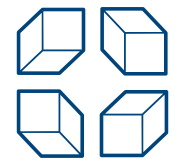


The ICEF Moscow Workshop

Meet quality student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus



Ritz-Carlton, Moscow • March 27 - 29, 2009



ICEF
Workshops

Market Intelligence Seminars • March 27, 2009

14:00 – 15:00	<p>How to Maximise your ICEF Workshop Experience Seminar Room: Moscow III Isabel Vogt Director Workshops, ICEF Germany <i>Audience: Educators</i></p>	<p>How to Maximise your ICEF Workshop Experience Seminar Room: Moscow I & II Sergey Krasnyanskiy Business Development Manager, ICEF Germany <i>Audience: Agents (Russian language)</i></p>
15:00 – 16:00	<p>How to Work with Agents to Maximise your Recruitment in Russia Seminar Room: Moscow III Dr. Anna V. Ryzhova Board Member Russian Association „International Education“ Russia <i>Audience: Educators</i></p>	<p>The German System of Higher Education Seminar Room: Moscow I & II Dr. Thomas Prah Provost Moscow Branch, DAAD Russia <i>Audience: Agents (Russian language)</i></p>

Seminar Room	Moscow I & II
16:00 – 17:00	<p>What is happening in the High School World? Declan Millar Managing Director, High Schools International Ireland <i>Audience: All</i></p>
17:00 – 18:00	<p>UK Visa Process in Russia UK Border Agency, Representative from the Visa Section, British Embassy Moscow Russia <i>Audience: All</i></p>
18:00 – 19:00	<p>Trends in International Student Mobility in Russia and Eastern Europe William Maciver Regional Director (Russia and Eastern Europe), Study Group Russia <i>Audience: Educators</i></p>

15:00 - 16:00

How to Work with Agents to Maximise your Recruitment in Russia

Dr. Anna V. Ryzhova

Seminar Room: Moscow III

Audience: Educators

► Session description

Russia became a part of the international education market in the beginning of the ninetieth, not long ago, in comparison with a number of Western European countries. Because of that reason, in addition to national peculiarities, there are quite new spheres in this field (new countries / directions, new programmes / fields of education).

There were additional difficulties for the foreign schools when they planned to enter the Russian market, because of the absence of the work standards for educational agencies. It was possible to check the reliability of the partner either on practice, or by recommendation. In addition, the rapid growth of the number of the agencies, including the individual agents and companies, which offered a number of other activities in addition to educational abroad services, made the things more difficult for international institutions. A number of trials to unite the agencies under the umbrella of one organisation were undertaken, but they were not successful. In 2007 the significant event in the industry took place – the foundation of the Russian Association «International Education», which now unites the professional consultants (20 members at the moment) in the area of foreign education and works out the basic principals of activity and code of practice in this area.

In the frame of the presentation at ICEF workshop Anna Ryzhova, Member of the Board of the Russian Association «International Education» will give the information about the activities of the association, as well as will present the results of the special survey made in early 2009 on the subject on how to establish good business relations with Russian partners, namely what to follow and what to avoid when working with a Russian agency, how to find an agency to promote the programmes effectively, the peculiarities of the requests of Russian clients, working out the special offers for Russian market, etc. This presentation will enable the international institutions to make the co-operation with Russian agents effective and fruitful, to avoid the shortcomings of such.

► Speaker



Dr. Anna V. Ryzhova,
Board Member
Russian Association „International Education“
Russia

The presentation is prepared by Anna Ryzhova, Member of the Board of the Russian Association «International Education» (RAIE). Since 2000, Ms. Ryzhova is Director of Education & Career Agency «Interlogos», which is the full member of RAIE since its foundation in 2007; until 2001 she was a Research Officer at the Russian Academy of Science, the Institute of Complex Social Researches. In 2003 Ms. Ryzhova was granted a PhD Degree in the field of Foreign Economy (Russian Academy of Economics, named after G. V. Plekhanov), the postgraduate paper was devoted to the «Position of Russian Federation in international labor market».

15:00 - 16:00

The German System of Higher Education

Dr. Thomas Prah

Seminar Room: Moscow I & II

Audience: Agents (Russian Language)

► Session description

The modern state of the German System of Higher Education and its latest achievements in the framework Bologna-Process are described. Of peculiar interest for the Russian-speaking audience would be outlining the difference between the universities of applied sciences (Fachhochschule) and the classical universities (Universität) in Germany. Preferences of Russian students in their choice of study and research fields play exactly the same important role as realities of their daily life in the walls of a German university. Special attention is drawn to learning foreign languages, visa formalities, internationalisation procedures, etc. Open discussion after the lecture is foreseen.

