### Seminar programme • October 15, 2014

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Panelists</th>
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<tbody>
<tr>
<td>14:00</td>
<td>How to Maximise your ICEF Workshop Experience - for Agents</td>
<td>Albert An, Director China Office, ICEF, China</td>
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<tr>
<td>14:45</td>
<td>How to Maximise your ICEF Workshop Experience - for Providers</td>
<td>Isabel Vogt, Vice President Events &amp; Logistics, ICEF, Germany</td>
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<td>ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency Recognition Programme</td>
<td>Tiffany Egler, Director Agent Relations, ICEF, Germany</td>
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<td>14:50</td>
<td>Study in Canada Information Session</td>
<td>Oussamah Tamim, First Secretary and Trade Commissioner, Embassy of Canada, China</td>
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<td>14:50</td>
<td>Joint Market Development with Agents in China – a Third Party Perspective</td>
<td>Cecilia Fan, Publisher, China Higher Ed, China</td>
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<tr>
<td>14:55</td>
<td>The End of the Mom and Pop Shop Era for Language Schools and Agencies – Why You Need to Transform</td>
<td>Chris Musial, Marketing Director, International Language Institute (ILI), Canada</td>
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<td>15:00</td>
<td>Your Organization and How</td>
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<td>Studying in China and Student Recruitment Trends of Chinese Higher Education Institutions</td>
<td>Juan Xiong, Chief Operating Officer, AT0086, China</td>
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<td>15:10</td>
<td>Education in Spain: Unique Features and Student Visa Programme</td>
<td>Javier Serra, Economic Adviser &amp; Chief Commercial Officer, Angel Santa Maria &amp;</td>
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<td>Maria Luisa Ochoa, Education Advisers, José Luis del Barco Fernández-Molina</td>
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<td>15:20</td>
<td>South Asia - Best Entry and Recruitment Strategies for International Universities</td>
<td>Abhijit Zaveri, Managing Director, Career Mosaic Pvt. Ltd., India</td>
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<td>May Huang, Assistant Director - Education Marketing, British Council, China</td>
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<td>15:30</td>
<td>The China Education Agent Course (CEAC)</td>
<td>Markus Badde, CEO, ICEF, Germany, Peng Sang, President, Beijing Overseas Study</td>
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<td>The ICEF Agent Barometer: Asia Findings</td>
<td>Gavin Hopper, Business Development Manager, ICEF, Australia</td>
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How to Maximise your ICEF Workshop Experience - for Agents

Albert An

Room: Fortune 2
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 Beijing 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

Albert An, Director China, ICEF, Germany

Albert An started the ICEF China office in 1999 and has since been closely working with various education factors in the Greater China region. He worked as the China Representative of the British Tourist Authority before joining ICEF.

Being part of the operation team of every ICEF Workshop in China, Albert An has helped many education agents and providers find their ideal business partners.

Albert An loves to work in the education field and is a strong believer that education is the key to a better world.
How to Maximise your ICEF Workshop Experience - for Educators

Isabel Vogt
Room: Fortune 5
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 Beijing 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.
ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency Recognition Programme

Tiffany Egler
Room: Fortune 2
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 Agency is considered as an indicator of quality, showing that an agency has been successfully vetted for, and participated in, ICEF Workshops. The ICEF Agency Status is renewed through ongoing quality assurance screening and reference checks.

Educators and service providers are welcome to join the session.

► 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 Agent Relations 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 the company’s 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

In this session, we will examine the relationship between foreign education providers and student recruitment agents in China from an objective third-party perspective. We will share China Higher Ed’s understanding of the issue, encouraging universities to increase their own understanding of the recruitment agent landscape in China.

This session will also provide analysis of agents’ capabilities, networks, limitations, and the ways in which universities can work with student recruitment agents to work more effectively and build better outcomes for branding and student recruitment in China.

Speaker

Cecilia Fan, Publisher, China Higher Ed, China

Cecilia Fan has over 20 years experience in business consulting, having worked for China’s first foreign-owned consulting firm and later for several Australian government departments in China.

