

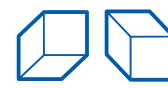
The ICEF Berlin Workshop

including the Work & Travel Zone

Connecting international educators with the world's best agents



Hotel InterContinental, Berlin • Oct 31 – Nov 02, 2011



ICEF

Connect. Recruit. Grow.

ICEF Seminars • October 30, 2011

	Track 1	Track 2
Seminar Room	Bellevue	Charlottenburg I / II
14:00 - 15:00	<p>How to maximise your ICEF Workshop experience Isabel Vogt, VP, Events & Logistics, ICEF, Germany <i>Audience: Educators, Exhibitors, Work & Travel Participants</i></p>	<p>How to maximise your ICEF Workshop experience Tiffany Egler, Manager, Agents Department, ICEF, Germany <i>Audience: Agents</i></p>
15:00 - 16:00	<p>The French language study market: analysis and projections Frédérique Di Tullio & Andrew Kinselle Groupement FLE, Gonzalo Peralta, Languages Canada <i>Audience: Agents</i></p>	<p>ICEF Online Services - From the ICEF Online Workshop to Student Enquiries Harald Kreiner, Director - Business Development, ICEF, Germany <i>Audience: All</i></p>
16:00 - 16:30	<p>The ICEF Agent Barometer - Tracking the opinion of education agents worldwide Will Archer, CEO, International Graduate Insight Group (i-graduate), United Kingdom <i>Audience: All</i></p>	<p>IATC - The ICEF Agent Training Course Stephanie Zimmermann, Senior Agent Relationship Manager, ICEF, Germany <i>Audience: Agents</i></p>
16:30 - 17:00		<p>Are you putting all your eggs in one basket? Manage your online marketing budget to succeed Soraya García Merino, Sales Director, Internet Advantage S.L., Spain <i>Audience: All</i></p>
17:00 - 18:00	<p>How to identify the most suitable agencies for your institution Samuel Vetrak, Founder and CEO, Student Marketing, Slovak Republic <i>Audience: Educators, Exhibitors, Work & Travel Participants</i></p>	<p>Entrepreneurship and Innovation - how is this linked to being an educational agent? Michelle Gialanze, International Vocational College Malta, Christian Vassallo, OPer8Malta <i>Audience: Agents</i></p>
18:00 - 19:00	<p>Languages Canada & AREA: A new model for collaboration between sector associations Gonzalo Peralta, Languages Canada Dr. Anna Ryzhova, Association of Russian Education Advisors (AREA) <i>Audience: All</i></p>	<p>Britain's Shining Opportunity - Youth, student and educational travel, delivering benefits to the UK economy Emma English, Executive Director, BETA, Amy Scarth, Director, Informed Tourism, United Kingdom <i>Audience: All</i></p>

How to maximise your ICEF Workshop experience

Isabel Vogt

Track 1

Room: Bellevue

Audience: Educators, Exhibitors, Work & Travel Participants

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Berlin Workshop in particular. The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Agent selection and agreements
- Post-workshop follow-up
- How to maximise your working relationship with agents

► Speaker



Isabel Vogt,
VP, Events & Logistics,
ICEF,
Germany

Isabel Vogt is Vice President of Events & Logistics at ICEF GmbH, offering a range of solutions designed to help educators, agents and service providers achieve real results in their marketing and student recruitment initiatives.

Isabel holds a Masters degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996. During her time at ICEF she has organised workshops, student fairs and conferences in over 30 countries around the world.

How to maximise your ICEF Workshop experience

Tiffany Egler

Track 2

Room: Charlottenburg I / II

Audience: Agents

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Berlin Workshop in particular. The session will cover the following topics:

- * Preparation prior to the workshop
- * Workshop parameters and how to maximize your time during the event
- * Post-workshop follow-up
- * How to maximise your working relationship with educators

► Speaker



Tiffany Egler,
Manager, Agents Department,
ICEF,
Germany

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Manager of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

During her tenure at ICEF she has overseen the successful organization of over 60 agent workshops and today, manages an international team consisting of 11 languages. Recently Tiffany has focussed on enhancing ICEF working relationships with agent associations worldwide.

