<table>
<thead>
<tr>
<th>Time</th>
<th>Seminar Room 1 (Malaga)</th>
<th>Seminar Room 2 (Marbella)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00</td>
<td>How to Maximise your ICEF Workshop Experience - for Educators</td>
<td>How to Maximise your ICEF Workshop Experience - for Agents</td>
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<tr>
<td>– 15:00</td>
<td><strong>Nick Stevenson</strong>, Business Development Manager - EMEA, ICEF, Germany</td>
<td><strong>Isabel Vogt</strong>, VP Events &amp; Logistics, ICEF, Germany</td>
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<td><strong>Audience:</strong> Providers</td>
<td><strong>Audience:</strong> Agents</td>
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<tr>
<td>15:00</td>
<td>Student Market Landscape South Asia</td>
<td>Why Students Love Spain, Discover It!</td>
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<td>– 16:00</td>
<td><strong>Syed Abidi</strong>, Chief Executive, Falcon Education, Pakistan</td>
<td><strong>Alberto Benito</strong>, CEO, Residencia Universitaria Teatinos (RUT), Spain</td>
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<td><strong>Audience:</strong> Agents</td>
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<tr>
<td>16:00</td>
<td>Agent Panel: Russia - A Market on the Rise?</td>
<td>ICEF Agent Training and the ICEF Agency Recognition Programme</td>
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<td>– 17:00</td>
<td><strong>Izabella Lauterpakht</strong>, Executive Director, System-3 Education Centre, Russia</td>
<td><strong>Seher Neöz</strong>, Business Development Manager, ICEF, Germany</td>
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<td><strong>Irina Sledyeva</strong>, CEO, AcademConsult, Russia</td>
<td><strong>Audience:</strong> All</td>
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<td><strong>Sergey Krasnyanskiy</strong>, Director CIS, ICEF, Germany</td>
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<td><strong>Audience:</strong> Providers</td>
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<td>17:00</td>
<td>Online Learning: The Future is Here!</td>
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<td>– 18:00</td>
<td><strong>Geoff Webster</strong>, Managing Director, CEG Digital, United Kingdom</td>
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<td><strong>Audience:</strong> All</td>
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<td><strong>Room:</strong> Seminar Room 2 (Marbella)</td>
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<tr>
<td>18:00</td>
<td>Inclusive is Exclusive: Developing and Managing Exclusive Agents in Asia</td>
<td>Study Opportunities in Spain: National Entry Exam and Admissions Process</td>
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<tr>
<td>– 19:00</td>
<td><strong>Samrat Ray Chaudhuri</strong>, Director of Global Enrollment, Webster University, USA</td>
<td><strong>Natalia Lekareva</strong>, Marketing Coordinator, Miguel Angel Marti, Institutional Relations, UCAM, Spain</td>
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How to Maximise your ICEF Workshop Experience - for Educators

Nick Stevenson
Seminar Room 1 (Malaga)

Audience: 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 Higher Education Workshop in particular. The session will cover the following topics:

• Preparation prior to the workshop
• Workshop parameters and how to maximise your time during the event
• Post-workshop follow-up and agent contracts
• How to maximise your working relationship with agents

► Speaker
Nick Stevenson
Business Development Manager - EMEA, ICEF, Germany

Nick has been at ICEF since July 2014, responsible for business development within the UK & Ireland, helping educators and service providers develop relationships with agencies overseas. He has been working within the international education sector since 2008.

He studied Spanish & Management at the University of Leeds, including an Erasmus Year at the Universidad Complutense de Madrid Faculty of Economics & Business. After graduation, his first role was at Study Travel Magazine responsible for business development across various international education markets. More recently he was International Sales Manager at Inline Marketing, a supplier of marketing & logistics services to language schools.
How to Maximise your ICEF Workshop Experience - for Agents

Isabel Vogt

Seminar Room 2 (Marbella)

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 Higher Education Workshop in particular. The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and contracts
- How to maximise your working relationship with providers

Speaker

Isabel Vogt

VP Events & Logistics,
ICEF,
Germany

Isabel Vogt is Vice President of Events & Logistics at 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 Master’s degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996.

