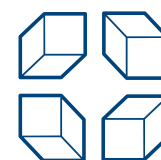


The ICEF Dubai Workshop

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



Jumeirah Emirates Towers, Dubai • January 30 – February 01, 2012



ICEF
Workshops

Seminar programme • January 30, 2012

Congress Room 1			
14:00 – 14:30	How to maximise your ICEF Workshop experience Isabel Vogt VP, Events & Logistics, ICEF, Germany <i>Audience: Educators & Service Providers</i>		
14:30 – 15:00	How to maximise your ICEF Workshop experience Seher Neoez Business Development, Agent Relationship Manager, ICEF, Germany <i>Audience: Agents</i>		
15:00 – 15:30	ICEF Online Services - From the ICEF Online Workshop to Student Enquiries John Demer Director - Americas, ICEF, Germany <i>Audience: All</i>		
15:30 – 16:00	IATC – The ICEF Agent Training Course Seher Neoez Business Development, Agent Relationship Manager, ICEF, Germany <i>Audience: Agents</i>		
16:00 – 16:45	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"> Higher Education in Eastern Europe - Challenge or Opportunity? Bogdan Voronovskiy Executive Director, Eastern European University Association, Russia / Ukraine <i>Audience: Agents</i> </td> <td style="width: 50%; text-align: center;"> Pakistan Market Intelligence - Emerging Opportunities Syed Azhar Husnain Abidi Chairman, All Pakistan Education Consultants Association (APECOP), Pakistan <i>Audience: Educators & Service Providers</i> <i>Room: Congress Room 2</i> </td> </tr> </table>	Higher Education in Eastern Europe - Challenge or Opportunity? Bogdan Voronovskiy Executive Director, Eastern European University Association, Russia / Ukraine <i>Audience: Agents</i>	Pakistan Market Intelligence - Emerging Opportunities Syed Azhar Husnain Abidi Chairman, All Pakistan Education Consultants Association (APECOP), Pakistan <i>Audience: Educators & Service Providers</i> <i>Room: Congress Room 2</i>
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16:45 – 17:30	UK Visa Policy Fiona Solomon UK Border Agency, Abu Dhabi <i>Audience: Agents & UK Educators</i>		
17:30 – 18:15	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"> Education au/in Canada Shujaat Wasty Trade Commissioner, Department of Foreign Affairs & Int. Trade (DFAIT), Canada <i>Audience: Agents</i> </td> <td style="width: 50%; text-align: center;"> The Education System in Saudi Arabia Dr. Saad Nasser Aldwayan International Cooperation Consultant, Ministry of Higher Education, Saudi Arabia <i>Audience: Educators & Service Providers</i> <i>Room: Congress Room 2</i> </td> </tr> </table>	Education au/in Canada Shujaat Wasty Trade Commissioner, Department of Foreign Affairs & Int. Trade (DFAIT), Canada <i>Audience: Agents</i>	The Education System in Saudi Arabia Dr. Saad Nasser Aldwayan International Cooperation Consultant, Ministry of Higher Education, Saudi Arabia <i>Audience: Educators & Service Providers</i> <i>Room: Congress Room 2</i>
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18:15 – 19:00	The Study Abroad Market in Turkey Murat Karatas Board Member, Turkish Educational Agents Group (TEAG), Turkey <i>Audience: Educators & Service Providers</i>		

How to maximise your ICEF Workshop experience

Isabel Vogt

Room: Congress Room 1

Audience: Educators & Service Providers

► 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 Dubai Workshop in particular. The session will cover the following topics:

- * Preparations prior to the workshop
- * Workshop parameters and how to maximise your time during the event
- * 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 agent workshops, student fairs and conferences in over 30 countries around the world.

How to maximise your ICEF Workshop experience

Seher Neoez

Room: Congress Room 1

Audience: Agents

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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 Dubai Workshop in particular. The session will cover the following topics:

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► Speaker



Seher Neoez

*Business Development, Agent Relationship Manager,
ICEF
Germany*

Seher joined ICEF in 2009 as a Business Developer for the Turkish, Middle Eastern and selected European markets.

Her main duties are to assist and advise educational institutions new to working with education agents and/or new to ICEF Workshops and helping clients to select the most appropriate ICEF services to increase their international student enrolments. In addition Seher is responsible for recruiting quality agents from Turkey and some Middle Eastern countries to our events around the world.

Seher gained a Bachelor of Arts with Honours in Translation Studies at the London Metropolitan University and also graduated in Translation Studies and Political Sciences from the University of Bonn.

