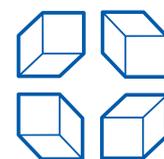


ICEF Dubai

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



Jumeirah Emirates Towers, Dubai • February 11 - 13, 2019



ICEF
Events

Seminar programme • February 11, 2019

	Seminar Room I	Seminar Room II
14:00 – 14:45	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p>Mirna Hodžić, Event Manager, ICEF, Germany</p> <p><i>Audience: Agents</i></p>	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p>Seher Neöz, Business Development Manager, ICEF, Germany</p> <p><i>Audience: Providers</i></p>
14:45 – 15:30	<p>ICEF Agent Training and the Agency Recognition Programme</p> <p>Tiffany Egler, Director Agent Relations, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Student Recruitment from the Middle East & North Africa</p> <p>Nabil Najd, Director MENA Region, ICEF, Lebanon</p> <p><i>Audience: Providers</i></p>
15:30 – 16:15	<p>Studying in the United States - Top Reasons to Study in the United States, Key Resources Available, and How to Apply for U.S. Student Visas</p> <p>Rachel Duran, Commercial Attaché, Spencer Anderson, Vice-Consular Officer, U.S. Embassy Abu Dhabi, United Arab Emirates</p> <p><i>Audience: Agents</i></p>	<p>Education Destinations - Students Perspectives from the UAE and Bahrain</p> <p>Suad Alhalwachi, CEO, Education Zone, United Arab Emirates</p> <p><i>Audience: Providers</i></p>
16:15 – 17:00	<p>The ICEF Agent Barometer 2018</p> <p>Tiffany Egler, Director Agent Relations, Isabel Vogt, Vice President Events & Logistics, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>The Educational Revolution in Saudi Arabia</p> <p>Ahmed Said Elfakhry, Executive Manager, Al Amoudi Holidays Agency, Saudi Arabia</p> <p><i>Audience: Providers</i></p>
17:00 – 17:30	<i>Coffee Break</i>	
17:30 – 18:15	<p>Marketing Your Education Agency Made Simple</p> <p>Magdy Attalla, Regional Director, BHMS Business & Hotel Management School, Switzerland</p> <p><i>Audience: Agents</i></p>	<p>INDIA 2.0 Recruiting Challenges and How to Overcome Them</p> <p>Amit Jalan, Managing Director, EEC - Enbee Education Center, India</p> <p><i>Audience: Providers</i></p>
18:15 – 19:00	<p><i>Gold Sponsor Presentation:</i> UK ELT - A Briefing on the Latest Statistics and Safeguarding 101</p> <p>Jodie Gray, Director of Strategic Development, English UK, United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>Student Recruitment Trends from Jordan, Egypt and Iraq</p> <p>Meriam Bader, Head of External Affairs, The Oval Office for Studies and Research, Lebanon</p> <p><i>Audience: Providers</i></p>

How to Maximise Your ICEF Event Experience - for Agents

Mirna Hodžić

Seminar Room I

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 events in general and ICEF Dubai in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and contracts
- How to maximise your working relationship with providers

► Speaker



Mirna Hodžić
*Event Manager,
ICEF,
Germany*

Mirna joined ICEF in 2008 as a student, accepting a full time role as Project Manager in the Agents Department in 2010. Since May 2011, she exercises the position of Agent Relationship Manager, recruiting quality agents for ICEF events. Since 2016 she is also part of the Event Management Team.

As a native Bosnian who has lived and gained language skills in the US, Germany and Spain, Mirna also holds responsibility for agents from Thailand and the Balkans.

How to Maximise Your ICEF Event Experience - for Providers

Seher Neöz

Seminar Room II

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 events in general and ICEF Dubai in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and agent contracts
- How to maximise your working relationship with agents

► Speaker



Seher Neöz
*Business Development Manager,
ICEF,
Germany*

Seher joined ICEF in 2007 as a university student and is now a Business Development Manager within the EMEA region. Her main duties are to assist and advise educational institutions new to working with education agents and/or new to ICEF events and helping current clients to select the most appropriate ICEF services to increase their international student enrolments considering their recruitment needs and budget.

In addition Seher is responsible for recruiting quality agents from Turkey, Cyprus and Israel for ICEF events around the world.

Seher gained a Bachelor of Arts with Honours in Translation Studies at the London Metropolitan University and also graduated in Translation Studies and Political Sciences from the University of Bonn.

ICEF Agent Training and the Agency Recognition Programme

Tiffany Egler

Seminar Room I

Audience: All

► Session description

This session will provide you with an introduction to ICEF's agent training courses as well as its agency recognition programme:

- The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors.
- The 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 US Agent Training Course (USATC) is designed for international education agents working with American schools, universities and colleges to recruit international 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.

All courses are available online and free of charge to agency student counsellors in a self-paced modular format.

The second part of this presentation will focus on ICEF's agency recognition programme. 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 events.

