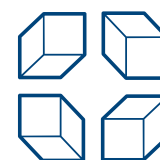


The ICEF Japan Workshop

Meet quality student recruiters from all over Japan



Keio Plaza Hotel, Tokyo • March 06 – 08, 2011



ICEF
Workshops

Seminar programme • March 06, 2011

14:00 – 14:30	How to maximise your ICEF Workshop experience Rüdiger Laub General Manager, ICEF Germany <i>Audience: Educators</i>
14:30 – 15:00	How to maximise your ICEF Workshop experience Ayumi Tokushige Business Development Manager, Japan, ICEF Germany <i>Audience: Agents</i>
15:00 – 15:30	Online Workshop 3.0 – Product training including how to follow-up after the workshop Rüdiger Laub General Manager, ICEF Germany <i>Audience: All</i>
15:30 – 16:00	IATC - the new ICEF Agent Training Course Ryoko Ichihashi Project Manager, Business Development Japan, ICEF Germany <i>Audience: Agents</i>
16:00 – 16:45	UK Visa Policy UK Border Agency United Kingdom <i>Audience: Agents</i>
16:45 – 17:30	Rediscovering the Australia advantage – Education with a global focus Saori Tominaga Australian Embassy Marketing Office Australia <i>Audience: Agents</i>
17:30 – 18:15	US Visa Policy Ed Burleson US Consulate USA <i>Audience: Agents</i>
18:15 – 19:00	Japan facing English Globalisation Yukari Nakatsuji GIO CLUB Japan <i>Audience: Educators</i>

14:00 – 14:30

How to maximise your ICEF Workshop experience

Rüdiger Laub

Seminar Room: Grace room (third floor)

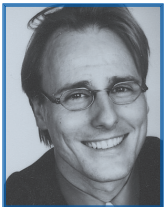
Audience: Educators

► 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 Japan 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



Rüdiger Laub,
*General Manager,
ICEF,
Germany*

Ruediger Laub holds the position of General Manager at ICEF.

Ruediger has a Master's degree in Economic Geography from Bertolt-Brecht University in Augsburg, Germany. He also owns a post-graduate degree in Renewable Energy Management.

Ruediger has been involved with ICEF since 1998 in a variety of positions working closely with agents, education & service providers from all over the world and in all sectors of the international education industry (university, vocation, secondary, language, work & travel).

14:30 – 15:00

How to maximise your ICEF Workshop experience

Ayumi Tokushige

Seminar Room: Grace room (third floor)

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 Japan 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 educators.

► Speaker



Ayumi Tokushige,
*Business Development Manager, Japan,
ICEF,
Germany*

Ayumi joined ICEF as Japan Business Development Manager in 2004 and has attended ICEF workshops in Shanghai, Tokyo and Berlin.

She has successfully assisted in the organisation and administration of the ICEF Japan Workshop for many years. In addition to continuing to develop the Japanese market, Ayumi also supports the ICEF Agent Team with other events and assists international clients.

Prior to joining ICEF, Ayumi worked as a process and product manager in a Japanese company and helped it to achieve its production goals.

Ayumi received her Bachelor of Arts in Sinology from the Kanagawa University, Yokohama. Ayumi also speaks Mandarin having also studied in China. She has also lived in England and Germany and speaks English and German. Currently Ayumi resides in Edinburgh, Scotland.

15:00 – 15:30

Online Workshop 3.0 - Product training including how to follow-up after the workshop

Rüdiger Laub

Seminar Room: Grace room (third floor)

Audience: All

► **Session description**

Online Workshop 3.0 is the ideal tool for fast follow-up and ongoing collaboration with colleagues you meet at ICEF Workshops. All workshop participants receive a free account. Rüdiger will give you a brief introduction and a product training leading educators and service providers through the online system and showing them how to best communicate with agents using the Online Workshop.

Connect: Search, communicate and partner with over 1 200 ICEF screened agents via the Online Workshop. Use text and voice messaging to set up and conduct online meetings and agent training sessions in real time.

Manage: Provide up-to-date marketing materials such as brochures, price lists, enrolment forms, images and videos for partners to download, order and share with prospective students.

Enrol: Receive and manage student enquiries, applications and enrolments directly, or channel via your preferred partners.

► **Speaker**



Rüdiger Laub,
*General Manager,
ICEF,
Germany*

Ruediger Laub holds the position of General Manager at ICEF.

Ruediger has a Master's degree in Economic Geography from Bertolt-Brecht University in Augsburg, Germany. He also owns a post-graduate degree in Renewable Energy Management.

