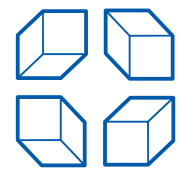


# ICEF North America Workshop - Miami

Exclusively for educators from the US and Canada and international student recruitment agents focused on North America



Loews Miami Beach Hotel • December 05 - 07, 2016



## ICEF

Connect. Recruit. Grow.

## Seminar Program Overview • December 05, 2016

	Poinciana 1	Poinciana 2	Poinciana 3	Poinciana 4
12:30 - 1:30	<p>The US Election: A round table Discussion on International Recruitment in a Changing Global Environment</p> <p><b>Cheryl Delk-Le Good</b>, Executive Director, EnglishUSA, USA; <b>Dr. Mark Novak</b>, Dean, California State University - Bakersfield, USA; <b>Jean-Marc Alberola</b>, President, Bridge Education Group, USA; <b>John McDonough</b>, General Director, UTP High Schools, USA; <b>Haitam Giat</b>, Founder &amp; CEO, Yes Atlas, United Arab Emirates; <b>Pushpinder Bhatia</b>, CEO &amp; Managing Director, PAC Asia Services P. Ltd., India; <b>Joanna Song</b>, Director of Department of International Affairs, Beijing New Oriental Vision Overseas Consulting Co. Ltd., China; Moderator: <b>Dr. Duleep Deosthale</b>, Co-Founder &amp; Vice President, Admission Table, USA</p> <p><i>Room Poinciana 2 - Audience: All</i></p>			
2:00 - 2:45	<p>How to Maximize your ICEF Workshop Experience - For Providers</p> <p><b>Brittany Kirby</b>, Business Development Manager - USA, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>The Adoption of International High School Programs in Latin America: A Comparative Analysis</p> <p><b>Carlos Robles</b>, Director, IEP Brazil - Intercultural Educational Programs, Brazil</p> <p><i>Audience: Providers</i></p>	<p>How to Maximize your ICEF Workshop Experience - for Agents</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: Agents</i></p>	<p>Why International Students Should Study in New Jersey</p> <p><b>Lydia Green</b>, Assistant Director of International Services and Outreach, Office of International Programs, Felician University, USA</p> <p><i>Audience: Agents</i></p>
2:45 - 3:15	<p>Marketing to Millennials - Best Practice for Online Student Recruitment</p> <p><b>Ross Holmes</b>, Director - Online Products ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Saudi Arabia's Scholarship Program - 2016 Updates</p> <p><b>Belal Abujami</b>, Executive Director, American Council for International Students, USA</p> <p><i>Audience: Providers</i></p>	<p>The US Agent Training Course (USATC) and the ICEF Agency Recognition Program</p> <p><b>Stephanie Zimmermann</b>, Senior Agent Relationship Manager, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Study Hawaii Educational Consortium: Why Study Anywhere Else?</p> <p><b>Stephen Jacques</b>, Director of Office of International Programs, Leeward Community College, USA</p> <p><i>Audience: Agents</i></p>
3:15 - 4:00	<p>Online Learning Programs: Redefining and Expanding the Education Agency Revenue Model</p> <p><b>David Hooser</b>, Chief Administrative Officer, Franklin Virtual Schools &amp; President/CEO, Franklin Learning Centers, USA</p> <p><i>Audience: Agents</i></p>	<p>India: Short and Long Term Recruitment Strategies</p> <p><b>Sushil Sukhwani</b>, Managing Director, Edwise Overseas Education Consultants, India</p> <p><b>Steven Boyd</b>, Director of International Admissions, University of Bridgeport, USA</p> <p><i>Audience: Providers</i></p>	<p>EnglishUSA: We're All about IEPs!</p> <p><b>Cheryl Delk-Le Good</b>, Executive Director, EnglishUSA, USA</p> <p><i>Audience: All</i></p>	<p>International Recruitment Strategies for a State Study Consortium: Promoting West Virginia as a Study Destination</p> <p><b>Dr. Clark Egnor</b>, Director of International Programs, Study West Virginia, USA</p> <p><b>Dr. Charles L. Nieman</b>, Director of International Affairs, Shepherd University, USA</p> <p><i>Audience: All</i></p>
4:00 - 4:45	<p>SEVIS Compliance: Are you Ready?</p> <p><b>Susan Simpson</b>, Senior Field Advisor, ISM, USA</p> <p><b>Jacqueline Yamada</b>, Adjunct Consultant, ISM, USA</p> <p><i>Audience: All</i></p>	<p>Recruiting from Latin America</p> <p><b>Gustavo Viale</b>, CEO, InterWay Educational Consultancy, Argentina</p> <p><i>Audience: Providers</i></p>	<p>U.S. Department of Commerce Programs for International Student Recruitment</p> <p><b>Debra Rogers</b>, Senior International Trade Specialist, U.S. Department of Commerce Commercial Service Office, USA</p> <p><b>Stephanie Heckel</b>, Director, Greensboro U.S. Export Assistance Center, U.S. &amp; Foreign Commercial Service, U.S. Department of Commerce, USA</p> <p><i>Audience: All</i></p>	<p>Science and Industry in Alabama's Universities and Colleges</p> <p><b>Susan Carvalho</b>, Associate Provost &amp; Dean of the Graduate School, University of Alabama, USA</p> <p><b>Bill Wallace</b>, Director of English Language Institute, University of Alabama, USA</p> <p><i>Audience: Agents</i></p>
4:45 - 5:30	<p>The Authentic Voice: International Alumni in Recruitment and Marketing</p> <p><b>Pamela Barrett</b>, Director, Barton Carlyle, United Kingdom</p> <p><i>Audience: Providers</i></p>	<p>Agent Panel: Recruiting from Central Asia and the Caucasus - Kazakhstan and Uzbekistan</p> <p><b>Liliya Issina</b>, Langberry, Kazakhstan</p> <p><b>Sukhrob Tairov</b>, Tagus Let's Go Study, Uzbekistan</p> <p>Moderator: <b>Sergey Krasnyanskiy</b>, Director CIS, ICEF, Russia</p> <p><i>Audience: Providers</i></p>	<p>Considering Transparency in Agency-Based Recruitment</p> <p><b>Mike Finnell</b>, Executive Director, American International Recruitment Council, USA</p> <p><b>Jennifer Wright</b>, Director of Certification, American International Recruitment Council, USA,</p> <p><i>Audience: All</i></p>	<p>Canada: Open to the World</p> <p><b>Charbel Moreno</b>, Manager, International Affairs, Languages Canada, Canada</p> <p><b>Ryan Sullivan</b>, Director of International Education, New Brunswick Community College - NBCC, Canada</p> <p><i>Audience: Agents</i></p>
5:30 - 6:15	<p>Artificial Intelligence and Chatbots</p> <p><b>Dr. Duleep Deosthale</b>, Co-Founder &amp; Vice President, Admission Table, USA</p> <p><i>Audience: All</i></p>	<p>Using Data to Cut Through the Digital Noise and Attract the Right Fit Student for your Institution</p> <p><b>Fabian Marrone</b>, Vice President, International Student Recruitment and Global Marketing, Agile.i, USA</p> <p><i>Audience: All</i></p>	<p>Pace of Adoption of International Student Recruitment Agencies by U.S. Universities</p> <p><b>Jean-Marc Alberola</b>, President, Bridge Education Group, USA</p> <p><b>Patrik Pavlicic</b>, Head of Research, StudentMarketing Ltd., Austria</p> <p><i>Audience: All</i></p>	<p>Canadian High Schools: Leaders in the International Student Experience</p> <p><b>Fiona Parke</b>, CAIS Boarding Schools, Canada</p> <p><b>Patrice Daoust</b>, Fédération des Établissements d'Enseignement Privés, Canada</p> <p><b>Twila Joyes</b>, Canadian Association of Public Schools - International (CAPS-I), Canada</p> <p><i>Audience: Agents</i></p>
6:15 - 7:00	<p>Beyond the Horizon: Trends Shaping the Future of International Education</p> <p><b>Mike Henniger</b>, Vice President, Sales &amp; Marketing, ICEF, Germany</p> <p><b>Pamela Barrett</b>, Director, Barton Carlyle, United Kingdom</p> <p><i>Audience: All</i></p>	<p>The ICEF Agent Barometer 2016 - North America Findings</p> <p><b>Sarah Mines</b>, Sales Director - Canada, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Disclose and Verify: NACAC Guidance on Strengthening Transparency Around Education Agents</p> <p><b>Dr. Lindsay Mathers Addington</b>, Assistant Director of International Initiatives, National Association for College Admission Counseling (NACAC), USA</p> <p><i>Audience: Providers</i></p>	<p>Canada Course for Education Agents - Relevant Updates</p> <p><b>Charbel Moreno</b>, Manager, International Affairs, Languages Canada, Canada</p> <p><b>Sarah Mines</b>, Sales Director - Canada, ICEF, Germany</p> <p><i>Audience: Agents</i></p>
				<p>Trends in Demand for English and Other Languages: Align your Programmes with Future Demand</p> <p><b>Jan Capper</b>, Executive Director, International Association of Language Centres Limited (IALC), United Kingdom</p> <p><i>Audience: All</i></p>

