<table>
<thead>
<tr>
<th>Time</th>
<th>Congress Room I</th>
<th>Congress Room II</th>
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<tbody>
<tr>
<td>14:00 –</td>
<td>How to Maximise Your ICEF Workshop Experience - for Agents</td>
<td>How to Maximise Your ICEF Workshop Experience - for Providers</td>
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<tr>
<td>14:45</td>
<td>Tiffany Egler, Director Agent Relations, ICEF, Germany</td>
<td>Isabel Vogt, Vice President Events &amp; Logistics, ICEF, Germany</td>
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<td><em>Audience: Educators &amp; Service Providers</em></td>
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<tr>
<td>14:45 –</td>
<td>The US Agent Training Course (USATC)</td>
<td>International Services for Young People Who Struggle to Learn in Conventional Education</td>
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<tr>
<td>15:15</td>
<td>Markus Badde, CEO, ICEF, Germany</td>
<td>Allison Hope-West, Director for Specialist Education, Priory Group, United Kingdom</td>
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<td>ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency</td>
<td>Study in Canada Information Session</td>
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<td>Nabil Najd, Manager MENA Region, ICEF, Lebanon</td>
<td>Mabelle Sawaqed-Hen, Canadian Consulate in Dubai, United Arab Emirates</td>
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<td>UAE - The Education System and Study Abroad Trends</td>
<td>Canada Course for Education Agents (CCEA)</td>
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<td>Suad Alhalwachi, CEO, Education Zone, United Arab Emirates</td>
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<td>Recruiting from Nigeria: Market Trends and Future Potential</td>
<td>Please Revert Back: English and Education in India</td>
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<td>Felix Olugbenga Adedayo, FAB Consulting Nig.Ltd, Nigeria</td>
<td>Tahem Verma, Co-Founder, Kings Learning, India</td>
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<td>Study in Germany - Your Way into German Universities</td>
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<td>Annette Friedl, Owner and Director, ISL Language School, Germany</td>
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<td>Recruiting from Turkey: Market Trends, Risks and Opportunities</td>
<td>Malaysia: Your Preferred Education Destination</td>
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<td>18:15</td>
<td>Selim Dervish, Regional Director, Academia United, United Kingdom</td>
<td>Mohd Yazid Abd Hamid, Chief Executive Officer, Education Malaysia Global Services, Malaysia</td>
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How to Maximise Your ICEF Workshop Experience - for Agents

Tiffany Egler
Congress 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 Workshops in general and the ICEF Dubai 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
- How to maximise your working relationship with educators

► 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 15 year tenure at ICEF, Tiffany has overseen the successful organisation of most of our agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional recruitment agents worldwide.
How to Maximise Your ICEF Workshop Experience - for Providers

Isabel Vogt
Congress Room II
Audience: Educators & Service 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 Dubai 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
- How to maximise your working relationship with agents

Speaker

Isabel Vogt, VP 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 conferences in over 30 countries around the world.
The US Agent Training Course (USATC)

Markus Badde

Congress Room I

Audience: All

► Session description

This session details the new US Agent Training Course (USATC), available online and free of charge as of January 2015.

The 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 course begins with a background on the US (history, geography, culture etc) and why it is the world’s leading study destination, then proceeds to detail the education system and what options it offers to international students. Topics include how to choose an institution, costs of studying, financial aid, how to apply, how to prepare, student visa and work possibilities, ethics, legalities and much more. Course participants can take an optional examination to become US Course Graduates (USCGs). USCGs will be listed on icef.com

► Speaker

Markus Badde,  
CEO,  
ICEF,  
Germany

Markus Badde has a background in journalism and publishing, having studied at CELSA (Sorbonne University – Paris IV) and worked in the media and communications sector in France during the 1980’s before co-founding ICEF in 1991. After that, Markus held various senior marketing positions over eight years at Cisco Systems, the world leader in Internet networking.

Before re-joining ICEF in 2004, Markus spent two years as Business Development Director at ICWE GmbH, organizer of events such as StudyWorld, Expolingua Berlin, the EAIE Exhibition, and Online Educa Berlin, the largest international e-learning conference. He is a member of NAFSA, the EAIE and other international associations and presents regularly on topics related to international education.

