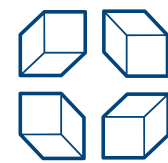


# ICEF Southeast Asia Workshop

International educators and quality, pre-screened student recruitment agents from Vietnam, Thailand, Malaysia, Philippines, Indonesia, Cambodia, and Southern China



InterContinental Saigon, Ho Chi Minh City • June 13 - 15, 2018



**ICEF**  
Workshops

## Seminar Programme • June 13, 2018

	Seminar Room I	Seminar Room II
14:00 – 14:45	How to Maximise Your ICEF Workshop Experience - for Educators <b>Myriam Marchand</b> , Business Development Manager - Asia Pacific, ICEF, Germany <i>Audience: Providers</i>	How to Maximise Your ICEF Workshop Experience - for Agents <b>Isabel Vogt</b> , Vice President Events & Logistics, ICEF, Germany <i>Audience: Agents</i>
14:45 – 15:30	The Study Abroad Market in Thailand: Student Trends in 2018 and Beyond <b>Annop Kanthatham</b> , Committee Advisor, TIECA, Thailand <i>Audience: Providers</i>	ICEF Agent Services: ICEF Agent Training and the ICEF Agency Recognition Programme <b>Tiffany Egler</b> , Director - Agent Relations, ICEF, Germany <i>Audience: All</i>
15:30 – 16:15	Vietnamese and International Education – Facts and Myths <b>Ha Hong Nguyen</b> , Vice President, VIECA, Vietnam <i>Audience: Providers</i>	Study in Germany - Your Way into German Universities <b>Annette Friedl</b> , Owner and Director, ISL, Germany <i>Audience: Agents</i>
16:15 – 17:00	Internationalizing Hanoi University and how HaNU is Changing to Accommodate an Evolving World Scene <b>Dr. Van-Trao Nguyen</b> , President, Hanoi University, Vietnam <i>Audience: Providers</i>	Malaysia - A Global Emerging Higher Education Hub <b>Veejay Veejayaasegaran</b> , Senior Manager, International Marketing & Development, EMGS, Malaysia <i>Audience: Agents</i>
17:00 – 17:30	<i>Coffee Break</i>	
17:30 – 18:15	ICEF Agent Barometer - Southeast Asia Findings <b>Tiffany Egler</b> , Director - Agent Relations, ICEF, Germany <i>Audience: All</i>	
18:15 – 19:00	How to Host an Effective Agent Fam Tour <b>Rod Hearps</b> , Vice President Asia Pacific, ICEF, Germany <i>Audience: Providers</i>	<i>Platinum Sponsor Presentation:</i> How to Effectively Promote Canadian Higher Education in Asia <b>Nick Huang</b> , Director, Seneca International – Asia Pacific, Seneca, Canada <i>Audience: Agents</i>

## How to Maximise Your ICEF Workshop Experience - for Educators

### Myriam Marchand

Seminar Room I

Audience: Providers

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#### ► 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 Southeast Asia 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



**Myriam Marchand,**  
*Business Development Manager - Asia Pacific,*  
*ICEF,*  
*Germany*

After graduating with a degree in English Language, Myriam worked in the UK in an educational role, before moving to Australia. In Sydney, she worked for various advertising agencies in production and marketing roles, specialising in print and radio production, as well as media buying. In 2000 Myriam joined a new venture in Amsterdam, developing programmes for digital television, as well as music video productions.

In 2007 Myriam joined ICEF Asia Pacific, working in a Business Development role. Myriam supports a wide range of institutions from many sectors, that are engaged in international student recruitment. She has particular responsibility for the secondary school sector.

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

#### Isabel Vogt

Seminar Room II

Audience: Agents

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#### ► 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 Southeast Asia 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.

### The Study Abroad Market in Thailand: Student Trends in 2018 and Beyond

#### **Annop Kanthatham**

Seminar Room I

**Audience: Providers**

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#### ► Session description

This session will provide you with market intelligence information in regards to the current study abroad market in Thailand – the overall picture of the current Thai market, how the behaviors of students and parents have changed over the years (attending fairs, meeting with school reps, looking for information, enrolment, and social media), visa issues for Thai students (US, UK, Australia and Canada) and what TIECA is doing now.