# Seminar Room: Poinciana 2

12:30 - 1:30

## The US Election: A round table discussion on International Recruitment in a Changing Global Environment

**Cheryl Delk-Le Good, Dr. Mark Novak, Jean-Marc Alberola, John McDonough, Haitam Giat, Pushpinder Bhatia, Hongling Chen & Dr. Duleep Deosthale**

**Audience: All**

### ► Session description

The results of the 2016 US elections are having a ripple effect on various sectors including higher education and especially international student recruitment. This round table will focus on educational institutions and agents as they re-think their messages and approaches to international recruitment in order to reassure students that the US, the primary destination in the world for international students, will continue to welcome them.

### ► Panelists



**Cheryl Delk-Le Good**  
*Executive Director,  
EnglishUSA,  
USA*

Cheryl Delk-Le Good is the Executive Director of EnglishUSA.

She has been an active member in the field for more than 20 years. She served as President of EnglishUSA in 2011-12 and on the UCIEP Board from 2006-2011. She was the IEP Network Leader for the International Enrollment Management Knowledge Community for NAFSA in 2015 and recently completed a term as CEA Commissioner/Treasurer. Prior to joining EnglishUSA, she worked in the Intensive English Program at Georgia State University for 15 years as director/faculty. She earned MA degrees in French and TESOL at Michigan State University.



**Dr. Mark Novak**  
*Dean,  
California State University - Bakersfield,  
USA*

Dr. Mark Novak is Professor of Sociology and Dean of the Extended University Division, California State University – Bakersfield. Dr. Novak received his Bachelor's degree in Sociology from Rutgers University in New Jersey and his Ph.D. degree in Sociology from York University in Toronto. He specializes in the study of adult development, adult education, and aging. Dr. Novak has written many articles for professional journals here and abroad. He has written several books including a general interest study entitled, *Successful Aging* and texts in the field of gerontology (*Aging and Society*, 7th edition (Canada) and *Issues in Aging*, 3rd edition (U.S.)).



**Jean-Marc Alberola**  
*President,  
Bridge Education Group,  
USA*

Jean-Marc is President of Bridge Education Group, a comprehensive provider of language and education services including corporate language training, teacher training, study abroad, and university pathway programs. Jean-Marc has over 25 years' experience in language and education abroad and regularly presents at NAFSA, AIRC, IALC, and ICEF events.



**John McDonough**  
*General Director,  
UTP High Schools,  
USA*



**Haitam Giat**  
*Founder & CEO,  
Yes Atlas,  
United Arab Emirates*

Haitam Giat got his bachelor degree in Information Technology from RMIT in Australia, he has more than 16 years working experience and has done extensive work in the field of IT, online marketing, international education and business development with various companies on a number of small and large scale projects both locally and globally.

In the last five years Mr Giat has been living in the Middle East (Gulf Region) developing and running the business of Yes Atlas and assisting many international educators to expand in the region



**Pushpinder Bhatia**  
*CEO & Managing Director,  
 PAC Asia Services P. Ltd.,  
 India*

Pushpinder Bhatia is an entrepreneur with 17 years experience in International Education & Student Mobility. He is a Permanent Resident of Australia and living in Delhi (India) & Sydney for the past few years. He is a proud Graduate of Said Business School, University of Oxford, UK. He runs a successful company called PAC Asia Services Pvt. Ltd and represents over 250 institutes from the USA, Canada, Australia, UK, and New Zealand with offices in India, Nepal, Sri Lanka and Bangladesh.

He is also a 'startup' Mentor and Angel Investor for early stage start-ups in Australia, he has recently launched his new online venture mapmystudy.com, an innovative online platform which allows students to search and map their education destination and program of choice based on their academic grades & profile. He has presented at many forums on student outcomes, employability and innovations in the education industry. He has also written for the EAIE Forum magazine and has assisted many international institutes in developing their marketing and recruitment strategies. Pushpinder is an active member of AIRC (American International Recruitment Council), EAIE and NAFSA and in India he is a member of the prestigious CII - YI (Young Indian Association).



**Joanna Song**  
*Director of Department of International Affairs,  
 Beijing New Oriental Vision Overseas  
 Consulting Co. Ltd.,  
 China*

Ms. Joanna Song entered the Beijing New Oriental Vision Overseas Consulting Co., Ltd since 2014 as a Director of Department of International Affairs. She assists Vision Overseas International Affairs Department to find partners, and promotes global education resources in China. Particularly, Ms. Joanna Song is promoting education service product partners to Chinese students and families.

Prior to joining the Beijing New Oriental Vision Overseas, Joanna served at international education area for more than 10 years.

► Moderator



**Dr. Duleep Deosthale**  
*Co-Founder & Vice President,  
 Admission Table,  
 USA*

Dr. Duleep Deosthale (PhD, UCLA) is Co-Founder & Vice President of the Silicon Valley (USA) based Admission Table ([www.admissiontable.com](http://www.admissiontable.com)) which uses the world's first Artificial Intelligence based university admission counsellor 'chatbot' named "Ana" to engage with and help recruit international students for universities around the world.

Admission Table has a reach of 3 million prospective students on their community pages and services 400+ university partners in the US, Canada, Australia, and Europe. Duleep was Dean and Professor of Humanities & Interim Dean School of Business at Manipal International University, Kuala Lumpur, Malaysia and also served as Vice President for International Education for Manipal Global Education (India) where he oversaw all international education initiatives of the Manipal group of universities in India, Dubai, Malaysia, Nepal and Antigua.

Prior to this he was President of the New York based study abroad provider Knowledge Exchange Institute and before that Associate Professor and Dean, International Programs, Marist College, New York. He was an Asst. Professor and Director International Programs, University of Alabama at Birmingham.

# Seminar Room: Poinciana 1

2:00 - 2:45

## How to Maximize your ICEF Workshop Experience - for Providers

**Brittany Kirby**

**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 Workshops in general and the ICEF North America Workshop - Miami in particular. The session will cover the following topics:

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

### ► Speaker



**Brittany Kirby**  
*Business Development Manager - USA,  
ICEF,  
Germany*

Brittany Kirby serves as a Business Development Manager for ICEF USA's team, working with new and existing customers in effectively using agents to maximize international student recruitment.