► Speaker



Tiffany Egler
*Director Agent Relations,
ICEF,
Germany*

Tiffany is a leading professional in the field of agent relations.

As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

Student Recruitment from the Middle East & North Africa

Nabil Najd

Seminar Room II

Audience: Providers

► Session description

The Middle East & North Africa are important source regions for international students.

This session will aim to provide you with an overview and general information on the region's most important markets including the following details:

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

► Speaker



Nabil Najd
*Director MENA Region,
ICEF,
Lebanon*

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2018 holds the position of Director MENA Region, ICEF Lebanon.

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

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

Studying in the United States - Top Reasons to Study in the United States, Key Resources Available, and How to Apply for U.S. Student Visas

Rachel Duran & Spencer Anderson

Seminar Room I

Audience: Agents

► Session description

The session will tackle top reasons for studying in the United States, key government resources available for agents and universities, and how to apply for a student visa; including how to prepare for a visa interview, and information on the Optional Practical Training.

► Speakers



Rachel Duran
*Commercial Attaché,
U.S. Embassy Abu Dhabi,
United Arab Emirates*

Rachel Duran is currently working as a Commercial Attaché at the U.S. Embassy in Abu Dhabi.

Prior to this assignment, she specialised in assisting U.S. companies in the defense, aerospace, and aviation sectors to expand their sales into the Indian market and oversaw the advocacy portfolio. She also covered the travel and tourism and education sectors. From 2011-2015, she worked in Puerto Rico assisting local firms to expand their exports abroad.

She began her work with the Department of Commerce as a Trade Specialist in the Standards Liaison office. As a Trade Specialist, she helped develop and implement trade policy related to technical barriers to trade, assisted companies with standards trade issues, and educated organisations and individuals on standards and their implications on trade.

Prior to working with the government, she worked to help private companies, governments and non-profit organisations with business development, economic development and international expansion. She has worked with numerous donors including ADB, USAID, SIDA, Danida, DFID, MCC, World Bank.

She speaks Spanish fluently. Rachel Duran graduated with a MBA from Virginia Polytechnic Institute and State University, a MA in International Commerce and Policy from George Mason University, and a BA in Foreign Affairs from the University of Virginia.



Spencer Anderson
*Vice-Consular Officer,
U.S. Embassy Abu Dhabi,
United Arab Emirates*

Spencer Anderson joined the Foreign Service in March 2017 and is based in Dubai working as a consular officer.

Prior to joining the Foreign Service he was a journalist for ten years, working for The Financial Times and Reuters in London and Hong Kong. He is married with two small children and speaks French, Italian and Farsi.

Education Destinations - Students Perspectives from the UAE and Bahrain

Suad Alhalwachi

Seminar Room II

Audience: Providers

► Session description

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

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

► Speaker



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

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

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

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

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

The ICEF Agent Barometer 2018

Tiffany Egler & Isabel Vogt

Seminar Room I

Audience: All

► Session description

Since 2007, ICEF has partnered with i-graduate to conduct an annual survey on the opinions of education agents about the international education industry. The session will report on the latest findings of the 2018 ICEF Agent Barometer.

The study uncovers the latest trends in student mobility, and what support agents expect from their educator partners. We will be looking at a number of questions, including:

How many students do agents around the world recruit per year? What are the trends? Is there any market re-direction? Is the attractiveness of study destinations changing? How can education institutions market themselves more efficiently?

► Speakers



Tiffany Egler
*Director Agent Relations,
ICEF,
Germany*

Tiffany is a leading professional in the field of agent relations.

As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 15 years at ICEF, Tiffany has overseen the successful organization of most of ICEF's agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.



Isabel Vogt
*Vice President Events & Logistics,
ICEF,
Germany*

Isabel Vogt is Vice President of Events & Logistics at ICEF, offering a range of solutions designed to help educators, agents and service providers achieve real results in their marketing and student recruitment initiatives.

Isabel holds a Master's degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996.

During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.

The Educational Revolution in Saudi Arabia

Ahmed Said Elfakhrany

Seminar Room II

Audience: Providers

► Session description

This presentation will cover the following topics:

1. Introduction about Saudi Arabia and the new life (geographic location, political and economic situation)
2. The importance of Saudi Arabia in the global education market and why this market never stops
3. The dealing of the new government with the new social life and how it affects the education market and the growing importance of English
4. What are the main destinations for the Saudi students? And what are the main factors which attract the Saudi students to these countries?
5. Other countries' relations to Saudi Arabia and their effects on the increasing industry of education
6. What's the role of the agents in the Saudi education market? And what are the main services which they offer?
7. Main required courses for the Saudi market and how the juniors courses are booming
8. Agents & schools co-operation
9. How we promote the education courses in Saudi Arabia
10. What are the problems that the Saudi students are facing?
11. Q&A

► Speaker



Ahmed Said Elfakhrany
*Executive Manager,
Al Amoudi Holidays Agency,
Saudi Arabia*

Ahmed Elfakhrany graduated in 2002 from Helwan University Egypt, obtaining a Bachelor Degree in Tourism and Hotel Management (guidance field). He worked in the tourism field for two years between Cairo and Alexandria before moving to Saudi Arabia to work in one of the most influential educational and tourism agencies' in the Middle East, Al Amoudi Holidays Agency, the oldest agency in the field of study abroad.

