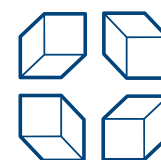


ICEF Moscow Workshop

For international educators and student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus



The Ritz-Carlton, Moscow • March 23 – 25, 2018



ICEF
Workshops

Seminar Programme • March 23, 2018

	Moscow I - II	Moscow III
14:00 – 14:45	How to Maximise Your ICEF Workshop Experience - for Agents Sergey Krasnyanskiy , Director CIS, ICEF, Russia <i>Audience: Agents</i>	How to Maximise Your ICEF Workshop Experience - for Educators Isabel Vogt , Vice President Events & Logistics, ICEF, Germany <i>Audience: Providers</i>
14:45 – 15:30	<i>Gold Sponsor Presentation:</i> Part #1: Hot Jobs in Canada 2018 Part # 2: Successful English Language Learning in the Digital Era: ILAC Goes "Zero-Tech" with a Simple Formula "Unplug to Connect" Jonathan Kolber , Principal & Tatiana Dandzur-Porvatkina , Director of Sales Support and Sales Training, ILAC - International Language Academy of Canada, Canada <i>Audience: Agents</i>	ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme Isabel Vogt , Vice President Events & Logistics, ICEF, Germany <i>Audience: All</i>
15:30 – 16:15	<i>Platinum Sponsor Presentation:</i> The Canadian Education System Peter Petrichev , Business Development Manager Eastern Europe and Middle East, Seneca College, Canada <i>Audience: Agents</i>	How to Manage a Successful Education Agency Magdy Attalla , Regional Marketing Director, BHMS, Switzerland <i>Audience: Agents</i>
16:15 – 17:00	Recruitment in Russia: Educational Market Research, Current Trends and New Marketing Strategies Dr. Anna Ryzhova , Board Member, AREA, Russia <i>Audience: Providers</i>	In Focus: Australia's Booming International Education and Student Visa Aspects Natalia Konovalova , Business Development Manager Russia / CIS, Australian Trade and Investment Commission (Austrade), Australian Embassy Moscow, Russia <i>Audience: Agents</i>
17:00 – 17:30	Coffee Break	
17:30 – 18:15	Agent Panel Discussion: 2018 Market Trends Izabella Lauterpakht , Executive Director, System-3 Education Centre, Russia Vitaliy Stepanenko , Head of Oceania Department, Students International Education Group, Russia Nina Koltashova , General Director, ITEC (International Travel & Education Co.), Russia	Higher Education in Spain: Opportunities for Russian Students and Cooperation with Russian Universities José Aurelio Llanaez Villanueva , Education Attaché, Embassy of Spain, Russia <i>Audience: Agents</i>
18:15 – 19:00	Moderator: Sergey Krasnyanskiy , Director CIS, ICEF, Russia <i>Audience: All</i>	Study in Holland – A Quality International Higher Education Experience Jerke Verschoor , Director, Netherlands Education Support Office, Nuffic Neso, Russia Peter Birdsall , President, Wittenborg University of Applied Sciences, Netherlands <i>Audience: Agents</i>

How to Maximise Your ICEF Workshop Experience - for Agents

Sergey Krasnyanskiy

Moscow I - 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 Moscow 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



Sergey Krasnyanskiy,
*Director CIS,
ICEF,
Russia*

Sergey Krasnyanskiy holds the position of Director CIS at ICEF.

Sergey achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University, Ukraine and the other from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin, Germany.

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.

How to Maximise Your ICEF Workshop Experience - for Educators

Isabel Vogt

Moscow III

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 Moscow 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 HE conferences in over 30 countries around the world.

Part #1: Hot Jobs in Canada 2018

**Part # 2: Successful English Language Learning in the Digital Era:
ILAC Goes "Zero-Tech" with a Simple Formula "Unplug to Connect"**

Jonathan Kolber & Tatiana Dandzur-Porvatkina

Moscow I - II

Audience: Agents



► Session description

Part #1: Hot Jobs in Canada 2018

Part #2: Successful English language learning in the digital era: ILAC Goes “Zero-Tech” with a simple formula “Unplug to Connect”

► Speakers



Jonathan Kolber,
*Principal,
ILAC - International Language Academy of Canada,
Canada*

Jonathan Kolber's education background includes an MBA from Schulich School of Business at York University and Bachelor of Science in Actuarial Science at the University of Toronto.

