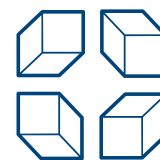


The ICEF Vancouver Workshop

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



Hyatt Regency, Vancouver • May 26 - 28, 2011



ICEF
Workshops

Seminar programme • May 26, 2011

Plaza Ballroom B	
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>Tiffany Egler Manager, Agents Department, 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>Ian Cann Sales - North America, ICEF, Germany <i>Audience: All</i></p>
15:30 – 16:00	<p>IATC – The new ICEF Agent Training Course</p> <p>Markus Badde CEO, ICEF Germany <i>Audience: Agents</i></p>
16:00 – 16:45	<p>Work & Travel, Work & Study and Internships in Canada</p> <p>Tamsin Plaxton Founding Partner and Managing Director, Tamwood International College Canada <i>Audience: Agents</i></p>
16:45 – 17:30	<p>Introduction to Canada: Information Session for Agents</p> <p>Jean-Philippe Tachdjian, Deputy Director and Trade Commissioner & Geneviève Gougeon, Trade Commissioner Department of Foreign Affairs & International Trade (DFAIT) Canada <i>Audience: Agents</i></p>
17:30 – 18:15	<p>Beyond „Pathway“ basics: Vetting English schools and university admissions challenges</p> <p>David Anderson, On the Board of Directors, American International Recruitment Council & Mike Walkey, District Director, ELS Language Centres Canada USA & Canada <i>Audience: Educators</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</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 Vancouver 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

Tiffany Egler

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 Vancouver 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



Tiffany Egler,
*Manager, Agents Department,
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 organization 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.

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

Ian Cann

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. Ian 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



Ian Cann,
Sales - North America,
ICEF,
Germany

In 2009, ICEF was pleased to announce Ian's appointment as Business Development Manager for the USA, serving new customers in a rapidly growing market. Ian strives to assist those educators who are new to ICEF Workshops, and those who are new to the agent process as a whole.

Previously, Ian was involved in international education as a sales and operations representative for BMI Media (Salão do Estudante/Expo Estudante) based in Salvador, Brazil. He gained a wealth of experience in the global student recruitment industry, and especially the Latin American international student market.

Prior to this, Ian was based in London, working for IPC Media (Time Inc.) on some of the most popular magazines and websites in Britain.

Ian gained a Bachelor of Arts with Honours in Philosophy from the University of Leeds in the UK in 2005. He speaks English, Dutch, Portuguese, and some rusty French and Spanish. He currently divides his time between London, and Florianopolis in the south of Brazil.

IATC - The new 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.

Work & Travel, Work & Study and Internships in Canada

Tamsin Plaxton

Audience: Agents

► Session description

Tamsin will explain the different rules allowing international people to get work permits to work in Canada and the programs available through GO International to assist them in securing work placements in Canada.

► Speaker



Tamsin Plaxton,
*Managing Director,
Tamwood International and GO International Work & Travel Providers,
Canada*

Tamsin Plaxton is an owner, with Matt Collingwood, of Tamwood International, a Vancouver based company operating three divisions: Tamwood International College, GO International Work & Travel Providers, Tamwood International Camps.

Tamsin and Matt founded Tamwood in 1993. Tamsin's background as a lawyer has allowed her to take a keen interest in the Canadian laws and regulations concerning internationals working in Canada and has led her to develop several unique work programs in Canada including a plot project with National Parks of Canada.

Introduction to Canada: Information Session for Agents

Department of Foreign Affairs & International 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. We will highlight comparative advantages of education in Canada and some of the latest information you will need regarding study and work permits.

► Speaker



Jean-Philippe Tachdjian,
Deputy Director and Trade Commissioner
Department of Foreign Affairs & International Trade (DFAIT),
Canada

Jean-Philippe Tachdjian joined the Canadian diplomatic service in 1997, and worked in the Economic Law section of the Legal Operations Division, and in 1999 he joined the Middle East Relations Division, responsible for Canada's relations with Israel and the Palestinian territories.

In 2001, he was assigned to the Canadian Embassy in the Arab Republic of Egypt where he served in the Political and Public Affairs section of the Embassy as Second Secretary and responsible for Education and Cultural Affairs. While in Cairo, Jean-Philippe was very active in the promotion of Canadian education abroad with the EDUC-Canada series of fairs throughout the Middle East, the founding of the Canadian International School of Egypt and the Canadian International College in Cairo, and laying the groundwork for what became the Ahram Canadian University in October 2005.

Since his return to Canada in August 2004, Jean-Philippe has been working in Education Marketing for DFAIT, including for the promotion of Canada as a Study Destination. He is presently Deputy Director of the Edu-Canada section of the International Education and Youth Division and directs the efforts of the Government of Canada to attract more foreign students to study at Canadian education institutions



Geneviève Gougeon,
Trade Commissioner
Department of Foreign Affairs & International Trade (DFAIT),
Canada

Geneviève is responsible for developing brand Canada in the area of education for DFAIT in cooperation with the provinces and territories. Geneviève has a Master's degree in International Studies from the Université de Montréal and a Bachelor's degree in Business Administration from the Université du Québec à Montréal. She worked at Cégep international for four years as a recruitment and international mobility officer. Prior to that, she was the Quebec director for the Canadian Education Centre Network, in which capacity she helped develop international strategies to recruit students for many of Quebec's educational institutions. She has organized and delivered numerous information and training sessions on various aspects of promotion and recruitment and on receiving international students.

Beyond „Pathway“ basics: Vetting English schools and university admissions challenges

David Anderson & Mike Walkey

Audience: Educators

► Session description

“Pathway” agreements are gaining popularity between English programmes and institutions of higher education. We will address ways in which the universities can feel comfortable with the quality and marketing reach of the English schools. Conversely, what are the admissions issues that affect English schools’ ability to refer qualified students to the university?

► Speakers



David Andersen,
*On the Board of Directors for AIRC,
Vice President - ELS Language Centers,
USA*

David Anderson is on the Board of Directors for the American International Recruitment Council of which ELS Language Centers is a founding member. In December, 2010 he was named Vice President for Recruitment and Partner Support for ELS. He oversees student recruitment in the Middle East/North Africa, Turkey and Latin America.

Mr. Anderson is a former member of the Congress of the World Youth Student & Educational Travel Confederation, based in Amsterdam, representing the Association of Language Travel Organisations (ALTO). He has served various roles within ELS including running intensive English centers, overseeing 6 locations, directing agency support worldwide and having direct responsibility for recruiting in Latin America and select European countries.

In his work with ELS, he has visited agencies in more than 30 countries for meetings, training and collaboration. For many years, he was ELS’ principal contact for establishing articulation agreements with American universities. Mr. Anderson is a former adjunct faculty member of Vanderbilt University.



Mike Walkey,
*District Director,
ELS Language Centers,
Canada*

Mike Walkey has been with ELS Language Centers since 1996. Mike has always been interested in education and languages; he worked his way up through many positions in the field including Instructor, Academic Director and Student Advisor of language schools both in Korea and Canada. Mike was the Managing Director at ELS Language Centers Canada for 12 years before being promoted to District Director in charge of six ELS Centers throughout Canada and the United States. Mike has been active in CAPLS (formerly) and Languages Canada (currently) for many years.

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

Chris Price

Audience: Educators

► 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'.