► Speaker



Dr. Thomas Prah,
*Provost Moscow Branch,
DAAD,
Russia*

Dr. Thomas Prah graduated from Lomonossow University in Moscow with a degree in Biology / Microbiology. He later went on to complete a Ph.D. in natural sciences whilst also teaching and researching at the Ernst Moritz Arndt University, Germany.

During his time at Ernst Moritz Arndt University, Dr. Prah mentored international students and graduates, supporting their studies and helping them to adjust to life in Germany.

In 1988 Dr. Prah accepted a position as head of the students' department at the German Embassy in Moscow, transferring 1990 to the administration department where he was based until 1992.

Following his work at the German Embassy, Dr. Prah became the deputy head of the German Academic Exchange Service (DAAD) in Russia and in 1997 became the head of the East & Middle Europe division based in Bonn, Germany. In 2004 Dr. Prah returned to Russia as head of the German Academic Exchange Service.

During his long career Dr. Prah has published numerous articles and received four patents.

16:00 - 17:00

What is happening in the High School World?

Declan Millar

Seminar Room: Moscow I & II

Audience: All

► Session description

High school programmes were one of the early variants of the language business, starting with the US student exchange programme in the late 1940's. It enjoyed phenomenal growth through the 70's and 80's, mainly in the US. In the late 1980's and early 1990's the emphasis began to change and operations sprang up mainly in the UK, and later in Ireland, Canada and Australia. New Zealand was a late-comer to the programmes in the 1990's.

With the chaos of terrorism in the early 2000's and more recently the chaos of global financial convulsions, things are changing. The US is still the dominant destination, but there are and have been serious signs that the balance of power is shifting. One indication of this is the rapid growth in the past six or seven years of foundation programmes.

Now there appears to be a new direction – vocational foundation, international centres, the advent of direct marketing by school boards / districts / governments. Private school systems are looking for increased overseas revenue, universities are looking for the increased international recruitment and revenue and governments have cottoned on that this activity has a lot to offer – not just revenue at second and third level, but increased international prestige, better world rankings and better industry investment in university-based research and development.

So what happens to the traditional model of the high school programme – is it dead or is it in the process of adapting?

► Speaker



Declan Millar,
*Managing Director,
High Schools International,
Ireland*

Declan is Managing Director of High Schools International, a company he founded in 2003 and now with high school operations in Ireland, UK, Australia, Canada and the US.

Declan started his working life as an EFL / ESL teacher in Munich and then Dublin. In 1988 he founded a company called ETE in Ireland, offering high school placement and programmes in Ireland initially. At the time the only recognised high school programme was the US exchange programme but ETE prospered through the 1990's and in 1998 he sold ETE to Study Group International. From December 1998 to January 2003 he was a director of the World High Schools Division of Study Group. In January 03 he completed his contract with Study Group and left to found HSI. In late 2003 he acquired the UK High School operation from SG and founded HSI in the UK. In 2004 he established HSI Australia and is currently a director of CCI in the US and a partner in ISES Inc also in the US – covering both public high school programmes, private high schools and universities. He is also affiliated with CISS in Canada, covering both public and private high schools.

In 2006 he became involved in a company offering NCUK foundation programmes out of a Dublin Campus.

17:00 - 18:00

UK Visa Process in Russia

UK Border Agency

Seminar Room: Moscow I & II

Audience: All

► Session description

The presentation will assist participants in understanding the student entry clearance process from start to finish. This will include the requirements for making applications, how to apply, where to apply and frequently asked questions relating to this procedure. In addition it will give a brief overview of forthcoming changes to the immigration rules. After the presentation participants will be given the opportunity to ask questions.

► Speaker

Representative from the Visa Section,
*UK Border Agency,
British Embassy Moscow,
Russia*

The Visa Section of the British Embassy in Moscow handles all British visa applications for the Russian Federation. We have five visa application centres in Moscow, St.Petersburg, Yekaterinburg, Rostov-on-Don and Novosibirsk where visa applicants can submit their applications having initially applied online without the need to travel to Moscow. Last year the visa section considered over 141 000 applications from across the Russian Federation.

18:00 - 19:00

Trends in International Student Mobility in Russia and Eastern Europe

William Maciver

Seminar Room: Moscow I & II

Audience: Educators

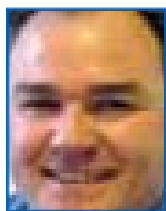
► Session description

Globalisation continues to encourage student mobility. In Russia and Eastern Europe a number of trends have become evident. This seminar takes an in depth look at these current trends and how this impacts educators and international student recruitment.

Student mobility is affected by a number of factors such as economic opportunities, research and funding, and the opportunity to broaden international perspectives and gain valuable experience.

Russian and Eastern European countries send large numbers of students abroad, particularly for Higher Education each year. This seminar will offer valuable insight into how best to recruit students from this important region.

► 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.