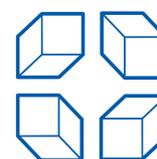


ICEF Africa Workshop

For educators interested in recruiting from Africa and international agents interested in sending to South Africa



ICEF
Workshops

Westin Cape Town, South Africa • May 15 - 17, 2018

Seminar Programme • May 15, 2018

	Seminar room I	Seminar room II
14:00 – 14:45	How to Maximise Your ICEF Workshop Experience - for Providers Harald Kreiner , Director - Business Development EMEA, ICEF, Germany <i>Audience: Providers</i>	How to Maximise Your ICEF Workshop Experience - for Agents Isabel Vogt , Vice President Events & Logistics, ICEF, Germany <i>Audience: Agents</i>
14:45 – 15:30	<i>Platinum Sponsor Presentation:</i> Why Canada as a Study Destination? Jacobo Muñoz Lantero , Business Development Manager, Africa, Turkey & Western Europe, Seneca, Canada <i>Audience: Agents</i>	ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme Stephanie Zimmermann , Senior Agent Relations Manager, ICEF, Germany <i>Audience: All</i>
15:30 – 16:15	The Future of Africa is in Skills Training - A Case Study of Zambia Dr Patrick Nkhoma , Managing Director, DALP Consultancy Services (Z) Ltd, Zambia <i>Audience: Providers</i>	Malaysia - A Global Emerging Higher Education Hub Veejay Veejayaasegaran , Senior Manager, International Marketing & Development, Education Malaysia Global Services (EMGS), Malaysia <i>Audience: Agents</i>
16:15 – 17:00	Education South Africa (EduSA) - EFL Quality Assurance in South Africa Johannes Kraus , Chairperson, Education South Africa (EduSA), South Africa <i>Audience: Agents</i>	Education in Canada: A World of Possibilities Awaits Your Clients Nuala Lawlor , Trade Commissioner, High Commission of Canada, South Africa <i>Audience: Agents</i>
17:00 – 17:30	Refreshment Break	
17:30 – 18:15	South Africa - An Unforgettable Study Experience: An Introduction to its Regions Dr Trish Cooper , Head of Department, Wits Language School - University of Witwatersrand, South Africa Shaun Fitzhenry , Owner, Bay Language Institute, South Africa Ryan Peters , General Manager, Language Teaching Centre - LTC, South Africa <i>Audience: Agents</i>	Emerging Francophone Markets: How to Promote Your Institution and Increase Outbound Students Interested in Study Abroad? Monèle Schrot , Director, French Programming - Canada, ICEF, Germany <i>Audience: All</i>
18:15 – 19:00		Recruiting from Nigeria Kenneth Odion Ilalokhoin , CEO, Global Networks Educational Services Company, Nigeria <i>Audience: Providers</i>

How to Maximise Your ICEF Workshop Experience - for Providers

Harald Kreiner

Seminar room I

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 Africa 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



Harald Kreiner,
*Director - Business Development EMEA,
ICEF,
Germany*

Harald is the Director of Business Development at ICEF, the industry leader in connecting international educators with student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments.

Harald works closely with education providers from all over the world and in all sectors (university, vocation, secondary, language) to find the most cost effective and efficient way of meeting international student recruitment goals. Through a consultative approach, Harald has successfully assisted education associations and hundreds of educators to access new markets and increase student enrolments.

Before joining ICEF, Harald worked in various marketing roles at Pioneer Investments (Ireland), Swarovski (Austria) and L'Oréal (Germany). His first experience in the world of international student recruitment was with the online marketing platform Internet Course Finders.

How to Maximise Your ICEF Workshop Experience - for Agents

Isabel Vogt

Seminar 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 Africa 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,
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:
Why Canada as a Study Destination?

Jacobo Muñoz Lantero

Seminar room I

Audience: Agents



► Session description

With the current global political situation, there is an increased interest in studying in Canada. Canada welcomes international students and celebrates diversity. Canada's world-renowned higher education institutions prepare international students for success!

