The ICEF North America Workshop - Miami

Meet quality student recruitment agents from around the world sending students to the US and Canada

Loews Miami Beach Hotel • December 05 - 07, 2011

ICEF Workshops

Seminar program • December 05, 2011

	Poinciana Salon 2	Poinciana Salon 3
2:00 pm – 2:30 pm	How to maximize your ICEF Workshop experience **Isabel Vogt** VP, Events & Logistics, ICEF, Germany *Audience: Educators & Service Providers*	How to maximize your ICEF Workshop experience **Stephanie Zimmermann**, Senior Agent Relationship Manager, ICEF, Germany *Audience: Agents*
2:30 pm – 3:00 pm	ICEF Online Services - From the ICEF Online Workshop to Student Enquiries **John Demer** Director - Americas, ICEF, Germany *Audience: All*	Room to Grow in Nova Scotia: Pathways Programs and Collaboration in 'Canada's Education Province' **Mike Rosson,** EduNova, Canada *Audience: Agents*
3:00 pm – 3:30 pm	IATC – The ICEF Agent Training Course **Stephanie Zimmermann**, Senior Agent Relationship Manager, ICEF, Germany *Audience: Agents*	Studying in Mississippi – The Hospitality State **Tayla Burns** The StudyMississippi Consortium, USA *Audience: Agents*
3:30 pm – 4:00 pm	Financial Trends in Transparency **Cheryl Darrup-Boychuck** FundsV Working Group and Usjournal.com, USA *Audience: Educators & Service Providers*	Study in Georgia: Opportunities for Waivers and scholarships **Jennifer Chadwick** North Georgia College & State University, USA *Audience: Agents*
4:00 pm – 4:30 pm	How can a strategic plan help your organization be one step ahead? **Aly Rajab** CEO & President, CLLC - Canadian Language Learning College, Canada *Audience: Agents*	Education in Canada: An Agent's Roadmap **Louise Léger,** DFAIT, USA *Audience: All*
4:30 pm – 5:00 pm		Recruit with The U.S. Commercial Service **Andrew Gately**, US Department of Commerce, USA *Audience: All*
5:00 pm – 5:30 pm	Getting the best out of the relationship: Involving your agency in your marketing communicatons activities **Chris Price** Regional Director North America, PFL Group International Ltd, United Kingdom *Audience: Educators & Service Providers*	The benefits of Learning French in Canada **Maud Pinard Fréchette**, Languages Canada, Canada *Audience: All*
5:30 pm – 6:00 pm		CAPS-I: Your Guide to Quality Public Elementary & High School Education n Canada **Rob Porkka**, CAPS-I, Canada *Audience: Agents*
6:00 pm – 6:30 pm	Legality, Ethics and Standards on Agents Use in American Higher Education **John Deupree & Jennifer Wright** AIRC - American International Recruitment Council, USA *Audience: All*	StudyWisconsin: Your information source for Wisconsin Universities, Colleges, and English Language Training **Kevin Beisser,** StudyWisconsin, USA *Audience: Agents*
6:30 pm – 7:00 pm		Current Outlook for Intensive English Programs in the US **Kathryn Kohut,** AAIEP, USA *Audience: All*

2:00 pm - 2:30 pm

How to maximize your ICEF Workshop experience

Isabel Vogt

Seminar Room: Poinciana Salon 2
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 North America Workshop - Miami 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 maximize 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 organization of events for the international educations industry since 1996. During her time at ICEF she has organized workshops, student fairs and conferences in 28 countries around the world.

How to maximize your ICEF Workshop experience

Stephanie Zimmermann

Seminar Room: Poinciana Salon 3
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 North America Workshop - Miami 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 maximize your working relationship with educators

►Speaker

Stephanie Zimmermann,
Senior Agent Relationship Manager,
ICEF,
Germany

Stephanie joined ICEF in 2006 through an internship programme while completing her Masters degree in Germany. In 2007 she accepted a full time role as a Project Manager in the Agents Department and has since May 2011 held the position of Senior Agent Relationship Manager.

