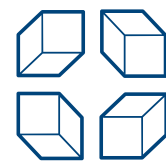


The ICEF Higher Education Workshop

The leading event for higher education student recruitment



Scandic Copenhagen • September 10 - 12, 2011



ICEF
Workshops

Seminar programme • September 10, 2011

	Room 10 / 12
14:00 – 14:30	<p>How to maximise your ICEF Workshop experience</p> <p>Isabel Vogt VP, Events & Logistics, ICEF Germany <i>Audience: Educators & Service Providers</i></p>
14:30 – 15:00	<p>How to maximise your ICEF Workshop experience</p> <p>Seher Neez Business Development & Agent Relationship Manager, ICEF Germany <i>Audience: Agents</i></p>
15:00 – 15:30	<p>ICEF Online Services - From the ICEF Online Workshop to Student Enquiries</p> <p>James Love VP, Sales & Marketing, ICEF Germany <i>Audience: All</i></p>
15:30 – 16:00	<p>IATC – The ICEF Agent Training Course</p> <p>Markus Badde CEO, ICEF Germany <i>Audience: Agents</i></p>
16:00 – 16:45	<p>Imagine: Education au/in Canada</p> <p>Nancy Hector & Shujaat Wasty Department of Foreign Affairs & International Trade (DFAIT) Canada <i>Audience: Agents</i></p>
16:45 – 17:30	<p>Higher Education in Denmark</p> <p>Patrizia Marchegiani Special Advisor The Danish Agency for International Education, Ministry of Science, Technology & Innovation Denmark <i>Audience: Agents</i></p>
17:30 – 18:15	<p>If you think your brand is important now, wait until you see the future</p> <p>Martin Bojam Managing Partner, 360° Education United Kingdom <i>Audience: Educators & Service Providers</i></p>
18:15 – 19:00	<p>Getting the best out of the relationship: Involving your agency in your marketing communications activities</p> <p>Chris Price Regional Director - North America, PFL Group International Ltd. United Kingdom <i>Audience: Educators & Service Providers</i></p>

How to maximise your ICEF Workshop experience

Isabel Vogt

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

- * Preparations 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 agents.

► Speaker



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

Isabel Vogt is Vice President Events & Logistics of 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 organization of events for the international education industry since 1996. During her time at ICEF she has organized workshops, student fairs and conferences in 28 countries around the world.

How to maximise your ICEF Workshop experience

Seher Neoez

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

- * Preparations 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



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

James Love

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

► Speaker



James Love,
*VP, Sales & Marketing,
ICEF,
Germany*

James joined ICEF in April 2009 and is VP Sales and Marketing. During his career James has worked in the telecoms and technology sectors in business development and sales roles and has in the last 10 years founded and led a software start-up funded by 3i that he grew to first revenues of over \$3m. More recently he worked as CEO of a French company that he grew and successfully sold for the investors. James speaks French and his native English as well as some Spanish and German.

IATC - The ICEF Agent Training Course

Markus Badde

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 as well as at selected industry events and locations around the world. 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 and will be authorized to use the ITAC logo in their marketing & communications (website, brochure, letterhead...).

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

► Speaker



Markus Badde,
*CEO,
ICEF,
Germany*

Markus Badde is the CEO of ICEF GmbH, connecting international educators and 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.

He has a background in journalism and publishing, having studied at CELSA (Sorbonne University – Paris IV) and worked in the media and communications sector in France during the 1980's before co-founding ICEF in 1991. After that, Markus held various senior marketing positions over eight years at Cisco Systems, the world leader in Internet networking. Before re-joining ICEF in 2004, Markus spent two years as Business Development Director at ICWE GmbH, organizer of events such as StudyWorld, Expolingua Berlin and Prague, the EAIE Exhibition, as well as E-learning Africa and Online Educa Berlin, the largest international e-learning conference.

He is a member of NAFSA, the EAIE and other international associations, and speaks regularly on topics related to international education. Markus speaks seven languages fluently and is at home nearly anywhere in the world.

Imagine: Education au/in Canada

Nancy Hector & Shujaat Wasty

Audience: Agents

► Session description

This session is for agents in international education who choose to promote Canada as the destination for top quality students. It will cover the following key modules: Why Canada; Education in Canada; The comparative advantage; Getting to Canada; Study, live and work in Canada; and Best practices. 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; describe what it's like to study, live and work as a student in Canada; and share best practices for an ethical and professional approach.