The French language study market: analysis and projections

Frédérique Di Tullio, Andrew Kinselle and Gonzalo Peralta

Track 1

Room: Bellevue
Audience: Agents

► Session description

This session will present an analysis of the French language travel market(s) and the range of available destinations, illustrating the very promising development opportunities for agents within this dynamic market.

We will analyse the essential role of professional associations of schools and French language centers in different countries and their close relationship with political institutions and local communities, which has contributed to a strong and ever increasing growth in recent years.

► Speaker



Frédérique Di Tullio
*Director, Lyon Bleu International
France*

► Speaker



Andrew Kinselle
*Marketing Manager, LSF - Langues Sans
Frontières
France*

► Speaker



Gonzalo Peralta
*Executive Director - Languages Canada
Canada*

ICEF Online Services - From the ICEF Online Workshop to Student Enquiries

Harald Kreiner

Track 2

Room: Charlottenburg I / II
Audience: All

► Session description

The ICEF Online Workshop is the ideal tool for fast follow-up and ongoing collaboration with colleagues you meet at ICEF Workshops. All participants receive a free ICEF Online Workshop account as a workshop inclusion. Harald will give you a brief introduction and a product training leading agents, educators and service providers through the online system and showing them how to best communicate with partners using the Online Workshop.

Student Enquiries - Harald will introduce you briefly to the the ICEF CourseFinder sites that are now integrated into the ICEF offering.

► Speaker



Harald Kreiner,
*Director - Business Development,
ICEF,
Germany*

Harald is the Director of Business Development at ICEF, the industry leader in connecting international educators with student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments.

Harald works closely with education providers from all over the world and in all sectors (university, vocation, secondary, language) to find the most cost effective and efficient way of meeting international student recruitment goals. Through a consultative approach, Harald has successfully assisted education associations and hundreds of educators to access new markets and increase student enrolments.

Before joining ICEF, Harald worked in various marketing roles at Pioneer Investments (Ireland), Swarovski (Austria) and L'Oréal (Germany). His first experience in the world of international student recruitment was with the online marketing platform Internet Course Finders where he continues to provide leadership as Managing Director.

The ICEF Agent Barometer - Tracking the opinion of education agents worldwide:

Will Archer

Track 2

Room: Bellevue
Audience: All

► Session description

Will Archer, i-graduate's Chief Executive, will present the latest results from the 2011 ICEF agent barometer. In this presentation we provide year-on-year comparisons of the attractiveness of international study destinations as perceived by agents recruiting for a range of study programmes. We will also share what agents see as the most effective marketing strategies for education institutions in 2011 and what institutions need to provide in terms of support for the agents they work with.

Insights from this session will help institutions to build their reputation and brand awareness with agents, enhance their competitive advantage through fostering stronger relationships and refining targeted growth strategies.

► Speaker



Will Archer,
CEO, International Graduate Insight Group (i-graduate), United Kingdom

i-graduate founder Will Archer directs the world's largest study of international students, tracking student opinion and reporting in confidence to universities across the globe. Adopted by governments and universities across 5 continents the International Student Barometer™ has taken feedback from more than 1,000,000 students of 190 nationalities. Related studies compare perceptions of prospective students, alumni, education agents, staff and employers. Will worked for 15 years as adviser to multinational corporations and governments on international recruitment, before founding i-graduate in 2005, with the goal of improving the education experience for students and educators worldwide. Publications include "Working in the European Union", comparing higher education and recruitment practices across the EU (European Commission, 2003), "Attitudes to Recruitment and Retention – a study of senior managers" (Financial Times, 2004), "Mission Critical? Modernising HR in Higher Education" (HEPI, 2005), "The Market for International Research Students" (UUK, 2008), "Graduate Employability: what do employers think and want?" (CIHE, 2008), "Global Horizons and the Role of Employers" (CIHE, 2008); "Asia's Learning Tribes" (2008) and "Enhancing the International Student Experience" (UUK, 2010). An alumnus of London Business School and TVU, Will is a trustee and board member of HECSU and a member of the Council for Industry and Higher Education. He is non-executive chairman of Tokyo-based strategy group GTF.