Stephanie's role includes connecting multinational student recruitment agents with international educators at ICEF events. In addition, she is responsible for building and managing a wide range of agent relationships and advising agents as to which ICEF Workshops will provide them with educator contacts to fit their student profiles and demand.

2:00 pm - 2:30 pm

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

John Demer

Seminar Room: Poinciana Salon 2
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 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, organizers 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.

Room to Grow in Nova Scotia: Pathways Programs and Collaboration in 'Canada's Education Province'

Mike Rosson

Seminar Room: Poinciana Salon 3
Audience: Agents

►Session description

The presentation will focus on the ongoing collaboration between EduNova members to brand Nova Scotia as study destination through promoting the various advantages the province has to offer to international students. Topics will include: pathways programs, co-operative programs, scholarships and immigration. The goal of EduNova members is to increase awareness of the province internationally to encourage more students to look beyond traditional study markets like Toronto and Vancouver. EduNova's is mandated to facilitate international partnerships with educational agents to develop business relationships with members. EduNova has funded more than 150 agents to visit the province to find out why Nova Scotia is 'Canada Education Destination.'

►Speaker

Mike Rosson,
Director of Marketing and Recruitment,
Edunova,
Canada

Michael Rosson has worked as the Director of Marketing and Communications at EduNova www.edunova.ca since 1997. In this role he has worked with EduNova's members to organize collaborative outbound recruitment missions in more than 20 countries. Mr. Rosson has also coordinated a variety of provincial marketing initiatives including EduNova's annual Agents' Familiarization Tour that help brand Nova Scotia as a study destination for international students. Prior to his role at EduNova he worked in international development focusing in textbook procurement in Africa. EduNova is a non- profit association of education and training providers based in Nova Scotia Canada.

3:00 pm - 3:30 pm

IATC - The ICEF Agent Training Course

Stephanie Zimmermann

Seminar Room: Poinciana Salon 2
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

Stephanie Zimmermann,
Senior Agent Relationship Manager,
ICEF,
Germany

Stephanie joined ICEF in 2006 through an internship programme while completing her Masters degree in Germany. In 2007 she accepted a full time role as a Project Manager in the Agents Department and has since May 2011 held the position of Senior Agent Relationship Manager.

Stephanie's role includes connecting multinational student recruitment agents with international educators at ICEF events. In addition, she is responsible for building and managing a wide range of agent relationships and advising agents as to which ICEF Workshops will provide them with educator contacts to fit their student profiles and demand.

Studying in Mississippi – The Hospitality State

Tayla Burns

Seminar Room: Poinciana Salon 3
Audience: Agents

►Session description

The state of Mississippi is located in the Deep South of the United States—midway between Atlanta and Dallas—the heart of one of the nation's fastest growing regions. The state has over a dozen public universities including high research institutions, several state-of-the-art private institutions, as well as a strong community college system.

Mississippi, known as The Hospitality State, has everything to satisfy the needs of international students and their parents - high quality US education, temperate climate, friendly people, rich artistic heritage, miles of scenic beaches, and delicious cuisine to help them feel right at home- all within an affordable cost of living.

►Speaker

Tayla Burns,
Board,
StudyMississippi,
USA

Tayla Burns, BBA, JD, joined the Office of International Programs (OIP) at the University of Mississippi in 2008. She currently serves as chair of the Mississippi Association of International Educators, board member for the StudyMississippi Consortium, and member of NAFSA as well as the Mayor's Commission on Disability Issues for the City of Oxford. She manages international marketing programs and recruitment strategies, and serves as faculty and scholar advisor for the University of Mississippi. Before joining OIP, Tayla participated in study abroad programs in the UK and South Africa which focused on international and comparative law, and developed and managed a series of volunteer programs serving international exchange students.