Having worked in the higher education space for the past decade, Brittany brings a practiced expertise in international recruitment, case development, implementation for an admission cycle and strategic client support.

She previously held a position at Cappex, a resource for students to conduct collegiate research, where she specialized in marketing for the traditional undergraduate recruitment of students for schools in the USA and seven other countries. There, she worked to consult clients on their international strategies to increase enrollments.

2:45 - 3:15

## Marketing to Millenials - Best Practice for Online Student Recruitment

**Ross Holmes**

**Audience: All**

### ► Session description

There are more ways to reach students online than ever before, and it is easier than ever to get it wrong.

This seminar will discuss how to market to digital natives that have become immune, or even have adverse reactions, to commercial messages; what their expectations are, and how to get it right.

### ► Speaker



**Ross Holmes**  
*Director - Online Products,  
ICEF,  
Germany*

Ross has worked in international student recruitment for 10 years. He began his career in Brazil organising student fairs and agent events across Latin America.

He then returned to his native UK where he helped brands such as HSBC, British Airways and Harrods develop strategies to reach international students studying in the UK.

He joined ICEF 3 years ago where he has managed the development of Coursefinders.com and brought on board new services such as CoursePricer.

# Seminar Room: Poinciana 1

**3:15 - 4:00**

## Online Learning Programs: Redefining and Expanding the Education Agency Revenue Model

**David Hooser**

**Audience: Agents**

### ► Session description

Recent surveys show eSolutions (online education programs) are expanding revenue generation opportunities for the “traditional” international education agency/operator.

Benefits to students, the education travel operations that serve them, and the education providers that host them, are becoming more clearly understood and established.

These cost-effective solutions are not only serving the existing market well (pre-travel preparation), but also creating new educational opportunities for students of all socio-economic demographics, thus creating a growing market for agents.

This seminar aims to illustrate how your agency can adapt and succeed in this new on-line era.

### ► Speaker



**David Hooser**  
*Chief Administrative Officer,  
Franklin Virtual Schools &  
President/CEO,  
Franklin Learning Centers,  
USA*

Mr. Hooser is the President and CEO of Franklin Learning Centers, LLC. David is a 13-year electronics executive turned 18+ year entrepreneur. His career in the semiconductor business included sales and senior management positions at notable companies like Advanced Micro Devices, National Semiconductor and Motorola Semiconductor.

Mr. Hooser has been in digital learning since 2006 and launched its branded online American academic education program, Franklin Virtual Schools (FVS) in 2009. FVS is leveraging the Internet to deliver solutions to those needing a comprehensive, cost-effective and innovative way to complete a middle or high school, immerse in English or other key languages from their home country, enhance their English comprehension skills, prepare for college, or complete trade specific adult learning programs. FLC/FVS is now offering 300+ courses (grades 6-12) to meet American graduation requirements, and teaching English to students of all ages (pre-kindergarten to “parents and professionals”), in over 50 countries, using its brain based language learning program.

**4:00 - 4:45**

## SEVIS Compliance: Are you Ready?

**Susan Simpson & Jacqueline Yamada**

**Audience: All**

### ► Session description

As the popularity of International Student Programs continues to rise in the USA, we ask the question, “Are you up-to-date and in compliance with Homeland Security regulations, and are you ready for a visit from SEVIS?”. If you are a school administrator who is the PDSO, DSO, Admissions officer, or you are an agent who places students into secondary private education in the USA, this session will offer insightful information for you! We'll discuss both these critical topics with the changing focus of ICE and spend time helping schools to know how to be in compliance with SEVIS in this engaging 45 minute session.

### ► Speakers



**Susan Simpson**  
*Senior Field Advisor,  
ISM, USA*

Susan assists private schools with their employee benefits and student programs for the east coast with a concentration in the Greater Washington D.C. area and New England. Joining ISM in 1992 as the first remote Field Representative, Susan was instrumental in building our field sales marketing insurance team. Her client base now exceeds 400 schools.

Her broad base of knowledge within the independent school market and its changing landscape has allowed her to share these themes and strategies in various arenas including: recent presentations to associations and seminar groups such as “The Aging of Faculty and Staff and The Impact on Benefit Designs” as well as “The Changing Landscape of the International Student Program In Private Secondary Schools”. Susan earned a bachelor's degree from Tufts University and her MBA from Duke University. Prior to joining ISM, she was a banker specializing in non-profits at two financial institutions in the D.C. area.



**Jacqueline Yamada**  
*Adjunct Consultant,  
ISM, USA*

Jacqui has worked in the education field for 25 years. Before being charged with building an international program to the breadth and depth of the high numbers today, 43 students and 16% of the overall school population, she taught ESL, English as a Second Language, and coordinated an extremely successful homestay program. As the Director of International Programs and PDSO, at the Rocky Hill School, she has worked with SEVIS in keeping her school in strict compliance with U. S. Homeland Security and Department of State. Jacqui has turned her close work with international students, families and faculty into a model for governance of international programs within a school. Moving into the field of Institutional Advancement Jacqui is taking on the challenge of bringing the international families into the philanthropic arena, still educating but stewarding in a different way.

# Seminar Room: Poinciana 1

4:45 - 5:30

## The Authentic Voice: International Alumni in Recruitment and Marketing

**Pamela Barrett**

**Audience: Providers**

### ► Session description

An institution's alumni are the ultimate brand ambassadors. They can support your recruitment, add authenticity and immediacy to your marketing proposition, and offer an aspirational outcome to the offer for prospective students. Ideally, your alumni will support your engagement with prospective students and their families. But how can you recruit the alumni who can be most helpful to your recruitment and marketing strategy in different key markets, and what does it take to manage an alumni network effectively? How can you set expectations and ensure that your alumni feel positively engaged?

This seminar will consider these challenges and focus on how to build an alumni program that will deliver an effective network to support your recruitment strategy. Based on close-up consulting experiences with many of the most active institutions and organizations in international education today, we will discuss the practices which can support change and enhance international student recruitment. We'll identify those areas that can make a real difference and share the key learning points that can help you achieve your goals.

### ► Speaker



**Pamela Barrett**  
*Director,  
Barton Carlyle,  
United Kingdom*

Pamela is an experienced international education consultant, having worked in senior positions in the UK, USA, and South East Asia. Pamela has more than 25 years' experience in global education issues in higher education institutions and organisations worldwide. Over the past 8 years, Pamela has delivered training and consulting projects in the UK, North America, Australia and Europe through her company, Barton Carlyle, which is based in Scotland. An Associate with KPMG, one of the global "Big Four" audit and advisory firms; Pamela operates as an international education expert providing insight for KPMG clients in the UK, Ireland and Australia.

Previously Education Attaché in Washington DC for the British Council, Pamela worked in Malaysia and the USA to represent the bilateral relationship in education. Pamela also represents i-graduate in North America for the ISB international student satisfaction survey and is an expert in the international student experience.

A member of NAFSA: Association of International Educators, EAIE, NAGAP, AIR, Pamela has published articles on international student recruitment and marketing, retention and the student experience. Through Barton Carlyle, Pamela and the team deliver the ICEF Achieve service through a collaboration with ICEF.

5:30 - 6:15

## Artificial Intelligence and Chatbots

**Dr. Duleep Deosthale**

**Audience: All**

### ► Session description

Just when universities had slowly come to terms with the changing marketing landscape in order to recruit international students, there is seismic shift on the horizon in the works. Social media, in all its permutations, and much like all e-commerce is now heading down the 'chatbot' pathway.