Markus speaks eight languages fluently and is at home nearly anywhere in the world.
International Services for Young People Who Struggle to Learn in Conventional Education

Allison Hope-West

Congress Room II

Audience: All

► Session description

The session will increase agents’ and educators’ knowledge and understanding of young people that will benefit from additional educational support and bespoke specialist settings.

Many parents and educators struggle to work with young people that have challenging behaviours or specialist educational needs in the classroom.

The session will outline what the potential causes of these difficulties maybe and how agents, educators and parents can get full assessments for young people experiencing difficulties. The session will also outline the type of support and services available to ensure that all young people achieve the very best educational and academic outcomes internationally.

► Speaker

**Allison Hope-West,**
Director for Specialist Education,
Priory Group,
United Kingdom

Allison is the Director for Specialist Education at Priory Education Services and a Lecturer at The University of Birmingham on Autism and Specialist Education.

Allison has worked in specialist education for over 20 years in British and international schools and is a leading speaker and consultant in specialist education.
ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency Recognition Programme (IAS)

Nabil Najd
Congress Room I
Audience: All

► Session description

The IATC (ICEF Agent Training Course) is a practical, professional training course developed by ICEF for education agency-based student counsellors which was launched in May 2010. The course is available online and free of charge to agency student counsellors in a self-paced modular format.

After taking the training course, agents have the possibility to sit an official assessment at selected ICEF Workshops or online. Participants who complete the IATC assessment successfully will be issued a certificate, certifying them as ICEF Trained Agent Counsellors (ITAC). Agencies with at least one ITAC on their staff will be featured in an agency locator on ICEF’s website.

This session will give you an introduction about the IATC, its content and how to take the training course.

Being a recognised ICEF Agent is considered as an indicator of quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The ICEF Agent status is renewed through ongoing quality assurance screening and reference checks. Educators and service providers are welcome to join the session.

► Speaker

Nabil Najd,
Manager 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 2014 as Manager 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 workshops around the world. In addition, Nabil is responsible for assisting and advising educational institutions new to working with education agents and/or new to ICEF Workshops and helping clients to select the most appropriate ICEF services to increase their international student enrollments.

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 Arabic.
Study in Canada Information Session

Mabelle Sawaqed-Hen

Congress Room II

Audience: Agents

► Session description

Come and get the latest information on Canada as a top study destination from the Government of Canada. The information presented will be of interest to agents in international education who seek facts, resources and other information to promote Canada to students and parents.

The session will cover several key topics such as characteristics for each level of study; average costs for international students; student visas, and a better idea of what it’s like to study, live and work as a student in Canada.

► Speaker

Mabelle Sawaqed-Hen,
Trade Commissioner for Education & Training
Canadian Consulate in Dubai,
United Arab Emirates

Mabelle Sawaqed-Hen is the Trade Commissioner for the Education & Training Sector at the Embassy of Canada to the UAE. Mabelle is responsible for coordinating and supporting her colleagues in the GCC region, organizing student recruitment fairs, supporting Canadian education institutions that are looking to expand to the UAE, and identifying & communicating opportunities to education clients.

Mabelle holds a Masters of Business Administration from Suffolk University and has been involved in international business development for over 7 years.

Mabelle has just recently organized and coordinated, along with her colleagues, 2 undergraduate student recruitment fairs in the United Arab Emirates, consisting of representatives from Canadian universities, colleges and, K-12 schools and language schools. The tour included school visits and “Study in Canada” fairs.
Canada Course for Education Agents (CCEA)

**Tiffany Egler**

Congress Room II  
**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, produced by Foreign Affairs, Trade and Development Canada in cooperation with ICEF and the Canadian Consortium for International Education (CCIE), 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, including language study and the differences and synergies between colleges and universities; the type of credentials that can be achieved; resources for students wanting to know about visas and immigration rules in Canada; as well as how to prepare students coming to Canada.

Participants will be able to take the Canada Course Examination upon completing the course and receive a designation as a Canada Course Graduate (CCG) upon successful completion of the exam.