3:30 pm - 4:00 pm

Financial Trends in Transparency

Cheryl Darrup-Boychuk

Seminar Room: Poinciana Salon 2
Audience: Educators & Service Providers

►Session description

You'd be hard-pressed to find an industry whose "finer details" haven't been revealed online, at least to some extent, over the past 15 years. This capability to connect with almost everyone is radically altering society and the way we think, as we now demand more, and challenge everything. Three trends in transparency have manifested themselves in international student recruitment: One deals with tuition costs within the United States, another deals with comparing academic course costs across top English-speaking countries, and the third involves transparency on a much more personal level – between the prospective international student and his or her host.

Net Price Calculator: The U.S. Higher Education Opportunity Act of 2008 effectively mandates greater transparency in calculating tuition discounts and likely federal financial aid for prospective U.S. students. Each postsecondary institution in the United States that participates in federal student aid programs must post a "Net Price Calculator" on its web site. The tool must use institutional data to provide estimated net price information to current and prospective students and their families based on a student's individual circumstances. While U.S. campuses are not required to upload a similar tool for international students, this new requirement has already impacted prospective students outside of the States. Tuition Comparator: A colleague in Australia is developing a "Course Cost Comparison Tool" for typical degrees in Canada, the U.S., U.K., New Zealand and Australia. While still only a prototype, the comparator assesses an average cost of a degree offered by similar institutions in the different countries, to enable career counselors and recruitment agents the tools to provide accurate advice to their clients. The counselors can update, amend or add other course costs to customize the tool.

Funds Verification: Most host countries require that prospective international students show evidence of sufficient funds to support the costs of living and studying in that country. A "FundsV Working Group" has been formed to adequately address the need for information efficiency in global student mobility, to ultimately develop worldwide standards for international student funds verification.

►Speaker

Cheryl Darrup-Boychuck,
FundsV Working Group and Usjournal.com,
USA

Cheryl Darrup-Boychuck has been working toward greater global student mobility for more than 20 years, inspired by a semester at the University of Melbourne in 1989. The U.S. Education Journal offered Cheryl her first job in international student recruitment in the mid-1990s, and she helped migrate the print publication to an online platform in 1996. She has owned USjournal.com since 2000, and continues to assist U.S. campuses in recruiting international students via 17 multi-lingual domains. The FundsV Working Group is a natural extension of USjournal, as it is designed to generate more financially qualified inquiries for USjournal clients. FundsV improves the efficiency and integrity of international student funds verification, not only for students coming into the U.S., but for all globally mobile students.

Study in Georgia: Opportunities for Waivers and scholarships

Jennifer Chadwick

Seminar Room: Poinciana Salon 3
Audience: Agents

►Session description

Are you interested in sending your students to study in the United States? Send them to the State of Georgia. In this session you will learn how by using one website, you can contact most all of the colleges and universities in Georgia. You will find out about opportunities for scholarships and waivers for students who apply and are accepted early. This session will help you serve your students more effectively and give you the resources to market the universities in the State of Georgia to your students.

►Speaker

Jennifer Chadwick,
Director of Undergraduate Admissions,
North Georgia College & State University,
USA

With over eleven years of admissions experience and as current Director of Undergraduate Admissions at North Georgia College & State University, Jennifer Chadwick, has worked diligently to meet the enrollment goals set forth by the university. She specializes in enrollment management utilizing communication plans, territory management, telecenter, special events (Open House, Information Days, Campus Tours, Receptions) and most importantly building relationships with prospective students to meet enrollment goals. Over the past five years, Jennifer has raised the average GPA for the incoming freshman class by 33 points and raised the GPA from a 3.41 to a 3.59. By enrolling a more qualified student, the retention rates have also increased.

As North Georgia works to internationalize their campus, Jennifer has steadily increased international enrollment. Jennifer serves on the Study Georgia executive board and looks forward to working with ICEF agents to achieve the international enrollment goals for the State of Georgia.

