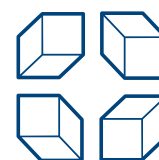


The ICEF Latin America Workshop

The leading event for international student recruitment in Latin America



InterContinental Rio, Rio de Janeiro • September 28 - 30, 2011



ICEF
Workshops

Seminar programme • September 28, 2011

		Topazio/Turmalina	
14:00 – 14:30	How to maximise your ICEF Workshop experience Isabel Vogt VP, Events & Logistics, ICEF, Germany <i>Audience: Educators & Service Providers</i> <i>Seminar room: Quartzo B</i>	How to maximise your ICEF Workshop experience Karin Florez Account Manager - Latin America , ICEF, Germany <i>Audience: Agents</i> <i>Seminar room: Topazio/Turmalina</i>	
14:30 – 15:00	ICEF Online Services - From the ICEF Online Workshop to Student Enquiries John Demer Director - Americas, ICEF, Germany <i>Audience: All</i>		
15:00 – 15:30	IATC – The ICEF Agent Training Course Tiffany Egler Manager - Agents Relations, ICEF, Germany <i>Audience: Agents</i>		
15:30 – 16:15	UK Visa Policy Marina Zelenoy Entry Clearance Manager, UK Border Agency, United Kingdom <i>Audience: Agents & UK Educators</i>		
16:15 – 17:00	Study in the Heart of Europe: Higher Education in Germany, Holland and France Christian Müller & Remon Beof & Thierry Valentin DAAD, NUFFIC & Campus France <i>Audience: Agents</i> <i>Seminar room: Topazio/Turmalina</i>	The Study Abroad Market in Colombia - Student Mobility, Trends and Student Expectations Martha Sanchez Vasquez Blue Studies International, Colombia <i>Audience: Educators & Service Providers</i> <i>Seminar room: Quartzo B</i>	
17:00 – 17:45	Imagine: Education au/in Canada Heather Bystryk & Bogumila Lapinski Anaya Department of Foreign Affairs & International Trade (DFAIT), Canada & Languages Canada <i>Audience: Agents & Canadian Educators</i>		
17:45 – 18:30	How to Study in the United States Ana Adler U.S. Consulate - Rio de Janeiro, Brazil <i>Audience: Agents & U.S. Educators</i>		
18:30 – 19:15	Besides São Paulo and Rio where is the market in Brazil? A comprehensive mapping of the Brazilian market Maura Leão BELTA, Brazil <i>Audience: Educators & Service Providers</i> <i>Seminar room: Topazio/Turmalina</i>	New Zealand: latest news and opportunities for international students Ana Maria Azevedo Education New Zealand, New Zealand <i>Audience: Agents</i> <i>Seminar room: Quartzo B</i>	

How to maximise your ICEF Workshop experience

Isabel Vogt

Seminar Room: Quartzo B

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 Latin America 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 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.

Isabel holds a Masters degree in Communications and Political Science from the Freie Universität 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 28 countries around the world.

How to maximise your ICEF Workshop experience

Karin Florez

Seminar Room: Topazio/Turmalina

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

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- How to maximise your working relationship with educators

► Speaker



Karin Florez,
Account Manager - Latin America,
ICEF,
Germany

Karin Florez is ICEF's Latin America Account Manager. Her job is to help organise a successful ICEF Latin America Workshop, help recruiting the top Brazilian and Latin American agents to our events around the world and also to recruit Latin American and especially Brazilian educators to our future events as the Brazil inbound market grows.

She holds a Marketing Degree from ESPM (Escola Sup. de Prop. e Marketing) as well as a Post Graduate Degree in "Planning and Marketing in Tourism/Events" from SENAC. She did various jobs in a number of industries (Chemical, Architecture, US Chamber of Commerce Visa dept, Consulting, Real Estate, Software, Licensing) before joining the New Zealand General Consulate in São Paulo where she worked for 8 years as a Visa/Consular officer and as a Business Development Associate in charge of promoting New Zealand education within Brazil. As such she has a first hand knowledge of our industry and specifically event organisation, not only from the Brazilian agent side but also from a foreign education provider perspective.

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

John Demer

Seminar Room: Topazio/Turmalina

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 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 ICEF-supported 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

Tiffany Egler

Seminar Room: Topazio/Turmalina

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 June 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.

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

► Speaker



Tiffany Egler,
Manager - Agent Relations,
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 organisation 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.

UK Visa Policy

Marina Zelenoy

Seminar Room: Topazio/Turmalina

Audience: Agents & UK Educators

► Session description

How to apply for a student visa to the United Kingdom: immigration rules, mandatory documents, available funds, all you need to know to apply for a student visa to the UK.

