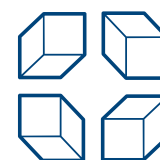


The ICEF Middle East and Africa Workshop

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



Jumeirah Emirates Towers, Dubai • February 01 – 03, 2010



ICEF
Workshops

Market Intelligence Seminars • February 01, 2010

<p>14:00 – 15:00</p>	<p>How to maximise your ICEF Workshop experience Congress Room I Isabel Vogt VP, Events, ICEF Germany <i>Audience: Educators</i></p>	
<p>15:00 – 16:00</p>	<p>Exceed your students expectations and grow - By offering new destinations Congress Room I Michael David Reeves Marketing Manager, English & More International Learning Centre Turkey <i>Audience: Educators and Agents</i></p>	
<p>16:00 – 17:00</p>	<p>Student recruitment in the Southern African Development Community (SADC) region Congress Room I Avron Herr Director, PACE Career Centre South Africa <i>Audience: Educators</i></p>	<p>How to maximise your ICEF Workshop experience Congress Room II Jian Badrakhan Business Development Manager, ICEF Germany <i>Audience: Agents</i></p>
<p>17:00 – 18:00</p>	<p>The United Arab Emirates as new study destination - Opportunities for agents and international educators Congress Room I Ayoub Kazim Executive Director, Dubai International Academic City (DIAC) United Arab Emirates <i>Audience: Educators and Agents</i></p>	
<p>18:00 – 19:00</p>	<p>Long term growth versus short term profit Congress Room I Aly Rajab President, CLLC Canada <i>Audience: Agents</i></p>	

15:00 - 16:00

Exceed your students expectations and grow - By offering new destinations

Michael David Reeves

Seminar Room: Congress Room I

Audience: Educators and Agents

► **Session description**

With the new trends in the language education market, which positive and negative issues could affect the decision of the students?

What student expectations are you prepared for and how will the setting of student's criteria affect the way a language school will be chosen?

What could adversely affect sending students abroad? (visa, geographical location, cost, customs and traditions, etc.) What should be done?

With the whole world affected by global crisis, how can the agents best provide their services?

How can agencies differentiate themselves based on quality standards and sustain growth?

► **Speaker**



Michael David Reeves,
*Marketing Manager,
English & More International Learning Centre,
Turkey*

Michael ('Mick') David Reeves was born in Kent, England in 1964. He has over 25 years experience in sales and marketing consultancy within both local government and various professional organisations including Virgin, Rank, Mark Warner, Sirti Telecom (Italy), Network Rail & Geoffrey Osborne Ltd. He has helped establishing some of the leading brands with innovative thinking and an attitude of 'nothing is impossible'. He has lived and worked extensively overseas, including the USA, France, Italy, Greece and Turkey. He has joined The English & More International Learning Centre to take up the challenge of establishing a unique product within 'English Language Learning'.

CIM Professional Certificate in Marketing, TEFL Certificate (Teaching English as a Foreign Language), N.E.B.O.S.H General Certificate (National Examination Board for Occupational Safety & Health), CCPR (Central Council for Physical Recreation) Accredited Coaching Badges for the National Pentathlete Scheme are the certificates he has been awarded with.

16:00 - 17:00

Student recruitment in the Southern African Development Community (SADC) region

Avron Herr

Seminar Room: Congress Room I

Audience: Educators

► Session description

Africa as a continent remains largely untapped in terms of the international student market. A distinct lack of educational infrastructure at tertiary level causes many students to look abroad to further their education. The SADC region within Africa comprises 15 of the 53 countries on the continent. 30% of the wealthiest African countries lie within the SADC region.

Both students and parents in the region are poorly informed regarding international study opportunities. The sheer volumes of tertiary education institutions abroad are so overwhelming that many do not know where to begin. Without a noticeable presence in the region institutions are missing out on many prospective students. Through early entrance into the market and proper recruitment processes international education institutions are well placed to benefit from their efforts.

The role that career guidance practitioners play in terms of student recruitment is significant in the region. Parents and students respond well to impartial information. The combined efforts of career guidance practitioners working together with agents and institutions has proven successful over the past number of years.

This presentation is about such a model.

► Speaker



Avron Herr,
*Director,
PACE Career Centre,
South Africa*

Mr. Avron Herr is the founder of PACE Career Centre. PACE Career Centre is Southern Africa's largest career guidance organisation. The organisation publishes resources, develops software and hosts websites and mobile sites relating to career guidance. Their services are used by over 3 500 schools in the SADC region and as such are the most widely used resources by students deciding "What" to study and "Where" to study.

The organisation provides students with access to information and works closely with both institutions and agents. Their clients include over 80% of local tertiary institutions who contract their services to assist with student recruitment.

Mr. Herr is an Industrial psychologist with more than 20 years experience in the area of career guidance, student marketing and student recruitment.