4:00 pm - 5:00 pm

How can a strategic plan help your organization be one step ahead?

Aly Rajab

Seminar Room: Poinciana Salon 2
Audience: Agents

►Session description

Topic:
How can a strategic plan help your organization be one step ahead?

Discussion Agenda:
- Does your organization have a clear vision? What do you and your team do to ensure your vision is being followed?
- What is your organization's measure of success?
- Why is protecting your organization's culture a vital task?
- How can you be innovative 'in' and 'out' of your business?

Why you should attend this seminar:
- To ensure your organization's success
- To ensure your organization's security
- To increase your market share
- To help improve our industry

►Speaker

Aly Rajab,
CEO & President,
CLLC - Canadian Language Learning College,
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.

4:00 pm - 4:30 pm

Education in Canada: An Agent's Roadmap

Louise Léger

Seminar Room: Poinciana Salon 3
Audience: All

►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.

►Speaker

Louise Léger,
Canadian Consul General,
Consulate General of Canada,
Canada

Louise Léger has a BSc in Economics, from the Université de Moncton. She joined the Department of Industry, Trade and Commerce as a trade commissioner in 1981. Her career at Foreign Affairs and International Trade Canada has included postings to Colombia, Switzerland and Israel. In 1995, she was appointed ambassador to Panama, and in 2001 ambassador to Costa Rica, with concurrent accreditation to Nicaragua and Honduras. In Ottawa, Ms. Léger has held the positions of deputy director of the Eastern Europe Commercial Relations Division as well as executive director and deputy director general at the Summit of the Americas Bureau. Ms. Léger has also twice served as director general of Trade Commissioner Service, leading the Operations Bureau as well as most recently the Client Services Bureau. Ms. Léger began her tenure as Consul General of Canada in Miami in September 2009. Thank you!

5:00 pm - 6:00 pm

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

Chris Price

Seminar Room: Poinciana Salon 2
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'.

4:30 pm - 5:00 pm

Recruit with The U.S. Commercial Service

Andrew Gately

Seminar Room: Poinciana Salon 3
Audience: All

►Session description

The U.S. Commercial Service, a division of the U.S. Department of Commerce, has a variety of programs that assist educational institutions and intensive English programs with their international recruitment. Our staff can assist institutions with locating agents, meeting high school guidance or university counselors, and potential partner universities in 71 countries. My presentation will introduce our program and services.

►Speaker

Andrew Gately,
Department of Commerce,
USA

Andrew Gately is a Commercial Officer at the US Export Assistance Center in Miami. He supports development of US businesses across a wide variety of industries including education, healthcare, and green technologies. Mr. Gately previously served at the US Consulate in Guangzhou, China.

Mr. Gately has also worked as an analyst at the U.S. International Trade Commission and in the semiconductor and banking industries. He received his BA in anthropology from Wake Forest University and his MA in international relations from the Johns Hopkins School of Advanced International Studies (SAIS). He is married, and has a daughter and a son.

5:00 pm - 5:30 pm

French Programs Manager for Languages Canada

Maud Pinard Fréchette

Seminar Room: Poinciana Salon 3
Audience: All

►Session description

Learning French in Canada has never been easier, the quality never better, and students never better protected. This session will present why Canada is such a great destination for students to learn French and why Languages Canada member programs are the best choice for them? First, when attending a recognized French program in Canada, students step into a unique landscape. Canada's quality of life has been ranked in the top three for seven years in the UN Quality of Life Index. Added to the benefits of a great country that values and invests in language, students can also count on the highest-level quality assurance and student protection. The Languages Canada Quality Assurance Scheme is more demanding than that of Canadian provincial education standards – no small feat when Canadian education is considered one of the best in the world!