#### ► Speaker



***Annop Kanthatham,***  
*Committee Advisor,*  
*TIECA,*  
*Thailand*

Annop has been working in the education industry for more than 15 years. He was an exchange student for two years in high schools on the East Coast of the US, an undergraduate in Business Administration from Mahidol University in Thailand and a postgraduate in Business Information Technology from Northumbria University, Newcastle, UK. He has been on the board of the committee of TIECA for many years, and served in the position of Committee General, Secretary, Vice President, President. He is currently an advisor for the TIECA Committee.

## ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme

**Tiffany Egler**

**Seminar Room II**

**Audience: Agents**

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### ► 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



**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.

## Vietnamese and International Education – Facts and Myths

### Ha Hong Nguyen

Seminar Room I

Audience: Providers

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#### ► Session description

Vietnam is an important source country for international students. The session aims to provide you with a market overview and will cover the following topics:

- Facts and figures of international education in Vietnam
- What role do the parents play in the selection of a course, school, destination
- What are parents and students expecting when looking for study abroad options
- What are the biggest obstacles

#### ► Speaker



**Ha Hong Nguyen,**  
*Vice President,  
VIECA,  
Vietnam*

Being Chair and Managing Director of StudyLink education agency with 7 offices in Vietnam, Australia, US and Canada, Ms Nguyen Hong Ha is an Australia alumna with AusAID full scholarship, who spent her whole career working in the international education industry in width and depth since 1997. She participated and held important positions at leading education organisations in Vietnam and played a major role in helping these organisations develop their study abroad operations to effective and reputable businesses nowadays, including:

Client Service Manager - Bourne Griffiths Vietnam (now Grant Thornton), during 1997 – 1998

Marketing and Recruitment Manager - IDP Education Australia, during 1998 – 2001

Deputy Director, Business Development - Australian Education International (AEI) at the Australian Embassy, during 2001 – 2003

Operations Director - Vietnam US Society English Training Centers (VUS), the Founder of Vietnam Australia International School (VAS), during 2003 – 2004

Vice Chair (2003 – 2007) and Chair (2007 – 2009), Vietnamese Graduates from Australia Club (VGAC) in HCMC, the largest English speaking club of Vietnamese alumni

Vice President, Vietnam International Education Consultancy Association (VIECA), since 2014

## Study in Germany - Your Way into German Universities

**Annette Friedl**

Seminar Room II

Audience: Agents

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### ► Session description

Many young people dream about studying in Germany. Not only are the universities without tuition fee, they also have an excellent reputation around the world. Germany needs young, qualified people to help grow the economy.

In 2015 the number of foreign (non EU) students registered in European universities has for the first time exceeded the number of foreign students in the US. Germany and Sweden have the biggest numbers amongst the European non-English speaking countries.

Pathway programmes (language, foundation and university) offer a structured way to access German universities. We will explain the necessary steps, the visa process, the documentation you need and take a look at prerequisites. There will be room for individual questions.

### ► Speaker



**Annette Friedl,**  
*Owner and Director,*  
*ISL,*  
*Germany*

Annette Friedl co-runs three schools in Germany and is focussed on customer contact in Asia and the Middle East. She has been working independently for over seven years in advising and helping international students who wish to study in Germany.

She has close contacts with many German Universities and the German Foreign Offices in many Mid-East/Asian countries. She deals with several hundred applications from potential students per year and has seen a large increase of interest in Germany in the last few years.

She holds a teaching and business degree from universities in Germany and Ireland.

### Internationalizing Hanoi University and how HaNU is Changing to Accommodate an Evolving World Scene

**Dr. Van-Trao Nguyen**

Seminar Room I

Audience: Providers

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#### ► Session description

In an interdependent world and economy, universities are expected to play a pivotal role in the long-term success of global and national intellectual and economic development (Dall'alba & Sandberg, 2006). This has attracted public concern about the capacity of universities to promote quality education (Cheng, 2009; Kember & McNaught, 2007; Krause, 2012), to attract international students and internationalize their curricula (Leask, 2001, p. 389). In this regard, Hanoi University (HaNU) among the very first higher education institutions (HEIs) in Vietnam internationalizes its educational offer in a bid to create opportunities for its students to join a global academic and business community (Dearden, 2014, p.16). This session discusses the measures HaNU has taken to facilitate the internationalization of the campus, curricula and approach to allow HaNU to reach out to HEIs and partnerships around the world.