► Speakers



Marina Zelenoy,
*Entry Clearance Manager,
UK Border Agency,
United Kingdom*

Marina Zelenoy is the Entry Clearance Manager and former Entry Clearance Officer of the UK Border Agency at the British Consulate General in Rio de Janeiro. She has worked for the visa section for over 10 years.

Study in the Heart of Europe: Higher Education in Germany, Holland and France

Christian Müller & Remon Boef & Thierry Valentin

Seminar Room: Topazio/Turmalina

Audience: Agents

► Session description

The three official higher education representations, CampusFrance, DAAD and Nuffic, present in their respective order the possibilities for study and scientific research in France, Germany and Holland. Topics such as higher education system, application procedure, knowledge areas, scholarship programs and the characteristics of each destination will be treated. Official information material will be distributed and there will be time to ask questions to the representatives about the three countries. Further information can also be found online: France www.brasil.campusfrance.org - Germany www.daad.org.br - Holland www.nesobrazil.org

► Speakers



Christian Müller,
*Director,
DAAD,
Brazil*

Christian Müller is Director DAAD Brazil since 2009, heading the DAAD branch office in Rio de Janeiro with a second unit in São Paulo. Prior to this appointment, he was head of the Division “Communication and Marketing” at the German Academic Exchange Service (DAAD). In this function, he was responsible for the secretariat of the consortium GATE-Germany and for the secretariat of the joint initiative “International Marketing for Education and Research”. In former years, he worked for the DAAD as university lecturer for German Language and Literature as well as in the training of experts in development cooperation (German Foundation for International Development).



Remon Daniel Boef,
*Director,
Nuffic-Neso,
Brazil*

Remon Daniel Boef is Director of Nuffic-Neso Brazil (since 2008). Nuffic is the Netherlands’ organisation for international cooperation in higher education, funded by the Dutch government. Remon Daniel studied Latin American studies and International Management, both at Leiden University in The Netherlands. Within his Master Latin American Studies Remon specialised in Brazil. Remon Daniel and his team represent and promote the Dutch higher education in Brazil, and enhance cooperation in higher education & research between the two countries.



Thierry Valentin,
*Director,
CampusFrance,
Brazil*

Thierry Valentin is the director of the French-Brazilian Center for Technic and Scientific Documentation CenDoTeC since 2008. Also, he supervises the activities of the agency CampusFrance Brazil, such as the procedure “Center for Studies in France”. He has dedicated himself to university administration, as part of the elected board of Université Lyon II (France) and the National Board of Universities CNU (France). He has coordinated more than 20 exchange agreements with Brazil, such as the Colégio Doutoral Franco-Brasileiro - CDFB (French-Brazilian Doctorate School).

From 2006 to 2008, he was the coordinator of the project “French University of Dubai”.

The Study Abroad Market in Colombia - Student Mobility, Trends and Student Expectations

Martha Sanchez Vasquez

Seminar Room: Quartzo B

Audience: Educators & Service Providers

► Session description

- Quick facts about Colombia (population, social classes, education level, economy etc.)
- Projected economic growth
- Colombia: One of the top student markets
- Main destinations for Colombian students
- Colombian market characteristics
- What is a Colombian student expecting?
- Challenges and opportunities for education agencies and education providers
- Trends in the market
- Implementing an effective communication
- Engaging effectively with stakeholders

► Speaker



Martha Sanchez Vasquez,
*Director,
Blue Studies International,
Colombia*

Martha Sanchez is the Director of the Bogota Colombia office since 2009 and the Latin American Coordinator for the offices in Chile, Peru and Medellin (Colombia) from BLUE STUDIES INTERNATIONAL. She is a Qualified International Education Agent by the Professional International Education Resources PIER for Australia.

Martha has been working successfully for six years in the International Education Industry and now is opening several agreements with countries such as Canada, USA and UK visiting all the institutions BSI is working with to guaranty quality and support service for Colombian students looking for international programs. She worked as the first Spanish Advisor for Latin American Students at the Language Centre at La Trobe University in Melbourne Australia. Bachelor of Social Work from the Universidad Externado de Colombia (1999). Accredited Social Worker by the Australian Association of Social Workers in Canberra Australia (2006).Wide Experience working in Human Resources Areas in companies such as AVIANCA, Olimpica S.A, ASOGAS-COLGAS and CORBETA/ALKOSTO in Colombia.

Imagine: Education au/in Canada

Heather Bystryk & Bogumila Lapinski Anaya

Seminar Room: Topazio/Turmalina

Audience: Agents & Canadian Educators

► Session description

Studying in Canada opens the door to a world of opportunity. This seminar will discuss the advantages of studying in Canada, in all categories of education from elementary school to post-graduate and language studies. Particular emphasis will be placed on why South American students are attracted to Canada and on the high quality of English and French language study programs in Canada. The Imagine Education au/inCanada brand is the official brand of education in Canada.

