

# ICEF North America Workshop - Toronto

Exclusively for educators from North America and international student recruitment agents focusing on Canada and the US



Westin Harbour Castle, Toronto • April 26 – 28, 2018



**ICEF**  
Workshops

## Seminar Programme Overview • April 26, 2018

	Seminar Room 1	Seminar Room 2	Seminar Room 3	Seminar Room 4	
11:30 – 1:00	International Student Program Update <b>Cindy Brouillette</b> , Assistant Director, Immigration Program Guidance, Immigration, Refugees and Citizenship Canada / Government of Canada, Canada <i>Audience: All</i>				11:30 – 1:00
2:00 – 2:45	How to Maximize your ICEF Workshop Experience - for Agents  <b>Tiffany Egler</b> , Director - Agent Relations, ICEF, Germany <i>Audience: Agents</i>	How to Maximize your ICEF Workshop Experience - for Providers <b>Sarah Mines</b> , Director, Business Development Canada, ICEF, Germany, <b>Robin Garcha</b> , Business Development Manager Canada, ICEF, Germany <i>Audience: Providers</i>	Colleges and Institutes Canada: Advanced Skills for Employment  <b>Andrew Champagne</b> , Specialist, Marketing and Recruitment, Colleges and Institutes Canada - Collèges et Instituts Canada, Canada <i>Audience: Agents</i>	Essential Digital Marketing Strategies for Student Recruitment  <b>Philippe Taza</b> , CEO, Higher Education Marketing, Canada <i>Audience: All</i>	2:00 – 2:45
2:45 – 3:30	Clearing the Haze  <b>Dr. Michael Szabo</b> , Medical Director, StudyInsured by Ingle International, Canada <i>Audience: All</i>	<i>Platinum Sponsor Presentation:</i> Finding Our Place - Marketing Private Canadian Institutions  <b>Cyndi McLeod</b> , CEO, Global University Systems, Canada <i>Audience: All</i>	Canadian High Schools - Ranked Best Destination for High School Students <b>Lisa Williamson</b> , Marketing & Communications Coordinator, Canadian Association of Public Schools - International (CAPS-I), Canada <i>Audience: Agents</i>	Mother Nurture - Recruit More Students via Your Website  <b>Ross Holmes</b> , Director - Online Products, ICEF, Germany <i>Audience: Providers</i>	2:45 – 3:30
3:30 – 4:15	Building Stronger Education Brands with Video!  <b>Florian Schäfer</b> , Director ICEF Media, ICEF, Germany <i>Audience: All</i>	Recruiting from Argentina  <b>Gustavo Viale</b> , CEO, InterWay Educational Consultancy, Argentina <i>Audience: Providers</i>	Languages Canada: New Membership Criteria and Portal  <b>Carolyn Bercu</b> , Manager of International Promotion and Marketing, Languages Canada / Langues Canada, Canada <i>Audience: Agents</i>	How to Work with Agents to Promote French Programs at your Institution / Comment travailler avec des agents pour promouvoir les programmes français de votre institution <b>Monèle Schrot</b> , Director, French Programming - Canada / Directrice des programmes en langue française - Canada, ICEF, Germany <i>Audience: Providers</i>	3:30 – 4:15
4:15 – 5:00	<i>Platinum Sponsor Presentation:</i> Why Canada!?  <b>Marnie MacDougall</b> , Director International Recruitment, 'Rest of World', Seneca, Canada <i>Audience: Agents</i>	Country Focus: Russia, Ukraine and Kazakhstan <b>Dr. Anna Ryzhova</b> , Director, CanadaPoint / MIRA Study Navigator, Canada <b>Mariia Chernykh</b> , Co-Founder, Compass, Ukraine <b>Vassilya Davletbayeva</b> , Overseas Education Manager, Kazakh British Study Center M & K - Astana, Kazakhstan Moderator: <b>Sergey Krasnyanskiy</b> , Director CIS, ICEF, Russia <i>Audience: Providers</i>	The Canada Course for Education Agents  <b>Sarah Mines</b> , Director, Business Development Canada, ICEF, Germany, <b>Carolyn Bercu</b> , Manager of International Promotion and Marketing, Languages Canada / Langues Canada, Canada <i>Audience: Agents</i>	Round Table Discussion & Needs Assessment / Table ronde et évaluation des besoins  <b>Monèle Schrot</b> , Director, French Programming - Canada / Directrice des programmes en langue française - Canada, ICEF, Germany <i>Audience: Providers</i>	4:15 – 5:00
5:00 – 5:30	Coffee Break				5:00 – 5:30
5:30 – 6:15	The Alumni Advantage: Leveraging this Powerful Resource to Enhance Agent Effectiveness  <b>Dr. Gretchen Dobson</b> , Vice President, International Alumni & Graduate Services, Managing Director Australia, Academic Assembly, USA <i>Audience: All</i>	Vietnam Education Market Updates: Collaboration for Success  <b>Quynh Nhu Vu</b> , Vice Director, AIT Co Ltd., Vietnam <i>Audience: Providers</i>	<i>Platinum Sponsor Presentation:</i> Choose New Brunswick  <b>Claire Kelly</b> , Program Consultant, Government of New Brunswick, Canada <i>Audience: Agents</i>	Expanding your Program Options to Include French in Canada / Expansion de vos options de programmes pour inclure le français au Canada <b>Monèle Schrot</b> , Director, French Programming - Canada / Directrice des programmes en langue française - Canada, ICEF, Germany <i>Audience: Agents</i>	5:30 – 6:15
6:15 – 7:00	Effective Communication: Creating a Business Case for Institutional Recruitment Investment <b>Mike Henniger</b> , Vice President, Sales & Marketing, ICEF, Germany, <b>Uri Carnat</b> , Director - Client Relations (Canada), IELTS Operations (Canada & Latin America), IDP Education Canada, Canada <i>Audience: Providers</i>	Getting it Right: Top 10 Tips for Recruitment Scalability and Sustainability in Volatile Times <b>Pamela Barrett</b> , CEO & Director, Barton Carlyle, United Kingdom, <b>Andrew Ness</b> , Dean, International, Humber Institute of Technology & Advanced Learning, Canada <i>Audience: Providers</i>	ICEF Agent Barometer 2017 - North America Findings  <b>Sarah Mines</b> , Director, Business Development Canada, ICEF, Germany <i>Audience: All</i>	Round Table Discussion & Needs Assessment / Table ronde et évaluation des besoins <b>Monèle Schrot</b> , Director, French Programming - Canada / Directrice des programmes en langue française - Canada, ICEF, Germany <i>Audience: Agents</i>	6:15 – 7:00

