 2005 Will Archer launched what is now the world's largest study of international students. Since then he and his team have taken feedback from more than 250,000 students of 222 nationalities via the International Student Barometer, a risk management tool adopted by university heads across the globe. His company is now the world's largest education research business, retained by leading institutions from Auckland to Aberdeen including 4 of the world's top 5 universities and the entire UK top 50. Recent research includes "China's Student Pulse", "Education Megatrends", "HorizonScan 2015", "The International Educators Report" and studies of education agents, employers, alumni and staff.

Before establishing the International Graduate Insight Group (i-graduate), Will spent 20 years recruiting graduates around the world and consulting for employers, governments, universities and business schools. Earlier publications include "The European Commission's official guide to HE and recruitment in the EU", "Recruitment and Retention in the Private and Public Sectors" for the Financial Times and "Mission Critical? Modernising HR in HE" for the Higher Education Policy Institute.

In the 1990s, Will pioneered new recruitment initiatives to reverse the brain drain from Asia and led a wave of studies into the attitudes and aspirations of internationally-educated graduates. He also led initiatives to encourage exiles to return to the new South Africa and other African nations. An alumnus of TVU and London Business School, Will is a director and trustee of HECSU, an advisor to the British Government and a member of the Council for Industry and Higher Education. He is chairman of Tokyo-based strategy house GTF-KK.