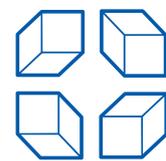


# ICEF Higher Education Workshop

For higher education institutions and the best tertiary-focused education agents from around the world



Crowne Plaza, Geneva • 8-10 September, 2018



**ICEF**  
Workshops

## Seminar Programme • September 8, 2018

	Seminar Room I	Seminar Room II
14:00 – 14:45	How to Maximise Your ICEF Workshop Experience - for Educators <b>Harald Kreiner</b> , Director EMEA, 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	India - A S.W.O.T. Analysis <b>Abhijit Zaveri</b> , Managing Director, Career Mosaic Pvt. Ltd., India <i>Audience: Providers</i>	ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme <b>Stephanie Zimmermann</b> , Senior Agent Relations Manager, ICEF, Germany <i>Audience: All</i>
15:30 – 16:15	Student Recruitment from Nigeria: Market Trends and Future Potential <b>Felix Olugbenga Adedayo</b> , Director, FAB Consulting Nig. Ltd, Nigeria <i>Audience: Providers</i>	How to Manage a Successful Education Agency <b>Magdy Attalla</b> , Regional Director, B.H.M.S. Business & Hotel Management School, Switzerland <i>Audience: Agents</i>
16:15 – 17:00	Informed Strategy Planning: Using Big Data on Real-Time Student Demand <b>Laurens Vehmeijer</b> , Analytics Consultant, StudyPortals BV, Netherlands <i>Audience: All</i>	Universities of Applied Sciences: Best Way to Start a Business Career in Germany and Worldwide <b>Oana Lelcu</b> , Head of International Recruitment, IUBH University of Applied Sciences, Germany <i>Audience: Agents</i>
17:00 – 17:30	<i>Coffee Break</i>	
17:30 – 18:15	The Study Abroad Market in Turkey 2018 <b>Eren Goker</b> , Manager, GKR Educational Counselling & Member of Board of Directors, The Association of International Educational Counselors Turkey, Turkey <i>Audience: Providers</i>	<i>Platinum Sponsor Presentation:</i> Why Canada!? <b>Jacobo Muñoz Lantero</b> , Regional Business Development Manager, Europe, Mauritius and Africa, <b>Svetlana Obukhova</b> , Regional Business Development Manager, Central Europe, Morocco and Israel, Seneca, Canada <i>Audience: Agents</i>
18:15 – 19:00	Rethinking Marketing and Recruitment <b>Mike Henniger</b> , Vice President Sales & Marketing, ICEF, Germany <i>Audience: Providers</i>	ICEF Agent Barometer - Higher Education Findings <b>Stephanie Zimmermann</b> , Senior Agent Relations Manager, ICEF, Germany <i>Audience: All</i>

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

#### Harald Kreiner

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 Higher Education Workshop in particular.

The session will cover the following topics:

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

#### ► Speaker



**Harald Kreiner,**  
*Director EMEA,  
ICEF,  
Germany*

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

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

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

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

#### Isabel Vogt

Seminar Room II

Audience: Agents

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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 Higher Education 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.

## India - A S.W.O.T. Analysis

### Abhijit Zaveri

Seminar Room I

Audience: Providers

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#### ► Session description

This presentation will cover why India matters in the world of study abroad recruitment. We will touch base on the market dynamics and future trends of study abroad destinations for Indian students. The session will also focus on an in-depth S.W.O.T. analysis of this market.

#### ► Speaker



**Abhijit Zaveri,**  
*Managing Director,  
Career Mosaic Pvt. Ltd.,  
India*

Abhijit Zaveri is an MBA graduate from the University of New Haven (Connecticut, USA), and the founder of Career Mosaic. He is also an elected board member of AIRC (American International Recruitment Council).

Career Mosaic is an AIRC certified student recruitment agency, which was established in 2002. With the experience of Business Alliance for Fortune 500 companies in the US, Abhijit set up Career Mosaic with a view to guide students on various aspects of studying abroad while collaborating with North American universities and integrating them with a vast agent network. Career Mosaic at present has operations across Asia, the Middle East & Africa (India, Sri Lanka, Nepal, Thailand, Vietnam, Bangladesh, UAE, Turkey, Malaysia & Nigeria).