IATC - The ICEF Agent Training Course

Stephanie Zimmermann

Track 2

Room: Charlottenburg I / II
Audience: Agents

► Session description

The IATC (ICEF Agent Training Course) is a practical, professional training course developed by ICEF for education agency-based student counsellors which was launched in May 2010. The course is available online and free of charge to agency student counsellors in a self-paced modular format.

After taking the training course, agents have the possibility to sit an official assessment at all ICEF Workshops or online. Participants who complete the IATC assessment successfully will be issued a certificate, certifying them as ICEF Trained Agent Counsellors (ITAC). Agencies with at least one ITAC on their staff will be featured in an agency locator on ICEF's website.

This session will give you an introduction about the IATC, its content and how to take the training course.

► Speaker

Stephanie Zimmermann,
Senior Agent Relationship Manager, ICEF,



Germany

Stephanie joined ICEF in 2006 through an internship programme while completing her Masters degree in Germany. In 2007 she accepted a full time role as a Project Manager in the Agents Department and has since May 2011 held the position of Senior Agent Relationship Manager.

Stephanie's role includes connecting multinational student recruitment agents with international educators at ICEF events. In addition, she is responsible for building and managing a wide range of agent relationships and advising agents as to which ICEF Workshops will provide them with educator contacts to fit their student profiles and demand.

**Are you putting all your eggs in one basket?
Manage your online marketing budget to
succeed**

Soraya García Merino

Track 2

Room: Charlottenburg I / II

Audience: All

► **Session description**

Join us in a practical seminar where you will learn how to distribute your available budget in order to reach your objectives, quantify your efforts and decide which strategy is most suitable for your company. In addition, you will find out about a range of cost effective online strategies that will help to maximise sales from your website. This is a great opportunity that will allow you to take home some useful guidelines that will help you in your day to day work.

► **Speaker**



Soraya García Merino,
*Sales Director,
Internet Advantage, S.L.,
Spain*

Soraya García is the Senior SEO and Sales Manager of Internet Advantage. Soraya García holds a diploma in Documentation & Information Science from the University of Salamanca in Spain. She was previously employed by the British Library and the European Bank in London as a Records Manager. During her successful trajectory as a professional of Internet Marketing, Soraya has spoken at a number of conferences, both nationally and internationally, and has thus gained a well known and respected position in Spain's SEO and Internet Marketing community.

How to identify the most suitable agencies for your institution

Samuel Vetrak

Track 1

Room: Bellevue

Audience: Educators, Exhibitors, Work & Travel Participants

► Session description

Most institutions rely heavily on educational consulting agencies to recruit students. With thousands of agencies worldwide, how can they identify the best ones to work with? Is finding the right agency to work with just a matter of one size fits all – or are there specific factors that need to be considered?

Samuel Vetrak demonstrates how proper use of market intelligence gained from tracking and profiling international educational agencies can help you identify the most suitable agencies to work with, and how working with the right agencies can contribute to the overall success of your marketing efforts.

► Speaker



Samuel Vetrak,
Founder and CEO, StudentMarketing Ltd.,
Slovak Republic

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specializing in the global youth, student and educational travel market.

The company provides comprehensive insight on global student mobility patterns and market trends, as well as business development strategies and an extensive portfolio of marketing solutions.

Vetrak holds a Masters degree in Philosophy from Trnava University in Slovakia where he also did his studies at the Slovak campus of American City University.

Today, Samuel lives in Slovakia and travels extensively presenting at conferences and workshops.

Entrepreneurship and Innovation - how is this linked to being an educational agent?

Michelle Gialanze, Christian Vassallo

Track 2

Room: Charlottenburg I / II

Audience: Agents

► Session description

How is entrepreneurship linked to being an educational agent?

Staying alive in today's markets means acquiring the skills that are used everyday by entrepreneurs, we are suggesting the birth of *E-agents*.

In this talk entrepreneurial skills are identified and the possible ways of implementation within the educational world discussed.

