

► The ICEF Berlin Workshop

Meet quality education agents at the world's leading event for international student recruitment professionals



Hotel InterContinental, Berlin • November 04 - 06, 2007

TRAINING COURSES • November 04, 2007

	TRACK 1	TRACK 2
Seminar room	Tiergarten I / II	Tiergarten III
9:00 - 14:00	<p>eMarketing – developing your business by communicating with students the way they wish to be communicated too</p> <p>Chris Price, MJD Consultancy Ltd., UK</p> <p><i>Audience: All</i></p> <p>Price: EUR 145 ,- (excl. VAT)</p>	<p>The Fair way of doing things! Using education fairs to recruit students</p> <p>Thijs van Vugt, iE&D Solutions® BV, The Netherlands</p> <p><i>Audience: All</i></p> <p>Price: EUR 145 ,- (excl. VAT)</p>
14:00 - 18:00	<p>How to prepare a marketing plan for your institution</p> <p>Christiane Roth, Università Bocconi, Italy</p> <p><i>Audience: Education providers</i></p> <p>Price: EUR 145 ,- (excl. VAT)</p>	<p>Knowledge is power: Market research as a source of competitive advantage</p> <p>Will Archer, i-Graduate, UK Andy Nicol, Coventry University, UK</p> <p><i>Audience: All</i></p> <p>Price: EUR 145 ,- (excl. VAT)</p>

9:00 h - 14:00 h

eMarketing – developing your business by communicating with students the way they wish to be communicated too

Chris Price

TRACK 1

Course room Tiergarten I / II

Audience: All

Price: EUR 145 ,- (excl. VAT)

▶ **Course description**

Electronic or digital marketing used to be at the periphery of education marketing communications but with the arrival of the 'digital generation' of students, understanding how these student consume, select and purchase education products through web 1.0 (and increasingly 2.0) – it's now an issue that all marketers need to understand and embrace.

▶ **Topics**

Why is this important? Understanding 'digital natives', what should you and your organisation be doing, search engine optimisation and website assessment, recommendations for your organisation.

▶ **Focus**

Education providers and agents who need to understand some basic techniques in electronic / digital marketing.

▶ **Learning outcomes**

Participants should understand better who the new web 1.0 – 2.0 enabled student is, have an understanding of eMarketing techniques, have been given some key recommendations to improve their organisation's eMarketing activities.

▶ **Course format**

Half day training – Lecture format with case studies. Interactive session with participants expected to give examples of eMarketing activities they have perhaps been involved in or wish to understand more about. Examples of best practice.

▶ **Trainer**



Chris Price,
*Director,
MJD Consultancy Ltd.,
United Kingdom*

- Former Head of International Offices at University of Westminster and Thames Valley University.
- Marketing Manager at University of North London (now London Metropolitan University).
- Until recently the Director of Marketing at LIBT at Brunel University (IBT Education Group)
- Fellow of the Chartered Institute of Marketing.
- Board member - European Association of International Education (Prof. Section for Marketing and Recruitment)
- Winner of Queens Award for Enterprise in International Category whilst Head of International Office at University of Westminster.
- In depth knowledge of international and domestic education marketing products, services and companies
- Expert in the education market (5 years education marketing experience).

9:00 h - 14:00 h

The Fair way of doing things! Using education fairs to recruit students

Thijs van Vugt

TRACK 2

Course room Tiergarten III

Audience: All

Price: EUR 145,- (excl. VAT)

► Course description

The number of education fairs held seems to double each year, with all claiming to be the best of their kind. The reality is that education fairs continue to attract hundreds of thousands of students to them and are a central instrument to the recruitment of students to your institution. With the demand for international qualifications continuing to grow, you can really not afford to use education fairs in the best and most efficient way for your institution? But once at a fair, what do you do, and most importantly, what not?

► Topics

- What makes a good education fair?
- Planning to make the most of your attendance
- The do's and don'ts on the day
- Successful fair follow-up: making an impact

► Learning outcomes

- be able to meet students and service their requests in an exhibition format
- be able to adequately prepare for successful attendance of an exhibition
- be able to capture student enquiries and interest
- be able to identify key issues in exhibition management and having a set of useful tools and ideas at their disposal.

► Trainer



Thijs van Vugt,
Partner iE&D Solutions® BV,
The Netherlands

Thijs holds an MA in International Economics from Tilburg University (The Netherlands) and a Post-graduate Certificate in Public Management from Tias Business School (The Netherlands).

Since graduating from Tilburg University in 1989, he has worked for Tilburg University in various capacities, both at central and faculty level. In between, he also worked for the ERASMUS Bureau in Brussels for 6 months in 1993-1994. In early 1995 he moved to Britain to work for Sheffield Hallam University, only to return to Tilburg University in late 1996. In 1997 he became Head of the International Office of the Faculty of Economics and Business Administration where he developed and set up the international marketing and recruitment activities. In January 2005, in his spare time, Thijs set up his own consultancy firm, Thoisy Consultancy, which merged with Rene Lenssen International Consulting in January 2006 to form iE&D Solutions® BV.

