### The ICEF Berlin Workshop
Connect international educators, service providers, work & travel professionals, and the world's best agents.

Hotel InterContinental, Berlin • Nov 01 – 03, 2015

## ICEF Seminars & Industry Presentations • November 01, 2015

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<td>14:00</td>
<td>How to Maximise Your ICEF Workshop Experience - for Providers</td>
<td>How to Maximise Your ICEF Workshop Experience - for Agents</td>
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<td>14:30</td>
<td><strong>Harald Kreiner</strong>, Director - Business Development EMEA, ICEF, Germany</td>
<td><strong>Tiffany Egler</strong>, Director - Agent Relations, ICEF, Germany</td>
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<tr>
<td>15:00</td>
<td>Ten Ways to Enhance Your 2016 Marketing Plans</td>
<td>The ALTO - Deloitte Language Travel Industry Survey 2015</td>
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<td><strong>Martin Bojam</strong>, Education Sector Lead Partner, Penna Plc, United Kingdom</td>
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<td>16:00</td>
<td>Where Are the Students? Mobile Technology, Big Data and Market Penetration</td>
<td>Coffee Break - Network with ALTO Members</td>
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<td><strong>Duleep Deosthale</strong>, Co-Founder &amp; Vice President, Admission Table, USA</td>
<td>16:00 - 16:30</td>
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<td>Global Trends for the Language Travel Industry - Agency Association Panel</td>
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<td><strong>Maura Leão</strong>, President, BELTA, Brazil</td>
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<td>The ICEF Agent Barometer 2015</td>
<td><strong>Juan Manuel Elizalde</strong>, Board Advisor, Aseproce, Spain</td>
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<td><strong>Rod Hearps</strong>, Vice President - Asia Pacific, ICEF, Germany</td>
<td><strong>Anastassia Romanenko</strong>, Representative, AREA, Russia</td>
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<td><strong>Eren Goker</strong>, President, UED, Turkey</td>
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<td>Moderator: <strong>Andrew Mangion</strong>, Executive Chairman, EC English Language Centres, Malta</td>
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<td>Anti-Marketing - Doing Business in a Slightly Different Way</td>
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<td><strong>Adrian Liley</strong>, Marketing Consultant, United Kingdom</td>
<td><strong>Chris Price</strong>, CEO and Principal Advisor, Adventus Education, Sri Lanka / United Kingdom</td>
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<td><strong>Anthony Lee</strong>, Head of Digital, INTO University Partnerships Ltd, United Kingdom</td>
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<td>19:00</td>
<td>Moderator: <strong>Jacqueline Kassteen</strong>, Director - ICEF Monitor, ICEF, Germany</td>
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| 14:00 - 14:30 | Recruiting from Nigeria: Market Trends and Future Potential  
**Felix Olugbenga Adedayo**, FAB Consulting Nig.Ltd, Nigeria  
Audience: Providers | Marketing Your Summer School or Other Short-Term Course - Marketing Communications that Work  
**Chris Price**, CEO and Principal Advisor, Adventus Education, Sri Lanka / United Kingdom  
Audience: Providers |
| 14:30 - 15:00 | How to Find New Agents and Motivate Old Ones in an Economic Crisis? Who Is Going Abroad from Brazil and What Are They Looking for?  
**Maura Leão**, President, BELTA, Brazil  
Audience: Providers | |
| 15:00 - 15:30 | The German Language Travel Market – Why Quality Matters  
**Elke Platz-Waury**, Member of the Independent Academic Advisory Board of the FDSV, Fachverband Deutscher Sprachreiseveranstalter, Germany  
Audience: Providers | |
| 15:30 - 16:00 | The Future of Student Recruitment in the Middle East - Updates on Saudi Arabia, Jordan, Lebanon and Kuwait  