► Speakers



Nancy Hector,
*Trade Commissioner,
Department of Foreign Affairs & International Trade (DFAIT),
Canada*

Since 2009, Nancy Hector is a Trade Commissioner with the Edu-Canada unit at the Department of Foreign Affairs and International Trade (DFAIT). She provides advice, guidance and support to Canadian Embassies and Consulates abroad in marketing Canada as a study destination at the various levels (university, college, language schools and K-12). She has previously worked as a Senior Program Advisor with the International Education and Youth Division at DFAIT, where she oversaw the academic relations program in the United States and Mexico. She also worked closely with the Canada-U.S. Fulbright Program and the North American Mobility Program and was responsible for DFAIT's international scholarship programs, including the Canadian Commonwealth Scholarship Program and Government of Canada Awards Program. Born in Jonquière, Québec, Nancy Hector moved to Ottawa in 1976 to complete her secondary education. Ms. Hector received her BA in Law and Psychology at Carleton University in 1984. She is married with two children.



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

Shujaat Wasty is a Trade Commissioner with the Edu-Canada unit at the Department of Foreign Affairs and International Trade (DFAIT). He is responsible for coordinating Canada's presence at key international events, support institutions in their internationalization strategy through partnership building activities, and developing promotional material for Canada pavilions. He has previously worked as an Education Specialist at the Canadian Foreign Service Institute within DFAIT, where, among his different responsibilities, he project managed the design and development of training and presented at various international conferences. Shujaat Wasty was born in Canada and is fluent in four languages. He has a Bachelor degree in Southern Asian Studies and Business Studies, a Masters in Educational Technology and is currently pursuing a doctorate.

Higher Education in Denmark

Patrizia Marchegiani

Audience: Agents

► Session description

Session description: This session will provide participants with an overview of higher education in Denmark, and help answer the following questions:

What does the higher education system in Denmark look like?

What distinguishes the Danish higher education institutions?

How are international students welcomed in Denmark?

And finally what makes Danish higher education institutions attractive as study destinations for international students?

► Speaker



Patrizia Marchegiani,

Special Advisor,

The Danish Agency for International Education, Ministry of Science, Technology & Innovation, Denmark

Patrizia Marchegiani is a special advisor for the Danish Agency for International Education, which is part of the Danish Ministry of Science Technology and Innovation. Among her responsibilities is assisting the Danish educational institutions in their marketing and recruitment efforts in order to promote Denmark as an attractive study and work destination.

Patrizia Marchegiani has extensive experience from many years of working with internationalisation in higher education at Aarhus University and Aarhus School of Business.

If you think your brand is important now, wait until you see the future

Martin Bojam

Audience: Educators & Service Providers

▶ Session description

This session will examine:

- the evolution of marketing in the HE sector
- the role of branding today, in the context of an increasingly competitive world
- major influences over the next ten to twenty years, including demographics, finance, globalization, TNE, technology
- the critical importance of the brand as the guarantor of quality and the provider of materials from many sources in an increasingly blended environment

▶ Speakers



Martin Bojam,
*Managing Partner,
360° Education,
United Kingdom*

Martin has over 12 years experience in the education sector and works across the spectrum of British education, from universities, FE Colleges and business schools to independent schools and organisations such as the British Council.

He has collaborated with many industry bodies such as CASE, NAFSA, English UK and AMBA, and has spoken at many of their conferences, in the UK and elsewhere.

A graduate of LSE, Martin started his career in fmcg marketing before moving to work in a number of marketing and advertising agencies, focusing on strategically based solutions to communications problems. He has considerable experience in the market research and consultancy fields.

Martin leads a team providing market research, brand development and marketing communications services for education institutions of all kinds on a global basis.

Getting the best out of the relationship: Involving your agency in your marketing communications activities

Chris Price

Audience: Educators & Service Providers

► Session description

In this competitive age just signing up an agent and hoping that results will follow is not enough. In this session we will look at working closely with your key agents by involving them in your marketing effort. If this is done well your agency partner can achieve the results you need.

Topics

- getting the relationship off to the right start: getting from A-Z as painlessly as possible
- marketing communications and planning
- marketing things that really really work
- taking things forward

► Speaker



Chris Price,
*Regional Director - North America,
PFL Group International Ltd.,
United Kingdom*

Chris Price is the Chief Information and Marketing Officer & Regional Director for North America for PFL Group International (preparation for life), one of the worlds largest UK owned and managed student recruitment agencies. Established in 1997 and placing in excess of 3000 students a year on a 95%+ visa success rate from countries, amongst many others, like Nigeria and Pakistan.

After spending 15 years in the university and college sector working as a Marketing and International Office Director he became the International Director at MJD, a leading Marcomms agency specializing in higher education marketing solutions.

Chris is on the board of the marketing and recruitment professional section of the EAIE, the international committee of NAGAP and is the course leader for the British councils digital marketing programme and the EAIEs professional development programmes; 'Working with recruitment agents', 'International recruitment 101' and 'Marketing in the digital age'.