Artificial Intelligence is here to stay and become part of our engagement lifestyle, and the generation to come is quite at home with it. So how can universities harness this force to push themselves into consideration by international students? This session explores the 'Artificial Intelligence' perspective and where do we go from here in the ever changing and crowded international student recruitment space.

### ► Speaker



**Dr. Duleep Deosthale**  
*Co-Founder & Vice President,  
Admission Table,  
USA*

Dr. Duleep Deosthale (PhD, UCLA) is Co-Founder & Vice President of the Silicon Valley (USA) based Admission Table ([www.admissiontable.com](http://www.admissiontable.com)) which uses the world's first Artificial Intelligence based university admission counsellor 'chatbot' named "Ana" to engage with and help recruit international students for universities around the world.

Admission Table has a reach of 3 million prospective students on their community pages and services 400+ university partners in the US, Canada, Australia, and Europe. Duleep was Dean and Professor of Humanities & Interim Dean School of Business at Manipal International University, Kuala Lumpur, Malaysia and also served as Vice President for International Education for Manipal Global Education (India) where he oversaw all international education initiatives of the Manipal group of universities in India, Dubai, Malaysia, Nepal and Antigua.

Prior to this he was President of the New York based study abroad provider Knowledge Exchange Institute and before that Associate Professor and Dean, International Programs, Marist College, New York. He was an Asst. Professor and Director International Programs, University of Alabama at Birmingham.

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# Seminar Room: Poinciana 1

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6:15 - 7:00

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## Beyond the Horizon: Trends Shaping the Future of International Education

**Mike Henniger & Pamela Barrett**

**Audience: All**

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► **Session description**

This session will draw on an industry publication jointly produced by Barton Carlyle and ICEF Monitor for NAFSA 2016.

The publication examines the major trends that will shape international education and international recruitment over the next five years, including the rising importance of risk management, the growing role of pathways and partnerships, the increasing complexity of the marketplace, and the wide-ranging impacts of technology.

► **Speakers**



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

Mike Henniger is the VP Marketing and Sales 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.



**Pamela Barrett**  
*Director,  
Barton Carlyle,  
United Kingdom*

Pamela is an experienced international education consultant, having worked in senior positions in the UK, USA, and South East Asia. Pamela has more than 25 years' experience in global education issues in higher education institutions and organisations worldwide.

Over the past 8 years, Pamela has delivered training and consulting projects in the UK, North America, Australia and Europe through her company, Barton Carlyle, which is based in Scotland. An Associate with KPMG, one of the global "Big Four" audit and advisory firms; Pamela operates as an international education expert providing insight for KPMG clients in the UK, Ireland and Australia.

Previously Education Attaché in Washington DC for the British Council, Pamela worked in Malaysia and the USA to represent the bilateral relationship in education. Pamela also represents i-graduate in North America for the ISB international student satisfaction survey and is an expert in the international student experience.

A member of NAFSA: Association of International Educators, EAIE, NAGAP, AIR, Pamela has published articles on international student recruitment and marketing, retention and the student experience. Through Barton Carlyle, Pamela and the team deliver the ICEF Achieve service through a collaboration with ICEF.

# Seminar Room: Poinciana 2

2:00 - 2:45

## The Adoption of International High School Programs in Latin America: A Comparative Analysis

**Carlos Robles**

**Audience: Providers**

### ► Session description

The Latin America region offers great potential for the international education industry with countries such as Brazil, Chile, Colombia and Mexico as important providers for high school students abroad.

This presentation will inform about the cultural aspects that moves Latin American students and families to go abroad for high school programs and the statistics of the market. Comparisons will be made from recipient markets such as USA, Canada, Australia and New Zealand.

### ► Speaker



**Carlos Robles**  
*Director,  
IEP Brazil - Intercultural Educational  
Programs,  
Brazil*

Carlos Robles was born in Brazil. He has an MA in Applied Linguistics from the Federal University of Minas Gerais, Brazil as well as a BA in English and French and a BA in Fine Arts.

Carlos is a former President of Belta, Brazil in addition to being a New Zealand Specialist Agent and Member of Tesol International. He is also Past Chair of Tesol Awards Committee and a Braz-Tesol former director and teacher trainer. Carlos was also a Scholar in-residence at Daytona State College on a Fulbright fellowship.

Carlos is presently director and founder of IEP Brazil Agency for Intercultural Education in Latin America, based in Belo Horizonte, Brazil and is pursuing a PhD in International Education with Federal University of Minas Gerais and the University of Auckland, New Zealand.

2:45 - 3:15

## Saudi Arabia's Scholarship Program - 2016 Updates

**Belal Abujami**

**Audience: Providers**

### ► Session description

The session will cover the following topics:

- Previous Scholarship System: previous system (overview), flexible scholarship terms, students were sent to the good universities in all cities (free choice of recommended schools)
- What's new in the SACM System: new system (overview), strict scholarship terms, decrease in choice of US University (limited numbers of recommended schools / Top 200 schools)
- Impact of new system: less students than before, number of schools decreased for scholarships
- Other reasons for the decline of the number of Saudi students in the United States: government budget, the conflicts in the Middle East (wars, political concerns), the decrease in oil price (Saudi Arabia's main source of income)

### ► Speaker



**Belal Abujami**  
*Executive Director,  
American Council for International  
Students,  
USA*

Belal Abujami is the Executive Director of the American Council for International Students (ACIS) in San Diego, CA (2012 - present). He worked as an International Students Advisor at San Diego University for Integrative Studies (SDUIS), San Diego, CA (March 2012 - August 2012). He previously worked for SACM (The Saudi Arabian Cultural Mission) in Amman (2007 - 2010) as a student advisor and then as "Administrative Assistant" and Secretary of the Cultural Attaché. From January 2006 to December 2006 he worked for the First Saudian for Investment & Economic Consulting, Amman, Jordan as a Public Relations Director and Marketing Director.

Belal Abujami is a current PhD student and has a Master degree of Economics from Yarmouk University, Jordan, 2010 and a Bachelor degree of Shari'a and Law from University of Irbid, Jordan, 2005.



# Seminar Room: Poinciana 2

3:15 - 4:00

## India: Short and Long Term Recruitment Strategies

**Sushil Sukhwani & Steven Boyd**

**Audience: Providers**

### ► Session description

The topic of this session will deal with the recruitment strategies institutions can bring into play to recruit prospective students from India. Short and long term strategies whilst recruiting will be the focus. The presentation will also deal with the service relationship between agent and institutions and warming up to the use of agents or an efficient recruitment strategy.

### ► Speakers



**Sushil Sukhwani**  
*Managing Director,  
Edwise Overseas Education Consultants,  
India*

Sushil Sukhwani founded Edwise International in 1991, one of India's first overseas education consultancies. He is a graduate from Mumbai University and has an MBA in Services Marketing from Bond University, Australia. As Director he has over 25 years experience in the field of International Education. Edwise is a founder member of AAERI (Association of Australian Education Representatives of India), AIRC, NAFSA, NZRA (New Zealand Recognized Agency).

Sushil has vast experience in recruiting for UK, USA, Canada, Australia, New Zealand, Singapore and several other destinations. Edwise today has 24 offices across India and is India's leading Overseas Education Consultants.



**Steven Boyd**  
*Director of International Admissions,  
University of Bridgeport,  
USA*

Steven Boyd is the Director of International Admissions at the University of Bridgeport. He has worked in domestic and international admissions for the past 14 years. In his role, he is responsible for all aspects of international student recruitment for both undergraduate and graduate programs of study. He also previously served as Assistant Director of the English Language Institute at the University of Bridgeport. His work has taken him to over 55 countries throughout the world.

Prior to joining with his wife and children in Latin America where for 20 years he worked as a teacher, simultaneous interpreter, international conference organizer, and translator for a major daily newspaper in Montevideo, Uruguay.

