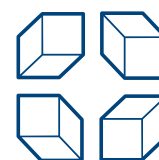


# The ICEF Moscow Workshop

Meet quality student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus



The Ritz-Carlton, Moscow • March 25 – 27, 2011



**ICEF**  
Workshops

## Seminar programme • March 25, 2011

	Moscow I - III
14:00 – 14:30	How to maximise your ICEF Workshop experience <b>Isabel Vogt</b> VP, Events & Logistics, ICEF Germany <i>Audience: Educators &amp; Service Providers</i>
14:30 – 15:00	How to maximise your ICEF Workshop experience <b>Sergey Krasnyanskiy</b> Business Development Manager, Agents Department, ICEF Germany <i>Audience: Agents</i>
15:00 – 15:30	ICEF Online Services - From the ICEF Online Workshop to Student Enquiries <b>Rüdiger Laub</b> General Manager, ICEF, Germany <i>Audience: All</i>
15:30 – 16:00	IATC – The new ICEF Agent Training Course <b>Sergey Krasnyanskiy</b> Business Development Manager, Agents Department, ICEF Germany <i>Audience: Agents</i>
16:00 – 16:45	Studying in Canada - A Training Session for Education Consultants <b>Milena Ushakova</b> Director of the Canadian Education Centre in Russia, Department of Foreign Affairs & Int. Trade (DFAIT) Canada <i>Audience: Agents</i>
16:45 – 17:30	Do You Feel Frustrated To Watch Your Potential Students Walk Away To Another Agent? <b>Aly Rajab</b> President, Canadian Language Learning College - CLLC Canada <i>Audience: Agents</i>
17:30 – 18:15	Success in running an educational business in Russia: useful tools for agents and education providers <b>Dr. Anna Ryzhova &amp; Andrei Arsentyev</b> Board Members, AREA - Association of Russian Educational Advisors Russia <i>Audience: All</i>
18:15 – 19:00	Study in Australia – Opportunities and Beyond <b>Natalia Konovalova</b> Business Development Manager Russia/CIS , Austrade Russia <i>Audience: Agents</i>

## 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 Moscow 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

### Sergey Krasnyanskiy

**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 Moscow 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



**Sergey Krasnyanskiy,**  
*Business Development Manager,  
ICEF,  
Germany*

Sergey Krasnyanskiy holds the position of Business Development Manager at ICEF.

Sergey achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University, Ukraine and another from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin, Germany.

Sergey started his career at ICEF in 2000 and has been working in a variety of positions with agents as well as with education and service providers from all over the world while focusing on CIS market.

Sergey annually attends the ICEF Berlin and Moscow Workshops and is also involved in other diverse projects within ICEF.

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

#### Rüdiger Laub

**Audience: All**

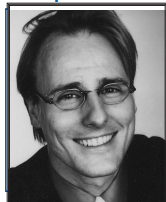
---

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

#### ► Speaker



**Rüdiger Laub,**  
*General Manager,  
ICEF,  
Germany*

Rüdiger Laub holds the position of General Manager at ICEF.

Rüdiger 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.

Rüdiger 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).

### IATC - The new ICEF Agent Training Course

#### Sergey Krasnyanskiy

**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



**Sergey Krasnyanskiy,**  
*Business Development Manager,*  
*ICEF,*  
*Germany*

Sergey Krasnyanskiy holds the position of Business Development Manager at ICEF.

Sergey achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University, Ukraine and another from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin, Germany.

Sergey started his career at ICEF in 2000 and has been working in a variety of positions with agents as well as with education and service providers from all over the world while focusing on CIS market.

Sergey annually attends the ICEF Berlin and Moscow Workshops and is also involved in other diverse projects within ICEF.

### Studying in Canada - An Training Session for Education Consultants

#### Department of Foreign Affairs & Int. Trade (DFAIT)

Audience: Agents

---

#### ► Session description

This information session will provide you with general information on Canada as a study destination for international students. You will walk away with all the necessary information to counsel students on short term study, elementary, high school or post-secondary options. Milena will highlight comparative advantages of education in Canada and some of the latest information you will need regarding study and work permits.

#### ► Speaker



**Milena Ushakova,**

*Director of the Canadian Education Centre in Russia  
Department of Foreign Affairs & Int. Trade (DFAIT),  
Canada*

Milena was born in Moscow, Russia. She graduated from Moscow State University with majors in Economics and Geography and holds a postgraduate diploma in Marketing from Seneca College, Toronto. Milena has extensive working experience in marketing and business development. She has been the Director of the Canadian Education Centre in Russia from 2006-2010 and has coordinated the Canadian pavilions at a number of international education fairs in 2010 and 2011.