Thijs is the founder and Chair of the Professional Section on Marketing & Recruitment of the European Association for International Education (EAIE). Since 2005 he is also a member of EAIE's Executive Board.

Thijs has presented at various international occasions such as a keynote speaker for the Spanish Rector's conference's International Officers Group, the annual EAIE & NAFSA conferences, and at ATLAS conferences.

14:00 h - 18:00 h

How to prepare a marketing plan for your institution

Christiane Roth

TRACK 1

Course room Tiergarten I / II

Audience: Education providers

Price: EUR 145 ,- (excl. VAT)

► Course description

As many institutions start actively recruiting students on national and international level, it becomes more and more important to develop some basic but essential tools of strategic marketing planning.

This workshop intends to give an overview on the main elements of a marketing plan that need to be developed as a basis for a successful recruitment campaign.

► Topics

- Definition of strategic and operational objectives
- Market knowledge
- Marketing mix
- Budget
- Action plan
- Implementation and control

► Focus

The course is destined to recruiters who are in charge of developing recruitment activities for their institutions.

► Learning outcomes

Marketing a Higher Education institution means more than printing brochures and participating in student fairs worldwide. The course should give an understanding of the main contents and elements needed for a systematic planning of a marketing & recruitment campaign.

► Trainer



Christiane Roth,
*Head of International Recruitment Services,
Università Bocconi,
Italy*

- Responsible for recruitment activities worldwide to increase international student population in the university.
- Expert in strategic marketing analysis and development.
- Marketing of undergraduate and graduate programs taught in English and in Italian.
- Since 2004 Member of the Board of professional section 'Marketing & Recruitment' of EAIE (European Association of International Education)
- 1991-2001 Manager at Pirelli Tyres Co. in Italy, Germany, Asia, USA and Poland in various functions of marketing and management.

14:00 h - 18:00 h

Knowledge is power: Market research as a source of competitive advantage

Will Archer and Andy Nicol

TRACK 2

Course room Tiergarten III

Audience: All

Price: EUR 145,- (excl. VAT)

► Course description

International education providers now work in an increasingly competitive and sophisticated environment. Students are increasingly becoming discerning customers – of education as well as other products and services. Given this fact, it is surprising that international education providers understand comparatively little about their audience and customers.

► Focus

This workshop aims to provide some practical insights into market research and how institutions can use market research as a source of competitive advantage. It is an essential tool in getting to know the customer, the environment in which you operate and the quality experienced by students studying on your programmes. And the best thing about market research? It is easy to do! After all ... all you have to do is ask!

► Topics

- What is market research – an introduction.
- Sources of market research data – internal, external and national agencies. Interactive discussion.
- How to use market research to improve understand customers and deliver value to the organisation – a university perspective.
- The market research toolkit – insight and advantage

► Learning outcomes

By the end of the session participants will have a toolkit which allows them to

- Understand available sources,
- Begin using and commissioning research to support business objectives, and
- Closing the loop – implementing lessons learned from market research within the home institution.

► Course format

Half day training. This is a very practical workshop, aimed at giving you strategies to best help you understand your customers and therefore create sustainable recruitment channels based on customer satisfaction, differentiated products, and a learning experience that meets customer needs.

► Trainers



Will Archer,
Founder,
i-Graduate UK,
United Kingdom

- Will Archer has 18 years experience of international education and recruitment, combined with more than 20 years of qualitative and quantitative market research and assessment.
- He has worked as HR consultant to multinational corporations and governments, as advisor to some of the world's best-known universities and business schools and as an independent expert for NGOs and charities.

- Will is co-author of 'Working in the European Union', the European Commission's official guide to higher education and recruitment in the EU and 'Attitudes to Recruitment and Retention in the Private and Public Sectors', a study of senior managers for the Financial Times. He most recently reported 'Mission Critical? Modernising Human Resource Management in Higher Education' for the Higher Education Policy Institute (HEPI).
- An alumnus of London Business School and former head of education practice at recruitment specialist Barkers Norman Broadbent, Will is non-executive chairman of Tokyo-based strategy house GTF KK.



Andy Nicol,
*Director,
Coventry University,
United Kingdom*

- He is one of the UK's leading recruiters of international and European students with over 2500 students from 100 different countries.
- Andy is responsible for recruitment, admissions, and on-going welfare support of these students in addition to supporting the University's international strategy and development.
- He was previously Deputy Director of International Development at Nottingham Trent University who were awarded a HEIST award for their international marketing operation.
- Andy has 10 years experience in Higher Education marketing, as international officer at Universities of East Anglia and Newcastle, and international business development at the University of Derby.
- He is a member of EAIE, and a regular presenter and contributor to international conferences and workshops on international marketing, recruitment and agent management.
- He is also currently completing his Masters degree in International Marketing at Strathclyde University.