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# Extended AM Session

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11:30 - 1:00

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## International Student Program Update

### Cindy Brouillette

**Audience: All**

**Room: Seminar Room 1 (Harbour Ballroom A)**

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#### ► Session description

The intention of the session is to provide an update on Canada's International Student Program and to share other information on immigration issues related to education in Canada such as: international student trends, IRCC operational context, international student compliance verification, verification of letters of acceptance project, transition to Permanent Residence and policy and program updates.

#### ► Speaker

##### **Cindy Brouillette**

*Assistant Director, Immigration Program Guidance,  
Immigration, Refugees and Citizenship Canada /  
Government of Canada,  
Canada*

Cindy Brouillette has been with the Department of Immigration, Refugees and Citizenship for 12 years. She currently occupies the position of assistant director for the International Student Program (ISP) in the Immigration Program Guidance Branch within the Operations Sector where she provides strategic advice and recommendations to senior management on complex, controversial and politically sensitive issues related to the International Student Program regarding its operation and compliance.

Prior to this position, Ms. Brouillette held various positions at IRCC such as senior advisor to the Deputy Minister, Immigration Officer and therefore brings a wealth of experience and knowledge with her today.

# Seminar Room 1 (Harbour Ballroom A)

2:00 - 2:45

2:45 - 3:30

## How to Maximize Your ICEF Workshop Experience - for Agents

**Tiffany Egler**

**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 North America Workshop - Toronto in particular.

The session will cover the following topics:

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

### ► Speaker



**Tiffany Egler**  
*Director - Agent Relations,  
ICEF,  
Germany*

Tiffany 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.

## Clearing the Haze

**Dr. Michael Szabo**

**Audience: All**

### ► Session description

The proposed Cannabis Act is expected set to be in effect by July 2018. Regardless of how we expect this to affect our local communities, an extra layer of consideration is needed when operating within the international education industry. In this interactive discussion, we will cover such topics as:

- The effects of cannabis on the developing brain and other health and safety concerns
- Risk management and how to adapt your institution's substance use policy
- How marijuana use is viewed cross-culturally and its impact on student recruitment / retention.

Please join the conversation and learn the strategies for adjusting to this controversial change in Canadian legislation.

### ► Speaker



**Dr. Michael Szabo**  
*Medical Director,  
StudyInsured by Ingle International,  
Canada*

Dr. Michael Szabo is the medical director at StudyInsured by Ingle International. He is an emergency physician at University Health Network in Toronto and a lecturer in the Department of Family and Community Medicine at the University of Toronto. Dr. Szabo has over 20 years' experience providing front-line medical care. He also has an MBA from the Richard Ivey School of Business at Western University and has an interest in preventive health care and the business case for corporate health and wellness.

He is also the former medical director of Magna International and has extensive experience with providing executive and concierge health care as well as expert medical second opinions. Dr. Szabo applies his expertise of the medical industry for StudyInsured, assisting with student cases, and giving advice on how new legislation and changes in the healthcare system can affect international students.

# Seminar Room 1 (Harbour Ballroom A)

3:30 - 4:15

## Building Stronger Education Brands with Video!

**Florian Schäfer**

**Audience: All**

### ► Session description

"If you are not using video already, you are already behind."  
Gary Blake

In the digital world we are bombarded with thousands of messages every day. And so, it becomes increasingly difficult to grab a prospective student's attention. Video creates a scintillating opportunity to break through the clutter.

In this seminar you will learn why video should be the key element of your digital marketing campaign! We will walk you through the common mistakes to avoid and teach you how to ensure your brand will be recognised globally through video.

### ► Speaker



**Florian Schäfer**  
Director ICEF Media,  
ICEF,  
Germany

Florian has 15+ years of experience as a director and filmmaker in the education industry. He has brought to life 100+ video marketing projects for educational clients in 30+ countries around the globe (in 8 different languages).

Since September 2016 Florian is the Director of ICEF Media, which offers video production solutions for the international education industry. He is the presenter and producer of the ICEF Monitor video interviews.