During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.
Session description

This presentation focuses on the market potential and information for those who are interested in recruiting from the South Asian region key countries. The presentation highlights some useful statistics, showing market size, growth trends, the subjects and courses in demand, especially areas where government or donor funding is available, and suggesting the most suitable and appropriate market strategies whilst also informing institutions on how to improve their understandings of these markets and design their recruitment plans accordingly.

Speaker

Syed Abidi
Chief Executive,
Falcon Education,
Pakistan

Syed Abidi is a Chartered Engineer by profession having graduated from Manchester in the UK and received post-graduation from NCSU, USA. He worked in the industry for more than 15 years in Pakistan and abroad in different capacities where he was involved in managing medium to large industrial projects and had the opportunity of training a work force exceeding 2000 technicians from supervisory level to senior management in the areas of production line management. As an educationist he has more than 25 years of experience in career counselling, education management, training of counsellors and advisers, teachers and school managers at different levels. He’s a recipient of the “Medal of Excellence” for his services in international education and career counselling from the President of Pakistan.

Syed Abidi is a frequent speaker at national and international conferences and writes regularly as a columnist for The Daily News and Daily JANG. He also appears on TV shows on education as an education analyst. Syed Abidi is a founder member of the Pakistan Institute of Career Counselling (PICC), chairperson of the Association of Professional Education Consultants of Pakistan (APECOP), a professional member of National Career Development Association (NCDA) USA, American Counselling Association (ACA), Career Development Institute (CDI) UK and the European Association for International Education (EAIE).
Why Students Love Spain; Discover it!

Alberto Benito

Seminar Room 2 (Marbella)

Audience: Agents

► Session description

There are numerous reasons why Spain is on the top of international students’ list for study abroad locations.

• History and culture: Spain is one of the world’s most attractive nations in terms of cultural and historical heritage, and that’s a bonus for anyone looking at expanding their horizons.
• Friendly people: Spanish people and their lifestyle is one of the best reasons to visit Spain.
• Weather: Southern country in Europe with a long term summer.
• Fiesta: Tomatina, Feria de Sevilla, Fallas de Valencia, San Fermin, etc.
• Low cost of living and studying: One of the cheapest countries in Europe.
• Food, wine and tapas: Paella, jamón, tortilla… very well known names - maybe the first words you learn when you visit Spain.
• Siesta: Spanish lifestyle.
• Football: Real Madrid, Barcelona FC…."La Liga" is the best in the world.
• Language: Another good reason as 560 million people speak Spanish, the second most spoken in the world.

► Speaker

Alberto Benito,
CEO,
RUT,
Spain

Alberto Benito García graduated from the International Institute SanTelmo and the ESIC in Seville and also holds a degree in Management and Economy from UAX, Madrid. He is a specialist in education and educational management and owns different companies related with it, including RUT, SRM, and the Foundation Colegio Unamuno and a Spanish boarding school. Alberto is also Honorary Consul of the Republic of Armenia in the Kingdom of Spain.
Agent Panel: Russia - A Market on the Rise?

Izabella Lauterpakht, Irina Sledyeva, Sergey Krasnyanskiy

Seminar Room 1 (Malaga)

Audience: Providers

► Session description

With thousands of students travelling abroad for education purposes each year, Russia is still one of the strongest markets for international education providers. There is growing interest for higher education courses reported by a vast majority of market participants.

This session will provide you with an overview of an important country for the international education industry in a changing global environment. The three speakers are market specialists who will analyse the current situation of Russia's student recruitment market and provide you with an outlook for 2018.
What are the new market trends in Russia and how do recent developments influence the behaviour and choices of Russian students as well as their parents?