►**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 15 year tenure at ICEF, Tiffany has overseen the successful organisation of most of our agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional recruitment agents worldwide.
Session description

Other than the general information about the UAE, its population and its GDP, I will be speaking about the growth in local higher education since the 70’s, also I will be comparing the growth in K12 education in terms of number of private schools as well as public schools. Then I will compare the number of high school graduates and their destinations. I will also speak about future trends.

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. That 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 five years for family reasons where she began a PhD programme in accounting, but stopped because of the length of study and exited with a masters 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. Suad owns and runs an educational consulting service; she opened this business more than a decade ago in Dubai, and has just opened a branch in Bahrain. The business advises students on local and international universities, administers educational tests, and is an agency for overseas universities. There are ten employees. Suad speaks four languages.
Culture Clashes
Lorenzo Mule' Stagno
Congress Room II
Audience: All

► Session description

Working in an international environment inevitably brings about issues of communication. The biggest problems we face in international business can be enormously reduced through better communication. Cultural issues including language, body language, attitudes and their impact on successful negotiations and deals will be discussed. Examples from different countries will be used to better illustrate the effects culture can have on international business.

► Speaker

Lorenzo Mule' Stagno,
Owner and Dean,
Malta Business School,
Malta

Lorenzo Mule' Stagno, the owner and dean of Malta Business School, holds an MBA (2004) from Grenoble, France, and a teaching degree from the University of Malta.

He has led workshops and seminars for the last 9 years in a range of business subjects to various executives and managers. Besides in Malta, Lorenzo has delivered talks and lectures at various educational institutions and other organisations in South Africa, UAE and various European countries.

Lorenzo’s presentation style is generally interactive, interspersed with a good dose of humour.
Recruiting from Nigeria: Market Trends and Future Potential

Felix Olugbenga Adedayo

Congress Room I
Audience: Educators & Service Providers

► Session description

Nigeria with a population of over 170 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 21st century according to UN projections. Nigeria has the world's 7th largest oil reserves. Its GDP growth has been around 7% for the last few years as compared to 2.8% in the US in 2012 and less than 1% in the UK. Nigeria is definitely a country with potential, but with insufficient educational institutions to meet the demands of its growing students population. The numbers of universities and higher education institutions in Nigeria cannot meet the required demand of its students population 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), last year alone, 1.2 million students took and passed this examination, but unfortunately Nigerian universities can only admit 450,000 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.

According to data provided by the United Kingdom Council for International Student Affairs, 17,585 Nigerians were duly registered as students studying in British universities in the 2012 academic year. That number was about a thousand more than the 16,680 that registered in the 2009/10 academic season. Though Nigeria's student population remains the third highest from non-European Union countries, trailing 39,090 recorded for India and 67,325 for China, it will contest for second place by 2015. Late last year, the statistics indicated that a total of 17,640 Nigerians had enrolled for different degrees in UK universities during 2011/12, compared to 5,385 for 2003/04. Student recruitment marketing in Nigeria is a huge market with great potential.

► Speaker

Felix Olugbenga Adedayo,
FAB Consulting Nig.Ltd,
Nigeria

Mr. Felix Adedayo holds an Msc. in Business Information System from Northumbria University, UK. A system analyst with a robust experience in information technology, training, international students recruitment, administration, property finance and management, he has been working on student training, international student recruitment and placement into various universities in the past 14 years.

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

Tahem Verma
Congress Room II
Audience: All

► Session description

By 2025, India will have over 500 million people under the age of 25. Is this a demographic dividend or a demographic disaster? Recent studies show that over 65% of Indian graduates are considered unemployable. With a new government, we will observe what is being done and what needs to be done to prevent the greatest demographic disaster in human history.

This seminar will also examine the current higher education sector in India, upcoming changes to the higher education system and how ‘employability’ is affecting the outbound student market. Additionally, we will examine opportunities for international education providers in India in the skill development and higher education space.

► Speaker

Tahem Verma,
Co-Founder,
Kings Learning,
India

Tahem graduated from the University of Pennsylvania with a BA, magna cum laude, in PPE. After serving as the Director of Indian Operations at Intelligent Partners, he founded Kings Learning, an innovative education organisation in India that helps unleash the potential of students, companies and institutions.