Florian speaks German, English and Spanish. He has a Master's degree in audio-visual communications from the University of the Arts, Berlin.

4:15 - 5:00

## Platinum Sponsor Presentation:

### Why Canada!?

**Marnie MacDougall**

**Audience: Agents**



### ► Session description

As Canada becomes a more popular study destination for international students, it is important to know the variety of factors that define this country's value proposition.

This session will explore study, lifestyle, work and migration factors that make Canada the best place in the world to study.

### ► Speaker



**Marnie MacDougall**  
Director International Recruitment,  
'Rest of World',  
Seneca,  
Canada

Marnie is the Director of International Student Recruitment at Seneca College in Toronto, Canada. Marnie leads a dynamic team who recruit in Europe, Russia, the Middle East, Africa, the Americas, Caribbean, and South Asia.

Marnie was new to the International Education industry when she began with Seneca in June 2016. Prior to joining Seneca, Marnie lived in the country of Panama for almost 10 years where she became fluent in Spanish. After this time abroad, although Canadian born, Marnie considers herself half Panamanian at heart!

Upon her return to Canada, Marnie worked in Federal Canadian politics. In 2015 Marnie ran as a candidate in the Canadian election in her home riding of Toronto - St. Paul's. She is now taking her Executive MBA at Western University's Ivey Business School while she continues in her role as Director International Recruitment at Seneca.

# Seminar Room 1 (Harbour Ballroom A)

5:30 - 6:15

## The Alumni Advantage: Leveraging this Powerful Resource to Enhance Agent Effectiveness

**Dr. Gretchen Dobson**

**Audience: All**

### ► Session description

The power of personal referral goes a long way. International students want to know (and deserve to know) what it's really like to attend the universities on their lists. Alumni are an integral resource to the recruitment agenda but new research confirms universities have not identified nor resourced alumni relations as a strategic priority.

This seminar will review the latest findings from an American survey and recommend key steps for agents to building a mutually beneficial relationship with alumni, at home and abroad.

### ► Speaker



**Dr. Gretchen Dobson**  
*Vice President, International Alumni & Graduate Services, Managing Director Australia, Academic Assembly, USA*

With over 24 years of experience in higher education and constituent relations, Dr. Gretchen Dobson and her team at Academic Assembly, Inc. lead institutions, governments and member-based organizations towards sustainable international alumni engagement strategies and solutions. In November 2016 she launched the first Global Alumni Relations e-Course. She is based in Australia.

Gretchen Dobson also provides professional coaching to agents, international alumni, admissions, and academic officers new to global engagement practices. She is the author of several books on Alumni Relations and serves as Board Chair of United Planet, a network of leaders and volunteers fostering cross-cultural understanding.

6:15 - 7:00

## Effective Communication: Creating a Business Case for Institutional Recruitment Investment

**Mike Henniger & Uri Carnat**

**Audience: Providers**

### ► Session description

International student-recruitment leaders and teams are constantly asked to do more with less, and budgets for fairs, trips, and student recruitment activities often meet challenges of institutional priorities. Sometimes the key is just knowing how to ask and demonstrate value. This session explores approaches for articulating your budget needs and getting results. The presenters will outline strategies for outlining your requests in terms of outcomes, ROI, alignment with institutional strategic objectives (and even using a little mixture of FOMO) to ensure proposals stand the best chance of getting your recruitment projects approved.

### ► Speakers



**Mike Henniger**  
*Vice President, Sales & Marketing, ICEF, Germany*

Mike Henniger is the VP Marketing and Sales for ICEF and has previously held senior positions in the language, vocational and post secondary sectors. Mike has been actively involved in the marketing and recruitment sphere in international education for more than 15 years and is a regular presenter and panellist at international education conferences. Mike specializes in cross media marketing, brand advocacy, social media strategies and effectively using agents to maximise international student recruitment.



**Uri Carnat**  
*Director - Client Relations (Canada), IELTS Operations (Canada & Latin America), IDP Education Canada, Canada*

Uri Carnat works for IDP Education as Director - Client Relations (Canada), IELTS Operations (Canada & Latin America), responsible for secondary and post-secondary student-recruitment partnerships and the IDP co-owned IELTS exam. With 90+ offices in 30+ countries, IDP is the world's largest student recruitment organization, having assisted 450,000+ international students with their educational journeys. IDP also conducts 150 student-recruitment events per year, is a co-convenor of the AIEC, conducts ongoing research into international student buyer behaviour, and hosts 20,000 students per year at language schools in South-East Asia. Before moving to IDP, Uri ran 12 private language centres in Canada and the US. Born in Halifax, Nova Scotia and educated in Montréal, Québec, he has 15+ years of leadership experience in international education, with a background in operations, financial management, recruitment, and student services.

# Seminar Room 2 (Room Pier 2/3)

2:00 - 2:45

## How to Maximize Your ICEF Workshop Experience - for Providers

**Sarah Mines & Robin Garcha**

**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 North America Workshop - Toronto 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 maximize your working relationship with agents

### ► Speakers



**Sarah Mines**  
*Director, Business Development Canada,  
ICEF,  
Germany*

Sarah Mines has over 12 years of experience in international education leadership, specializing in developing and maintaining international partnerships for Canadian institutions. With an extensive background in all aspects of internationalization, Sarah has in-depth knowledge of global education trends for the language, K-12 and post-secondary sectors.