#### ► Speaker



**Dr. Van-Trao Nguyen,**  
*President,  
Hanoi University,  
Vietnam*

Dr. Van-Trao Nguyen is an Associate Professor of Applied Linguistics and President of Hanoi University, Vietnam. He is the Governing Board Member of Vietnam to SEAMEO RELC 2017-2020. He has a PhD in Applied Linguistics from The University of Queensland, Australia and is currently interested in TESOL Teacher Education, Language Testing and Assessment, Language-in-Education Policy and Planning, Quality Assurance in Higher Education, and University Governance.



## Malaysia - A Global Emerging Higher Education Hub

### Veejay Veejayaasegaran

Seminar Room II

Audience: Agents

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#### ► 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.

## ICEF Agent Barometer - Southeast Asia Findings

**Tiffany Egler**

Seminar Room I + II

**Audience: All**

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### ► Session description

The i-graduate ICEF Agent Barometer is an annual survey of over 1,000 ICEF-screened agents from over 100 countries. This seminar will present the results from the 2017 Barometer, with a focus on results reported by agents recruiting within Southeast Asia. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by Southeast Asian based agents recruiting for a wide range of international study programmes.

- Where Southeast Asian based agents plan to send students in 2018 and beyond
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for their agents

The survey findings reported 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 Southeast Asian based student recruitment agencies.

### ► 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.

## How to Host an Effective Agent FAM Tour

### Rod Hearps

Seminar Room I

Audience: All

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#### ► Session description

Familiarisation (FAM) Tours are one of the most effective marketing activities institutions and destinations can engage in. This session explores how to properly plan and execute a successful FAM Tour. From initial planning stages through to post FAM tour follow up, it is essential to have a clear strategy that will showcase your institution and study destination in the best light. This session will provide best practice guidance and present examples of how institutions and destinations have successfully used FAM Tours to engage and build strong relationships with education agents.

#### ► Speaker



**Rod Hearps**  
*Vice President Asia Pacific,  
ICEF,  
Germany*

Rod Hearps is passionate about the international education industry. For over 25 years Rod has sought to innovate and create better ways of connecting educators, agents and international students. In the 90's Rod owned and managed a student recruitment agency, with offices in Japan and Australia, then served as Principal and Marketing Manager of an Australian ELICOS College. Rod has been involved in the ownership, management and marketing of numerous international education companies, including ICEF Asia Pacific, EdMedia and Hyperstudy.com. Rod currently manages the Asia Pacific region for ICEF.

**Platinum Sponsor Presentation:**  
**How to Effectively Promote Canadian Higher Education in Asia**

**Nick Huang**

Seminar Room II

**Audience: Agents**

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► Session description

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

- Compare and contrast Canadian colleges and Canadian universities - there is something for everyone!
- Discuss Pathway education options from universities to colleges and vice versa
- Discuss the connection between higher education in Canada and Canadian work opportunities
- Discuss why international students succeed in Canada
- Discuss why higher education in Canada prepares international students for successful employment

► Speaker



**Nick Huang**  
*Director, Seneca International – Asia Pacific,  
Seneca College,  
Canada*

Nick leads a team that promotes Seneca College in the Asia Pacific region by participating in international education fairs and seminars. They also visit high schools, colleges, universities and language schools. The Asia Pacific team focuses on recruiting students, as well as identifying potential partner institutions to create joint educational partnerships with Seneca such as exchange or study abroad programs. In addition, his team develops the Seneca brand, promotes Seneca programs, and establishes short term/contract training opportunities for Seneca in the Asia Pacific region.

The Asia Pacific region also offers an annual Summer English Camp Program to give international students a chance to experience Seneca's excellent learning environment, state of the art educational equipment, and the exceptional teaching skills of the faculty. Nick was a professional classical musician in China before he immigrated to Canada in 1990. Nick speaks English, Mandarin and Russian.