

ICEF Seminars & Industry Presentations • Berlin Workshop • November 04, 2018

	Bellevue	Charlottenburg I / II	Tegel	Dahlem	Glienicke	Tiergarten	Köpenick I / II	Köpenick III	Charlottenburg III	Schöneberg	
14:00 - 14:30	How to Maximise Your ICEF Workshop Experience - for Agents Tiffany Egler , Director, Agent Relations, ICEF, Germany <i>Audience: Agents</i>	How to Maximise Your ICEF Workshop Experience - for Providers Ian Cann , Director, USA, Nick Stevenson , Business Development Manager, EMEA ICEF, Germany <i>Audience: Providers</i>	The Turkish Study Abroad Market - 2018 Trends Eren Goker , Member of Board of Directors, The Association of International Educational Counselors Turkey (UED), Turkey <i>Audience: Providers</i>	How Social Media and Digital Marketing Enhance International Recruitment Mia Anzola Manrique , Marketing & Social Media Manager, Haitam Giat , Founder & CEO, Findcourse.com, United Arab Emirates <i>Audience: Providers</i>	Study at a Public University in Germany Annette Friedl , Owner and Director, ISL Language School, Germany <i>Audience: Agents</i>	ILAC Goes "Zero-Tech" with a Simple Formula "Unplug to Connect" Jonathan Kolber , Co-Owner, ILAC, Canada <i>Audience: Agents</i>	Video Marketing in the Education Industry - Pushing International Student Recruitment to the Next Level Florian Schäfer , Director, ICEF Media, ICEF, Germany <i>Audience: Providers</i>	Volunteer Travel - Make Money, Do Good, Be Happier Ninad Sharma , CEO and Co-Founder, Index Volunteer and Travel, India <i>Audience: Agents</i>	Student Recruitment from an Agent's Point of View Matheen Saleem , Operations Director, IEC Abroad, Saudi Arabia <i>Audience: Providers</i>	10:00 - 15:00 ALTO Annual General Meeting and Professional Development Seminar (for members only)	14:00 - 14:30
14:30 - 15:00			The German Language Travel Market Prof. Dr. Britta Bergemann , Board Member, Fachverband Deutscher Sprachreise Veranstalter (FDSV), Germany <i>Audience: Providers</i>	Hochalpinen Institut Flan (HIF) – a "New" Swiss International Boarding School and Sports Academy with 225 Years of Tradition in Education Ursula Sommer , Head of Admission and Marketing, Hochalpinen Institut Flan, Switzerland <i>Audience: Agents</i>				Increasing Intercultural Awareness and Achieving One's Academic Potential at an IB World School Whitney Sterling , Head of Boarding School Berlin Brandenburg International School, Germany <i>Audience: Agents</i>			14:30 - 15:00
15:00 - 15:30	Marketing Your Small Business Made Simple Magdy Attalla , Regional Director, BHMS Business & Hotel Management School, Switzerland <i>Audience: Agents</i>	The IALC Student Experience Retrospective Analysis Patrik Pavlacic , Market Research Manager, StudentMarketing Ltd., Austria <i>Audience: All</i>	How to Recruit Students from Scandinavia Johan Asplund , CEO / Founder, DreamStudies, Sweden <i>Audience: Providers</i>	The Importance of Technology and Content Integration for the International Language Learning Experience David Ganly , Managing Director, Peter Lahiff , Academic Director, Future Learning Language School, Ireland <i>Audience: All</i>	ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme Fabiola Martinez Mata , Agent Relationship Manager, ICEF, Germany <i>Audience: All</i>	Canadian Immigration & Visa Seminar David Orman , Barrister and Solicitor, Orman Law, Canada <i>Audience: Agents</i>	Outcome-based Education. From Learning to Earning, Adopting the Student's Perspective Komil Mamajanov , Director of International Strategy, Global University Systems (GUS), United Kingdom <i>Audience: Agents</i>	Mental Health & Technology – The Future of Wellness Stephanie Hiltz , Sales and Account Manager, Julia Salema , Sales and Account Representative, StudyInsured, Canada <i>Audience: All</i>	Essential Digital Marketing Strategies for Student Recruitment Philippe Taza , CEO, Higher Education Marketing, Canada <i>Audience: All</i>	Trends in US Community Colleges Dr. Andrea Insley , Associate Vice Chancellor, Global Initiatives, Seattle Central Community College, USA <i>Audience: Agents</i>	15:00 - 15:30