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

John Demer

Room: Congress Room 1

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

► Speaker



John Demer
*Director - Americas,
ICEF
Germany*

John joined ICEF as a Business Development Manager in 2006, and is now Director of Sales for the Americas - ICEF's fastest-growing regional market. John attends most ICEF Workshops, as well as other international education industry

events around the World. John specialises in:

- assisting and advising North American institutions new to working with education agents, and/or new to ICEF Workshops.

- helping current clients to select the most appropriate ICEFsupported activities to increase their international student intake considering their recruitment needs and budget.

Prior to joining ICEF, John was the Marketing Manager of a leading language college in Sydney, helping to double student numbers and diversify the student nationality mix within a two-year period. Following this, John then went on to spend five years as the Executive Director of FPP Media, organisers of Latin America's largest student recruitment fairs, attended by over 200 institutions annually. John holds a Bachelor's Degree in Sports Management from the University of Canberra, and a postgraduate law degree from the University of New England. He has lived in Australia, France, Japan, the Netherlands, Germany and now makes his home in Manchester, UK.

IATC - The ICEF Agent Training Course

Seher Neoez

Room: Congress Room 1

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



Seher Neoez

*Business Development, Agent Relationship Manager,
ICEF
Germany*

Seher joined ICEF in 2009 as a Business Developer for the Turkish, Middle Eastern and selected European markets.

Her main duties are to assist and advise educational institutions new to working with education agents and/or new to ICEF Workshops and helping clients to select the most appropriate ICEF services to increase their international student enrolments. In addition Seher is responsible for recruiting quality agents from Turkey and some Middle Eastern countries to our events around the world.

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Higher Education in Eastern Europe - Challenge or Opportunity?

Bogdan Voronovskiy

Room: Congress Room 1

Audience: Agents

▶ Session description

This session will provide you information about:

- analytical data of the educational system in Europe with an accent on the eastern part
- actual situation in Russia and Ukraine and their educational opportunities
- advantages and features of studying in Eastern Europe, particularly in the Ukraine and Russia

▶ Speaker



Bogdan Voronovskiy
Executive Director,
Eastern European University Association
Russia

Bogdan Voronovskiy is the Executive Director of the Eastern European University Association, representing 41 top Ukrainian and Russian State universities recognized all over the world.

Pakistan Market Intelligence - Emerging Opportunities

Syed Azhar Husnain Abidi

Room: Congress Room 2

Audience: Educators & Service Providers

► Session description

Despite the current security and socio/geo political conditions, Pakistan still remains a potential market in South Asia for the West. The major and prime destination for students by choice are the UK, Canada, the USA, Australia, New Zealand, Malaysia and the European Union. The Presentation will deal with the brief market situation. It is becoming increasingly important for educators and institutions, especially under the current security situation, to know the market trends and how can they recruit from this market remotely using different methods. The Presentation will deal with the impacts on different visa rule changes by above countries. Information will be presented on the recent changes in the higher education structure in both Public and Private sectors and how much government funding is available highlighting the categories of scholarships subject wise available.

During the presentation the following topics will be reviewed:

- Information on different income tiers to assess the affordability criteria
- Academic and research link possibilities with Private and Public Sector Universities
- Trend of Pakistani students in various specializations and subject areas
- What do Pakistani students look for when choosing a destination for their higher education studies
- Highlights of the recent legislation which is under consideration in the Parliaments to provide protection to students seeking higher education abroad through representatives and agencies who are authorised to recruit on behalf of international institutions
- Benefits and support available through the Ministry of Education Pakistan for marketing their institutions or offering split degree programmes in Pakistan

► Speaker



Syed Azhar Husnain Abidi

*Chief Executive – Falcon Education & Consultancy Services (Pvt.) Ltd.
Chairman – All Pakistan Education Consultants Association (APECOP)
Pakistan*

Syed Abidi is a renowned education consultant in Pakistan with more than 20 years of experience as provider of higher education services. His company represents more than 25 prestigious UK, USA and Canadian universities, many of them exclusively in Pakistan. Falcon also has overseas offices and market penetration in Bangladesh and GCC countries, having placed more than 10,000 international students so far. His company has also been engaged in several research and academic links which has won him several awards from his partner universities. He is also the recipient of most coveted civil award (Tamgha e Imtiaz, the Medal of Excellence) by the President of Pakistan for his meritorious services in the area of higher education. Syed Abidi, in the capacity of Chairman APECOP also represents Pakistan at the UK Border Agency panel.