Sarah has a keen understanding of international student recruitment and retention and has presented at over 30 different conferences on topics ranging from marketing to millennials to global student mobility projections. She is known as a natural communicator and connector and currently sits on the Board of Directors for Vancouver Mount Pleasant Riding Association, and is a founding member of GLOW Ed, Canada's first leadership organization for Global Women in Education.



**Robin Garcha**  
*Business Development Manager Canada,  
ICEF,  
Germany*

Robin Garcha is the Business Development Manager overseeing Eastern Canada at ICEF. Robin has eight plus years of experience working in various roles within the international education industry. She played an integral part in launching StudyinBC.com with the BC Council for International Education.

A marketer by heart, Robin has a passion for marketing and branding as well as recruitment and strategy development. Robin holds an MBA from the Smith School of Business at Queen's University.

2:45 - 3:30

## Platinum Sponsor Presentation:

### Finding Our Place - Marketing Private Canadian Institutions

**Cyndi McLeod**



**Audience: All**

### ► Session description

In a market dominated by public institutions, how do private institutions effectively build their brand & increase their profile?

This session focuses on strategies for marketing and recruitment for private Canadian institutions, providing both agents and institutional representatives with effective tools to position private institutions competitively with public schools.

### ► Speaker



**Cyndi McLeod**  
*CEO,  
Global University Systems,  
Canada*

Cyndi McLeod is an award-winning, globally-minded executive with extensive marketing and business development expertise. Cyndi's 30+ years of leadership experience in international education have established her as an expert in building strong brands and strategic relationships. Cyndi has held senior leadership roles in the Canadian public education system, including Associate Vice-President, International & CEO, Global Operations at Thompson Rivers University and Vice-President, Global Advancement, Marketing & Business Development at Royal Roads University.

Cyndi recently joined Global University Systems as their CEO, Canada with responsibility for the group's expansion and operations in the country, which include University Canada West, The Language Gallery and the Toronto School of Management. She holds a master's degree in International Business and has received numerous awards in recognition of her contributions including the Maple Leaf Medal of Excellence for Contribution to Sino-Canadian Education and a Chinese Government Scholarship from the China Scholarship Council.

# Seminar Room 2 (Room Pier 2/3)

3:30 - 4:15

4:15 - 5:00

## Recruiting from Argentina

### Gustavo Viale

**Audience: Providers**

► Session description

Join this session which will provide you with an overall view of the current Argentine market and its perspectives for 2018 / 2019.

This session has been devised with the support of the Canadian Embassy in Argentina.

► Speaker



**Gustavo Viale**  
CEO,  
*InterWay Educational Consultancy,*  
*Argentina*

Gustavo Viale is the CEO of InterWay Educational Consultancy in Buenos Aires, Argentina. Interway works mostly with groups of students who wish to improve their language and communication skills for general purposes and study abroad. He is also the director at English Way School of English, located in the west of the Greater Buenos Aires region, and has been delivering English language courses to local students for 26 years.

## Country Focus: Russia, Ukraine and Kazakhstan

### Dr. Anna Ryzhova & Mariia Chernykh & Vassilya Davletbayeva & Sergey Krasnyanskiy

**Audience: Providers**

► Session description

Russia, Ukraine and Kazakhstan are important source regions for international students.

In this session the following will be covered for each country:

- Geopolitical background, market size, education system
- Number of students studying abroad including future market potential and trends
- Course and destination preferences
- Average length a student spends abroad
- Student expectations

► Speakers



**Dr. Anna Ryzhova**  
Director,  
*CanadaPoint / MIRA Study Navigator,*  
*Canada*

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

Ms. 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 1999-2001 she was a Research Officer at the Russian Academy of Science and the Institute of Complex Social Researches. In the year of 2003 Ms. Ryzhova was granted a PhD Degree in the field of Foreign Economy (Russian Academy of Economics, named after G. V. Plekhanov).

## Seminar Room 2 (Room Pier 2/3)



**Mariia Chernykh**  
*Co-Founder,  
Compass,  
Ukraine*

Mariia has more than 7 years of experience in the travel and education industry. Before becoming a co-founder of Study and Travel Abroad Agency Compass in 2016, Mariia had obtained two qualifications - in Geology and Management of Organization.

During her student years, Mariia headed the Student Council and was very active in the university's and city's social life. After receiving two master's degrees and gaining experience working in the Student Council, she started to fulfill the dreams of other students and help them to study and travel abroad.

Nowadays, she has fulfilled the dreams of more than 1,000 students. She never stops on the way to her goal, and that is what makes her successful today. Happy students and satisfied travellers inspire Mariia's daily work. She helps Ukrainian students to become familiar with the culture of other countries, to get a quality education abroad and to travel the world.



**Vassilya Davletbayeva**  
*Overseas Education Manager,  
Kazakh British Study Center M & K - Astana,  
Kazakhstan*

Vassilya represents M&K Study Centre as Overseas Education Manager. Vassilya is a graduate of Brunel University London with a BSc in Business and Management. From 2012 to 2016 she coordinated the Exams Department at the British Council.

Vassilya has started her career at M&K Study Centre in 2016 as Overseas Education Manager and has been working on student recruitment for educational institutions abroad. She also coordinates M&K Fairs, in terms of communication with partners and other exhibition arrangements.

