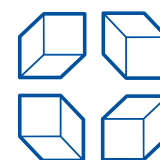


The ICEF Higher Education Workshop

Meet quality higher education-focused student recruitment agents from all over the world



NH Eurobuilding, Madrid • September 13 – 15, 2009



ICEF
Workshops

Market Intelligence Seminars • September 13, 2009

14:00 – 15:00	How to Maximise your ICEF Workshop Experience Roma I Isabel Vogt Director Workshops, ICEF Germany <i>Audience: Educators</i>	How to Maximise your ICEF Workshop Experience Roma II Benjamin Effer Business Development Manager, ICEF Germany <i>Audience: Agents</i>
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Seminar Room	Roma II
15:00 – 16:00	Applying to UK Undergraduate Course in the UK - UCAS and the Personal Statement Irene Finlayson International Executive for Policy and Communications, UCAS United Kingdom <i>Audience: Agents</i>
16:00 – 17:00	Marketing in a Recession: What Education Institutions Need to Know Tim Rogers Director, International Education Consultants United Kingdom <i>Audience: All</i>
17:00 – 18:00	How to Promote MBA Programmes Successfully Dr. Somnath Basu Director, California Institute of Finance at California Lutheran University USA <i>Audience: All</i>
18:00 – 19:00	Mobility and Motivation – Recent Trends and Influences Maria Kelo Senior Officer, Academic Cooperation Association (ACA) Belgium <i>Audience: All</i>

15:00 - 16:00

Applying to UK Undergraduate Course in the UK - UCAS and the Personal Statement

Irene Finlayson

Seminar Room: Roma II

Audience: Agents

► Session description

Applications to full-time undergraduate courses in the UK are made through the Universities and Colleges Admissions Service (UCAS) – the centralised applications service. This session will provide an overview of UCAS but will concentrate on the writing of the Personal Statement, which is a mandatory section in the application, and on how it is used by selectors.

► Speaker



Irene Finlayson,
International Executive for Policy and Communications,
UCAS,
United Kingdom

Irene Finlayson is a graduate of the University of Glasgow as well as being a native of that city. She has spent most of her working life in some aspect of education.

She enjoyed a spell of teaching English and History at one of Scotland's leading academic state schools then moved to London to work in what was then the Board of Trade. However, her main area of work has been as a careers adviser.

She studied for a postgraduate Diploma in Vocational Guidance at the University of Strathclyde and worked as a careers adviser in both schools and in higher education, finally ending up at the University of Edinburgh.

When she moved to Cheltenham in 1993, she had to put into practice the advice that she had given to so many undergraduates and identify local employers who might have a need for her skills.

Thus she joined UCAS a month after the organisation had been formed from the merger of the former UCCA and PCAS. She spent several years as the editor and compiler of both the Big Guide and the UCAS Handbook / Directory, then headed up the UCAS Scottish Office. In 2007 she was appointed to one of the new International Executive roles in UCAS.

16:00 - 17:00

Marketing in a Recession: What Education Institutions Need to Know

Tim Rogers

Seminar Room: Roma II

Audience: All

► Session description

With the current economic climate impacting on many aspects of our lives, the role marketing plays for institutions aiming to attract the right kind of students, with the right qualifications and in the right numbers becomes ever more competitive and perhaps even more subtle. Institutions of all kinds are required to respond to such changed circumstances with creativity and consistency, yet with a clear focus on the “bottom line”. How are prospective international students responding to the recession and how does the changed economic climate affect the way in which they make their decisions?

This session will investigate some of the critical factors in marketing during a recession, including reviewing how institutions should construct effective marketing strategies, value market research, budget appropriately and measure the impact of their marketing campaigns.

► Speaker



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

Tim Rogers is the former Head of Student Recruitment & Admissions at the London School of Economics & Political Science. With 16 years of experience in international student recruitment, university administration and management, educational marketing and press relations,

Tim is regarded as a leading international education consultant. Since establishing his own educational consultancy, International Education Consultants UK, in May 2003, Tim has developed a client list that includes Ministries of Education and institutions in 17 countries, focusing on a range of issues including institutional strategic development, international student recruitment strategies, the importance of brand building in the international education market, online education marketing, international league tables and the improvement of study services.