As an undergraduate student, Steven studied abroad in Guadalajara, Mexico. He has a BA in Liberal Arts, and received his MBA in Marketing from the University of Bridgeport. He is a past presenter at NAFSA, NACUBO, and AIRC.

4:00 - 4:45

## Recruiting from Latin America

**Gustavo Viale**

**Audience: Providers**

### ► Session description

This session will provide an overall view of the current Latin American perspective.

More than 15 agencies co-operated with local information from each country with the most relevant details of their region.

### ► Speaker



**Gustavo Viale**  
*CEO,  
InterWay Educational Consultancy,  
Argentina*

Gustavo Viale is CEO of InterWay Educational Consultancy in Buenos Aires, Argentina. Interway works mostly with groups of students who wish to improve their language and communication skills for general purposes and study abroad.

He is also director at English Way School of English, located in the west of the Greater Buenos Aires region, and has been delivering English language courses to local students for 26 years.

# Seminar Room: Poinciana 2

4:45 - 5:30

## Agent Panel: Recruiting from Central Asia and the Caucasus - Kazakhstan and Uzbekistan

### Liliya Issina, Sukhrob Tairov & Sergey Krasnyanskiy

#### Audience: Providers

#### ► Session description

Central Asia and the Caucasus is an emerging source region for international students.

This session will provide you with an overview of two important countries within this region: Kazakhstan and Uzbekistan.

The following will be covered for each country:

- Geopolitical background, market size, education system
- Number of students studying abroad including future potential and trends - course and destination preferences
- Average length a student spends abroad
- Student expectations

#### ► Speakers



**Liliya Issina**  
*Director of Studies,  
Langberry,  
Kazakhstan*

Liliya has been in the education abroad business since 2007 when she joined Langberry - the biggest Kazakhstani school network and agency with 27 schools in Kazakhstan and Azerbaijan.

In the early 2000s Langberry was the first local company to offer IELTS and TOEFL preparation in Kazakhstani regions which gave a chance to hundreds of bright candidates to apply for the government scholarship to study abroad in the world's best universities.

Liliya started by recruiting local students from Eastern and Northern Kazakhstan to international educational institutions. At the moment she is responsible for the agency offices in Kazakhstan and Azerbaijan. Her duties have expanded from supervising teaching English in Langberry schools to general executive functions in Kazakhstan.



**Sukhrob Tairov**  
*General Manager,  
Tagus Let's Go Study,  
Uzbekistan*

The presentation is given by Sukhrob Tairov, General Manager of Tagus Let's Go Study agency, whose personal experience in the field of international education includes over twelve years as an agency owner in Uzbekistan.

Mr. Tairov is a graduate of professional training programmes – IATC, US Agent Training Course and Education Agent Training Course (EATC). Tagus Let's Go Study run by Mr Tairov is a partner agency of EnglishUK, EnglishAustralia and Quality English.

In the years 2011-2013 he worked as an auditor in PwC Uzbekistan where he obtained knowledge on how fiduciary companies operate and applied his experience gained to create highly professional agency. In the years 2009-2010 he studied for an MBA which allowed him to gain knowledge and run Tagus Let's Go Study which was rebranded in 2014 and introduced to the local market allowing it to become a popular agency in the country.

#### Moderator:



**Sergey Krasnyanskiy**  
*Director CIS,  
ICEF,  
Russia*

Sergey studied in Russia, Ukraine and Germany and achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University and another from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin.

Sergey started his career at ICEF in 2000 and has been working in a variety of positions with agents as well as with educators and service providers from all over the world while focusing on the CIS market.

# Seminar Room: Poinciana 2

5:30 - 6:15

## Using Data to Cut Through the Digital Noise and Attract the Right Fit Student for your Institution

**Fabian Marrone**

**Audience: All**

### ► Session description

The international student marketing and recruitment sector has entered a period of disruption. Increased global competition has made it difficult for institutions to 'cut through the noise' when it comes to marketing to, and recruiting international students. The two biggest challenges faced by institutions in North America are access to the right data to make informed decisions, and effectively embracing digital channels to support direct and agent marketing campaigns and recruitment initiatives.

Agile.i, a division of Hobsons, has access to one of the largest prospective international student data pools through our annual international student survey and partnerships with universities globally. Through this unparalleled access to data we're able to forecast future international student trends. This session will help you to:

- Understand how to use data to attract international students from all over the world and prevent your institution from becoming single point sensitive on a small number of core markets. A true approach to diversification.
- Determine the marketing channels, frequency and content you should focus on when developing a marketing strategy to fill your recruitment funnel. A channel marketing strategy.
- Using program demand and your institution's brand value proposition to attract the students that are the 'right fit' for your institution, so they not only enrol, but are retained and successful. A differentiation strategy.

This presentation will be underpinned by data from our international student survey and will be delivered from a student perspective.

### ► Speaker



**Fabian Marrone**  
*Vice President, International Student Recruitment and Global Marketing, Agile.i, USA*

Fabian has been in the International Education sector for the past 3 years. Over the course of his career he's worked in Australia, North America, the United Kingdom and Asia. Fabian is a strategic marketer with a global edge, Fabian's specialties include digital marketing and big data with core experience in strategy and practical application. Having worked across multiple sectors such as technology, consultancy, government, employment recruitment and education, he brings to the sector fresh insights and genuine passion for international student marketing and recruitment.

Fabian is responsible for the Agile.i North America and Global Marketing. He oversees the #HobsonsInsightsstrategy - a data-based content strategy at Hobsons - to support the international education sector in better understanding the future student profile, using this understanding to help institutions to reach, attract, engage, convert and retain them.

Fabian has two bachelor degrees in Management and Marketing with Majors in Advertising & PR and Human Resources. He's also completed Graduate Studies in Digital Marketing and Social Media Innovation.

6:15 - 7:00

## The ICEF Agent Barometer 2016 - North America Findings

**Sarah Mines**

**Audience: All**

### ► Session description

The ICEF Agent Barometer is an annual survey of over 1000 ICEF-screened agents from more than 100 countries. This seminar will present the latest results from the 2016 Barometer, with a particular focus on those results most relevant to US and Canadian educators. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by agents recruiting for a range of study programs. We will also share:

- Where agents plan to send students in 2017
- What agents' concerns are for the year ahead
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for the agents they work with

The results provided 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 agents worldwide.

### ► Speaker



**Sarah Mines**  
*Sales Director - Canada, ICEF, Germany*

Sarah Mines is a leading authority on international education trends in Canada, with over 15 years' experience in marketing and partnership building. In 2015, Sarah was promoted to Director of Sales for ICEF Canada, where she has been working since 2011.

As part of her mandate, Sarah works closely with key industry partners and educational institutions to help them achieve their internationalization goals and put Canada on the map. Prior to her role at ICEF, Sarah was the Marketing Manager for BCCIE, where she was involved in advancing British Columbia's international education interests in key markets.

# Seminar Room: Poinciana 3

**2:00 - 2:45**

## How to Maximize your ICEF Workshop Experience - for Agents

**Isabel Vogt**

**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 North America Workshop - Miami in particular. The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximize your time during the event
- Post-workshop follow-up and contracts
- How to maximize 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 conferences in over 30 countries around the world.

**2:45 - 3:15**

## The US Agent Training Course (USATC) and the ICEF Agency Recognition Program

**Stephanie Zimmermann**

**Audience: All**

### ► Session description

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 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](http://icef.com)

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 Relationship Manager,  
ICEF,  
Germany*

Stephanie joined ICEF in 2006 through an internship program 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.