Cecilia is a founder of China Higher Ed, a research, analysis and advisory firm with a strong track record of building overseas higher education institutions’ presence in China. Cecilia has worked on a number of projects with foreign universities in the US and Australia, including the University of Queensland, Macquarie University, UNSW and DeVry in an advisory role. Cecilia has also been a regular contributor to several publications, focusing on adapting strategy for the China market.
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

Oussamah Tamim

First Secretary and Trade Commissioner,
Embassy of Canada,
China

Mr. Tamim joined the Canadian Foreign Service in 2000. At the Department of Foreign Affairs, Trade and Development headquarters in Ottawa, Canada, he held several positions such as Spokesperson, Economic Policy Officer for APEC and Senior Trade Policy Officer working on free trade agreements.

Abroad, he served as a Trade Commissioner at the Embassy of Canada in Poland and at the Consulate General of Canada in Shanghai, China.

In August 2014, Mr. Tamim took up his current position at the Embassy of Canada in Beijing, China, where he manages the education promotion team.

Prior to his career as a Foreign Service Officer, Oussamah Tamim worked in a general practice law firm in Ottawa. Mr. Tamim holds from the University of Ottawa a Bachelor of Social Science (B.S.Sc.) in Political Science, and legal degrees in Common Law (LL.B.) and Civil Law (LL.L.).
The End of the Mom and Pop Shop Era for Language Schools and Agencies – Why You Need to Transform Your Organization and How

Chris Musial
Room: Fortune 2
Audience: All

Session description

In a mature and globalized education marketplace one-school wonders and single location agencies run by their passionate founders are finding it increasingly difficult to operate – and thrive – in the face of multi-location, multinational schools and agency conglomerates.

The thought-provoking 'End of the Pop Shop Era' explores changes in our industry over the past five decades, why the current trends are irreversible, and provides seminar participants with a checklist on how to make the transformation into a larger more competitive organization.

Speaker

Chris Musial
Marketing Director,
International Language Institute (ILI),
Canada

Chris Musial has been in the international education industry since the late 1970s and is a veteran ICEF Workshop participant.

As the Marketing Director of the school his father founded in the 1980s, Chris has witnessed the transformation of the international education industry over the past four decades and shares the benefit of his experience with the ICEF community.
The Canada Course for Education Agents (CCEA)

Tiffany Egler

Room: Fortune 5
Audience: Agents

► Session description

Learn about the Canada Course for Education Agents, a new 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 and Marketing (CCIEM), 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 Agent Relations 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 the company’s agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional recruitment agents worldwide.
Studying in China and Student Recruitment Trends of Chinese Higher Education Institutions

Juan Xiong

Room: Fortune 2
Audience: All

Session description

The session will outline the following topics:

- Overview of studying abroad in China
- Introduction of Chinese higher education service products
- Common recruitment channels and methods of Chinese universities
- Challenges in international student recruitment encountered by Chinese universities
- Development trends in international student recruitment of Chinese universities

Speaker

Juan Xiong, Chief Operating Officer
AT0086, China

With the growing number of students in China and the rapid development of the network of new media, AT0086 was established in 2006 in China. AT0086 is a research institution in China, dedicated to providing one-stop services to study in China and the policy research of studying abroad in China. AT0086 includes three subordinate bodies: AT0086 Network, China International Students Admissions System (CISS) and the Research Center for Studying Abroad in China.

From 2006 Miss Juan Xiong is a Chief Operating Officer & Director of the Research Center for Study in China, AT0086 Corporation. As one of founders of AT0086, she led the team to establish the corporation which provides international students with one-stop services for studying in China and offers English information of more than 500 Chinese universities and 40,000 courses for international students. AT0086 also founded CISS (China International Students Admissions System) to collect excellent subjects and brand programs of Chinese universities, integrate education resources of inbound and outbound programmes and emulate international student recruitment experiences from overseas universities. With her efforts, Miss Xiong founded the Research Center for Study in China, which aims at researching the habits and interests of international students who apply for China’s universities, and also doing analysis of online application data to provide data support for China’s universities. Miss Xiong spoke at training sessions for Chinese admission officers many times, she received a Master Degree of Science in Social Informatics and Management from the University of York, UK.
Education in Spain: Unique Features and Student Visa Programme

Javier Serra, Angel Santa María & María Luisa Ochoa, José Luis del Barco Fernández-Molina

Room: Fortune 5
Audience: All

► Session description

A broad view of Spain's Education system with a special focus on EU and Spanish legislation that opens new opportunities for international students. Additionally, the session will provide an overview of the improvements regarding the student visa issuance, which will make studying in Spain an even more attractive option.