This session will focus on presenting the diverse higher education environment in Canada:

- Education as an investment / Opportunity to succeed.
- Reinvestment of the education.
- Multicultural country, the strength of Canada.
- Advantages of the study permit.
- The role of government and industry in the College system.
- How to effectively promote Canada.
- College tuition / University tuition.
- College education system.
- Convincing arguments for going to College instead of University.
- Application requirements and how to apply to College.
- How to pathway from College to University and vice versa.



► Speaker

Jacobo Muñoz Lantero

*Business Development Manager, Africa, Turkey & Western Europe,
Seneca,
Canada*

Jacobo is a proven professional with more than 5 years of experience in international recruitment. Jacobo has previous experience working for educational institutions and makes every effort to provide international students with the very best experience possible throughout their studies.

Jacobo will plan and carry out all international recruitment efforts in Western and Central Europe as well as in and around Africa including Turkey and Mauritius. He enjoys the challenge of meeting new students and helping them to achieve their goals. Jacobo is fluent in English and Spanish.

ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme

Stephanie Zimmermann

Seminar room II

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



Stephanie Zimmermann,
*Senior Agent Relations Manager,
ICEF,
Germany*

Stephanie joined ICEF in 2006 through an internship program while completing her Master's degree in Germany. In 2007 she accepted a full time role as a Project Manager in ICEF's Agents Department and has since May 2011 held the position of Senior Agent Relationship Manager.

Stephanie's role includes connecting multinational student recruitment agents with international educators at ICEF events. In addition, she is responsible for building and managing a wide range of agent relationships and advising agents as to which ICEF Workshops will provide them with educator contacts to fit their student profiles and demand.

The Future of Africa is in Skills Training - A Case Study of Zambia

Dr Patrick Nkhoma

Seminar room I

Audience: Providers

► Session description

Zambia, like many African countries has a serious youth unemployment problem. According to Zambia's 2010 Census of Population and Housing, out of a total population of 13.1 million people, more than 4.8 million (36.7%) are youth. This already imposing number is expected to almost double by 2035. Further, 84% of unemployed Zambians are youth and youth have the highest rates of informal employment (77.1% aged 15-24 and 70.5% aged 25 and older).

The paradox of this dire situation is that there is a serious demand for skilled labour in Zambia's fast-growing industry, led by the mining sector. Skilled labour is in short supply and yet there are millions of youth who are unemployed and ready to be trained to fill this large demand.

At present, Zambian technical colleges do not have the capacity to provide modern, industry led skills training to help solve this problem. The solution is for local education providers to partner with colleges and universities abroad that offer quality skills training programmes and develop creative platforms to offer these courses in Zambia. In addition, colleges and universities abroad should put skills training courses at the forefront of courses offered to Zambians who have the means to study abroad as opposed to a focus on academic university programmes.

► Speaker



Dr Patrick Nkhoma,
*Managing Director,
DALP Consultancy Services (Z) Ltd,
Zambia*

Dr Patrick Nkhoma holds a Bachelor's Degree in Aeronautical Engineering, with a minor in Aviation Management from Embry Riddle University, Daytona Beach, Florida (USA) and also has a Master in Business Administration (International Business) and a Doctorate (Development Economics) both from Edith Cowan University.

He has over 15 years consultancy experience in Perth, Western Australia; working with small and medium size businesses in strategic business planning and developing marketing plans, and assisting business negotiations and sourcing funds, over 10 years teaching experience at university and 18 years working experience in Zambia Airways in several positions including engineering, co-coordinating and marketing training, and senior level management in the aviation industry, over 15 years Australian education consultancy in Africa for a large number of education institutions in Australia, Canada, the USA, China, India, South Africa, Malaysia, the UAE, Turkey, Greece and the United Kingdom.