He has been the Co-founder and President of Canada’s largest English Language School; ILAC – (International Language Academy of Canada) and ILAC International College. With locations in both Toronto and Vancouver, ILAC had the opportunity to recruit over 150,000 international students to Canada.

ILAC also places 1500 students in Canadian Universities and Colleges each year. ILAC brings necessary diversity to the Canadian university sector by recruiting students from Russia, Ukraine, South America, Mexico, Brazil, Turkey, Taiwan, Japan, Kazakhstan and many more.

ILAC creates opportunities and fulfills dreams for students from over 70 countries all over the world.



Tatiana Dandzur-Porvatkina,
*Director of Sales Support and Sales Training,
ILAC - International Language Academy of Canada,
Canada*

Tatiana Dandzur-Porvatkina received a B.A in International Relations, Post Graduate Certificate in Strategic Relationship Marketing. Tatiana is a marketing & sales professional with focus on the education industry. She has advanced into her current role, Director of Sales Support and Sales Training from the beginner ranks at International Language Academy of Canada (ILAC). Being there, in the early stages with ILAC, and contributing first-hand to its growth, Tatiana also took on the International Marketing responsibilities for the school.

Tatiana is doing global sales support and marketing for ILAC. A strong advocate for innovative ideas, she involves her clients in a variety of marketing activities which helps them to learn about company products and how to sell it. Her professional interests focus on new concepts which can be effectively applied to marketing and sales in the education industry.

ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme

Isabel Vogt

Moscow III

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 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



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 HE conferences in over 30 countries around the world.

**Platinum Sponsor Presentation:
The Canadian Education System**

Peter Petrichev

Moscow I - II

Audience: Agents



▶ Session description

This session will provide you with an overview of the Canadian Education System.

▶ Speaker



Peter Petrichev,
*Business Development Manager Eastern Europe and Middle East,
Seneca College,
Canada*

Peter Petrichev is a Business Development Manager at Seneca and looks after the Eastern Europe / Middle East Region. His main duties are to develop and manage relationships with agents and to plan and carry out all international recruitment in the region.

Peter holds Master Degrees in Education and Business and has 15 years of experience in the international education sector. Prior to joining Seneca, Peter worked as a marketing and business development manager for a number of educational institutions in New Zealand. Peter also managed projects in establishing joint programmes and campuses off-shore and taught in New Zealand and overseas.

Peter speaks English, Russian and German.

How to Manage a Successful Education Agency

Magdy Attalla

Moscow III

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.

Recruitment in Russia: The Educational Market Research, Current Trends and New Marketing Strategies

Dr. Anna Ryzhova

Moscow I - II

Audience: Providers

► Session description

The presentation will give a general overlook on Russia as a market for foreign educational institutions and is based on the recent research of the Association of Russian Educational Advisors (AREA) among educational consultants working in the different cities and regions of the country, describing the overall situation and major trends in outbound educational streams with the emphasis on the successful strategies of student recruitment in Russia.

► Speaker



Dr. Anna Ryzhova,
*Board Member,
Association of Russian Educational Advisors
(AREA),
Russia*

The presentation is given by Anna Ryzhova, board member of the Association of Russian Education Advisors (AREA), whose personal experience in the field of international education includes sixteen years as an agency owner in Russia and in Canada.

Dr. Ryzhova is a graduate of professional training programmes - IATC and the Canada Course, as well as a Regulated Canadian Immigration Consultant (RCIC). In the years from 1999-2001 she was a Research Officer at the Russian Academy of Science and the Institute of Complex Social Researches.

In 2003 Anna Ryzhova was granted a PhD degree in the field of Foreign Economy (Russian Academy of Economics, named after G. V. Plekhanov).

In Focus: Australia's Booming International Education and Student Visa Aspects

Natalia Konovalova

Moscow III

Audience: Agents

► Session description

Future Unlimited as part of Australia's National Strategy 2025 is focused on the outcomes of an Australian education and the real benefits it delivers for students, including world-class education, and the difference Australia can make to future career opportunities and lifestyle. Staff from the Immigration section of the Australian Embassy in Moscow will provide an update on student visa processing arrangements.

► Speaker



Natalia Konovalova,
*Business Development
Manager Russia/CIS,
Australian Trade and Investment Commission (Austrade),
Russia*

As a member of the Austrade education team Natalia represents the Australian education sector in Russia and the CIS. While supporting the international engagement strategies of Australian education providers, she works closely with local agents, partner institutions, specialist education providers and government authorities.

