

# The ICEF Moscow Workshop

Meet quality student recruitment agents from all parts of Russia and the CIS



Ritz-Carlton Moscow • March 28 – 30, 2008



## MARKET INTELLIGENCE SEMINARS • MARCH 28, 2008

Seminar room	Moscow I
14:30 h – 15:00 h	<p>Newcomer Session  <b>Markus Badde, CEO, ICEF GmbH</b>                      Germany  <i>Audience: All newcomers</i></p>
15:00 h – 16:00 h	<p>UK? OK!  <b>Jillian Fitzgerald, Entry Clearance Manager (Russian Federation and CIS), UKvisas, British Embassy</b>                      Russia  <i>Audience: All</i></p>
16:00 h – 17:00 h	<p>Trends in International Education  <b>William Maciver, Regional Director (Russia and Eastern Europe), Study Group</b>                      Russia  <i>Audience: All agents</i></p>
17:00 h – 18:00 h	<p>Student Mobility in Russia: Major Destinations and Trends  <b>Anna Rubalskaya, Executive Committee, Russian Association “International Education”</b>                      Russia  <i>Audience: All</i></p>
18:00 h – 19:00 h	<p>Marketing Communications – How Web 2.0 is changing International Student Recruitment  <b>Tim O’ Brien, Managing Director, INTO University Partnerships</b>                      UK  <i>Audience: All</i></p>

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**15:00 h – 16:00 h**

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**UK? OK!**

**Jillian Fitzgerald**

**Audience: All**

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► **Session description**

This session will outline the student visa process in general, as well as focus on the following issues:

- How to acquire a student visa
- Interview process - what happens at the visa interview
- Visa validity and related issues

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**16:00 h – 17:00 h**

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**Trends in International Education**

**William Maciver**

**Audience: All agents**

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► **Session description**

The growing demand and expansion of academic business, particularly to the English speaking world, presents tremendous opportunities for agents in Russia and the former USSR. William Maciver presents a case to explain how we can all benefit. The presentation will offer insight analysis and some amusing and surprising information which will be of interest to all agents.

► **Speaker**



**William Maciver,**  
*Regional Director (Russia and Eastern Europe),  
Study Group,  
Russia*

Will Maciver joined Study Group in April 2004, after having worked eight years at the language school Regent. Initially Will Maciver was appointed to the Europe, Middle East and Africa Regional Office at Study Group.

Due to his more than 20 years' experience in the former USSR market, Will was appointed Regional Manager for Russia in May 2007, with a Regional Office based in Moscow. In his function as Regional Director, Will is expanding and developing Study Group's key markets in Russia and Eastern Europe.

## Student Mobility in Russia: Major Destinations and Trends

**Anna Rubalskaya**

**Audience: All**

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► **Session description**

The presentation is based on a survey conducted in 2007 in which major embassies, cultural centres, agencies and students were questioned about education abroad. This survey outlined major tendencies and trends in the following areas:

1. Major destinations for Russian students
2. Destination and programme mechanisms of choice
3. Agencies in Russia – market overview
4. Visa issues and market dynamics
5. Demographic factors

► **Speaker**



**Anna Rubalskaya,**  
*Executive Committee,*  
*Russian Association “International Education”,*  
*Russia*

Anna Rubalskaya helped to initiate the Russian Association of International Education (RAIE) and is a member of the executive committee of the Association.

Moreover, Anna Rubalskaya is responsible for business development at the Begin Group, a leading company focused on educational marketing and experienced in organising education fairs, supporting education web-sites and conducting marketing research. In this position Anna has been able to research and analyse the education market while conducting marketing campaigns, over the past nine years, for business schools, universities, independent schools and language schools.

### Marketing Communications – How Web 2.0 is changing International Student Recruitment

**Tim O'Brien**

**Audience: All**

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► **Session description**

The phenomenal growth of social networking sites such as Facebook, Myspace, Orkut and Bebo have led to a global media frenzy about the changing world of media and commerce. User-generated content on websites for almost every industry and service sector has now spread to education. Today's students - Generation C - have access to and are using education comparison sites, uploading content, writing blogs sharing experiences with their classmates and with the world. And it's moving beyond the wired word with record uptake of internet enabled mobile phones, gaming consoles and so on.

Many of us involved in the recruitment, support and education of today's globally mobile students are struggling to come to terms with what this means for our business. How best do we engage with this? Will this enhance or destroy existing ways of education? How does Web 2.0 affect the traditional role of the intermediary, adviser and agent?

This session will examine how Web2.0 (and its successors) have changed education and other industries – how some of our peers around the world have begun to use it in their marketing and recruitment and more important as a tool in the delivery of an education experience to Generation C.

► **Speaker**



**Tim O'Brien,**  
*Managing Director,  
INTO University Partnerships,  
UK*

Tim O'Brien is the recently appointed Managing Director (UK Operations) of INTO University Partnerships, an organisation which works with leading Universities in the UK to provide world-class academic preparation programmes for international students.

Prior to his appointment, Tim has held a number of senior positions in UK universities. Most recently, he was International Development Director at Nottingham Trent University for four years from 2004. Prior to that, he led International Relations at the University of Salford and was also the International Marketing Manager at Liverpool John Moores University.

Tim is an accomplished and experienced international speaker with long standing interest in the use of technology in international education marketing and student recruitment. He and his teams have collected a number of prestigious HEIST education marketing awards including a Gold Award for best international student recruitment campaign in 2006/07.