From 1998 to date Dr Nkhoma through his company C & N Centre for Advanced International Studies has established and coordinated in country training programmes for various public sector organisations in Zambia, where Edith Cowan University has trained government officers in financial investigation, good governance and fraud, a program funded jointly through AUSAID and USAID. In 2003, Dr Nkhoma set up another new company, DALP Consultancy Services (Z) Ltd, which provides education consultancy services specifically to Canadian, New Zealand and British (UK) colleges and universities in Africa and Australia.

Malaysia - A Global Emerging Higher Education Hub

Veejay Veejayaasegaran

Seminar room II

Audience: Agents

► Session description

If you are considering to gain worldwide recognition for your degrees at an affordable cost, Malaysia – Truly Affordable World Class Education should be on the top of your shortlist of destinations that offer state-of-the-art infrastructure, safe environment as well as a friendly and dynamic nation.

This seminar offers an overview about the education system in Malaysia and its advantages.

We offer:

- A wide range of courses ranging from English language programmes and diplomas to degrees and post-graduate studies
- A variety of study options in private higher educational institutions, foreign university branch campuses and public universities
- Flexible external degree programmes that cater to different budgets and academic needs
- Excellent internationally-recognised qualifications

► Speaker



Veejay Veejayaasegaran,
*Senior Manager, International Marketing & Development,
Education Malaysia Global Services (EMGS),
Malaysia*

Veejayaasegaran is an expert organization builder, corporate trainer, and modern marketing professional. He has held numerous senior management roles in various multi-national organizations including the roles of CEO, Chief Operating Officer, and Chief Marketing Officer. Veejay specializes in programme development, process improvement, and implementing effective branding and marketing strategies.

As a CEO for a College in Malaysia, he implemented business development strategies & marketing plans delivering 670% growth in a span of 36 months. Then, as the VP for an Automotive College, he developed and executed a marketing programme which delivered a one-year target within 4 months and expanded its reach in the international market to over 20 countries.

Currently he is attached with Education Malaysia, a national body for International Marketing and Development under the Ministry of Higher Education, Malaysia. His key task is to oversee regions such Indonesia, South Asia and Africa. Veejay is also leading the organisation's digital marketing task force.

Veejay holds an MBA with a concentration in Marketing from Trent University in the UK. He is also pursuing a PhD in Business Administration with a concentration on International Marketing Recruitment.

Education South Africa (EduSA) - EFL Quality Assurance in South Africa

Johannes Kraus

Seminar room I

Audience: Agents

► Session description

Introduction to Education South Africa (EduSA), the only EFL quality assurance body in South Africa, with an overview of its member schools. Showcasing the main objectives of the association: quality assurance, destination marketing and government liaison. Insights into relevant statistics concerning the EFL industry: overall student numbers and student weeks over the past years, student demographics and main markets.

► Speaker



Johannes Kraus,
*Chairperson,
Education South Africa (EduSA),
South Africa*

Johannes Kraus is the Chairperson of EduSA, the national association of quality English language centres in South Africa, and has held this post since October 2014. He is the founder and owner of Kurus English, a language school in Cape Town which has been operating since 2008. Johannes is originally from Germany and has been living, studying and working in South Africa since 2006.

Education in Canada: A World of Possibilities Awaits Your Clients

Nuala Lawlor

Seminar room II

Audience: Agents

► Session description

Speakers from the High Commission of Canada will share with you many of the reasons why increasing numbers of international students have chosen Canada for their study abroad experience. From qualifications valued around the world to an affordable education in a country with some of the best living standards in the world, there are many reasons why Canada is often the preferred choice for students attending college or university. Bilingual, multicultural and safe communities ensure that international students in Canada enjoy all of the same freedoms which protect Canadians – respect for human rights, equality, and a stable and peaceful society. Many colleges and universities have innovative pathways including co-op programmes and internships that offer opportunities to gain valuable experience that can also lead to jobs after graduation and opportunities to stay and work in Canada. Learn more about the world of possibilities that await with Education in Canada.