17:00 - 18:00

**The United Arab Emirates as new study destination -
Opportunities for agents and international educators**

Dr. Ayoub Kazim

Seminar Room: Congress Room I

Audience: Educators and Agents

► Session description

Dubai International Academic City (DIAC) located in the booming city of Dubai, is the world's only free zone dedicated to Higher Education and is a regional base for premier international Higher Education institutions. Launched in April 2007 due to the success and growth of our current universities, DIAC is the world's first dedicated tertiary cluster development. Spread across an area of 25 million square feet, the DIAC campus provides an environment of vitality and inspiration for students and faculty. Dubai Knowledge Village and Dubai International Academic City currently host over 25 international universities of higher learning from regions including the US, Australia, India, Pakistan, Iran, France, Russia, Belgium and UK and are catering to over 13 000 students. These institutions offer programmes that range in duration from one year to four years. Major academic programmes on offer include engineering, computer science, finance, media, fashion and design, biotechnology, environmental studies, quality management and business management.

DIAC is dedicated to attracting universities of quality, diversity and adaptability to future needs and requirements. DIAC currently hosts universities that offer in class, online, distance learning and blended learning programmes. Schools such as Michigan State University, Manchester Business School, Wollongong and Birla Institute of Technology offer programmes that are intended to meet current industry needs and future market demand such as media and communication, construction, education, engineering and technology. These programmes are also in line with the strategy set for Dubai for 2015.

► Speaker



Dr. Ayoub Kazim,
*Executive Director,
Dubai International Academic City (DIAC),
United Arab Emirates*

Dr. Ayoub Kazim is the Executive Director of Dubai Knowledge Village (DKV) and Dubai International Academic City (DIAC), both part of TECOM Investments, a subsidiary of Dubai Holding. He is responsible for strategically steering the education clusters and further consolidating their status as leading centers of learning excellence in the region. Heading a proficient team of top-tier academic professionals, Dr Kazim has successfully ensured a consistent growth in the number of business partners at both the clusters.

Under his guidance, Dubai Knowledge Village has channeled its focus on human resource development, human resource management and business consultancy. During 2007, nearly 98 human resource development companies and consultancies made Dubai Knowledge Village their location of choice, bringing its total number of business partners to nearly 460.

With approximately 20 years of experience gained from working with Dubai municipality and the UAE University in Al Ain, Dr. Kazim has an in-depth understanding of the technical, administrative and academic work environments. In addition, he is actively involved in research studies and has published numerous articles and technical papers on renewable energy, hydrogen energy, fuel cells, energy policy and economics.

Dr. Ayoub Kazim holds a bachelor's degree in Mechanical Engineering from the University of Alabama and a Master's from the Polytechnic University in New York. He received a doctorate in Mechanical Engineering from the University of Miami in 1998.

18:00 - 19:00

Long term growth versus short term profit

Aly Rajab

Seminar Room: Congress Room I

Audience: Agents

► Session description

During this seminar you will learn:

- Long term growth versus short term profit strategy
- Best approach to growing the business and why you will benefit from having a growth strategy
- Learn what are the core values, culture differences and key business should driver behind your business to gain great business relationship with international schools
- Learn about: external threats, internal strengths, internal weaknesses and external opportunities to your business
- Scanning the social and task environment to the insulter and how that will affect your business
- Where do your current students come from and how to get more students

► Speaker



Aly Rajab,
*President,
CLLC,
Canada*

Aly Rajab has developed and enjoyed a long and fruitful career in the international business world. With over 10 years experience as a senior general manager with ALJ – Toyota Motor Corporation, Aly quickly gained a reputation as a visionary in regards to international sales, marketing, customer satisfaction and business development. Now, as founder of both the Canadian Language Learning College – CLLC, and CLLC Franchise, Inc., he can add, “successful entrepreneur” to his list of accomplishments.

Armed with an Executive MBA and a Diploma in Management from Saint Mary’s University, a Bachelor of Engineering degree from King Abdulaziz University, leadership courses from Harvard Business School and a Six Sigma Green Belt Qualification from Motorola University, Aly has worked tirelessly to create a global network of ESL professionals all aimed at providing international students with the best in English language education and opportunity. Aly has developed, maintained and promoted these professional relationships as the means to long-term success and growth. He believes that such investments in time and energy are essential, and that a “win-win” philosophy of business is always the most desirable strategy.

Aly was awarded the Halifax - Canada Chamber of Commerce Gold business award. This award was recognised by major news (Global & Mail, CBC, Herald, Daily News - Feb 01, 2008). In October 2008 he was recognised by Ernst & Young as one of the TOP 20 out of 600 Atlantic Canadian Entrepreneurs for his vision, leadership and achievement in building a successful, growing and dynamic business.