**Ali Harith Al-Qurashi**, General Manager, EDUCON Study Abroad, Saudi Arabia  
**Arwa Tayem Due-Gundersen**, Director of International Relations, The Oval Office for Studies and Research, Jordan  
**Marie-Claude Saliba**, General Manager, Educom Overseas, Lebanon  
**Sami Alanazi**, General Manager, EduExperts for Human Resources Development, Kuwait  
Moderator: **Nabil Najd**, Manager MENA Region, ICEF, Lebanon  
Audience: Providers | |
| 16:00 - 16:30 | Recruiting from Latin America  
**Gustavo Viale**, CEO, InterWay Educational Consultancy, Argentina  
Audience: Providers | |
| 16:30 - 17:00 | The Growing Educational Travel Market in Mexico  
**Fernanda Viramontes**, Product Manager - Live&Learn, Mundo Joven, Mexico & Latin America  
**Joshua Tripp**, Executive Director, LAMAT, Mexico  
Audience: Providers | |
| 17:00 - 17:30 | The Swiss Market and its Diversity  
**Claudio Cesarano**, CEO, Media Touristik AG, Switzerland  
Audience: Providers | |
| 17:30 - 18:00 | Global Trends and Disruptors in International Student Referrals  
**Rod Hearps**, Vice President - Asia Pacific, ICEF, Germany  
Audience: All | |
| 18:00 - 18:30 | Global Quality Assurance - Benefits for International Education  
**Diana Lowe**, Executive Director, ABLS Accreditation, United Kingdom  
**Genevieve Abela**, Chief Executive Officer, FELTOM, Malta  
**Mark Raven**, Chief Executive Officer, NEAS, Australia  
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| 14:00 - 14:30 Higher Education in Russia  
**Maria Kirichenko**, Deputy Director General for Development, Group of Russian State Universities - RACUS, Russia  
Audience: Agents | 14:00 - 14:30 University Studies in Germany – Foundation Year, Bachelor and Master Programmes  
**Benjamin Effer**, Director, Schiller Language School & Rheinisches Studienkolleg, Germany  
Audience: Agents |
| 14:30 - 15:00 The New Diplomas Offered in the International Baccalaureate Programme  
**Whitney Sterling**, Head of Boarding School, Berlin Brandenburg International School, Germany  
Audience: Agents | 14:30 - 15:00 Pathways to UK Boarding – International Study Centres and Summer Courses  
**Sarah Bellotti**, Head of The Mount, Mill Hill International, United Kingdom  
Audience: Agents |
| 15:00 - 15:30 Study in Malaysia to Experience “Truly Asia”  
**Syed Alwee Alsagoff**, Senior Director, International Development, Education Malaysia Global Services (EMGS), Malaysia  
Audience: All | 15:00 - 15:30 PART 1: WHY Tamwood – a Case Study in Uncovering Your Company’s Purpose to Grow Sales  
PART 2: Entrepreneurship Training at Tamwood Careers – What it Is and Why You Should Be Promoting it  
**Tamsin Plaxton**, President & Managing Director, Tamwood International, Canada  
Audience: Agents |
| 16:00 - 16:30 What Do Agents Need to Know about Australia?  
**Brett Blacker**, CEO, English Australia, Australia  
**Larry Davies**, General Manager Services, ACPET, Australia  
**Sheralyn Derrick**, Senior Education Manager, Austrade, Australia  
Audience: All | 15:30 - 16:00 Canadian Public Schools – Excellence & Opportunity in Education  
**Barbara Onstad**, President, Canadian Association of Public Schools - International (CAPS-I), Canada  
**Robert Porkka**, Past-President, Canadian Association of Public Schools - International (CAPS-I), Canada  
Audience: All |
| 17:00 - 17:30 Australia: Student Visas – What’s New?  
**Leah Nichles**, Chief Migration Officer, Australian Embassy Berlin, Germany  
**Jen Dawson**, Senior Migration Officer, Australian Embassy Berlin, Germany  
Audience: All | 16:30 - 17:00 Study in Canada Information Session  
**Geneviève Gougeon**, Brand Manager, Edu-Canada, Department of Foreign Affairs, Trade and Development Canada (DFATD), Canada  
Audience: Agents |
| 18:00 - 18:30 Changing Trends in the EFL Industry and the Demand for Niche Products  
**Matt Hird**, Global Sales Director - EFL Programmes, Oxford International Education Group, United Kingdom  
Audience: Agents | 17:30 - 18:00 The Canada Course for Education Agents (CCEA)  
**Tiffany Egler**, Director - Agent Relations, ICEF, Germany  
Audience: Agents |
| 18:30 - 19:00 | 18:30 - 19:00 The Global Reach of Online Education. How Does it Fit into Your Business Model?  
What Will it Mean to You in 2016 and Beyond?  
**David Hooser**, Chief Administrative Officer, Franklin Virtual Schools & President/CEO, Franklin Learning Centers, USA  
Audience: Agents |