► Speakers

Izabella Lauterpakht
Executive Director,
System-3 Education Centre,
Russia

Izabella Lauterpakht graduated from Kalinin (now Tver) State University with a degree in English Language and Literature. In 1989 she opened one of the first private language schools in Moscow, System – 3. In 1994 System-3 Education was opened as the department of the company dealing with education abroad, gradually becoming an agency and a consulting centre for students and parents from all over Russia. Over the years Izabella visited over a 100 boarding schools, colleges and universities in different parts of the world, participated in educational workshops, fam trips and conferences, learning about the education systems and cultural background behind them and working out her own approach to preparing students for education abroad. Since 2003 she received regular training from the British Council and currently participates in the BC Advanced Agent Training Course. 2016 she became a Qualified Education Agent Counsellor for Australian Education.

Irina Sledyeva
CEO,
AcademConsult,
Russia

Irina Sledyeva is the owner and CEO of AcademConsult in St.Petersburg, an award winning Agency (LTM Star Award 2010, Customer’s Choice Award by YELL.RU @ E-XECUTIVE.RU and rated Diamond Agency by ILAC in 2016). She started her career as a teacher and translator after achieving a Diploma with Distinction in Russian Language & Literature, but moved on to Marketing and Sales Management. Her multitude of experiences in the field of education and languages were an asset when she founded her first two companies, IQ Consultancy and since 2007 also AcademConsult. Her hobbies include not only Yoga and art appreciation, but also playing chess or piano and of course travelling to broaden her horizon even further.
Sergey studied in Russia, Ukraine and Germany and achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University and another from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin.

Sergey started his career at ICEF in 2000 and has been working in a variety of positions with agents as well as with educators and service providers from all over the world while focusing on the CIS market.
ICEF Agent Training and the ICEF Agency Recognition Programme (IAS)

Seher Neöz
Seminar Room 2 (Marbella)

Audience: All

► Session description

This session will provide you with an introduction to ICEF’s agent training courses as well as its agency recognition programme:

• The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors. The course is available online and free of charge to agency student counsellors in a self-paced modular format.

• The Canada Course for Education Agents was originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF and the Canadian Consortium for International Education (CCIE). The course is now administered by ICEF and – on behalf of CCIE – Languages Canada and the Canadian Association of Public Schools International (CAPS-I). The Canada Course supports professional development for agents specializing in Canada as a study destination.

• The China Education Agent Course (CEAC) is a practical, professional online training course in Chinese offered by ICEF in partnership with BOSSA, a government supported industry association of member educational agencies.

• The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents’ knowledge and standards of practice in their work with both institutions and students.

• The ICEF Agent Status (IAS) is recognised as an indicator of agent quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The IAS is renewed through ongoing quality assurance screening and reference checks.

Educators and service providers are welcome to join the session.

► Speaker

Seher Neöz
Business Development Manager,
ICEF,
Germany

Seher joined ICEF in 2007 as a university student and is now a Business Development Manager within the EMEA region. Her main duties are to assist and advise educational institutions new to working with education agents and/or new to ICEF Workshops and helping current clients to select the most appropriate ICEF services to increase their international student enrolments considering their recruitment needs and budget. In addition Seher is responsible for recruiting quality agents from Turkey, Cyprus and Israel to our events around the world.

Seher gained a Bachelor of Arts with Honours in Translation Studies at the London Metropolitan University and also graduated in Translation Studies and Political Sciences from the University of Bonn.
Online Learning: The Future is Here!

**Geoff Webster**

Seminar Room 2 (Marbella)

**Audience: All**

► **Session description**

This session will cover the overall market opportunity for UK and EU HE Institutions in online learning – looking back over the last 3 years in terms of actual growth and projecting out 5 years into the future. It will also draw analogies with what has happened in the USA over the last 10 years in this space. Outlining the different means available to universities to participate in the growth in online, part-time, flexible learning – either go it alone or collaborate with a private sector partner in some or all elements of the student journey - the session will point out all the necessary elements for a high quality online programme – including optional face to face sessions – and the current state of off the shelf technology. It will also highlight the opportunities for educational agents to embrace and share in this growth given uncertainties in the US (Trump Administration) and Brexit closer to home.

