

# The ICEF Berlin Workshop

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Connecting international educators with the world's best agents



Hotel InterContinental, Berlin • Nov 01 – 03, 2009



# ICEF

Connect. Recruit. Grow.

## School Owners Forum • November 01, 2009

Seminar Room	Schöneberg
14:00 – 16:00	<p>Guiding my school through the recession</p> <p>Chair: Mervyn Martin, Director, Select English, United Kingdom</p> <p>Speakers: Res Helfer, President, Brandon College, USA</p> <p>Jonathan Dykes, Chief Executive, International House Barcelona, Spain</p> <p>Justin Quinn, Managing Director, Centre of English Studies, Ireland &amp; United Kingdom</p> <p>Sharon Curl, President, Eurocentres Vancouver &amp; Toronto, Canada</p> <p><i>Audience: Owners and part-owners of language schools</i></p>

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**The ICEF School Owners Forum**

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**Seminar room: Schöneberg**

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The purpose of the School Owners Forum is to bring together owners and part-owners of language schools to discuss issues of practical importance. Previous topics have included 'Valuing My School', 'Buying and Selling Schools' and 'Making My School More Profitable'.

Most countries are experiencing difficult economic conditions and therefore this year our focus is:

**'Guiding my school through the recession'**

► Chair



**Mervyn Martin,**  
*Director,  
Select English,  
United Kingdom*

Mervyn Martin is the owner of Select English and St. Andrew's, Cambridge and London. Mervyn has an MBA and was Marketing Director of the Bell Educational Trust for 12 years. He has now run Select English and St. Andrew's (with his wife, Helena) for the last 14 years. He is a co-author of 'The Management of ELT' (Cambridge University Press).

We are pleased to welcome 4 presenters from different countries who will speak briefly on the measures they are taking in their schools to survive the economic downturn. This will be followed by a question-and-answer session. The presenters are:

► Speaker



**Dr. Res Helfer,**  
*President,  
Brandon College,  
USA*

Res Helfer is the owner of Brandon College in San Francisco. He has a Masters in Education and has spent the last 17 years in the ESL industry, first as a student, then student advisor and academic director before acquiring Brandon College a few months before 9/11. Talk about perfect timing! During this crisis and subsequent recovery, Res has been actively involved in the accreditation process with ACCET and recently joined the board of AAIEP. Brandon College celebrated its 70th anniversary in 2008.

## The ICEF School Owners Forum

**Chair: Mervyn Martin**

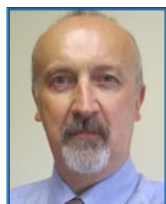
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► Speaker



**Jonathan Dykes,**  
*Chief Executive,  
International House Barcelona,  
Spain*

Jonathan Dykes has over thirty years experience in the language teaching business. He started out as an English teacher, working in various parts of the world, then moved into management with International House in Spain. He is currently Chief Executive of the IHLS Group ([www.ihls-group.com](http://www.ihls-group.com)) which includes ten International House schools situated in four different countries: Spain, Mexico, Colombia and the UK. The group also includes Net Languages, a company which Jonathan set up in 1998 together with ELT luminaries Scott Thornbury and Gavin Dudeney, and which is dedicated to designing and promoting Web-based language courses. Jonathan lives in the very beautiful city of Barcelona but spends rather a lot of time visiting other parts of the world. He is married to Spanish course book author Carmen Soriano and has a very young but nearly trilingual daughter called Emma.

► Speaker



**Justin Quinn,**  
*Managing Director,  
Centre of English Studies,  
Ireland & United Kingdom*

Justin Quinn is the Managing Director of Centre of English Studies (CES) and has been involved with ELT for over 20 years. Justin is also on the boards of Marketing English in Ireland (MEI) and the advisory council for English language training in Ireland (ACELS). Centre of English Studies has three year round schools located in Dublin, London and Worthing and also operates a number of junior summer centres. CES also opened its first school in Asia this year in Taiwan.

► Speaker



**Sharon Curl,**  
*President,  
Eurocentres Vancouver & Toronto,  
Canada*

Sharon Curl, a graduate of the University of British Columbia, is the owner and president of Eurocentres Canada with locations in Vancouver and Toronto. Sharon has been active in the Canadian English as a Second Language industry since 1990 when she opened her Vancouver school as Vancouver Maple Leaf Language College. In 2002, she partnered with Eurocentres and commenced operating her schools under the Eurocentres name. She has held many positions within the industry including being the first president of the Canadian Association of Private Language Schools (CAPLS) and playing an integral role in the formation of Languages Canada for which currently holds the position on the Executive Committee as Immediate Past President. She has also been involved with various committees and consultation groups for governmental departments including Canadian Heritage, Citizenship and Immigration Canada, the Department of Foreign Affairs and International Trade, and the Canadian Education Centre Network.