► Speaker



Nuala Lawlor,
Trade Commissioner,
High Commission of Canada,
South Africa

Nuala Lawlor is a Canadian diplomat with more than 17 years' experience in foreign policy, trade and development with Global Affairs Canada (GAC). Mrs. Lawlor has enjoyed a career focus on Latin America and Africa with previous assignments in Venezuela, Sudan, Ghana and Peru. Mrs. Lawlor is currently posted to the Canada Trade Office of the High Commission of Canada in South Africa. She is based in Johannesburg and she is responsible for promoting education in Canada as well as institutional linkages for Canadian colleges and schools with local institutions in South Africa, Madagascar, Mauritius, Namibia and Lesotho.

South Africa - An Unforgettable Study Experience: An Introduction to its Regions

Dr Trish Cooper, Shaun Fitzhenry, Ryan Peters

Seminar room I
Audience: Agents

► **Session description**

Part 1: Gauteng - Highlights of 'The City of Gold' and surrounding areas

While visitors to South Africa are familiar with the most striking features of Cape Town such as Table Mountain, far fewer know much about Gauteng. The objective of the presentation is to showcase the main tourist attractions of Johannesburg, Pretoria and surrounding areas, and to show off the schools in these areas. The target group is agents from around the world who are unfamiliar with attractions such as the Kruger National Park, Sun City and the Pilanesburg. The presentation comprises a number of photos of these attractions, with a discussion of where they are and what each offers international visitors.

Part 2: Eastern Cape - Beaches, Beauty, Wildlife and Adventure

Few visitors are aware of the range of experiences and activities on offer in Port Elizabeth, Nelson Mandela Bay or the Eastern Cape Province. Our objective is to showcase the incredible natural variety, from the lush forests of the Tsitsikamma, unspoilt wilderness areas such as the Baviaanskloof, the long, sandy beaches of Algoa Bay, the Sunshine Coast and the Wild Coast, to the plains and mountains of the starkly beautiful Karoo. With easy access to excellent, malaria-free wildlife viewing at the three national parks located within three hours' drive of Port Elizabeth, great conditions for surfing, cycling, swimming, paragliding and kite-surfing, as well as rural tribal experiences in the eastern half of the province, there is something for everyone.

Part 3: Cape Town - The Cape of Great Hope

The majestic city of Cape Town is home to one of the seven wonders of nature, Table Mountain. The city is surrounded by both the Indian and Atlantic Oceans, and its port is situated on one of the world's busiest trade routes. The Victoria & Alfred Waterfront is an absolute must-see for every visitor. Even though it's a beach town, it still offers enough bustle to keep you intrigued, and a night life that will enthrall you. Hike up the mountains, surf, sail or watch the whales and then drink some of the finest wines from the valleys nearby. Cape Town offers upmarket neighbourhoods, vibrant townships, and everything in between. It is a cosmopolitan hub that boasts an abundance of nature, modern architecture and friendly people. The objective of this presentation is share the wealth our city has to offer. It is not a destination, but an experience.

► **Speakers**



Dr Trish Cooper,
*Head of Department,
Wits Language School - University of
Witwatersrand,
South Africa*

Dr Trish Cooper has been running the English as a Foreign Language (EFL) unit at Wits Language School since 2004. She obtained a Master's degree in Applied Linguistics and a Doctorate in Linguistics, both of which are based on research into student writing. Trish obtained a CELTA in order to move away from lecturing and into the ELT classroom. She has since run a small EFL unit for Damelin College, taught English in Angola, and helped to ensure that Wits Language School remains competitive as one of the South African language schools situated within a university.



Shaun Fitzhenry,
*Owner,
Bay Language Institute,
South Africa*

Shaun Fitzhenry established Bay Language Institute in 2006 on returning from six years of teaching English in Taiwan and Germany. Prior to that he taught English in the South African state education system, and spent three years as a tour guide in Cape Town and Knysna. He has a Bachelor's degree in English and History, a postgraduate teaching diploma and a TEFL certificate, and more than 25 years of experience in teaching and education management.