Tim provides commentary on all aspects of the internationalisation of education and student populations around the world and his views are widely published.

17:00 - 18:00

How to Promote MBA Programmes Successfully

Dr. Somnath Basu

Seminar Room: Roma II

Audience: All

► Session description

To succeed in today's global marketplace, business leaders must have the skills for ethical leadership, teamwork, creative problem solving, global perspectives, and skillful application of information technology. An MBA empowers professionals from a wide variety of fields to meet these evolving demands and further their careers as innovative, insightful, and ethical managers and leaders. The demand for MBA professionals is on the rise as it is the most recognised credential for those who wish to climb the corporate ladder. Salaries are much higher for MBA graduates versus non-MBA graduates as companies seek out these qualified professionals. This increased demand has opened the doors to the number of career and internship opportunities available to MBA graduates. The session will point out how to best promote MBA courses to potential students.

► Speaker



Dr. Somnath Basu,
*Director,
California Institute of Finance at California Lutheran University,
USA*

Dr. Basu is a Professor of Finance at California Lutheran University and the Director of its California Institute of Finance. Dr Basu earned his B.A. in Economics, University of Delhi, MBA (Finance), Marquette University and a Ph.D. (Finance), University of Arizona.

Dr. Basu is extensively published in the field of financial planning and investments and is an award winning teacher. He has significant consulting experience with US Fortune 100 companies, advising institutional money managers and in developing proprietary financial planning software.

He recently chaired the Model Curriculum Revision Committee for the CFP Board of Standards and the Chair of the Board's Program Director Conference, served as a Co-chair of the Global Co-Curriculum Committee for the International CFP Board (FPSB) and is on the Executive Committee of both US and International CFP Program Directors. He is a founding member of the Foresight Group, a FPA think-tank group and a member of the College Advisory Board at the National Endowment for Financial Education (NEFE).

His new book (with co-authors) "Investment Planning for Financial Professionals" published by McGraw Hill in 2006 is widely used in financial planning programs around the country.

18:00 - 19:00

Mobility and Motivation – Recent Trends and Influences

Maria Kelo

Seminar Room: Roma II

Audience: All

► Session description

Student Mobility within Europe is still very European. However, the Bologna Process, which was launched in 1999 with the aim of increasing and facilitating mainly intra-European mobility, is increasingly recognising its impact on mobility between Europe and other continents. This said, there are also several other reforms at the European level – increasing marketing efforts, provision of programmes in English, transnational education - as well as non-education related global changes that have a strong impact on mobility patterns, both within Europe and between Europe and other continents.

This session will present some details on the different factors influencing student mobility within and into Europe, and also provide a critical view on what we do know and what we do not know about mobility. Furthermore, it will evaluate some of the changing and sometimes conflicting motivations and expectations on mobility at different levels: these will be central for approximations about the future interest in international education.

► Speaker



Maria Kelo,
Senior Officer,
Academic Cooperation Association (ACA),
Belgium

Maria Kelo is Senior Officer at the Academic Cooperation Association (ACA). In this role, which she has held since 2003, she is responsible for the acquisition, development and implementation of ACA projects, the organisation of ACA conferences and seminars, as well as ACA's public relations activities.

Recently she completed a large-scale study on transnational education and is currently managing a project on services for international degree students in European higher education. Before her appointment at ACA, Maria worked as a researcher for Eurydice. She has also worked as an intern at the DG for Education and Culture of the European Commission.

Maria has an MSc in Philosophy, Policy, and Social Value from the London School of Economics and a BA in Modern European Studies from the University College London.

Maria Kelo is the author of "Support for International Students in Higher Education. Practice and Principles" (2006), the co-author of "Brain Drain and Brain Gain – migration in the European Union after Enlargement" (Kelo and Wächter, 2004) and "The Admission of International Students into Higher Education" (Muche, Kelo and Wächter, 2004). She is the co-editor of "EURODATA - Student mobility in European higher education" (Kelo, Teichler, Wächter, eds., 2006) and the editor of "The Future of the University. Translating Lisbon into Practice" (2006), and "Beyond 2010. Priorities and Challenges for Higher Education in the Next Decade" (2008).