► Speakers



Dr. Michelle Gialanze,
CEO, International Vocational College
Malta

Dr Michelle Gialanze has extensive experience within the field of education both locally and internationally. Her professional studies have included the way people change their practices when taking on board

new skills. Recently, she has founded the International Vocational College Malta (IVC Malta), the college is part of the Vassallo group, it's mission is to bridge the gap between the academic and work place by empowering students with tangible work skills. One of the departments concentrates on enterprise and entrepreneurship.

► Speakers



Christian Vassallo,
OPer8Malta,
Malta

Mr Christian Vassallo is the CEO of OPer8Malta, this is the hotel arm of the Vassallo group. He is also an entrepreneur and has helped several start up operations. He has been fundamental in the growth of several companies with the group of companies which encompasses several sectors ranging from the joinery business to the hotel industry.

Languages Canada & AREA: A new model for collaboration between sector associations

Gonzalo Peralta, Anna Ryzhova

Track 1

Room: Bellevue

Audience: All

► Session description

Languages Canada and the Association of Russian Educational Advisors (AREA) will present a new framework of collaboration between associations representing the education delivery and education advisor sectors. The objective of the framework is to create a container that promotes quality assurance and thus supports better trade and immigration practices. The clear advantages of such mutual efforts from both educators and educational advisors include public and professional awareness of the best educational programs and practices available, the opportunity to monitor the activities of the members in terms of meeting set standards, the possibility of attracting additional services to the industry (such as financial, insurance, etc.), improved data collection, and a united advocacy front. Join Anna Ryzhova and Gonzalo Peralta to learn more about this world-first collaborative framework.

► Speaker



Gonzalo Peralta,
Executive Director - Languages Canada

Gonzalo Peralta is the Executive Director of Languages Canada, representing 170 accredited English and French language programs across the country. Gonzalo has held various positions in the language industry, from linguistic, operational, human resources and training and development positions to marketing, financial and executive management roles. Among his previous positions are: President and CEO of The BabelFish Corporation, Consultant with Convivium Corporation, and President of Living Language Services Inc., as well as numerous board and advisory positions with such organizations as CAPLS and CICF

► Speaker



Dr. Anna Ryzhova,
Board Member of AREA - Association of Russian Educational Advisors, Russia

Since 2000, Dr. Anna Ryzhova has been employed with Education & Career agency Interlogos that is a full member of Association of Russian Educational Advisors (AREA) since its foundation in 2007; until 2001 she was a Research Officer at the Russian Academy of Science (the Institute of Complex Social Research). In 2003, Anna was granted a PhD Degree in Foreign Economy (Russian Academy of Economics named after Plekhanov, Moscow, Russia), the postgraduate paper was devoted to the "Position of Russian Federation in International Labor Market". As a Board member of AREA Anna is responsible for the communications and events organization with foreign and international educational associations.

Britain's Shining Opportunity - Youth, student and educational travel, delivering benefits to the UK economy

Emma English, Amy Scarth

Track 1

Room: Charlottenburg I / II

Audience: All

► Session description

Delivered by the British Educational Travel Association (BETA) this session will highlight the findings of our study into the volume and value of the youth sector.

Until now, the attributes of the educational traveller in Britain have been poorly understood other than by those within the industry. BETA in this study has drawn together the relevant material to better understand and present the travellers' behaviour and attributes to a wider audience.

► Speaker



Emma English,
*Executive Director,
British Educational Travel
Association - BETA,
United Kingdom*

Executive Director of the British Educational Travel Association (BETA). BETA is responsible for representing the commercial and political needs of organisations within the youth, student and educational travel sector. Emma's role is to create events, drive membership and interpret the needs of organisations engaged in the sending or receiving of young travellers to, from and within the UK.

► Speaker



Amy Scarth,
*Director, Informed Tourism,
United Kingdom*

Currently Director of Informed Tourism, Amy is an experienced travel and tourism analyst, former Head of Research at EyeforTravel and has been involved in a number of consultancy projects for some of the industry's leading global organisations. She has built her expertise in online marketing and distribution in travel, consumer behaviour, market trends, new media, voluntourism and has a keen interest in tourism destination development and protected area management.