Career Mosaic is a partner to some of North America's premium higher education institutes and manages a sub-agent network in 31 cities across 14 countries. Abhijit has been a presenter and a speaker at various Higher Education conferences in North America.

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

#### Stephanie Zimmermann

Seminar Room II

Audience: All

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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



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

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

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

### Student Recruitment from Nigeria: Market Trends and Future Potential

**Felix Olugbenga Adedayo**

Seminar Room I

Audience: Providers

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#### ► Session description

Nigeria with a population of 200 million people and still growing is the most populous black nation in the world. Nigeria could be the world's third most populous country by the end of the 21st century according to UN projections. Nigeria has the world's 7th largest oil reserves.

Nigeria is definitely a country with potential, but with insufficient educational institutions to meet the demands of its growing student population. The numbers of universities and higher education institutions in Nigeria cannot meet the required demand of students who are seeking admission into higher education institutions in the country. Every year over one million students normally take the Nigerian university entrance examination (called JAMB), this year alone, 1.5 million students took and passed this examination, but unfortunately Nigerian universities can only admit 500,000 students, meaning that the remaining students who could not get admission into any of the nation's universities would have to look for admission elsewhere in different countries around the world.

Nigeria is today placed third on the list of countries with the highest number of students studying abroad. Student recruitment marketing in Nigeria is a huge market with great potential.

#### ► Speaker



**Felix Olugbenga Adedayo,**  
*Director,  
FAB Consulting Nig. Ltd,  
Nigeria*

Felix Adedayo holds an M.Sc. in Business Information Systems from Northumbria University, UK. As a system analyst with a robust experience in information technology, training, international student recruitment, administration, property finance and management, he has been working on student training, international student recruitment and placement into various universities for the past 16 years.

He has travelled extensively to Australia, the USA, the United Kingdom, Germany, Cyprus, China, India, Uganda, Sudan, Egypt, Sweden, the Netherlands, Spain, Hungary, Malaysia, Singapore, Ukraine, Thailand, Russia, Turkey, Denmark, Norway and Dubai for student recruitment purposes.

## How to Manage a Successful Education Agency

### Magdy Attalla

Seminar Room II

Audience: Agents

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#### ► Session description

This hands-on seminar will explore various practices and strategies employed by successful small businesses such as effective marketing, effective cash-flow practice, hiring the right people as well as being persuasive in the sales encounter.

#### ► Speaker



**Magdy Attalla,**  
*Regional Director,  
B.H.M.S. Business & Hotel Management School,  
Switzerland*

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

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

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

## Informed Strategy Planning: Using Big Data on Real-Time Student Demand

**Laurens Vehmeijer**

Seminar Room I

**Audience: All**

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### ► Session description

Recently, study search behaviour data has become available providing real-time insights into future demand and supply by country of destination, subject area, and country of origin and even region and city of origin and destination.

About 30 million unique visitors use StudyPortals each year to find a study programme abroad. This grants insights on where these students are coming from, the top countries where they consider pursuing a degree abroad, and the subject areas they are most interested in. This data, generated by millions of users, has proven to be an accurate reflection and projection of the market for higher education. This session presents real-time insights for destinations like the EU and UK and how to use these insights to target students.

### ► Speaker



**Laurens Vehmeijer,**  
*Analytics Consultant,  
StudyPortals BV,  
Netherlands*

Laurens Vehmeijer has been working as Analytics Consultant at the Analytics and Consulting Team of StudyPortals since January 2016. His responsibilities include providing market insights using big data to higher education institutions that inform their marketing and recruitment strategies.

### Universities of Applied Sciences: Best Way to Start a Business Career in Germany and Worldwide

**Oana Lelcu**

Seminar Room II

Audience: Agents

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#### ► Session description

Thanks to a growing number of English-taught programmes, a dynamic job market and a worldwide reputation of education excellence, German HEIs are attracting an increasing number of international students every year. Indeed, Germany has surpassed its long-term goal of hosting 350,000 international students by 2020 three years early, according to the latest statistics from DAAD, making it the 3rd most popular study destination in the world.

