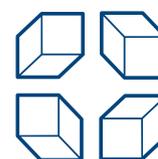


ICEF Dubai Workshop

For international educators and student recruitment agents from the Middle East, Africa, South Asia and Turkey



Jumeirah Emirates Towers, Dubai • February 12 – 14, 2018



ICEF
Workshops

Seminar programme • February 12, 2018

	Congress Room I	Congress Room II
14:00 – 14:45	How to Maximise your ICEF Workshop Experience - for Providers Isabel Vogt , Vice President Events & Logistics, ICEF, Germany <i>Audience: Educators & Service Providers</i>	How to Maximise your ICEF Workshop Experience - for Agents Tiffany Egler , Director - Agents Relations, ICEF, Germany <i>Audience: Agents</i>
14:45 – 15:15	ICEF Agent Training and the ICEF Agency Recognition Programme (IAS) Seher Neöz , Business Development Manager, ICEF, Germany <i>Audience: All</i>	State Boarding in the UK. The World's Best Kept Secret Gary Hickey , Headmaster, Haberdashers' Adams Grammar School, United Kingdom <i>Audience: Agents</i>
15:15 – 16:00	The Future of Student Recruitment in the MENA Region Nabil Najd , Manager MENA Region, ICEF, Lebanon <i>Audience: Educators & Service Providers</i>	How to Manage a Successful Education Agency Magdy Attalla , Regional Director, B.H.M.S. Business & Hotel Management School, Switzerland <i>Audience: Agents</i>
16:00 – 16:45	<i>Platinum Sponsor Presentation:</i> Study Abroad and the American Liberal Arts Approach: A Winning Combination Dr. Keith E. Welsh , Rector, Webster University, Thailand William McDonald , Director of Admissions & Enrollment, Webster University Geneva, Switzerland <i>Audience: Agents</i>	Study UK: A Guide for Education Agents and Counsellors Helen Obaje , Professional Development Manager Agents, British Council, United Kingdom <i>Audience: Agents</i>
16:45 – 17:30	The ICEF Agent Barometer 2017 Isabel Vogt , Vice President Events & Logistics, ICEF, Germany Tiffany Egler , Director - Agents Relations, ICEF, Germany <i>Audience: All</i>	<i>Platinum Sponsor Presentation:</i> Concordia University Chicago, 150 Years of Teaching Expertise and Excellence Komil Mamajanov , Director of Strategy, Global University Systems, USA <i>Audience: Agents</i>
17:30 – 18:15	Saudi Arabia - Endless Potential Ayman Abdelhafez , Managing Director, Sindibad Holidays Co., Saudi Arabia <i>Audience: Educators & Service Providers</i>	<i>Platinum Sponsor Presentation:</i> How Has Student Mobility Shaped Our Globe? The Story of Arab Scientists, Japan Samurais and Malaysia "Truly Asia" Syed Alwee Alsagoff , Senior Director, Int. Development, Education Malaysia Global Services (EMGS), Malaysia <i>Audience: Agents</i>
18:15 – 19:00	Education Destinations - Students Perspectives from the UAE and Bahrain Suad Alhalwachi , CEO, Education Zone, United Arab Emirates <i>Audience: Educators & Service Providers</i>	How to Foster Good Collaborative Practices with Education Institutions 2.0 Saeed Adam , Senior Sales & Marketing Manager (MENA & Turkey), New College Group, United Kingdom Nabil Najd , Manager MENA Region, ICEF, Lebanon <i>Audience: Agents</i>

How to Maximise your ICEF Workshop Experience - for Providers

Isabel Vogt

Congress Room I

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 Dubai 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



Isabel Vogt,
Vice President 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.

How to Maximise your ICEF Workshop Experience - for Agents

Tiffany Egler

Congress Room II

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 Dubai 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



Tiffany Egler,
Director - Agent Relations,
ICEF,
Germany

Tiffany Egler is a leading professional in the field of agent relations and workshop procedures. As Director 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 of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent workshops and today, manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

ICEF Agent Training and the ICEF Agency Recognition Programme

Seher Neöz

Congress Room I

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 (CCEA) 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 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 Irish Education Agent Course (IEAC) is the first of its kind and supports professional development for agents specialising in Ireland as a study destination. It will provide agents with a profound knowledge of the benefits and organisation of the Irish education system.
- 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.