UK Visa Policy

Fiona Solomon

Room: Congress Room 1

Audience: Agents & UK Educators

► Session description

In April 2009 the United Kingdom launched Tier 4 the Points Based System. This session will explain to delegates how the Points Based System works and what a student needs to do in order to obtain a visa to study in the United Kingdom. This will take the form of a short presentation with the opportunity to ask questions at the end.

► Speaker



Fiona Solomon
*Entry Clearance Manager,
British Embassy
Abu Dhabi*

Fiona Solomon is an Entry Clearance Officer at the British Embassy in Abu Dhabi, assessing and resolving entry clearance applications in all business and non-business related immigration categories. Fiona is a qualified lawyer and holds a LLM in International Law from Nottingham University, United Kingdom. Prior to joining the British Embassy, she worked for several years as a Law Lecturer at the American University in Dubai and Buckinghamshire New University. She has also worked for the United Nations and the Institute for Public Policy Research.

Education au/in Canada

Shujaat Wasty

Room: Congress Room 1

Audience: Agents

► Session description

Canada is the destination of choice for 250,000 international students each year.

Why do they select Canada? This presentation will provide information that helps educational agents better understand the culture of Canadian education, the offerings available, and how to find the best programs for their students including the full spectrum of levels: primary/secondary, language study in English and French, college, institute, and university undergraduate and graduate.

At the end of the session, participants will be able to articulate Canada's unique features; highlight Canada's examples of excellence in education; make appropriate comparisons; advise applicants how to apply; and describe what it's like to study, live and work as a student in Canada.

► Speaker



Shujaat Wasty
*Trade Commissioner,
Department of Foreign Affairs & Int. Trade (DFAIT)
Canada*

Shujaat Wasty is a Trade Commissioner with the Edu-Canada unit at the Department of Foreign Affairs and International Trade. His responsibilities include promoting Canada as a study destination of choice for international students, supporting provincial governments and institutions in their internationalization strategy through partnership building activities and linkages and coordinating Canada's presence at key international events. He has previously worked in other capacities at the Department of Foreign Affairs and International Trade, including project management and representing the Canadian Foreign Service Institute at various international events. Shujaat Wasty was born in Canada and is fluent in four languages. He has completed studies in the fields of Southern Asian Studies and Business, has a Masters in Educational Technology and is currently pursuing a doctorate.

The Study Abroad Market and the Education System in Saudi Arabia

Dr. Saad Nasser Aldwayan

Room: Congress Room 2

Audience: Educators & Service Providers

► Session description

This session will provide you with information about:

- Overview of the education system in Saudi Arabia
- Which programmes are interesting for Saudi students?
- Trends & tendencies of Saudi students wishing to study abroad.
- The goals of the King Abdullah Scholarship Program (KASP).
- Steps to be taken by universities and higher education providers wishing to become accredited in Saudi Arabia.

► Speaker



Dr. Saad Nasser Aldwayan
*International Cooperation Consultant,
Ministry of Higher Education
Saudi Arabia*

Dr. Saad Nasser Aldwayan is a consultant of International Cooperation at the Ministry of Higher Education, Saudi Arabia. He formerly was a public relations officer at the Ministry of Information in Saudi Arabia. He also currently holds the position of Assistant Professor at the College of Languages and Translation at King Saud University, Riyadh.

Dr. Saad Nasser Aldwayan holds a PhD in Linguistics from the University of Kansas, USA. During his career he became an expert in the field of theoretical linguistics and has many years of experience in teaching English, Arabic, and theoretical linguistic as well as in teacher training. He is currently a member of the Linguists List, the Literacy Volunteers of America (LVA), the Saudi Linguist List and the Arabic Linguistic Society.

The Study Abroad Market in Turkey

Murat Karatas

Room: Congress Room 1

Audience: Educators & Service Providers

► Session description

Turkey is becoming increasingly popular in its region thanks to its strong economic development and a young / active population. Young population and increasing income makes it an attractive market for global educational institutions. However, what is the best way to get into and understand the Turkish student market? This seminar is for educational institutions and agents who are interested in recruiting Turkish students. Following topics will be covered: education System in Turkey; most interesting programmes for Turkish Students?; the expectations of Turkish students; trends and tendencies of the Study Abroad Market in Turkey; the best way of getting into the market.

► Speaker



Murat Karatas
*Board Member,
Turkish Educational Agents Group - TEAG
Turkey*

Murat has more than ten years of experience in the education industry. He currently serves as a board member at TEAG (Turkish Educational Agents Association) and is the owner of a study abroad agency based in Istanbul. Before starting his own business he has worked in the academia both in Turkish and American educational institutions.

Murat has his MBA degree from W.P.Carey Business School at Arizona State University. Currently, he works on his PhD degree in Marketing.