15:30 - 16:00			Student Recruitment from Russia: Emerging Trends and New Approaches Denis Smorchkov , Director General, TravelWorks, Russia <i>Audience: Providers</i>							Why Study in Georgia Dr. Maia Shukhoshvili , Head of Higher Education Division, Ministry of Education, Science, Culture and Sport, Georgia <i>Audience: Agents</i>	15:30 - 16:00
16:00 - 16:30	Student Mental Wellbeing in Language Schools - What's the Story, What Can We Do and How Can We Do It? Nicola Lutz , Owner, No Fluff, United Kingdom Ruth Hughes , Founding Director, Curious Human, United Kingdom <i>Audience: All</i>	The ICEF Agent Barometer 2018 Jessica Howlett , Business Development Director, i-graduate, United Kingdom Tiffany Egler , Director, Agent Relations, ICEF, Germany <i>Audience: All</i>	Recruiting from Spain: Market Trends and Opportunities Óscar Porras Sanchez , President, Asociación Española de Promotores de Cursos en el Extranjero (ASEPROCE), Spain <i>Audience: Providers</i>	Can Malta Offer a Guaranteed Pathway to Highly Ranked Universities? Linda Azzopardi , Director of Studies, European College of Malta, Malta Andrew Straughan , Market Development Manager, NCUK - The University Consortium, United Kingdom <i>Audience: Agents</i>	Meeting the Demands of the Job Market in the Industry 4.0. When Art & Design Meets Business Leadership Gabriele Marconi , Sales Manager Germany, University of Applied Sciences Europe, Germany <i>Audience: Agents</i>	The Power of Yes in a Year of No's Alexia Galanopoulos , Managing Director, The Language Gallery, United Kingdom <i>Audience: Agents</i>	Mother Nurture - Recruit More Students via Your Website Ross Holmes , Director, Online Products, ICEF, Germany <i>Audience: All</i>	Making International Careers Happen Oana Lelcu , Head of International Recruitment, IUBH University of Applied Sciences, Germany <i>Audience: Agents</i>	Education Pathways in Canada Andrew Champagne , Specialist, Marketing and Recruitment, Colleges & Institutes Canada (CiCan), Canada Bonnie McKie , Executive Director, Canadian Association of Public Schools - International (CAPS-I), Canada Diego Sanchez , Manager, International Marketing, Languages Canada, Canada <i>Audience: Agents</i>	ALTO Presents: Behavioural Fitness Norman Kurtis , Vice Dean, Behavior & Human Development, IE School of Human Sciences & Technology, Spain <i>Audience: All</i>	16:00 - 16:30
16:30 - 17:00			The Ever-Changing Student - Expectations of Learning Experience for Polish Students Klementyna Gieżyńska , Operations Manager, LuminarED, Poland <i>Audience: Providers</i>	Why Study in Georgia Dr. Maia Shukhoshvili , Head of Higher Education Division, Ministry of Education, Science, Culture and Sport, Georgia <i>Audience: Agents</i>	16:30 - 17:00						
17:00 - 17:30	Francophone Markets: How to Promote Your Institution and Increase the Number of International Students Interested in Studying at Your Institution Monèle Schrot , Director, French Programming, Canada, Sarah Mines , Director, Canada, ICEF, Germany <i>Audience: All</i>	"Transparent Marketing" in the Language Sector - a Panel Discussion Jago Brown , Commercial & Groups Director, British Study Centres, United Kingdom Paolo Barilari , Owner, Lingue nel Mondo, Italy Marcelo de Araújo Cansini , Founder and President, World Study, Brazil Ross Holmes , Director, Online Products, ICEF, Germany <i>Audience: All</i>	The Future of Student Recruitment in the MENA Region Josie Al Humaidi Reay , Assistant Director Manager, Weejhat Academics - Wego UK, Oman Haitam Giat , Founder and CEO, Yes Atlas, Saudi Arabia Nabil Najd , Manager MENA Region, ICEF, Germany <i>Audience: Providers</i>	Brand Thinking in the Era of Digital Transformation Prof. Joachim Bongard , Programme Director of Brand Communication B.A., Brand Academy - University of Applied Sciences, Germany <i>Audience: All</i>	Why Study