State Boarding in the UK. The World's Best Kept Secret

Gary Hickey

Congress Room II

Audience: Agents

► Session description

State boarding schools provide free education but charge fees for boarding. Most state boarding schools are academies, some are free schools and some are run by local councils. Some are selective, others are not.

Confused already? We're not surprised! This seminar is designed to provide an overview of state boarding options available in the UK and the best way to go about promoting this to international families. The seminar is being delivered by Gary Hickey, Headmaster of Adams' Grammar School. The session will cover the eligibility requirements for parents to send their pupils to a UK state boarding school, as well as the differences between selective and non-selective education in the UK.

► Speaker



Gary Hickey,
*Headmaster,
Haberdashers' Adams Grammar School,
United Kingdom*

Gary Hickey has been Headmaster at Adams' since January 2015, having previously been Deputy Head there since 2008. Born and educated in London, before joining Adams' he was Head of Performing Arts at Ercall Wood Technology College in Telford, Shropshire, for nearly 17 years. As an award-winning theatre director he has directed over 40 plays and has directed two full-length films. At Ercall Wood he introduced a touring theatre company for GCSE students which has subsequently toured to venues such as Barcelona, Verona and the Edinburgh Festival. He also has been at the forefront of introducing new technology into Drama teaching and has been approached twice to trial new educational software before it has been released worldwide. Gary has taught in Australia as part of a British Council initiative, and his work and methods have been the subject of both BBC and PhD research, have been filmed by the Department for Education, and have been featured in an article in the Times Educational Supplement. A former finalist in the Teacher of the Year awards, he was awarded a Special Commendation for "extraordinary work in the arts" (National Teaching Awards 2000) and also awarded a DfE Bursary for Good Practice (2001).

His educational path has taken him all over the world, as he has been invited to present his work at conferences in Prague, Texas, Melbourne, Greece, Dubai, the Cayman Islands, and throughout the UK. He has also been invited to lecture at the Liverpool Institute for Performing Arts (LIPA) on the current role of Drama in education, and has studied with professional directors at both the National Theatre and the Royal Shakespeare Company. In 2010 he was invited to deliver a lecture on raising achievement through the arts in education at Harvard University in Boston. As a result of his work in the field of education and social mobility he was elected as a Fellow of the Royal Society of Arts last year, was the subject of an interview in The Guardian, and has appeared on both BBC television and Radio 4's "The World at One" and "Today" programmes.

The Future of Student Recruitment in the MENA Region

Nabil Najd

Congress Room I

Audience: Educators & Service Providers

► Session description

The Middle East and North Africa are important source regions for international students. This session will aim to provide you with an overview and general information on the region's most important markets including the following details:

- General background
 - Geopolitical
 - Size of market
 - Education system
- Current status of the study abroad market
 - Number of students studying abroad
 - Course and destination preferences
 - Average length a student spends abroad
 - Student expectations
- Future potential & market trends

► Speaker



Nabil Najd,
*Manager MENA Region,
ICEF,
Lebanon*

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2014 holds the position of Manager MENA Region, ICEF Lebanon.

Nabil has developed a wide range of contacts within the industry and contributed towards broadening ICEF's access to the region by focusing on introducing quality agents to our workshops around the world. In addition, Nabil is responsible for assisting and advising educational institutions new to working with study abroad agents and/or new to ICEF Workshops and helping clients to select the most appropriate ICEF services to increase their international student enrolments.

Nabil graduated with a Master's degree in Automation Technology from the Technical University Berlin, Germany in 2010. He speaks English and German as well as his native language Arabic.

How to Manage a Successful Education Agency

Magdy Attalla

Congress Room II

Audience: Agents

► Session description

This hands-on seminar will explore various practices and strategies employed by successful small businesses such as effective marketing, effective cash-flow practice, hiring the right people as well as being persuasive in the sales encounter.