# Seminar Room: Poinciana 3

**3:15 - 4:00**

## EnglishUSA: We're All about IEPs!

**Cheryl Delk-Le Good**

**Audience: All**

### ► Session description

Since its founding in 1986, EnglishUSA – the American Association of Intensive English Programs – has become the largest and most important IEP membership organization in the United States. Our mission is to provide support, standards and advocacy for our members – and for non-members as well.

This presentation will outline: key issues, trends and challenges facing the organization and the IEP community; the services we provide for our members; and our vision to be the recognized voice of IEPs in the USA. The new executive director will provide a report of recent activities and highlight the value of EnglishUSA programs for agents and opportunities available for companies that provide services for IEPs.

### ► Speaker



**Cheryl Delk-Le Good**  
*Executive Director,  
EnglishUSA,  
USA*

Cheryl Delk-Le Good is the Executive Director of EnglishUSA.

She has been an active member in the field for more than 20 years. She served as President of EnglishUSA in 2011-12 and on the UCIEP Board from 2006-2011. She was the IEP Network Leader for the International Enrollment Management Knowledge Community for NAFSA in 2015 and recently completed a term as CEA Commissioner/Treasurer.

Prior to joining EnglishUSA, she worked in the Intensive English Program at Georgia State University for 15 years as director/faculty. She earned MA degrees in French and TESOL at Michigan State University.

**4:00 - 4:45**

## U.S. Department of Commerce Programs for International Student Recruitment

**Debra Rogers & Stephanie Heckel**

**Audience: All**

### ► Session description

Are you eager to find a way to stretch your school's international marketing dollars further? Join the U.S. Commercial Service at this session to learn about how we help U.S. educational institutions with market research and webinars on best prospect markets for international student recruitment, best practices for schools interested in recruiting more international students, as well as specific services available in the U.S. and overseas that are available to you.

Representatives from the U.S. Commercial Service will discuss their agency's services, and highlight programs to help you target high potential international markets and bring in the right international students to your institution!

### ► Speakers



**Debra Rogers**  
*Senior International Trade Specialist,  
U.S. Department of Commerce Commercial  
Service Office,  
USA*

Debra Rogers is a Senior International Trade Specialist at the U.S. Department of Commerce Commercial Service office in Chicago. The mission of her agency is to expand U.S. exports of goods and services. Debra spends a large portion of her time working specifically on expanding exports of U.S. educational services, and has served as Global Education Team Leader for her agency. She has spoken about her work at numerous national and regional international education conferences.

Prior to joining the Department of Commerce in 1991, Debra worked as a Peace Corps volunteer in Cameroon and as an International Operations Specialist for a grain trading company in Minneapolis. She also studied in Germany both as an undergraduate exchange student and as a Fulbright Scholar in international economics. Debra speaks German and French and has traveled to over 40 countries.

# Seminar Room: Poinciana 3



**Stephanie Heckel**  
*Director,  
Greensboro U.S. Export Assistance Center,  
U.S. & Foreign Commercial Service, U.S.  
Department of Commerce,  
USA*

Stephanie Heckel provides one-on-one international trade consulting to firms in the Piedmont Triad area of North Carolina. The U.S. Commercial Service is dedicated to helping U.S. companies' export through its network of over 100 U.S. Export Assistance Centers and overseas offices in over 75 markets worldwide.

Ms. Heckel joined the U.S. Department of Commerce in 2003 and transferred to the Greensboro, NC U.S. Export Assistance Center in 2011. Ms. Heckel actively assists new to export and experienced exporting firms in developing international strategies and penetrating new markets. As an active member of the North Carolina trade community, she is extremely aware of the importance of exports to one's economic community and the stability of area firms.

Ms. Heckel has planned various trade education courses for U.S. companies, assisted in the development of a web resource portal for exporting companies in Florida, and led the coordination of trade missions to Malaysia, Brazil, and Singapore.

Ms. Heckel is an alumnus of the University of North Carolina at Greensboro, with a B.S. in International Business Studies, and Nova Southeastern University, with a Master of International Business Administration. She currently resides in Greensboro, NC.

**4:45 - 5:30**

## Considering Transparency in Agency-Based Recruitment

**Mike Finnell & Jennifer Wright**

**Audience: All**

### ► Session description

As engagement with recruitment agencies becomes more widely accepted in the U.S. guidelines for best practice are increasingly sought. The American International Recruitment Council adopted in 2014 Institutional Guidelines for Best Practice that center on institutions' commitment to engaging in marketing, recruitment and student support practices that are truthful, ethical and transparent and which meet with the highest levels of professionalism. In this session we offer to define the concept of transparency and its applicability to institutions and agencies in agency based international student recruitment. Session participants will be encouraged to share their thoughts on the topic of transparency.

### ► Speakers



**Mike Finnell**  
*Executive Director,  
American International Recruitment Council,  
USA*

Mike Finnell became the Executive Director of AIRC in December of 2015.

Previously he was the President and CEO of Youth For Understanding USA. He has nearly thirty years of experience in the international education and cultural exchange field and has also worked at Meridian International Center, Global Ties U.S., NAFSA and the Alliance for International Educational and Cultural Exchange.

He holds a B.A. in Anthropology from the University of Kansas and a M.A. in International Affairs from the University of Pennsylvania.



**Jennifer Wright**  
*Director of Certification,  
American International Recruitment Council,  
USA*

Jennifer Wright (MA – International Affairs), directs the certification program for the American International Recruitment Council - the recruitment industry qualification standard organization in the US. AIRC's rigorous certification process for agencies is the quality mark for best practice in third party recruitment in the US.

Her experience includes directorship of university study abroad programs and international programs offices at institutions including The George Washington University, The Cleveland Institute of Art and Cleveland State University.

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# Seminar Room: Poinciana 3

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5:30 - 6:15

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## Pace of Adoption of International Student Recruitment Agencies by U.S. Universities

**Jean-Marc Alberola & Patrik Pavlacic**

**Audience: All**

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### ► Session description

This innovative research commissioned by Bridge Education Group in partnership with StudentMarketing provides insight on both the pace of adoption of agencies as a recruitment channel partner by U.S. universities, as well as how specific market forces and public opinion are influencing how this adoption takes place and to what degree it differs from practices in other countries.

- Understand comprehensive quantitative data on the impact of third-party international recruitment on U.S. university enrolments, including pace of adoption, commission and compensation models, and average number of agents engaged by institutions
- Gain visibility into the effect of agent accreditation, role of intermediaries and master agents, trends in the role of agents, fees charged, and how public opinion is shaping how agency channel partner adoption is evolving and practiced
- Understand key concerns and the controversy over the use of agents

### ► Speakers



**Jean-Marc Alberola**  
*President,  
Bridge Education Group,  
USA*

Jean-Marc is President of Bridge Education Group, a comprehensive provider of language and education services including corporate language training, teacher training, study abroad, and university pathway programs.

Jean-Marc has over 25 years' experience in language and education abroad and regularly presents at NAFSA, AIRC, IALC, and ICEF events.



**Patrik Pavlacic**  
*Head of Research,  
StudentMarketing Ltd.,  
Austria*

Patrik Pavlacic is the Head of Research at StudentMarketing, global specialists in market research and strategic business development for the international education sector. A UNWTO Affiliate Member, StudentMarketing works with governments, associations, and individual educational institutions providing critical analyses of the forces driving international student mobility, and translating them into insights on how to expand or gain foothold internationally.

Patrik has been at StudentMarketing since 2009. His primary focus and expertise lies in global-scale data collection (quantitative research and monitoring of 60+ sources of secondary data), trend analysis and interpretation, and data-driven market expansion strategies. Over the past 7 years, he has produced or contributed to over 50 bespoke research projects for stakeholders across all sectors and markets.