## Do You Feel Frustrated To Watch Your Potential Students Walk Away To Another Agent?

**Aly Rajab**

**Audience: Agents**

---

### ► Session description

Seminar Goals:

- \* Identify the three failure categories that cause you to lose your potential students
- \* Identify the best strategic method to resolve this problem.

What you will Learn:

- \* How to provide your students with quality service
- \* How to create an ethical climate in your agency (among your staff and between your staff and students)
- \* How to increase your staff loyalty
- \* How to help your staff avoid unexpected recruiting failure.

### ► Speaker



**Aly Rajab,**  
*President,  
CLLC,  
Canada*

Aly Rajab has developed and enjoyed a long and fruitful career in the international business world. With over 10 years experience as a senior general manager with ALJ – Toyota Motor Corporation, Aly quickly gained a reputation as a visionary in regards to international sales, marketing, customer satisfaction and business development. Now, as founder of both the Canadian Language Learning College – CLLC, and CLLC Franchise, Inc., he can add, “successful entrepreneur” to his list of accomplishments.

Armed with an Executive MBA and a Diploma in Management from Saint Mary’s University, a Bachelor of Engineering degree from King Abdulaziz University, leadership courses from Harvard Business School and a Six Sigma Green Belt Qualification from Motorola University, Aly has worked tirelessly to create a global network of ESL professionals all aimed at providing international students with the best in English language education and opportunity. Aly has developed, maintained and promoted these professional relationships as the means to long-term success and growth. He believes that such investments in time and energy are essential, and that a “win-win” philosophy of business is always the most desirable strategy.

Aly was awarded the Halifax - Canada Chamber of Commerce Gold business award. This award was recognized by major news (Global & Mail, CBC, Herald, Daily News - Feb 01, 2008). In October 2008 he was recognized by Ernst & Young as one of the TOP 20 out of 600 Atlantic Canadian Entrepreneurs for his vision, leadership and achievement in building a successful, growing and dynamic business.

Success in running an educational business in Russia: useful tools for agents and education providers

**Dr. Anna Ryzhova & Andrei Arsentiev**

Audience: All

---

### ► Session description

Russia is a country of big opportunities for educational institutions all over the world due to its size, variety of cultures and traditions, growing interest of the population to study abroad in terms of world globalisation. When entering Russian market, what should language and academic programs providers expect? What are the peculiarities of marketing and co-operation with the agents? During the seminar we will answer those questions on the ground of the experience of the members of Association of Russian Education Advisors and the research made among the professional reputable agencies and foreign educational institutions that have experience or recruiting in Russia. The research results and proposed marketing tools would be of interest to agents as well, as they will show the trends of the educational market and offer some ideas of the future development of their business.

### ► Speakers



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

Since 2000, Ms. Ryzhova has been employed with Education & Career agency Interlogos, that is a full member of 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, Ms. Ryzhova was granted a PhD Degree in Foreign Economy (Russian Academy of Economics named after Plekhanov), the postgraduate paper was devoted to the "Position of Russian Federation in International Labor Market". As the Board member of AREA Anna is responsible for the communications and events organisation with foreign and international educational associations.



**Andrei Arsentiev,**  
*Board Member, AREA - Association of Russian Educational Advisors  
Russia*

Andrei Arsentiev started his career 16 years ago being a student of one of the British colleges that gave him an opportunity to know the market all through out. Now Andrei is a Marketing Director and a co-owner of Intellectual education abroad consultancy. He is responsible for the marketing strategy, promotion, market analysis and general management.

Andrei has been a Board Member of AREA (Association of Russian Educational Advisors) since 2008 being in charge of promoting an idea of quality education providers to the clients and partners. A graduate of the Moscow State Linguistic University, Andrei understands all the requirements of the client and his objectives in studying a language and achieving other educational goals. Armed with an MBA degree from the Higher School of Economics he has a perfect possibility to perform exhaustive analysis of the educational market.

## Study in Australia – Opportunities and Beyond

**Natalia Konovalova**

**Audience: Agents**

---

### ► Session description

The number of Russians choosing Australia as a study destination is witnessing continued growth. The tendency is fuelled by the need for international qualifications to improve career prospects, professional engagement, international experience in living overseas and sharpening English language skills.

The full suite of Endeavour Award scholarships under the Australia Awards, extended to Russian applicants in April 2010, can help open more opportunities for co-operation with local education institutions and attract more bright students from Russia. Austrade's Moscow-based staff can update you on opportunities in these potential growth markets and help your institution engage with suitable partners.

### ► Speaker



**Natalia Konovalova,**  
*Business Development Manager Russia/CIS, Austrade  
Russia*

Natalia helps Australian education institutions to build linkages with local government, business and education communities. As a qualified teacher, she started her career as university lecturer and continued as a consultant, also having overseas experience in the financial corporate sector. Natalia has completed few higher education courses in Australia and Russia.