► Speaker



Magdy Attalla,
*Regional Director,
B.H.M.S. Business & Hotel Management School,
Switzerland*

Magdy Attalla is a marketing consultant and an educator with over 20 years of teaching and consulting experience in prestigious Swiss Hotel and Business Schools as well as British and American Universities. He was an adjunct professor at SBS Swiss Business School, Florida International University, Schiller International University, IHTTI School of Hotel Management, IMI University Centre and Glion Institute of Higher Education.

In addition, he has over 15 years of managerial and marketing experience in luxury hotels, resorts and tour operators in the Middle East and Switzerland.

He is a graduate of SSTH Swiss School of Tourism & Hospitality and holds a Master's degree from EAEME jointly with Imperial College of London. He is pursuing his Doctor of Business Administration degree (DBA) at Heriot-Watt University with specialization in services marketing.

Platinum Sponsor Presentation:

Study Abroad and the American Liberal Arts Approach: A Winning Combination

Dr. Keith E. Welsh & William McDonald

Congress Room I

Audience: Agents



► Session description

How can we better communicate the benefits of study abroad and the value of the Liberal Arts to students and their families? Research about study abroad shows that it brings measurable advantages for personal growth and employability—it helps to build the skills that global employers are seeking. Furthermore, exposure to a “Liberal Arts” curriculum creates a broader world view, adding career value over a lifetime. Today the liberal arts approach to education is championed by leaders from government to industry—including the technology leaders in Silicon Valley.

Join us to learn how the marriage between international study and a liberal arts curriculum, through the example of Webster University’s Global Citizenship Program, prepares students for a lifetime of success.

► Speakers



Keith E. Welsh,
*Interim Rector,
Webster University-Thailand Campus,
Thailand*

Keith E. Welsh is Interim Rector of Webster University-Thailand Campus in Bangkok and Cha-Am, Thailand. He has been with Webster University for 29 years, beginning in the English Department, and in the Interdisciplinary Studies program. He currently holds the rank of Professor in the Religious Studies department. During his career thus far he has been Chair of the English Department, Chair of the Curriculum Committee, and Vice President of the Faculty Senate. Dr. Welsh has broad experience in international education. Over the course of his career at Webster University, he has taught several times in London, England; Vienna, Austria; and Cha-Am, Thailand. He first came to Thailand in 1999 when Webster University founded its campus there, and he taught there for several subsequent years. Dr. Welsh holds the Ph.D. in English and American Literature from Indiana University - Bloomington and a B.A. from DePauw University in Greencastle Indiana.



William McDonald,
*Director of Admissions and Enrollment,
Webster University Geneva,
Switzerland*

William McDonald is Director of Admissions and Enrollment at Webster University Geneva. With over 20 years’ experience in higher education, he has worked in both American and European universities, at both the bachelor and master’s level. His career work includes exposure in international recruitment, program management and career services, at large American universities as well as in niche, top-ranked b-schools and a graduate school of international affairs. He has experience managing partner relations and international study programs between the US and France, Japan, India and Switzerland. After leading many international student seminars in Middle East and South Asia, he developed a keen interest in building partnerships in emerging markets.

Born in New York City, William worked at Temple University (Philadelphia) and Thunderbird School of Global Management (now part of Arizona State University), and The Graduate Institute of International and Development Studies in Geneva, Switzerland, where he has lived for nearly ten years.

Study UK: A Guide for Education Agents and Counsellors

Helen Obaje

Congress Room II

Audience: Agents

► Session description

The British Council has launched a free MOOC, Massive Open Online Course for Agents, Advisors and Counsellors who are interested in recruiting students to the UK as part of this year's StudyUK: Discover You campaign, Study UK: A Guide for Education Agents and Counsellors. This session will introduce the MOOC as well as share some fascinating insights from the pilot project in 2017.