Since 2011, he has led the company's team of in-house and in-field researchers, presented findings at conferences, and been interviewed by many leading international publications. Patrik is a member of ESOMAR World Research.

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# Seminar Room: Poinciana 3

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**6:15 - 7:00**

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## **Disclose and Verify: NACAC Guidance on Strengthening Transparency Around Education Agents**

**Lindsay Mathers Addington**

**Audience: Providers**

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► **Session description**

Agency-based international student recruitment has been the subject of considerable controversy in recent years, particularly in the United States. In response, the National Association for College Admission Counseling (NACAC) has made changes to its code of conduct, issued guidance to institutions and students, and undertaken research to better understand university-agent relationships.

NACAC is committed to raising awareness and providing its members, the broader education community, and most importantly international students and parents with reliable information about agency-based recruitment. Come to this session to learn about research findings and related tools, and engage in a discussion around problematic practices and potential solutions.

► **Speaker**



***Dr. Lindsay Mathers Addington***  
*Assistant Director of International Initiatives,  
National Association for College Admission  
Counseling (NACAC),  
USA*

Lindsay Addington is the Assistant Director of International Initiatives at the National Association for College Admission Counseling. She develops programs for and research around the counseling, recruitment, enrollment, and support of students looking to study in another country.

Prior to NACAC, Lindsay worked at the American Council on Education's Center for Internationalization and Global Engagement and at the George Washington University's (GW) Office of Undergraduate Admissions.

She holds a Bachelor's degree in Communication from the University of Delaware and a Master's degree and Doctorate in Higher Education Administration from GW.



# Seminar Room: Poinciana 4

2:00 - 2:45

## Why International Students Should Study in New Jersey

**Lydia Green**

**Audience: Agents**

### ► Session description

Did you know that the great state of New Jersey is home to the largest number of scientists and engineers per square mile than any place else in the world? Or that New Jersey has the second highest median household income in the United States?

The most densely populated state in the U.S. and located within two major metropolitan areas; New York City and Philadelphia, this ideal location in the northeast provides phenomenal cultural accessibility and the opportunity for students to enjoy the best of both worlds; vibrant cities and beautiful suburban towns.

Home to several well-known colleges and universities; learn why “The Garden State” of New Jersey is the perfect place for international students to pursue their higher education.

### ► Speaker



**Lydia Green**  
*Assistant Director of International Services and Outreach,  
Office of International Programs,  
Felician University,  
USA*

Lydia Green is the Assistant Director of International Services and Outreach at Felician University in Rutherford, New Jersey. In this role she is responsible for the recruitment and enrollment of international students and acts as the school's Principal Designated School Official (PDSO) of the Student and Exchange Visitor Program (SEVIS). Formerly Ms. Green was an International Student Advisor at Berkeley College in New York, NY, where she provided immigration advisement and counseling on student affairs issues to the College's international population. She received her Bachelor's degree in Spanish Language and Literature from the University of Delaware.

Ms. Green became a member of the Study New Jersey organization in 2015 and was recently appointed to Member-at-Large. As a resident of Hoboken, NJ, she is delighted to represent StudyNJ at ICEF.

2:45 - 3:15

## Study Hawaii Educational Consortium: Why Study Anywhere Else?

**Stephen Jacques**

**Audience: Agents**

### ► Session description

The Study Hawaii Educational Consortium is here to show that while Hawaii is a beautiful paradise, it is also an excellent destination for educational opportunities. The Study Hawaii Educational Consortium represents over 27 accredited educational institutions across the state including K-12 schools, English as a Second Language (ESL) programs and schools, community colleges, and universities (public and private).

This presentation will show all of the excellent reasons why students should choose to study in the state of Hawaii and what the various Study Hawaii institutions can offer including outstanding education and training opportunities.

The Study Hawaii Educational Consortium is accredited by the Better Business Bureau and works closely with the State of Hawaii DBEDT, NAFSA, and Education USA.

### ► Speaker



**Stephen Jacques**  
*Director of Office of International Programs,  
Leeward Community College,  
USA*

Steve Jacques has been involved in international education for more than 20 years. In addition to teaching English in France and Japan early in his career, Steve was Director of the Intensive English Program at the University of Hawaii at Manoa for a decade, and has been Director of the Office of International Programs at Leeward Community College for almost as long.

Steve has been very involved with NAFSA over the years, as Regional Conference Chair twice, as well as serving in the Regional Chair stream from 2012-2014. Steve is also a member of AIRC, EnglishUSA, and AIEA, and has presented at many of their conferences.

Steve is one of the founders of Study Hawaii, and has been on its Executive Board for two years.

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# Seminar Room: Poinciana 4

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3:15 - 4:00

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## International Recruitment Strategies for a State Study Consortium: Promoting West Virginia as a Study Destination

**Dr. Clark Egnor & Dr. Charles L. Nieman**

**Audience: All**

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► **Session description**

Study West Virginia is an International Education Consortium of Colleges and Universities established by the West Virginia Higher Education Policy Commission (WVHEPC) in May 2006.

The Consortium seeks to increase the number of international students in West Virginia by promoting West Virginia as a study destination for international students. In this session, the WVHEPC Director of International Programs will provide an overview of current international student recruitment strategies used by the Consortium and one of its member universities in West Virginia, Shepherd University (presented by Dr. Charles L. Nieman, Director of International Affairs).

► **Speakers**



**Dr. Clark Egnor**  
*Director of International Programs,  
Study West Virginia,  
USA*

Clark Egnor has over 20 years of experience in international education. He has a Bachelor's degree from Boston University and Master's and Doctoral degrees from West Virginia University. He currently serves as Director of International Programs at the Higher Education Policy Commission (HEPC) where he provides leadership and support for the international programs and initiatives at all of the West Virginia public state colleges and universities.

Prior to his appointment to this statewide position in September 2013, Dr. Egnor served as Executive Director of the Center for International Programs at Marshall University where he worked as an international education administrator for 20 years. As the chief university officer responsible for all international programs and activities at Marshall, Dr. Egnor was in charge of the university's study abroad and exchange programs around the world, the international student programs, which served over 400 international students and scholars, the international admissions office, and the English as a Second Language Program.



**Dr. Charles L. Nieman**  
*Director of International Affairs,  
Shepherd University,  
USA*

Charles Nieman serves as Shepherd University's first Director of International Affairs, overseeing international student recruitment and services, study abroad, the Intensive English Language Program, and campus internationalization.

He has over 20 years' experience in International Education and has held national, regional, and state-level leadership positions within NAFSA. Prior to joining Shepherd, he held directorships at Kent State University and the University of Pittsburgh. "International" has been a major part of his life across multiple career paths in which he has lived and worked internationally for almost 14 years and held responsible positions in a wide variety of organizations, ranging from military to education, humanitarian, and nonprofit.

He has Bachelor and Master degrees from the University of New Mexico and a doctoral degree from Kent State University.

# Seminar Room: Poinciana 4

4:00 - 4:45

## Science and Industry in Alabama's Universities and Colleges

**Susan Carvalho & Bill Wallace**

**Audience: Agents**

### ► Session description

When selecting a graduate program, students often want to know what differentiates each institution, and what they will have the opportunity to do at each, as part of their Masters or doctoral research. For public universities, the economic focus of the state helps to define priorities and to sponsor particular types of research, which become centers of excellence at that institution. In this session we will present the state of Alabama's economic areas of strength and outline how those connect to cutting-edge graduate programs, particularly in engineering and the sciences. With this focus on connections between regional industries and graduate programs, the session will offer participants an insight into higher education across the state of Alabama, to find the right fit for their students.