Natalia helps both Australian and local communities explore opportunities for academic and research cooperation. She brings to the sector her local and international expertise in education and business and helps discover the real benefits Australian education delivers to students and professional communities.

Agent Panel Discussion: 2018 Market Trends

Izabella Lauterpakht, Vitaliy Stepanenko & Nina Koltashova

Moderator: Sergey Krasnyanskiy

Moscow I - II

Audience: All

► **Session description**

With thousands of students travelling abroad for education purposes each year, Russia is still one of the strongest markets for international student recruitment. A vast majority of students seek language and summer programmes followed by higher education courses. There is also a growing interest for certificate and diploma, Work & Travel as well as secondary and high school programmes.

Panelists are experienced agents and market specialists who will provide you with their view of the latest trends in these different sectors.

► **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.



Vitaliy Stepanenko,
*Head of Oceania Department,
Students International Education Group,
Russia*

Vitaliy Stepanenko is currently in charge of Oceania Department at Students International Education Group in Moscow. Students International's main area of operation is student recruitment for institutions located in the US, Australia, New Zealand, Canada, the UK, countries of European Union and South-East Asia. The company conducts more than 30 educational fairs in Russia and Ukraine. It also runs five IELTS Test centres in conjunction with IDP Australia in Russia and Ukraine.

Vitaliy holds a degree in Commerce and Accounting from Macquarie University, Australia and has extensive experience in the international education both as an international student and as an industry professional. His direct involvement in organisation of events and promotion of international education in the CIS region gives him a good perspective on how the market is going to develop in the near future and any tendencies overseas educators should take into account, when promoting their institutes.



Nina Koltashova,
*General Director,
ITEC (International Travel & Education
Co.),
Russia*

Nina graduated from Lenin Moscow Pedagogical University in 1979. She has devoted all her life to the sphere of education. Until 1996 she worked as a research fellow at the sub-department of Russian as a Foreign Language of The Pushkin Institute of Russian Language and Literature.

It was in 1996 when she founded ITEC, an agency offering education abroad services, which now tops the list of leading agencies in the Russian market. During 21 years of working in the area of education abroad, Nina Koltashova has repeatedly shared her expert opinion with mass media, radio and TV and has taken part in various conferences and round tables.

► **Moderator**



Sergey Krasnyanskiy,
*Director CIS,
ICEF,
Germany*

Higher Education in Spain: Opportunities for Russian Students and Cooperation with Russian Universities

José Aurelio Llanaez Villanueva

Moscow III

Audience: Agents

► Session description

The seminar offers a description of Spain's higher education system:

- Spain as a destination for international students.
- Why is Spain the number 1 destination for Erasmus and students across Europe?
- Admission and visa processing for Russian and other international students.

► Speaker



José Aurelio Llanaez Villanueva,
*Education Attaché,
Embassy of Spain,
Russia*

José Llanaez holds a Master of Arts in Philology as well as in Educational Administration and Educational Leadership. In 2016 he completed his PhD in Education at the Complutense University of Madrid. He has worked as an Education Technical Advisor in Spain and the USA for several years. Currently he holds the position as an Education Attaché at the Embassy of Spain in the Russian Federation.

Study in Holland – A Quality International Higher Education Experience

Jerke Verschoor & Peter Birdsall

Moscow III

Audience: Agents

► Session description

Jerke Verschoor - Introduction of the Study in Holland concept, ranging from the benefits of studying in the Netherlands, including the pros and cons compared to other countries, to the differences within the Dutch Higher Education System.

Peter Birdsall - In the second half of the seminar a description of the HE Quality Assurance System in the Netherlands, within the binary system, and how this compares with other countries, and especially how international education is accredited, and stands out.

► Speakers



Jerke Verschoor,
*Director,
Netherlands Education Support Office, Nuffic Neso,
Russia*

Jerke Verschoor has been working as director of the Neso office in Moscow since September 2014. Before that he has worked in different positions in St. Peterburg and Moscow since 2002, but also spent parts of his career in the Netherlands and India. The most important tasks of Nuffic Neso are to promote Dutch higher education and to facilitate contacts and connections with the Netherlands through the Holland Alumni Network and the Career in Holland portal.



Peter Birdsall,
*President,
Wittenborg University of Applied Sciences,
Netherlands*

Peter has worked in internationalization in public and private Dutch higher education since 1995 and currently leads one of the fastest growing broad private universities of applied sciences in the Netherlands. Wittenborg is the only fully English speaking institute in Holland and with over 900 students and staff representing over 100 nationalities is one of the most international.