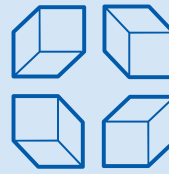


The ICEF Middle East Workshop

Meet quality student recruiters from the Middle East,
North Africa and South Asia



Jumeirah Emirates Towers, Dubai • February 03 – 05, 2008



ICEF Workshops

MARKET INTELLIGENCE SEMINARS • FEBRUARY 03, 2008

Seminar room	Congress room I, first floor
14:30 h – 15:00 h	<p>Newcomer session Markus Badde, CEO, ICEF GmbH Germany <i>Audience: All newcomers</i></p>
15:00 h – 16:00 h	<p>UK? OK! Jackie Colton, Regional Manager, UKvisas, Dubai Office United Arab Emirates <i>Audience: All</i></p>
16:00 h – 17:00 h	<p>Growing student aspirations - Language travel as a stepping stone to further education Stephan Roussounis, Business Development Director, Malvern House London United Kingdom <i>Audience: All</i></p>
17:00 h – 18:00 h	<p>Institution staff development - How to work successfully with agents Andy Nicol, Director of International Office, Coventry University United Kingdom <i>Audience: Education Providers</i></p>
18:00 h – 19:00 h	<p>Global student mobility and academic exchanges with the Middle East Daniel Obst, Director of Membership and Higher Education Services, Institute of International Education (IIE) USA <i>Audience: All</i></p>

15:00 h – 16:00 h

UK? OK!

Jackie Colton

Audience: All

► **Session description**

This session will present the success of the changes made to the UK visa service over the past year and look forward to further changes proposed in 2009 with the implementation of the Points-Based System for student applicants.

► **Speaker**



Jackie Colton,
Regional Manager
UKvisas, Dubai Office
United Arab Emirates

Jackie Colton is UKvisas' Deputy Director of Visa Services for Iran and the Gulf. After a Bachelor's degree in Social Psychology she spent two years at the sharp end teaching English to overseas students before joining the UK Civil Service. She has over 25 years experience in various branches of Government including Criminal Justice and the Immigration Service.

Her previous post was as UKvisas Head of Communications, based in London. She has a particular interest in marketing and in the delivery of e-government services. She is based in Dubai but travels extensively throughout the region.

16:00 h – 17:00 h

Growing student aspirations - Language travel as a stepping stone to further education

Stephan Roussounis

Audience: All

► **Session description**

The seminar will take a look at English language students' progression in diploma and degree courses. In many instances, students do not see beyond developing their level of English when booking a course abroad. Upon arrival their perspective changes and a realisation that further education is attainable and affordable. This session will examine the routes these students tend to follow and how agents and schools can best develop the market. It will cover building partner links, internal marketing and communication with agents.

► **Speaker**



Stephan Roussounis,
*Business Development Director,
Malvern House London,
UK*

Stephan Roussounis holds a graduate degree in Management and Marketing from Manchester University and a postgraduate degree in European Studies from Kings College London. He spent one year living in Ecuador and Argentina as an In-Company trainer, and taught English as a Foreign Language for one year in London.

Stephan Roussounis joined Malvern House four years ago with the primary responsibility to develop Malvern House' agent network. Two years ago he was appointed Business Development Director, managing and marketing to an active network of approximately 1000 agents in over 90 countries.

17:00 h – 18:00 h

Institution staff development. How to work successfully with agents

Andy Nicol

Audience: Education Provider

► **Session description**

This is a very practical session aimed at giving you strategies to best help you work with agents. The session will focus on:

- Useful tools for selecting and evaluating potential agency partners
- Negotiating with agents
- How to find the best agents for your institution
- Managing and motivating agents to produce results

► **Speaker**



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

Andy Nicol is one of the UK's leading recruiters of international and European students with over 2 500 students from 100 different countries.

He is responsible for recruitment, admissions, and on-going welfare support of these students in addition to supporting the University's international strategy and development. He was previously Deputy Director of International development at Nottingham Trent University who were awarded a HEIST award for their international marketing operation. Andy Nicol 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.

Andy Nicol is a member of EAIE, and a regular presenter and contributor to international conferences and workshops on international marketing, recruitment and agent management. He is also currently completing his Masters degree in International Marketing at Strathclyde University.

18:00 h – 19:00 h

Global student mobility and academic exchanges with the Middle East

Daniel Obst

Audience: All

► **Session description**

This session will discuss current trends in global student mobility with a particular focus on academic exchange between the United States and the Middle East. This presentation will discuss the most recent statistics and will provide an overview of trends from the past decade. Over the years, the United States has become the leading destination for international students, hosting nearly 600,000 students from around the world - more than any other country. However, in recent years, educators and policy makers have been worried about declines in the number of applications and enrolments from abroad, especially from the Middle East. This session will look at recent developments in the United States and at efforts to continue to attract international students, as well as to promote more U.S. students going for study abroad to the Middle East.

► **Speaker**



Daniel Obst,
*Director of Membership and Higher Education Services,
Institute of International Education (IIE),
USA*

Daniel Obst is Director of Membership and Higher Education Services at the Institute of International Education (IIE) in New York, one of the leading not-for-profit organisations in the field of international educational exchange and development training.

He directs all the activities of the IIE Network, the Institute's university membership association of 900 higher education institutions around the world, is responsible for IIE's print and online publications, conferences and seminars, and is managing editor of IIE Networker, IIE's international education magazine.

Daniel Obst recently published 'Funding for United States Study: A Guide for International Students and Professionals'. He received his B.A. in International Relations from the George Washington University and holds a Master's degree in European Studies from the London School of Economics.