As a lifelong international student, he has witnessed the importance of communication and brings those experiences to helping transform Indian education.
Insight Into the Saudi International Students Market

Haitam Giat

Congress Room I
Audience: Educators & Service Providers

►Session description

Saudi Arabia has become one of the top four source countries for international students in the world. In this presentation we will review the history of the scholarship programmes and discuss the future of the King Abdullah Scholarship Programme. Highlight the most popular programmes for Saudi students, and discuss the non-Saudi students market in Saudi Arabia (expatriates). We will talk about challenges, opportunities and tips for building a successful Saudi market.

►Speaker

Haitam Giat,
Founder and CEO,
Yes Atlas,
Saudi Arabia

Mr. Giat got his first degree in Information Technology from RMIT in Australia and has lived and travelled to more than 30 countries such as the USA, UK, Canada, Australia and others. He speaks several languages including Arabic and English; he was the online technology director at Microsoft Australia before he established Yes Atlas agency in 2009.

The agency has six offices in the Middle East, four of them in Saudi Arabia. Yes Atlas has 48 employees and places more than 1,000 international students each year worldwide.
Study in Germany - Your Way into German Universities

Annette Friedl

Congress Room II
Audience: Agents

► Session description

Studying at English-speaking destinations has always been popular but numbers have reached their peak and students are looking for new destinations.

Germany has turned out to be a very attractive alternative: excellent universities with high quality standards, worldwide recognised degrees and tuition-free education are some of the reasons why Germany is becoming so popular.

Pathway programmes (language course plus university) offer new alternatives to access German universities. We will explain the necessary steps, the documentation you need and take a look at prerequisites. There will also be room for individual questions.

► Speaker

Annette Friedl, Owner and Director, ISL Language School, Germany

Annette Friedl co-runs 3 schools in Germany and is focussed on customer contact in Asia and the Middle East. She has been working independently for over 7 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.
Recruiting from Turkey: Market Trends, Risks and Opportunities

Selim Dervish

Congress Room I
Audience: Educators & Service Providers

► Session description

Turkey being the 17th largest economy in the world, and still growing, holds the youngest population in Europe and is one of the top 10 major recruiting markets for international education providers worldwide. It is one of the most exciting yet challenging source countries therefore holding the right data for market entry or further growth and expansion is your key to success in Turkey and some of the neighbouring countries in the region. The session will provide insightful data and tips for providers looking to enter this market or expand their market shares within a strategically safe frame in this socially diverse and politically dynamic country.

► Speaker

Selim Dervish,
Regional Director,
Academia United,
United Kingdom

Selim Dervish with many years of experience in the international education field previously had worked with blue chip firms in London for the financial sectors as a head hunter before moving into a US based chain language school working for their head office operating in their direct sales and marketing department. His core skills are market intelligence and reporting, people’s management and market entry for SME investors in emerging markets. Currently he is leading a young and dynamic team based in Turkey for an online student recruitment project financed by a small consortium of Russian and UK investors.
Malaysia: Your Preferred Education Destination

Mohd Yazid Abd Hamid

Congress Room II
Audience: Agents

► Session description

Malaysia offers a holistic education ecosystem for the acquisition of knowledge and personal development. Living in Malaysia amidst its multi ethnic communities is in itself, an enriching experience. The warmth of its people, the vibrancy of its cosmopolitan cities, the rich diversity of its culture, the dynamism of its education infrastructure, makes Malaysia the perfect destination to live and learn.

Learn about the vast opportunities and values that Malaysia offers to international students intending to pursue their educational aspirations and embark on a career especially in the Asia region.

► Speaker

Mohd Yazid Abd Hamid,
Chief Executive Officer,
Education Malaysia Global Services,
Malaysia

Yazid is currently serving as the CEO of Education Malaysia Global Services (EMGS) since the operationalisation of the company in 2012. EMGS has been established by the Malaysian government to champion and lead the development and promotion of Malaysia’s education and training products and services internationally. EMGS is also tasked to develop Malaysia to become a preferred and leading global hub for education and training.

Before joining EMGS, he has served as the COO of Malaysian Biotechnology Corporation (BiotechCorp), the lead agency for the development of Malaysia’s biotechnology/life sciences industry. He started his career at Motorola Malaysia and spent his founding and mid-career years at leading Malaysia’s conglomerates including Renong and UMW serving initially in human resource development before migrating to strategic industry and market development.