### ► Moderator:



**Sergey Krasnyanskiy**  
*Director CIS,  
ICEF,  
Russia*

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.

**5:30 - 6:15**

### **Vietnam Education Market Updates: Collaboration for Success**

**Quynh Nhu Vu**

**Audience: Providers**

#### ► Session description

Vietnam with a population of 95 million is developing a rapidly emerging middle class with a big demand for high-quality education. Parents' top priority for investment is in education, spending 47% of their income on their children's education. As of 2016, there are 130,000 students studying overseas, mainly in Japan, Australia, the USA, the UK, and Canada.

This presentation covers the study abroad market in Vietnam and its potential, focusing on student decision making, student mobility and ways of collaborating with education agencies for success in Vietnam.

#### ► Speaker



**Quynh Nhu Vu**  
*Vice Director,  
AIT Co Ltd.,  
Vietnam*

Quynh Nhu Vu is a Regulated Canadian Immigration Consultant, and co-founder of the well-established education agency AIT (since 1997). She oversees AIT's operations in Hanoi and Ho Chi Minh City and is in charge of cooperation with educational institutions in North America.

With her profound knowledge of the Canadian education system, broad network of education institutions in Canada, and accreditation from ICCRC to provide Canadian immigration services in Canada or abroad, she has led the AIT team to become one of the leading agencies in Vietnam in sending students to study in Canada. AIT is also the first agency in Vietnam collaborating with Canadian educational institutions to promote a city / region as a study destination for any student from K-PhD.

# Seminar Room 2 (Room Pier 2/3)

6:15 - 7:00

## Getting it Right: Top 10 Tips for Recruitment Scalability and Sustainability in Volatile Times

**Pamela Barrett & Andrew Ness**

**Audience: Providers**

### ► Session description

Success in a challenging and increasingly competitive marketplace depends on our ability to learn from best practice: using it to anticipate the demographic and economic challenges in markets, and to organize within our institutions to deliver effectively. Increasingly, we need to build a sustainable recruitment and marketing program which delivers a diverse international student population. This requires a more creative, expensive and potentially riskier approach to our work than previously.

Growing financial demands, increased competition for the best students in key markets, substantially increased volatility in global student mobility and a more complex pattern of student decision-making behaviours means that as international educators we need to make balanced decisions based on a comprehensive evidence base to ensure that what we're building is sustainable. But sometimes, finding what works well isn't easy. We're all busy people.

In this seminar we'll try to cut through the noise and present 10 practical tips to help you focus on getting the most from your recruitment program. Based on close-up consulting experiences with many of the most active institutions and organizations in international education today, we will discuss the practices which can support change and enhance international student recruitment. We'll identify those areas that can make a real difference and share the key learning points that can help you achieve your goals.

### ► Speakers



**Pamela Barrett**  
*CEO & Director,  
Barton Carlyle,  
United Kingdom*

Pamela Barrett is an enrolment management and international education specialist, and is the CEO of Barton Carlyle, the management consultancy company for international education. She specializes in international strategy, market research and planning, working with clients in the UK, USA, Canada, Australia, and Southeast Asia. She has over 25 years' experience in higher education. A former Education Attaché in the USA, Pamela has also led higher education advisory for KPMG where she remains an Associate and she has been a Director of International for Colleges and Universities in the USA and UK.

Pamela has worked with education providers, sponsors, companies and government bodies to develop international strategy in major markets for global student mobility as a consultant for the past 9 years. In a collaboration with ICEF, Barton Carlyle offers the ICEF Achieve program, offering tailored advising solutions for ICEF participants.

Pamela has authored and contributed to a number of specialist articles, including the NAFSA e-publication "International Enrollment Management Strategic Planning: An Integrated Approach"; Universities UK "Guide to Enhancing the International Student Experience"; and co-authored with ICEF: "Beyond the Horizon: The Near Future of International Education".



**Andrew Ness**  
*Dean, International,  
Humber Institute of Technology &  
Advanced Learning,  
Canada*

Andrew Ness leads the international services department as Dean, International, at Humber College. Humber's ongoing commitment to comprehensive internationalization includes significant international enrollment management with close to 5,000 international students plus expansive study abroad initiatives, with over 500 Humber students studying and working abroad annually.

His career has included work at Sheridan College (Oakville, ON), Queen's University (Kingston, ON), Wilfrid Laurier University (Waterloo, ON), at the federal college of the United Arab Emirates, and as the sole Canadian staff member of Noel-Levitz (now Ruffalo Noel-Levitz).

# Seminar Room 3 (Room Pier 4)

2:00 - 2:45

## Colleges and Institutes Canada: Advanced Skills for Employment

**Andrew Champagne**

**Audience: Agents**

### ► Session description

Canada's publicly-funded colleges and institutes are essential education hubs where experienced professionals and educators work in partnership with local businesses, communities and industries to offer students the skills they need to succeed in a rapidly evolving and increasingly international job market. They specialize in experiential and work-integrated learning opportunities through innovative, applied and skills-based programming and offer a full range of credentials, including certificates, diplomas, postgraduate credentials, bachelor's degrees, and even some masters' degrees.

### ► Speaker



**Andrew Champagne**  
*Specialist, Marketing and Recruitment,  
Colleges and Institutes Canada - Collèges  
et Instituts Canada,  
Canada*

Andrew Champagne is an international education professional with cross-cutting industry experience. He has worked on international education policy with Global Affairs Canada, in international student recruitment with the University of British Columbia and now as a Marketing and Recruitment Specialist with Colleges and Institutes Canada.