Ruediger has been involved with ICEF since 1998 in a variety of positions working closely with agents, education & service providers from all over the world and in all sectors of the international education industry (university, vocation, secondary, language, work & travel).

15:30 – 16:00

IATC - The new ICEF Agent Training Course

Ryoko Ichihashi

Seminar Room: Grace room (third floor)

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



Ryoko Ichihashi,
Project Manager, Business Development Japan,
ICEF,
Germany

Ryoko joined ICEF as the Japan Business Development Manager in November 2007; she attends The ICEF Japan Workshop as well as the ICEF Berlin Workshop annually.

Ryoko is responsible for the Japanese market, primarily recruiting Japanese agents for the ICEF Japan Workshop and selling ICEF Workshops and the ICEF Online Workshop to educational institutions in Japan. Ryoko not only focuses on the Japanese market, she is also involved in other international events and assists multinational clients to achieve their student recruitment goals on a daily basis.

Ryoko has been involved in international education and travel on both a personal and educational level, providing her with extensive market knowledge. Before joining ICEF, Ryoko lived in the US for three years. During that time she finished her degree in Travel and Tourism and also participated in a work and travel programme at a leading student travel agency. In 2006 she relocated to Germany as an au pair to learn the German language and culture.

16:00 – 16:45

UK Visa Policy

tbc

Seminar Room: Grace room (third floor)

Audience: Agents

▶ **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**

tbc,
*UK Border Agency,
United Kingdom*

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16:45 – 17:30

Rediscovering the Australia advantage – Education with a global focus

Saori Tominaga

Seminar Room: Grace room (third floor)

Audience: Agents

▶ **Session description**

Australia is a leading study abroad destination attracting some 620,000 international students in 2010. Why do students, parents and teachers choose Australia? Are there more reasons apart from the nice weather, friendly people, the chance to learn English, and the multicultural environment that make Australia an attractive country? This presentation will help you deepen your understanding of Australia and learn how the strong government-industry-academia relationship works to provide students with the skills and global literacy competencies demanded by employers. You will also be provided with useful promotional tips and insights into the wide array of study options available for Japanese students.

▶ **Speaker**



Saori Tominaga,
*Education Manager,
Australian Embassy Marketing Office,
Australia*

Saori Tominaga has been in charge of promoting and marketing study in Australia at the Australian Embassy in Tokyo since 2007.

She holds a Master's Degree in Interpreting and Translation from the University of Queensland and NAATI accreditation for Professional Translator. Her keen interest for promoting international education to Japanese students comes from her own experiences studying abroad and in multicultural environments at her university in Tokyo.

She has worked in the advertising and publishing industry and has extensive knowledge of the media. She was also been awarded the Rotary Foundation Ambassadorial Scholarship in 2006.

17:30 – 18:15

US Visa Policy

Ed Burleson

Seminar Room: Grace room (third floor)

Audience: Agents

▶ Session description

This presentation will take the audience through the student visa application process step-by-step, answering frequently asked questions and addressing common misperceptions about the US visa process and study abroad in the US.

▶ Speaker



Ed Burleson,
Vice Consul
US Consulate,
USA

Born and reared in Houston, Texas, Ed Burleson earned a Bachelor of Science degree in Mathematics from the University of Houston, and then went on to earn a Master of Arts degree in Dance from the University of New Mexico.

Ed then joined the JET Program and taught English in Niigata City for three years.

After returning to the U.S., he worked as an instructional designer before joining the U.S. Department of State in January 2008.

Before his current tour in Tokyo, he was assigned as a consular officer in Manila, the Philippines.

18:15 – 19:00

Japan facing English Globalisation

Yukari Nakatsuji

Seminar Room: Grace room (third floor)

Audience: Educators

► Session description

Japanese corporations wish to hire globalised personnel and Japanese university students cannot go abroad to study due to Japan's unique job recruitment system.

How should we cope with this negative spiral? It is a challenge for Japanese study abroad agencies as well as an important issue for Japan's future.

Japanese corporations aiming to globalise are also forced to provide English language courses to their employees.

This session will illustrate the Japanese study abroad market which has changed in the last few years, based on GIO CLUB's data analysis.



► Speaker

Yukari Nakatsuji,
Marketing Director,
GIO CLUB,
Japan

Ms Yukari Nakatsuji is the Marketing Director at GIO CLUB, her responsibilities include researching and recruiting educators and programmes that suit the Japanese market.

She graduated from Kansai Gaidai University, which is the biggest Japanese foreign language university producing many quality graduates who are successful globally.

After studying English in the UK, she joined GIO CLUB.