► Speaker



Helen Obaje,
*Professional Development Manager Agents,
British Council,
United Kingdom*

Helen delivers the Education UK Certificate for Agents and Education Advisors at the British Council, and the professional development programme for global staff working in International Higher Education, responsible for monitoring and enhancing both the internal and external training through a process of continuous improvement.

Prior to working at the British Council she has worked in a diverse range of education institutions from community education to FE. With an MA in Technology she has focused on developing the use of technology for teaching.

The ICEF Agent Barometer 2017

Isabel Vogt & Tiffany Egler

Congress Room I

Audience: All

► Session description

The ICEF Agent Barometer is an annual survey of over 1000 ICEF-screened agents from more than 100 countries. This seminar will present the latest results from the 2017 Barometer. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by agents recruiting for a range of study programmes. We will also share:

- Where agents plan to send students in 2018
- What agents' concerns are for the year ahead
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for the agents they work with

The results provided will help educators to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively to agents worldwide.

► Speakers



Isabel Vogt,
Vice President 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.

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Tiffany Egler,
Director - Agent Relations,
ICEF,
Germany

Tiffany Egler is a leading professional in the field of agent relations and workshop procedures. As Director 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 of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent workshops and today, manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

Platinum Sponsor Presentation:

Concordia University Chicago, 150 Years of Teaching Expertise and Excellence

Komil Mamajanov

Congress Room II

Audience: Agents



▶ **Session description**

This talk will explore the history and future of Concordia University Chicago, an institution which has gained widespread recognition for its unique combination of tradition and academic innovation.

By learning from the past and looking to the future, this university has consistently delivered a high standard of teaching since it was founded in 1864.

A major part of its success is that every student receives dedicated support from faculty and student services. This means they get the personalised learning experience that leads to the best outcomes.

Attend this talk to find out more about this university and how you can be a part of it!

▶ **Speaker**



Komil Mamajanov,
Director of Strategy,
Global University Systems,
USA

Komil Mamajanov is responsible for the development and implementation of Global University Systems' international student recruitment strategy globally. He works with public and private sector organisations to recruit top talent helping to develop collaborative partnerships with academic partners. He holds an MBA from Grenoble Graduate School of Business (GGSB) and has over 10 years' international business experience working in commercial and business development roles.

Saudi Arabia - Endless Potential

Ayman Abdelhafez

Congress Room I

Audience: Educators & Service Providers

► Session description

This session aims to provide you with an overview of the Saudi study abroad market as the biggest source of international students in the Middle East through:

- Overview of the country and its educational system.
- Study abroad market, scholarship programmes, and preferred study destinations.
- Reasons and goals for Saudi students to study abroad, and popular study programmes.
- Potential growth in Saudi Arabia, and how current economic changes affect the study abroad market.
- Recruitment challenges and how to attract Saudi students.

► Speaker



Ayman Abdelhafez,
*Managing Director,
Sindibad Holidays Co.,
Saudi Arabia*

Ayman is the founder and managing director of Sindibad Education Consultancy; a leading and well-established study abroad agency in Saudi Arabia since 2009. In 2012, SEC merged with its sister foundation Sindibad Travel & Tourism to form Sindibad Holidays Co. with offices covering all parts of the country. Sindibad is recruiting students for studying in more than 18 countries. USA is #1 destination having strong business relationships with many US institutions. Ayman is certified by the British Council, PIER Australia, a Canada Course Graduate, an US Course Graduate, and an Education New Zealand Trained Agent.

**Platinum Sponsor Presentation: How Has Student Mobility Shaped Our Globe?
The Story of Arab Scientists, Japan Samurais and Malaysia “Truly Asia”**

Syed Alwee Alsagoff

Congress Room II

Audience: Agents



► Session description

Internationalisation and student mobility didn't just happen overnight - nor was it a phenomenon that only occurred in the last 50 years. Intellectual scholarship has been one of the signs of the development of mankind for a least 4,000 years. A history of how mankind pursued its intellectual goals and what has shaped the world as we know it today. Yet historical analysis about global scholar mobility are few and far between. This paper presents an abridged understanding of global intellectual change through the times. How the intellectual meeting of Greece and Arabia was one of the greatest events in history. How Arab polymaths sparked a golden age of scientific discovery. How the Indian sanskrit forged our modern linguistic diversity. How Confucianism shaped values-based scientific discourse. And how Colonialists moulded the universities in many parts of the world today.