Representatives from the Spanish Ministry of Foreign Affairs involved in Study in Spain will be present.

Topics:
- Spain: Your partner in Europe. The Study in Spain Programme.
- Unique features of Spanish Education
- Attracting talent: Spain's news on visa issuance processes for international students.

► Speakers

Javier Serra,
Economic Adviser & Chief Commercial Officer
Embassy of Spain, China

Trade Technical Expert and State Economist since 1988. From 1992 to 1997, Chief Counselor at the Spanish Economic and Commercial Office in Quito (Ecuador). In 1999 Mr Serra was appointed Director of the Planning and Research Division at the Spanish Institute for Foreign Trade (ICEX), and in 2000 Director of the Information Services Division at the same institution. From 2002 to 2007, Mr Serra was appointed Economic and Commercial Counselor at the Economic and Commercial Office of Spain in Beijing. In September 2007 he joined ICEX headquarter again, this time as Deputy Director of the Training Division, and in October 2008 he was appointed as Director of the Exports and Business Training Division. From December 2010 Mr Serra is holding the position of the Chief Counselor at the Economic and Commercial Office of the Embassy of Spain in the P.R. of China.

Angel Santa María,
Education Adviser
Embassy of Spain, China

María Luisa Ochoa,
Education Adviser
Embassy of Spain, China

Angel Santa María and María Luisa Ochoa work in the Education Office of the Embassy of Spain in Beijing. They advise Chinese students all over China who want to start undergraduate or graduate studies in Spain.
South Asia - Best Entry and Recruitment Strategies for International Universities

**Abhijit Zaveri**

Room: Fortune 2  
**Audience:** Educators & Service Providers

► Session description

What are successful recruitment strategies for international universities entering the South Asian Market, including India, Sri Lanka, Nepal, Bangladesh, Thailand and Vietnam? Topics covered include country dynamics, student interests in terms of study abroad preference, agent networks, setting realistic goals, success stories, and what to avoid. The session will also describe methods of recruiting students in the region other than using agents.

► Speaker

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

Abhijit Zaveri is an MBA from the University of New Haven, (Connecticut, USA) and the founder of Career Mosaic. Career Mosaic is an AIRC (American International Recruitment Council) certified Student Recruitment Agency, which was established in 2002.

With the experience of Business Alliance for Fortune 500 companies in the US, Abhijit set up Career Mosaic with a view to guide students on various aspects of studying abroad while collaborating with North American Universities and integrating them with a vast agent network.

Career Mosaic at present has operations across Asia, Middle East & Africa (India, Sri Lanka, Nepal, Thailand, Vietnam, Bangladesh, UAE, Turkey, Mauritius & Nigeria) Career Mosaic is a partner to some of North America’s premium higher education institutes and manages a sub-agent network in 31 cities across 14 countries.

Abhijit has been a presenter and a speaker at various Higher Education conferences in North America. His most recent presentation was at the ICEF North America Workshop in Vancouver in May 2014.
The UK is the home of the English language and each year, over 600,000 students learn English in the UK. The British Council’s quality assurance scheme has been running since 1982 and students can choose from over 550 quality English language centres.

This session will give education agents vital information about studying English in the UK. We will explore the options available to students and discuss the benefits of studying at a British Council accredited centre. This includes an independent complaints procedure and emergency support fund available to students.

We will also inform agents about the services available to them to help them work with UK English language centres. This includes our agent training programme and our suite of materials produced specifically for agents.

May Huang, Assistant Director Education Marketing, British Council - Beijing, China

May joined the British Council in 2006 and now is Assistant Director Education Marketing. She has 8 years of experience focused on education marketing and digital consultancy, specializing in UK ELT and boarding school sectors’ development as well as digital project management in the Chinese market.