### ► Speakers



**Dr. Susan Carvalho**  
*Associate Provost & Dean of the Graduate School,  
University of Alabama,  
USA*

Susan has served as associate provost for internationalization at the University of Kentucky, and brings that global perspective to her current position as dean of the Graduate School at the University of Alabama. At UA, she is charged with increasing international and domestic enrollments at UA's Graduate School as well as facilitating the development of new degree programs and supporting graduate students throughout their lifecycle. Susan earned her PhD degree in Latin American literature at the University of Virginia.



**Bill Wallace**  
*Director of English Language Institute,  
University of Alabama,  
USA*

Bill has been involved in the teaching and administration of English as a Second Language since 1978. He has taught ESL in the Republic of Korea as well as in various parts of the United States, and he has conducted teacher-training courses and other courses in Brazil, Colombia, and Guatemala. In addition, he has presented at numerous professional conferences and has served as President of two professional organizations, UCIEP and AMTESOL. Bill earned his Ed.D. degree in Higher Education Administration at the University of Alabama.

4:45 - 5:30

## Canada: Open to the World

**Charbel Moreno & Ryan Sullivan**

**Audience: Agents**

### ► Session description

Canada is a safe, secure, stable, and affordable study destination for students from around the world. This presentation will examine Canada's economic and political state in a global context while showcasing high quality education opportunities in regions across the country.

As a country built on immigration, Canada welcomes international students for a life-changing experience that goes from learning English or French to exceptional post-secondary education options. Students can also have access to work opportunities during their postgraduate studies. As other countries increase restrictions on students and immigrants, Canada is opening its borders. Canada education credentials are very portable which also open opportunities around the world. Join us to learn about the Canadian advantage for your students.

### ► Speakers



**Charbel Moreno**  
*Manager, International Affairs,  
Languages Canada,  
Canada*

Originally from Mexico, Charbel has a Bachelor's degree in Communications and a Master's degree in Administration specialized in Marketing. He currently holds a Digital Marketing Management certificate from the University of Toronto. Charbel has over 12 years of experience working for the education sector putting in place marketing strategies, events, giving presentations and building public relations. He speaks Spanish, English and French.



**Ryan Sullivan**  
*Director of International Education,  
New Brunswick Community College - NBCC,  
Canada*

Ryan has presented on studying in Canada to audiences in approximately 50 countries over his sixteen years of working with international students. He has led teams at both a Canadian university and college in admissions, recruitments, student affairs, and residence life. He currently is the Director of International Education at NBCC, a two year college in New Brunswick. Ryan volunteered on the Council of International Schools (CIS) Canadian Committee and is a Past-President of the International Association for College Admissions Counseling. He currently serves on NACAC's International Initiatives Committee and coordinates EduNB activities which promote New Brunswick as a study destination. Ryan, his wife Julie, and their 20 month old son live in Fredericton, New Brunswick on Canada's beautiful east coast.

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# Seminar Room: Poinciana 4

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5:30 - 6:00

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## Canadian High Schools: Leaders in the International Student Experience

**Fiona Parke, Patrice Daoust & Twila Joyes**

**Audience: Agents**

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### ► Session description

The opportunity to be immersed in English, French or have a bilingual experience is just one of the many reasons almost 40,000 high school students from around the world choose to study in Canada each year.

This presentation will provide insights as to why Canada is so popular and ranked the 'best destination for high school students.' Agents will learn how Associations such as CAIS, CAPS-I and FEEP can support their work and how to source specialized educational programs offered by independent and public high schools across Canada.

### ► Speakers

#### **Fiona Parke**

*Interim Director of Outreach,  
CAIS Boarding Schools,  
Canada*



#### **Patrice Daoust**

*Director, Student Affairs,  
Fédération des Établissements  
d'Enseignement Privés,  
Canada*

Patrice has a B.A in arts specializing in History from University of Montréal and a C.Ed in secondary education from the same university. He was a History and Geography teacher in a private boarding school for girls, Pensionnat du Saint-Nom-de-Marie, from 1987 to 1996. He then was Vice principal for student affairs in two private schools in the Montréal, Québec, Canada area from 1996 to 2013, Collège de l'Assomption and Collège Saint-Hilaire.

Since 2013 he is Director for Student affairs at Federation des Établissements d'Enseignement Privés. FEEP is an association of 194 private preschool, primary, secondary and special education schools all across Québec Canada. It represents 110 000 students.

In addition, Patrice is involved in NGOs for youth in Canada and has created day and trekking camps for teenagers since 1983. Between 2008 and 2014 he was organizer of cooperation missions in primary schools in Sénégal and Morocco.



#### **Twila Joyes**

*Marketing & Communications Coordinator,  
Canadian Association of Public Schools -  
International (CAPS-I),  
Canada*

Twila is from Saskatoon, Saskatchewan and has been working in the education industry for over 10 years. She recently joined CAPS-I last October as the Marketing & Communications Coordinator.

CAPS-I is a non-profit association comprised of over 125 publicly-funded school districts/boards. Each year, members educate over 25,000 international students in long term programs in the K-12 sector. CAPS-I schools set the standard for quality international student programs in Canada.

# Seminar Room: Poinciana 4

6:00 - 6:15

## Canada Course for Education Agents – Relevant Updates

**Charbel Moreno & Sarah Mines**

**Audience: Agents**

### ► Session description

The CCEA offers free and valuable information as well as recognition for agents of their understanding about Canada as a study destination. The Canadian Consortium for International Education and Global Affairs Canada are committed to providing updates to ensuring the relevance of the course and the latest edition of the course will be presented at the ICEF North America Workshop - Miami.

This information will be valuable for agents who have already taken the course and for any interested in learning more about its benefits.

### ► Speakers



**Charbel Moreno**  
*Manager, International Affairs,  
Languages Canada,  
Canada*

Originally from Mexico, Charbel has a Bachelor's degree in Communications and a Master's degree in Administration specialized in Marketing. He currently holds a Digital Marketing Management certificate from the University of Toronto. Charbel has over 12 years of experience working for the education sector putting in place marketing strategies, events, giving presentations and building public relations. He speaks Spanish, English and French.



**Sarah Mines**  
*Sales Director - Canada,  
ICEF,  
Germany*

Sarah Mines is a leading authority on international education trends in Canada, with over 15 years' experience in marketing and partnership building. In 2015, Sarah was promoted to Director of Sales for ICEF Canada, where she has been working since 2011. As part of her mandate, Sarah works closely with key industry partners and educational institutions to help them achieve their internationalization goals and put Canada on the map. Prior to her role at ICEF, Sarah was the Marketing Manager for BCCIE, where she was involved in advancing British Columbia's international education interests in key markets.

6:15 - 7:00

## Trends in Demand for English and Other Languages: Align your Programmes with Future Demand

**Jan Capper**

**Audience: All**

### ► Session description

The 2016 IALC Research Report on Trends in Demand for Foreign Languages contains the current experience and the projections of over 450 agencies worldwide on English and other language study abroad.

In this seminar we examine this unique research along with additional secondary data sources to identify the key trends in English language learning abroad with a particular focus on North America.

### ► Speaker



**Jan Capper**  
*Executive Director,  
International Association of Language  
Centres Limited (IALC),  
United Kingdom*

A graduate of German and French, Jan began her career in tourism, working for British, American and Malaysian companies.

In 1990, she became International Marketing Director of Pitman Central College in London and five years later moved to Berlin to work in a similar role for GLS. She has managed the IALC Secretariat since 1996.

She has also worked as a translator, copywriter, journalist, marketing consultant and tutor, and holds the Chartered Institute of Marketing Diploma. She served as Co-convenor of the Global Alliance of Education and Language Associations (GAELA) from 2012-2015.