Andrew is an alumnus of the University of Ottawa's Graduate School of Public and International Affairs. He is fluently bilingual (English and French) and has lived in both China and Vietnam. Andrew believes that international mobility is a force for good in the world and is supportive of two-way mobility initiatives.

2:45 - 3:30

## Canadian High Schools - Ranked Best Destination for High School Students

**Lisa Williamson**

**Audience: Agents**

### ► Session description

Canadian public schools enrol almost 40,000 international students each year. The opportunity to be immersed in English, French or have a bilingual experience while living and learning makes Canada a unique destination. This presentation will provide insights as to why agents ranked Canada the 'best destination for high school students' in the 2017 ICEF Agent Barometer. Agents will also learn about the many specialized educational programs offered in Canadian high schools and resources available to assist in identifying a program best-suited to a student's goals and interests.

The Canadian Association of Public Schools - International is a non-profit association of 130 public school districts offering English / French programs from elementary to high school.

### ► Speaker



**Lisa Williamson**  
*Marketing & Communications Coordinator,  
Canadian Association of Public Schools -  
International (CAPS-I),  
Canada*

Lisa is the Marketing and Communications Coordinator for the Canadian Association of Public Schools – International (CAPS-I) since August of 2017 bringing over 14 years of International Education experience in the public K – 12 sector. Lisa recently completed her Master of Business Administration from Royal Roads University specializing in International Business and Innovation.

Lisa currently resides in Vancouver, British Columbia with her husband and four children and is an avid outdoor enthusiast enjoying the beautiful surrounding mountains skiing and hiking and dragon boating in the lakes and ocean.

# Seminar Room 3 (Room Pier 4)

3:30 - 4:15

## Languages Canada: New Membership Criteria and Portal

**Carolyn Bercu**

**Audience: Agents**

### ► Session description

Languages Canada members voted unanimously at the recent AGM to change the criteria for becoming a member and maintaining membership. The vote demonstrated the desire from members to occupy a new space in Canada and the world in the language education segment. After a year of research, consultation, and deliberation, the new criteria will provide the only scheme in Canada to offer such a high degree of student protection and commitment to quality.

Languages Canada launched its new School Portal for students and agencies earlier this year, and the response has been sensational. This dynamic web tool enables users to conduct a personalized search for the accredited language programs that best meets their needs. Answer a few questions, and the portal instantly searches the database of more than 220 accredited language programs in Canada, producing a list of school profiles for you to explore. For example, are you looking for a small-town experience? Do you want to learn French for Business? English for University? We've got you covered! By choosing a Languages Canada member program, you have the guarantee of our Education Completion Assurance Plan (eCAP™).

### ► Speaker



**Carolyn Bercu**  
*Manager of International Promotion and Marketing,  
Languages Canada / Langues Canada,  
Canada*

Carolyn recently joined Languages Canada as the Manager of International Promotion and Marketing, bringing with her 20 years of experience in international education, both private and public sector, as well as previous experience with Immigration Canada. In this role, she organizes workshops for member schools to meet with agents in different countries, and conducts exploratory missions to assess potential new markets for members.

After many years with University of Toronto's English Language program, she went on to become the Director of the award-winning University Pathway program for the International Language Academy of Canada (ILAC). She was instrumental in negotiating pathway agreements to more than 40 public universities and colleges across Canada.

Fluent in Spanish and Portuguese, Carolyn has spent much of her career in Latin America and Brazil, supporting agents with their efforts to recruit students to Canada. Carolyn did her Bachelor of Arts in Anthropology and Spanish at The University of Toronto and Trent University.

4:15 - 5:00

## The Canada Course for Education Agents

**Sarah Mines & Carolyn Bercu**

**Audience: Agents**

### ► Session description

Learn about updates to the Canada Course for Education Agents, an online course designed for education agents advising families about study opportunities in Canada. The Canada Course, originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF and the Canadian Consortium for International Education (CCIE), is now administered by ICEF on behalf of Languages Canada and the Canadian Association of Public Schools International (CAPS-I), with the support of the CCIE.

The Canada Course supports professional development for agents specializing in Canada as a study destination. It provides high quality, current, and comprehensive information about Canada as a study destination. It enables agents to study via self-paced modules on topics such as the overall study environment in Canada; the different regions of Canada; Canadian education options and levels of study; resources for students wanting to know about visas and immigration rules in Canada; as well as how to prepare students coming to Canada.

### ► Speakers



**Sarah Mines**  
*Director, Business Development Canada,  
ICEF,  
Germany*

Sarah Mines has over 12 years of experience in international education leadership, specializing in developing and maintaining international partnerships for Canadian institutions. With an extensive background in all aspects of internationalization, Sarah has in-depth knowledge of global education trends for the language, K-12 and post-secondary sectors.

Sarah has a keen understanding of international student recruitment and retention and has presented at over 30 different conferences on topics ranging from marketing to millennials to global student mobility projections. She is known as a natural communicator and connector and currently sits on the Board of Directors for Vancouver Mount Pleasant Riding Association, and is a founding member of GLOW Ed, Canada's first leadership organization for Global Women in Education.