Ahmed started to expand his professional knowledge with some courses in management and marketing in London where he obtained a Diploma of Marketing & Business Management from Kaplan London in 2006.

He has been promoted from the sales and marketing section to become the Executive Manager of Al Amoudi Holidays Agency.

Through these past years Ahmed got the chance to visit most of the big language schools and universities in more than 16 countries to become aware of the characteristics of every country from the main destinations of the students. He dealt with the most updated educational systems and materials which convey the new world challenges.

Marketing Your Education Agency Made Simple

Magdy Attalla

Seminar Room I

Audience: Agents

► Session description

The marketing process is a journey you want to guide your ideal client through. Through this journey, there are three distinct phases; the Before, the During and the After phases of your marketing process.

This seminar is focused on “the During” phase of marketing. We will explore techniques on:

1. How to develop a lead capturing system?
2. How to develop a lead nurturing system?
3. How to instantly generate trust and credibility when selling?
4. How to correctly price your services?
5. How to remove the roadblocks that are preventing people from buying from you?

Whether you are just starting out your own small agency or you are an experienced entrepreneur or recruiter, this seminar may give you some crucial tips on how to propel your business growth.

► Speaker



Magdy Attalla
*Regional Director,
BHMS Business & Hotel Management School,
Switzerland*

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

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

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

INDIA 2.0 Recruiting Challenges and How to Overcome Them

Amit Jalan

Seminar Room II

Audience: Providers

► Session description

This session will focus on the following:

- Understanding your niche
- Most common challenges
- Creating an elevator pitch for your institution
- Growing the undergraduate market
- Primer on Indian credentials
- Tapping into schools
- What makes a good agent from India
- Marketing to millennials in India
- Creating conversion funnels

► Speaker



Amit Jalan
*Managing Director,
EEC - Enbee Education Center,
India*

Amit Jalan is the founder and managing director of EEC and has over eighteen years of experience in international student recruitment for North America.

From one student in 1997, EEC has a documented history of teaching test prep courses to over 50,000 students. One of the few AIRC certified agencies in South Asia, the company has large centres & student facilities available in India.

He has been quoted frequently in the media in India and in the UK. The company has won several awards of excellence from the British Council, Educational Testing Service (ETS) and Idp IELTS Australia. Having himself studied at Purdue University in the USA, Amit brings first hand insights on the challenges faced by international students.

Gold Sponsor Presentation:

UK ELT - A Briefing on the Latest Statistics and Safeguarding 101

Jodie Gray

Seminar Room I

Audience: Agents



▶ Session description

One of English UK's strategic objectives is to be the owner of the leading and most authoritative intelligence on the UK's English language teaching sector. We believe that insightful data is key to helping our member centres and their partners make timely and wise business decisions. Ultimately, great data helps the UK's ELT sector thrive.

Jodie Gray, English UK's director of strategic development, will present highlights from the latest findings of the annual and quarterly statistics schemes, and will discuss an innovative, ground-breaking data programme that the association is introducing.

Jodie will also give a briefing on how the UK safeguards young learners while they are in the country. All the data points to the ever growing number of juniors studying English in the UK. It is therefore more important than ever to be clear on how the UK's strict laws and regulations ensure the safety and well-being of these young students.

▶ Speaker



Jodie Gray
*Director of Strategic Development,
English UK,
United Kingdom*

As director of strategic development, Jodie works closely with the chief executive of English UK to establish and review key strategic priorities for the association and translate them into an actionable plan.

Jodie first joined English UK in 2007 and has worked in the international education industry for 12 years.

Student Recruitment Trends from Jordan, Egypt and Iraq

Meriam Bader

Seminar Room II

Audience: Providers

► Session description

This session will provide you with an overview of three countries within this region: Jordan, Egypt and Iraq. The following topics will be covered for each country:

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

► Speaker



Meriam Bader

*Head of External Affairs,
The Oval Office for Studies and Research,
Lebanon*

Meriam Bader is the head of external affairs and also managing the sales team in The Oval Office group.

Meriam was born and raised in Amman, Jordan. She finished her bachelor degree in marketing from the university of Jordan in 2014. She has worked as a marketer and event's organiser and presenter for 5 years and started working in the education field 3 years ago.

She is investing her time in researching all the aspects related to the education field and its demands including study abroad from Jordan, Egypt and Iraq.