►Speaker

Maud Pinard Fréchette,
French Programs Manager,
Languages Canada,
Canada

Maud Pinard Fréchette is the new French Programs Manager for Languages Canada and joined the association in July of 2011. Previously, Maud was a Supervisor for the Canadian Society of Immigration Consultants (CSIC), in their Montreal office and was responsible for Québec Government relations, and to give support to members and immigrants. She has also worked as a Communications and Public Relations Officer for Parks Canada and was a representative for the Canadian Red Cross on a project in Mauritius. Maud holds a Baccalaureate degree in Communications and Politics as well a Master's degree in International Studies, from the University of Montreal.

The ICEF
Agent Training Course (IATC)

Get the agent qualification students and educators across the world will look for...

The IATC

Registration is open for the ICEF Agent Training Course, the first-ever global certification for agency-based student counsellors, delivered online.

The IATC was developed with input from 769 education agents from 113 countries, along with 437 education institutions from 78 countries.

The course is self-paced, enabling counsellors to access course content whenever and wherever they like.

There are already 62 qualified ICEF Trained Agent Counsellors (ITACs) in 29 countries around the world
Find them at: www.icef.com/itacfinder

The course is FREE with only a €250 fee for certification testing.

Testing is available online and at all ICEF Workshops.

For information and to register:
www.icef.com/iatc

5:30 pm - 6:00 pm

CAPS-I: Your Guide to Quality Public Elementary & High School Education n Canada

Rob Porkka

Seminar Room: Poinciana Salon 3
Audience: Agents

►Session description

Learn about opportunities for international students to study with one of the more than 80 public school boards across Canada. Our public schools offer quality, public elementary through high school educational programs - both long and short term. While learning in our schools and living with a local host family, students will experience a true Canadian lifestyle and achieve their academic goals.

►Speaker

Rob Porkka,
Vice President, Canadian Association of Public Schools - International, Canada

Rob Porkka is the Vice President of Canadian Association of Public Schools- International. The Association has over 80 school boards from across Canada as members. CAPS-I assures standards of practice of all international student programs.
In addition, to his role of VP of CAPS-I Mr. Porkka is the Director of International Education for the Red Deer Public School District in Red Deer, Alberta, Canada.

6:00 pm - 7:00 pm

Legality, Ethics and Standards on Agents Use in American Higher Education

John Deupree & Jennifer Wright

Seminar Room: Poinciana Salon 2
Audience: All

►Session description

Although the use of international partner agencies to recruit students, and the payment of commissions, is legal in the United States, a strong perception remains within the American higher educational community that the practice is unethical. The ethical debate has both limited the participation of a broader range of institutions and launched a movement for standards. This session will review both the legal framework and key elements of the current ethical debate in particular the Principles of Good Practice supported by the National Association of College Admissions Counselors and the Certification process of the American International Recruitment Council.

►Speakers

John Deupree,
Executive Director,
AIRC - American International Recruitment Council,
USA

John Deupree serves as AIRC's Executive Director guiding the overall operations and strategy for organizational growth, member relations, and communications. John has over thirty years of experience as a leader in global education policy with a particular emphasis on international student mobility. John's leadership roles include the Director of International Education at the College Board where he created both the Directory of Overseas Educational Advising Centers and the International Student Handbook of U.S. Colleges. John also guided the creation of an array of training programs on US higher education for Education USA advisers and educators from around the world. John also served the lead researcher for the team which created a strategic framework for the American University of Afghanistan (AUAF) which now serves several hundred students at its campus in Kabul. Following his return from Afghanistan John served as the Senior Vice President of The ScholarShip, an innovative shipboard academic program targeted to students in every world region. As Senior Partner in Global Education Solutions John was engaged to be the senior adviser for international initiatives for Westfield State University in Massachusetts where he created a framework for a comprehensive internationalization strategy. John has served on the boards of numerous national and international organizations including the National Security Education Program, the Alliance for International Education and Cultural Exchange, and the Center for Quality Assurance in International Education.