May grew the UK ELT sector in China with focus on young learners’ summer school programmes and short-term English language courses. It is recorded that the number of students who joined summer camps in the UK in 2013 increased by 50%, compared to the previous year of 2012. She was also invited to be a speaker at the English UK Annual Marketing Conference, China Social Media Training Workshops in Cambridge and London to present on effective digital marketing in the past two years.
The China Education Agent Course (CEAC)

Markus Badde & Peng Sang

Room: Fortune 2

Audience: All

Session description

The CEAC (China Education Agent Course) is a practical, professional on-line training course in Chinese offered by ICEF in partnership with BOSSA. The CEAC was designed to support excellence and professional standards in international education and is aimed at Chinese study abroad advisors and student counsellors. This new course is now available online and free of charge in a self-paced modular format. After studying the course, agents can take an official test at a BOSSA location in Beijing. Participants who complete the CEAC test successfully will receive an ICEF certificate, certifying them as a China ICEF Trained Agent Counsellor (CITAC) and recognizing them internationally as qualified consultants for the international education industry. Further to this, they will receive an award from the Chinese Ministry of Human Resources and Social Security (MHRSS) providing national recognition in China. Successful candidates will be displayed on a public web listing on the ICEF and BOSSA sites and agencies with at least one CITAC on their staff will be featured on a web locator (map view – find an agency by location).

Speakers

Markus Badde, CEO, ICEF, Germany

Markus Badde is the CEO of ICEF GmbH, connecting international educators and student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments. He 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 seven languages fluently and is at home nearly anywhere in the world.

Peng Sang, President, Beijing Overseas Study Service Association (BOSSA), China

From 2010 Mr Peng Sang is serving as the acting president of the Beijing Overseas Study Service Association, also known as BOSSA. His fundamental responsibility is to oversee a membership of nearly 70 study abroad companies' sector management and services, as well as to assist the Ministry of Education's International Cooperation and Exchange Division and Beijing Municipal Education Commission. Other duties include engaging in studying market statistics, handling complaints, and conducting industry assessments.

From 2008 to 2010 Mr Peng Sang served as a Secretary General of Beijing Overseas Study Service Association. He was responsible for the daily work of the Association under the leadership of president.

From 1996 to 2008 he worked in the International Affairs Administration at Beijing Municipal Commission of Education Office of International Cooperation and Exchanges. During his tenure Mr Peng Sang has been responsible for: Sino-foreign cooperative education services, affairs of expatriate children in international schools, affairs of children in international schools of personnel foreign embassies, affairs of students who are self-funded for study abroad service agency, and affairs of Chinese international promotion.

From 1984 to 1996 he has served as Foreign Affairs Administrator at Beijing Higher Education Authority. During his tenure he was responsible for all foreign affairs of foreign students in Beijing.
The ICEF Agent Barometer: Asia Findings

Gavin Hopper

Room: Fortune 5
Audience: Educators & Service Providers

► Session description

The ICEF Agent Barometer is an annual survey of over 1,100 ICEF-screened agents from 117 countries. This seminar will present the results from the 2013 Barometer, with a particular focus on results most relevant to Asian educators, as well as results most relevant to all educators working with agencies based in Asia. 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 programmes.

Gavin will also share:

* Where agents plan to send students
* 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

Gavin Hopper,
Business Development Manager,
ICEF GmbH,
Australia

After completing a Master of Arts in Asian Studies, including Japanese language, Gavin lived in Japan for a number of years, working in the field of teaching.

Returning to Australia, he managed and marketed for a work & travel organisation, growing inbound numbers for young people travelling to Australia. While completing his MBA, Gavin moved into the international education industry by developing the framework to deliver online courses for an Internet start-up company. This was followed by international marketing and recruitment roles within two Australian universities based in Victoria.

Returning to the private sector as an agent allowed Gavin to send students to institutions, thereby utilizing his knowledge of educational pathways and options. Further roles in the private sector allowed him to explore and better understand cost saving and efficiency maximisation within educational institutions, via offshore business process outsourcing.

Working with ICEF has allowed Gavin to use his experience both as an agent and an educator to advise his clients in the Asia Pacific region on ways to increase and diversify their international student enrolments.