► Speakers



Heather Bystryk,
*Vice-Consul and Trade Commissioner,
Department of Foreign Affairs & International Trade (DFAIT),
Canada*

Heather Bystryk is the Vice-Consul and Trade Commissioner responsible for both Science & Technology (S&T) and Education at the Consulate General of Canada in São Paulo Brazil. As a Trade Commissioner, she works closely with Canadian Educational Institutions who have identified a strategic interest in the Brazilian market for student recruitment, academic cooperation and S&T partnerships. Heather holds a Bachelor of Commerce in International Business from the University of Ottawa and a Masters in International Affairs from the Norman Paterson School of International Affairs at Carleton University.



Bogumila Lapinsky Anaya,
*Director of Public Relations,
Languages Canada,
Canada*

Bogumila has a BA in Journalism from Ryerson University and a Post-Graduate Certificate in International Business from Sheridan College, where she later worked as an international marketer and recruiter. In the early stages of her career, Bogumila taught English as a Second Language in Canada and abroad and completed a Certificate in Teaching and Training Adults at George Brown College. In January 2009, Bogumila opened the ICEF Canada office in Toronto to further promote Canada as a premier study destination. She joined Languages Canada in June 2011.

How to Study in the United States

Ana Adler

Seminar Room: Topazio/Turmalina

Audience: Agents & US Educators

▶ Session description

The session will be a description of the various student programs currently being offered as well as the general overview of the visas required to participate. It will also include a variety of options for those Brazilian students wishing to learn English, an important component of studying in the US.

▶ Speaker



Ana Adler,
Vice Consul,
U.S. Consulate- Rio de Janeiro,
Brazil

Ana Adler joined the U.S. Foreign Service in 2004 and has since served at the U.S. embassies in Algeria, Iraq, France and Afghanistan. She is currently assigned and will be working as Vice-Consul at the U.S. Consulate in Rio de Janeiro through 2013. Before joining the Foreign Service, Ana lived in Los Angeles, California, and worked as the Director of Management at an international talent agency. Originally from Miami, she graduated from Florida International University.

Besides São Paulo and Rio where is the market in Brazil? A comprehensive mapping of the Brazilian market

Maura Leão

Seminar Room: Topazio/Turmalina

Audience: Educators & Service Providers

► Session description

This session will provide information on how the market is outside São Paulo and Rio de Janeiro, considering that there are others Brazilian important regions that offer a great opportunity for Educators according to national research BELTA is doing in the market.

And also a hint how the Brazilian Government project "Science without Frontiers" for the scholarships for Brazilians to study abroad can bring students from all over the country to all over the world.

► Speaker



Maura Leão,

*President,
BELTA,
Brazil*

Maura de Araujo Leão, BELTA's (Brazilian Education & Language Travel Association) President for the 2009-2012 period, already worked in the association as part of the Ethics Committee (2003-2004) and as Operational Director (2003-2009). Translator and interpreter, with specialisation at the Goethe-Institute, Munich, Germany, and postgraduate in German Literature for the University of São Paulo, Maura has worked in several areas at the São Paulo State Secretary of Education and University of São Paulo.

Today she is the CEO President responsible for the management of the international education company Yázigi Travel, designed with a new view and format as service provider in the segment to the language schools chain Yázigi, which has been in the market for 63 years and has over 460 schools throughout the country, sending thousands of students abroad to several programmes. With wide experience since her participation as scholarship holder for the American Field Service in the 70's, she has large international experience.

New Zealand: latest news and opportunities for international students

Ana Maria Azevedo

Seminar Room: Quartzo B

Audience: Agents

► Session description

This seminar will provide information about New Zealand and its unique capability, the high quality of education offered at New Zealand institutions, the quality assurance provided by the Government, and the variety of opportunities for international students, from language courses to PhD level.

Learn how to find trustful information online, provided by government agencies linked to the New Zealand education industry. Education New Zealand (ENZ) is the lead agency for the promotion of New Zealand education around the world. ENZ is a Crown Entity funded by the New Zealand Government and led by a Board of Directors appointed by the Minister responsible for International Education. We have a team of 34 staff located both in New Zealand and in countries offshore.

Education New Zealand gives effect to the New Zealand Government's vision, goal and objectives for international education.

► Speaker



Ana Maria Azevedo,

*Education Manager,
Education New Zealand,
New Zealand*

Ana Azevedo is the Education Manager for Education New Zealand in Latin America. Based in São Paulo, Ana is responsible for the promotion of New Zealand Education in Latin America, assistance to New Zealand education institutions and education agents in the region, as well as market intelligence and publications.