This paper tells the story of sparks of curiosity, knots of networks and their unravelling for the future of internationalisation for our universities and our students. In particular it looks at how East and West influencers were born - and then how they collide in modern Malaysia. As a result, it will open our understanding about intellectual development, learning methods and scholars mobility from the past to the present and into the future in many other parts of the world.

► Speaker



Syed Alwee Alsagoff,
*Senior Director, International Development,
Education Malaysia Global Services (EMGS),
Malaysia*

Dr. Syed Alwee Alsagoff is the Senior Director for International Development at Education Malaysia Global Services, an agency under the Ministry of Higher Education Malaysia. His team is responsible for realising Malaysia's goal to become a leading education hub in the region. Presently there are over 130,000 international students in Malaysian higher educational institutions - over 10% of the total student population there. This is expected to grow to 200,000 international students by 2020.

Education Destinations - Students Perspectives from the UAE and Bahrain

Suad Alhalwachi

Congress Room I

Audience: Educators & Service Providers

► Session description

This session is based on insights collected from more than 6000 students and will cover the following points:

- What countries do students choose
- What majors do students choose
- Where do students come from
- Gender
- Funding
- Level of study (bachelor/masters/school types/language)
- How do agents market
- How much agents spend on marketing
- Does social media help? Which one is more effective - social media or traditional marketing techniques?
- What is the most important thing in our work?? Word of mouth!

► Speaker



Suad Alhalwachi,
*CEO,
Education Zone,
United Arab Emirates*

Suad began college at the age of 16 and was sponsored by the Iraqi government to study economics at a university in Iraq. She did not find college work particularly challenging and therefore spent time being a “strong member of the Bahraini club” and organising trips for students. She travelled for a year after her studies.

Following her undergraduate degree, Suad returned to Bahrain and worked in a government ministry as an international affairs officer where she also had the opportunity to travel and study.

Suad came to the UAE in 1980 following her marriage. She gained a position in a Dubai company and managed the financial accounts. That company sponsored her for two years overseas to gain a professional accounting qualification and she also completed another Arabic professional accounting qualification during the same period of work. The company was strong in training and education so she also gained an Organisation Development Certificate from UoT.

Suad immigrated to New Zealand for a period of five years for family reasons where she began a Ph.D. programme in accounting, but stopped because of the length of study and exited with a Master’s in commerce. Suad also taught and was a manager within an Institute of Technology. Exposure to international education led to her returning to the UAE to set up her business.

How to Foster Good Collaborative Practices with Education Institutions 2.0

Saeed Adam & Nabil Najd

Congress Room II

Audience: Agents

► Session description

This session will provide a brief and updated personal experience on the best practices on how agents can develop and make the most of their business relationships with education institutions. In particular the session will cover the following topics:

- Building up relationships
- The importance of providing essential training
- Communication
- Bridging the cultural gap
- Providing regular feedback to partners

► Speakers



Saeed Adam,
*Senior Sales & Marketing Manager (MENA & Turkey),
New College Group,
United Kingdom*

Saeed Adam is the Senior Regional Sales and Marketing Manager for New College Group (NCG), an English language school based in the UK. He has more than 5 years of experience in the international student recruitment industry.

Saeed is passionate about education and academic excellence as enablers for students to really achieve transformational change. As well as the background in education, Saeed has experience within the media industry having worked as a journalist for 5 years, working for the Liverpool Echo, Scandinavian Press Agency, and BBC amongst others. Saeed has a degree in International Journalism and a Master's in Global Politics from Liverpool John Moores University.



Nabil Najd,
*Manager MENA Region,
ICEF,
Lebanon*

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2014 holds the position of Manager MENA Region, ICEF Lebanon.

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