Ryan Peters,
*General Manager,
Language Teaching Centre - LTC,
South Africa*

Ryan Peters was born in Cape Town and first worked in corporate training. He subsequently did the TEFL course in order to facilitate his love for travelling. He spent several years as an educator in Far East and then worked as a recruiter and trainer in the online ELT sector. He joined the Language Teaching Centre, LTC, in 2012, as an English teacher, Director of Studies and now serves as the General Manager.

Emerging Francophone Markets: How to Promote Your Institution and Increase Outbound Students Interested in Study Abroad?

Monèle Schrot

Seminar room II

Audience: All

► Session description

In this session we will identify where in the world we can find emerging French markets for your institutions and agents looking for French programmes; we will discuss how to promote and position your programmes (for institutions); we will review internal and external factors influencing student's and parent's decisions (agents); and we will provide you with tips and techniques on how to be successful in your work to promote and recruit students for French programs.

Marchés francophones émergents: Comment promouvoir votre institution et augmenter le nombre d'étudiants étrangers intéressés à étudier à l'étranger? (Pour les fournisseurs et les agents)

Dans cette session, nous identifierons où dans le monde nous pouvons trouver des marchés français émergents pour vos institutions et agents à la recherche de programmes français; nous discuterons comment promouvoir et positionner vos programmes (pour les institutions); nous examinerons les facteurs internes et externes influençant les décisions des élèves et des parents (agents); et nous vous fournirons des conseils et des techniques pour réussir dans votre travail afin de promouvoir et recruter des étudiants pour des programmes en français.

► Speaker



Monèle Schrot,
Director, French Programming - Canada,
ICEF,
Germany

Fluent in four languages, Monele Schrot has gained extensive experience of all aspects of education through her career as a Teacher, School Principal and Director of International Education. Ms. Schrot holds a BA, B.Ed., and a Master's Degree in School Administration from the University of Manitoba. Before joining ICEF, Ms. Schrot was Director of the International Education Department for ten years at the Louis Riel School Division in Winnipeg, Manitoba.

Parlant couramment quatre langues, Monèle Schrot a acquis une vaste expérience de tous les aspects de l'éducation grâce à sa carrière en tant que professeur, directrice d'école et directrice de l'éducation internationale. Mme Schrot est titulaire d'un baccalauréat en arts, un baccalauréat en éducation et d'une maîtrise en administration scolaire de l'Université du Manitoba. Avant de se joindre à l'ICEF, Mme Schrot a été directrice du département de l'éducation internationale pendant dix ans à la division scolaire Louis Riel de Winnipeg, au Manitoba.

Recruiting from Nigeria

Kenneth Odion Ilalokhoin

Seminar room II

Audience: Providers

► Session description

There have been huge changes in the student recruitment business since the dawn of the new millennium. In Nigeria, the student recruitment business has moved from a market dominated by a very few but significant well-established agencies recruiting students to the UK, primarily to a vast number of very well established international and indigenous agencies recruiting students to a vast number of destinations.

More recently, changes in the markets have seen the emergence of more indigenous agencies who are significantly working hard on a traditional portfolio and also looking at opportunities to open up new markets in Eastern Europe, Asia and Western Europe.

What has been the impact of the shift away from some of these traditional destinations? Again, what has been the impact of the declining Nigerian naira on student numbers and how have these affected postgraduate recruitment? What has been the impact of dwindling government resources to support sponsored students and how will the growing number and reputation of private universities impact the market in the near future?

► Speakers



Kenneth Odion Ilalokhoin,
*CEO,
Global Networks Educational Services Company,
Nigeria*

Kenneth Ilalokhoin is the CEO of Global Networks Educational Services. He is certified by the British Council Lagos. He has worked in various students recruitment organizations in Nigeria and has attended several British Council seminars on educational opportunities in the UK. He has a vast experience working in universities in the UK, USA and Canada.