## Seminar Room 3 (Room Pier 4)

5:30 - 6:15



**Carolyn Bercu**  
*Manager of International Promotion  
and Marketing,  
Languages Canada / Langues Canada,  
Canada*

Carolyn recently joined Languages Canada as the Manager of International Promotion and Marketing, bringing with her 20 years of experience in international education, both private and public sector, as well as previous experience with Immigration Canada. In this role, she organizes workshops for member schools to meet with agents in different countries, and conducts exploratory missions to assess potential new markets for members.

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### **Platinum Sponsor Presentation:**

**Choose New Brunswick**

**Claire Kelly**

**Audience: Agents**



#### ► Session description

Located along the beautiful Atlantic Ocean on the east coast of Canada, the bilingual province of New Brunswick offers a distinct way of life and exciting educational opportunities for international students.

In this session we will provide an overview of life in New Brunswick, an introduction to our high schools, post-secondary institutions and pathways to immigration, and provide time for Q&As with educational and government representatives. By the end of the session, you'll know why your students will want to #chooseNB.

#### ► Speaker



**Claire Kelly**  
*Program Consultant,  
Government of New Brunswick,  
Canada*

Claire Kelly is excited to share her love of New Brunswick with all of you at ICEF 2018. As a program consultant with the government of New Brunswick, specialized in retaining international students as permanent residents, Claire's daily work is focused on that very topic.

With more than 10 years of experience in the field of international education, her M.A. in Immigration & Settlement, designation as an RCIC, experience of living in 5 other Canadian provinces and traveling to more than 40 countries – she is up to the challenge of explaining why your students should #chooseNB.

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# Seminar Room 3 (Room Pier 4)

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6:15 - 7:00

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## ICEF Agent Barometer 2017 - North America Findings

**Sarah Mines**

**Audience: All**

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► **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, with a particular focus on those results most relevant to Canadian and US educators. 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

► **Speaker**



**Sarah Mines**  
*Director, Business Development Canada,  
ICEF,  
Germany*

Sarah Mines has over 12 years of experience in international education leadership, specializing in developing and maintaining international partnerships for Canadian institutions. With an extensive background in all aspects of internationalization, Sarah has in-depth knowledge of global education trends for the language, K-12 and post-secondary sectors.

Sarah has a keen understanding of international student recruitment and retention and has presented at over 30 different conferences on topics ranging from marketing to millennials to global student mobility projections. She is known as a natural communicator and connector and currently sits on the Board of Directors for Vancouver Mount Pleasant Riding Association, and is a founding member of GLOW Ed, Canada's first leadership organization for Global Women in Education.

# Seminar Room 4 (Room Pier 5)

2:00 - 2:45

## Essential Digital Marketing Strategies for Student Recruitment

**Philippe Taza**

**Audience: All**

### ► Session description

In today's competitive education sector, a well executed digital marketing strategy can be crucial to meeting enrollment targets. However, many institutions have difficulty harmonizing their student recruitment goals and their overall online efforts, which can result in missed opportunities.

Led by Higher Education Marketing CEO Philippe Taza, this session will help education professionals bridge this disconnect at their institutions, and demonstrate how a multichannel digital marketing campaign can be tailored towards their specific recruitment goals.

The presentation will include:

- Introduction to Inbound Marketing
- Persona Development
- Content Strategy
- Using Google Analytics to Track and Measure Results
- SEO and Keyword Research
- Social Media Marketing
- Email Marketing

### ► Speaker



**Philippe Taza**  
*CEO,  
Higher Education Marketing,  
Canada*

Philippe Taza has worked in higher education marketing and recruitment since 2001. He began his higher ed career as a recruitment officer at a private college in Vancouver, BC. Advancing into recruitment management, he developed his skills in online marketing and trained in web analytics to more effectively manage marketing performance.

In 2008, Philippe founded Higher Education Marketing, a digital marketing agency dedicated to helping colleges and universities market themselves online, offering expertise and services in lead generation, web design, content development, branding, PPC, SEO, social media and analytics.

2:45 - 3:30

## Mother Nurture - Recruit More Students via Your Website

**Ross Holmes**

**Audience: Providers**

### ► Session description

There are more ways than ever to reach students online, and it is easier than ever to get it wrong. This 45 min presentation looks at the common traits of "Millennials", and their expectations when visiting your site (spoiler: they're the same expectations that we all have).

You will receive practical tips to help your website meet these expectations, capture more leads, and learn best practice to nurture those leads into students.

### ► Speaker



**Ross Holmes**  
*Director - Online Products,  
ICEF,  
Germany*

Ross started his career in international education in 2007 organising student fairs across Brazil and Latin America. After 5 years he returned to his native UK where he helped brands such as HSBC, British Airways and Harrods develop strategies to reach international students studying in the UK.

He joined ICEF in 2013 where he has managed the development of Coursefinders.com and brought on board new services such as CoursePricer, Virtual Reality and Augmented Reality.

# Seminar Room 4 (Room Pier 5)

3:30 - 4:15

## How to Work with Agents to Promote French Programs at your Institution / Comment travailler avec des agents pour promouvoir les programmes français de votre institution

**Monèle Schrot**

**Audience: Providers**

### ► Session description

Whether you are promoting a short term, French as a Second Language, bilingual or francophone program, it is important to understand the similarities and differences in attracting students and agents to work with your institution. In this session we will identify where in the world we can find students and agents looking for French programs abroad, discuss how to promote and position your programs, review internal and external factors influencing student and parent decisions, and provide you with tips and techniques on how to be successful in your work with agents to promote French programs at your institution.