With a strong practical focus, multiple industry connections and high academic standards, the Universities of Applied Sciences in Germany offer up-to-date programmes in a highly effective learning environment. Geared to practice and the demands of the global market, they provide the industry exposure that is key to a high graduate employability through case studies, internships and lecturers with management experience. Moreover, job application training is often offered on campus, combining profile assessment, CV & cover-letter workshops and industry conferences.

In the end, what matters is not only the degree in itself, but also how it opens doors to employment and great careers.

#### ► Speaker



**Oana Lelcu,**  
*Head of International Recruitment,  
IUBH University of Applied Sciences,  
Germany*

Oana holds an M.A. in International Business from the IAE France (Institut de l'Administration des Entreprises), a "Licence to Lead" by ProAktiv and has 10 years of experience in business development, out of which seven are in international education. Having a deep understanding of the German Higher Education landscape, as well as of the key motivations to study in different markets, from Europe and CIS to Asia and Latin America, Oana will pinpoint the developments in the HE landscape in Germany and the key USPs of the German Universities of Applied Sciences, thus allowing agents to successfully enrich their portfolio to best fit their clients' aspirations.

## The Study Abroad Market in Turkey 2018

**Eren Goker**

Seminar Room I

**Audience: Providers**

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### ► Session description

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

- General information about Turkey and the Turkish education system
- Profile of a Turkish study abroad student
- Student mobility from Turkey: how many students are currently studying abroad in which sectors and which are the key destinations
- Most popular choices for language education and higher education programmes abroad: programmes, destinations, accommodation options
- Visas and refusal rates
- UED's advice on how to enter the Turkish agency market and how to cooperate with local agencies taking recent developments into consideration

### ► Speaker



**Eren Goker,**  
*Manager, GKR Educational Counselling &  
Member of Board of Directors, The Association of International Educational  
Counselors Turkey,  
Turkey*

Eren Goker founded his first agency in 1997 and became a founding member of UED in 2001. After many years of counselling students for education within the United States, the United Kingdom, Australia, Malta, Ireland, South Africa and several European countries both for language and higher education, he started up his new venture GKR Educational Counselling in 2013.

He was elected to the UED Board in 2007 and he has been the President of the association from 2009 to 2018. Mr. Eren Goker became the Vice President of Felca, Federation of Education and Language Travel Organisations in 2015.

**Platinum Sponsor Presentation:**

**Why Canada!?**

**Jacobo Muñoz Lantero & Svetlana Obukhova**

**Seminar Room II**

**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.

► **Speakers**



**Jacobo Muñoz Lantero,**  
*Regional Business Development Manager, Europe, Mauritius and Africa,*  
*Seneca,*  
*Canada*

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

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

Jacobo is fluent in English and Spanish and is always more than happy to assist you.



**Svetlana Obukhova,**  
*Regional Business Development Manager, Central Europe, Morocco and Israel,*  
*Seneca,*  
*Canada*

Svetlana Obukhova immigrated to Canada from Uzbekistan in 2004. Since then she has had the opportunity to work in various sectors of the Canadian economy – Real Estate Development, Hospitality, Government and Education. This wide range of professional experience has taught Svetlana a multitude of skills and traits that she proudly applies at Seneca International.

Being surrounded with a beautifully diverse student culture and watching new students succeed are Svetlana's favorite aspects of her job.

Svetlana is fluent in English and Russian.

## Rethinking Marketing and Recruitment

### Mike Henniger

Seminar Room I

Audience: Providers

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#### ► Session description

This session explores best-case practice in marketing to international students. Traditional marketing techniques in education often fail to differentiate one programme or institution from another. During this presentation, participants will learn what type of information students are really looking for. Case studies will be examined to see how some education institutions are standing out from the noise and getting themselves noticed in a positive way.

#### ► Speaker



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

Mike Henniger is the VP Sales and Marketing 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.

## ICEF Agent Barometer - Higher Education Findings

**Stephanie Zimmermann**

Seminar Room 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 findings reported by agents recruiting for Higher Education institutions. This includes a year-on-year comparison of the attractiveness of international study destinations as perceived by agents recruiting for a wide range of international study programmes. Additional aspects covered include:

- Where 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 Higher Education focused student recruitment agencies.

### ► Speaker



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

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

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