Jennifer Wright,
Assistant Director,
AIRC - American International Recruitment Council,
USA

Jennifer Wright is the Assistant Director of the American International Recruitment Council (AIRC), the first standards development and member association focused on agency based international student recruitment. AIRC has created standards for international student recruitment agencies and has generated considerable attention on agency use within the U.S. higher education community. Jennifer leads the agency Certification process at AIRC and assists with member development. Jennifer holds a Master's degree in International Diplomacy and Commerce from the University of Kentucky. She has broad experience in internationalization of U.S. campuses from international student admission and advising to study abroad and exchange student programming.

6:00 pm - 6:30 pm

StudyWisconsin: Your information source for Wisconsin Universities, Colleges, and English Language Training

Kevin Beisser

Seminar Room: Poinciana Salon 3
Audience: Agents

►Session description

In this seminar you will learn about Wisconsin, StudyWisconsin and its members, exciting new state of the art degree programs in Wisconsin, as well as ways you as agents can work with our member institutions. Whether you are looking for a degree program or English language training, a city or a small town setting, we know that you will find the educational opportunities you are looking for in Wisconsin!

►Speaker

Kevin Beisser
Senior Immigration Coordinator
The University of Wisconsin-Milwaukee
Center for International Education
& StudyWisconsin Chair, USA

Kevin Beisser is a Senior Immigration Coordinator in the Center for International Education at the University of Wisconsin-Milwaukee and current Chair of StudyWisconsin. Before his move to The Center for International Education he served for over 12 years as Assistant Director of Student Services in the English as a Second Language Program at the same institution. Kevin has also served as Chair of the Wisconsin Association of International Educators and the NAFSA Region V Wisconsin State Representative. Mr. Beisser has traveled abroad extensively and has presented at numerous State, Regional, National, and International Conferences including two previous ICEF Conferences.

ICEF
Connect. Recruit. Grow.

Maximise Your Exposure with ICEF Marketing & Sponsorship

- Spotlight your organisation with platinum, gold or silver sponsorship packages
- Sponsor a high-profile merchandise item or key aspect of the workshop
- Create a lasting impact on workshop participants
- Access a large number of industry multipliers who deal with tens of thousands of international students and young travellers annually

Exhibition Space:
A prominently positioned exhibition space in the workshop venue enables you to showcase your organisation, programmes, products and marketing materials to industry multipliers. Your presence over the duration of the event will allow you to make contact with hundreds of attendees, develop leads and build your brand recognition within the industry.

www.icef.com/icef-marketing-sponsorship

6:30 pm - 7:00 pm

The benefits of Learning French in Canada

Kathryn Kohut

Seminar Room: Poinciana Salon 3
Audience: All

►Session description

Each year about 95,000 students come to the US specifically to pursue English language training in the over 800 intensive English programs across the United States. This active industry continues to grow as new schools open each year and more students need English skills for academic or career purposes. But the industry also faces economic and political challenges as global events unfold, impacting currency, visa policy and other areas.
Kathryn will provide an update on current trends, key advocacy issues and other issues facing Intensive English Programs (IEPs) in the US today. She will also discuss the American Association of Intensive English Programs (AAIEP) and what the organization does to support member programs, associate members, international students, and agents.

►Speaker

Kathryn Kohut,

Central Office Director,
AAIEP,
USA

Kathryn Kohut is the Central Office Director for the American Association of Intensive English Programs (AAIEP), the largest organization of its kind in the US with over 300 member programs. Kathryn has been strongly committed to the field of English language learning for 15 years and has held various Director positions in IEP management, school operations, and academics, in addition to teaching.
Kathryn enjoys getting involved in the ESL community as much as possible and has been an active volunteer on ACCET accreditation site visits since 2002. She also created and led the English Access Summer Workshop in the USA, a US Department of State grant program for underprivileged high school English learners from around the world, now in its 6th year.
A resident of the San Francisco Bay Area, Kathy enjoys every opportunity to travel and has lived or worked in Japan, Russia, the Netherlands and traveled to 25 countries.