in Georgia Dr. Maia Shukhoshvili , Head of Higher Education Division, Ministry of Education, Science, Culture and Sport, Georgia <i>Audience: Agents</i>	#BoundlessPossible - Explore why Students Study in Australia's Northern Territory Lisa Dunbar , Acting Director, StudyNT, Australia <i>Audience: Agents</i>	Discovering Berlin – a New Destination for Global Education Sagi Hartov , Executive Dean & Managing Director, Beate Appel , Director of Curriculum & Quality, Berlin School of Business and Innovation, Germany <i>Audience: Agents</i>	Innovative Education and the Global Education Market: The BAU Global Network Experience Dr. Sean Cox , Director of Academic Affairs & International Programmes, BAU Global, Turkey <i>Audience: All</i>	The Internet of Skills Carl Craen , Vice President & Managing Director, EU Business School, Spain <i>Audience: All</i>	Revolution, Evolution ... Longevity and Loyalty ... Plotting the Future Matt Tighe , Managing Director, Buckmore Education, United Kingdom <i>Audience: Agents</i>	17:00 - 17:30
17:30 - 18:00			What's new in ELT in Malta? James Perry , CEO, FELTOM - The Federation of English Language Teaching Organisations Malta, Malta Sue Falzon , Chief Executive Officer, Malta Tourism Authority, Malta <i>Audience: Agents</i>	17:30 - 18:00							
18:00 - 18:30	Rethinking Marketing and Recruitment Mike Henniger , Vice President, Sales & Marketing, ICEF, Germany <i>Audience: All</i>	At the Cutting Edge: 2018 Data and What it Means for Your Business Jodie Gray , Director of Strategic Development, English UK, United Kingdom, Maria Cervenanova , Senior Research Manager, StudentMarketing, Austria <i>Audience: All</i>	Student Recruitment from Latin America Jorge Alberto Otero , Board Member, ANEX Colombia - National Association of Education Advisors for Study Abroad, Colombia Dr. Gabriela Ardito , President, ARSAA - Argentine Study Abroad Association, Argentina Victor Hugo Baseggio , Co-Owner & Co-CEO, CI - Central de Intercambio, Brazil Ricardo Toscano , President, COICEC, Ecuador Gustavo Viale , CEO, InterWay Educational Consultancy, Argentina <i>Audience: Providers</i>	The Importance of Accommodation in Student Wellbeing Bobbi Hartshorne , Global Head of Student Wellbeing, Global Student Accommodation, Spain <i>Audience: All</i>	North America's Study Abroad Market: Current Trends and Opportunities Vincent Powell , Vice President, Sales, Angela Baxter , Sales Director, Europe, ELS Language Centers, USA <i>Audience: Agents</i>	INTO ALL in One! Tuukka Hinttula , Vice President of Global Recruitment, Direct Entry, Isabelle Husillos , Regional Director Europe & UK, INTO University Partnerships, United Kingdom <i>Audience: Agents</i>	Why Language Education Requires Meaningful Content Ward Lincoln , Director, OISE Oxford, United Kingdom <i>Audience: Agents</i>	The Future of Work: Careers and Skills Needed in the Age of Robots Mark Falvo , General Manager, International and Business, Laureate International Universities, Australia & New Zealand <i>Audience: Agents</i>	Coopetition in the ELT Market: Using Strategic Alliances as Competitive Advantage for Language Schools Caete da Silva , Head of Marketing & Partnerships, LAL Language Centres, United Kingdom <i>Audience: Providers</i>	RedHill Education: The Fastest Growing Education Company in Australia Gabriel Providel , General Manager, Technology & Design Division, RedHill Education, Australia Ben Bagshaw , Global Sales and Marketing Manager, Greenwich College, Australia <i>Audience: All</i>	18:00 - 18:30
18:30 - 19:00			Digital Solutions for International Students in Germany Jonas Marggraf , Managing Director, Fintiba GmbH, Germany <i>Audience: All</i>	The Case for Superdiversity Francis Glover , International Officer, London South Bank University, United Kingdom <i>Audience: All</i>	18:30 - 19:00						

Marketing & Recruitment

Industry Presentation

Careers & Skills

Student Experience & Welfare

Market Intelligence

Professional Development