► **Speaker**

![Geoff Webster](image)

*Geoff Webster*

Managing Director,

CEG Digital,

United Kingdom

Geoff was appointed Managing Director, CEG Digital in January 2016, a new operating division of Cambridge Education Group. Working closely with partner universities, CEG Digital is helping create, market and deliver part-time online and blended university programmes to students around the world, using cutting-edge technology, sector leading pedagogy and first-class support to provide an outstanding educational experience. In its first year Digital has signed agreements with Falmouth University, University of Southampton, University of London and Queen Mary University of London to deliver an array of postgraduate and CPD courses. Geoff has 7 years of experience in the HE sector, initially serving as Group Strategy and Business Development Director, INTO University Partnerships – a leading international company which partners with UK, US and Chinese universities in the delivery of transnational education and international pathways, including developing an eLearning strategy and initial launch of services.
Inclusive is Exclusive: Developing and Managing Exclusive Agents in Asia

Samrat Ray Chaudhuri

Seminar Room 1 (Malaga)

Audience: Providers

▶ Session description

Throughout South East Asia and South Asia universities and colleges are having a dilemma about working with agents who want to get an exclusive right. This session will give the pros and cons of working under exclusive conditions. How to determine when an exclusive should be given or when it should not be given? Various terms and conditions of an exclusive contract (written or verbal) will be discussed. The session will also focus on performance measurement metrics and risks for exclusive contracts. A highlight of the session will be how to handle direct recruitment in exclusive markets. Finally, the speaker will aim to give some tips on how to break an exclusivity contract that has not produced and make it open to all. No theories, the session will use several real life examples.

The session is most appropriate for university and college marketing and recruitment officers but can be open to agents as well.

▶ Speaker

Samrat Ray Chaudhuri

Director of Global Enrollment,
Webster University,
USA

Samrat Ray Chaudhuri is the Global Director of Enrollment at Webster University, a tier one US University with international campuses in 4 continents. Webster University is a leader in global American education for over 100 years with its head quarters in St. Louis, Missouri.

Samrat leads the international agent-based and institutional recruitment for the worldwide campuses of Webster University, which has nearly 16,000 students from over 143 countries. He has lived and worked in South East Asia for over 12 years and has a very strong understanding of the ASEAN market.

You can follow him on Twitter by following @ThisIsSamrat.
Study Opportunities in Spain: National Entry Exam and Admissions Process

Natalia Lekareva, Miguel Angel Marti

Seminar Room 2 (Marbella)

Audience: Agents

Session description

The presentation is aimed at student recruitment agencies and focuses on clarification of the admission process to Spanish Universities on the example of the UCAM. The session will include the requirements for making applications, explain how to apply, what the entry exam Selectividad is and answer frequently asked questions relating to this procedure.

Speakers

**Natalia Lekareva**
Marketing Coordinator, UCAM, Spain

Natalia Lekareva is the Marketing Coordinator of CIS, English speaking and African countries at UCAM. She holds an International MBA title from the Catholic University of Murcia (2014).

In 2015 Natalia started her career in the International Marketing Department as a Marketing Assistant for CIS countries and has been promoted to large area coordinator since by implementing the marketing strategy for student recruitment from the CIS area developed in her Master Thesis, utilizing market analysis of audience segmentation and competitors to grow company revenue. A brand builder engaged in corporate reputation management by delivering events, customer engagement and financial responsibility to create a global corporate reputation in the marketplace through full-scale complement of sales and marketing expertise.

**Miguel Angel Marti**
Institutional Relations, UCAM, Spain

Miguel has been actively involved in the marketing, recruitment and admission sphere in international education. Since 2014 he is managing International Admissions and International Marketing departments building the global reputation of the university by developing and implementing the best marketing solutions. Miguel has improved and optimized the admission process for international students implementing a new flexible structure which permits to choose the best candidates and with an easy understanding for international applicants.