Peu importe si vous êtes en train de promouvoir un programme à court terme, bilingue, francophone ou bien de français langue seconde, il est important de comprendre les similarités et les différences afin d'attirer des étudiants pour pouvoir travailler avec votre institution. Dans cette session, nous identifierons des marchés autour du monde où les étudiants et les agents cherchent des programmes francophones. Nous discuterons comment promouvoir vos programmes et nous passerons en revue les facteurs internes et externes qui influencent les décisions des étudiants et de leurs parents. En outre, nous vous proposerons des outils et des techniques pour assurer votre succès dans le travail avec les agents afin de promouvoir les programmes français dans votre institution.

4:15 - 5:00

## Round Table Discussion & Needs Assessment / Table ronde et évaluation des besoins

**Monèle Schrot**

**Audience: Providers**

### ► Session description

ICEF is committed to serving Canada's French-language education industry, and to promoting the benefits of Canada as an education destination around the world. Earlier this year, Monèle Schrot was appointed as Director, French Programming, in Canada. In this role, Monèle is focused on developing inbound student mobility to French and bilingual programs across Canada. This roundtable session is an opportunity for providers who are looking to attract students to their institutions short term, for French as a Second Language, bilingual or francophone programs. Monèle will facilitate a discussion about your experiences to date, questions and concerns, and help frame the next steps in promoting Canada as a study destination for French language programs.

L'ICEF s'engage à servir l'industrie de l'éducation en français au Canada et à promouvoir les avantages du Canada comme destination d'études dans le monde entier. Au début de cette année, Monèle Schrot a été nommée directrice de la programmation française au Canada. Dans ce rôle, Monèle se concentre sur le développement de la mobilité des étudiants inbound vers les programmes français et bilingues à travers le Canada. Cette table ronde est une opportunité pour les fournisseurs qui cherchent à attirer des étudiants dans leurs institutions d'enseignement à court terme, bilingue, francophone ou bien de français langue seconde. Monèle facilitera une discussion sur vos expériences vécues à ce jour, vos questions ainsi que vos préoccupations et vous aidera à définir les prochaines étapes de la promotion du Canada en tant que destination d'études pour les programmes en français.

### ► Speaker



**Monèle Schrot**

*Director, French Programming - Canada /*

*Directrice des programmes en langue française - 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.

# Seminar Room 4 (Room Pier 5)

5:30 - 6:15

## Expanding your Program Options to Include French in Canada / Expansion de vos options de programmes pour inclure le français au Canada

**Monèle Schrot**

**Audience: Agents**

### ► Session description

Are you already working with students who want to study in French abroad, or is there growing demand in your market? As students and parents look to Canada as a first choice study destination, Canadian schools are expanding their offerings to include short term, French as a Second Language, bilingual and francophone programs. This session will give you a brief overview of the Canadian education system, help you identify French programs in Canada, and discuss how you and your partner institution can increase student enrolment in an emerging market.

Travaillez-vous déjà avec des étudiants qui veulent étudier en français à l'étranger ou y a-t-il une demande croissante dans votre marché? Alors que les étudiants et les parents considèrent le Canada comme une destination d'étude de premier choix, les écoles canadiennes étendent leurs offres pour inclure des programmes à court terme, de français langue seconde, bilingues et francophones. Cette séance vous donnera un bref aperçu du système d'éducation canadien, vous aidera à identifier les programmes de français au Canada et discutera comment vous et votre institution partenaire pouvez accroître le nombre d'inscriptions dans un marché émergent.

6:15 - 7:00

## Round Table Discussion & Needs Assessment / Table ronde et évaluation des besoins

**Monèle Schrot**

**Audience: Agents**

### ► Session description

ICEF is committed to serving Canada's French-language education industry, and to promoting the benefits of Canada as an education destination around the world. Earlier this year, Monèle Schrot was appointed as Director, French Programming, in Canada. In this role, Monèle is focused on developing inbound student mobility to French and bilingual programs across Canada. This roundtable session is an opportunity for agents who are looking to support student mobility to institutions in Canada who offer short term, French as a Second Language, bilingual or francophone programs. Monèle will facilitate discussion on your experiences to date, questions and concerns, and help frame the next steps in working with French programmes in Canada.

L'ICEF s'engage à servir l'industrie de l'éducation en français au Canada et à promouvoir les avantages du Canada en comme destination d'études dans le monde entier. Au début de cette année, Monèle Schrot a été nommée directrice de la programmation française au Canada. Dans ce rôle, Monèle se concentre sur le développement de la mobilité des étudiants inbound vers les programmes français et bilingues à travers le Canada. Cette table ronde est une opportunité pour les agents qui cherchent à soutenir la mobilité des étudiants dans des institutions au Canada qui offrent des programmes à court terme, bilingue, francophone ou bien de français langue seconde. Monèle facilitera une discussion sur vos expériences vécues à ce jour, vos questions ainsi que vos préoccupations et vous aidera à concrétiser les prochaines étapes dans votre travail avec les programmes français au Canada.

### ► Speaker



**Monèle Schrot**  
*Director, French Programming - Canada /  
Directrice des programmes en langue française - Canada,  
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