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<tr>
<td>14:00 -</td>
<td>The Power of Reviews in Student Recruitment</td>
<td>Give Your Students the Best Chance to Succeed with the TOEFL® Test</td>
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<td>14:30</td>
<td><strong>Ross Holmes</strong>, Director - Online Products, ICEF, Germany</td>
<td><strong>Timothy Kryaninko</strong>, Academic Relations Specialist, Educational Testing Service, USA</td>
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<td>ICEF Agent Training and the ICEF Agency Recognition Programme</td>
<td>Academic and Career Pathways in Germany – Land of Opportunities</td>
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<td>15:00</td>
<td><strong>Stephanie Zimmermann</strong>, Senior Agent Relationship Manager, ICEF, Germany</td>
<td><strong>Claudia Steinborn</strong>, Head of Admissions and University Networks, EURASIA Institute for International Education, Germany</td>
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<td>The Future of International Recruiting. How Schools and Agencies will Work Together in 2016</td>
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<td><strong>Nicolas Miller</strong>, CEO, Edvisor.io, Canada</td>
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<td>Research and Development at Kaplan International English: Giving our Students What they Need for the Future</td>
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<td><strong>Katie Wash</strong>, Academic Operations Manager UK and Ireland, Kaplan International English, United Kingdom</td>
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<td>15:30</td>
<td>The University of Law: Academic and Professional Qualifications in Law and Beyond</td>
<td>A Unique &amp; Innovative Boarding High School Opportunity in the United States</td>
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<td>17:00</td>
<td><strong>Sadiya Hussain</strong>, Executive Manager - International Office, The University of Law, United Kingdom</td>
<td><strong>Glenn A. Drew</strong>, Chief Executive Officer &amp; General Counsel, American Hebrew Academy, USA</td>
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<td><strong>Komil Mamajanov</strong>, Director of Strategy - LSBF International, Concordia University Chicago (CUC), USA</td>
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<td>17:30</td>
<td><strong>Hasan Syed</strong>, Head of Sales &amp; Marketing, GISMA Business School, Germany</td>
<td>DPMC ARKE - A New Online Tool for Educators to Manage Their Marketing Distribution to Agents</td>
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<td><strong>Jay Colios-Terry</strong>, Chief Commercial Officer &amp; Chief Technology Officer, DPMC International, United Kingdom</td>
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<td>Innovation &amp; Accessibility to Education: A Case Study from University Canada West</td>
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<td>18:00</td>
<td><strong>Julie Rose</strong>, Director of Student Recruitment and Business Development, University Canada West, Canada</td>
<td>Simplifying the Payments Nightmare - Lower Cost and Better Service</td>
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<td><strong>Audience: Agents</strong></td>
<td><strong>Brent Hobson</strong>, Co-Founder and Director, PayEd, United Kingdom</td>
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14:00 - 15:00

How to Maximise Your ICEF Workshop Experience - for Providers

Harald Kreiner

Topic: Welcome & Introduction
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 Berlin 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

Harald Kreiner,
Director - Business Development EMEA,
ICEF,
Germany

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

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

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

15:00 - 16:00

Ten Ways to Enhance Your 2016 Marketing Plans

Martin Bojam

Topic: Marketing & Recruitment
Audience: Providers

▶ Session description
Are you looking for new ideas to boost your marketing plans? Or perhaps want some inspiration as to how you can best use tools such as lead generation, programmatic buying, campaign tracking and remarketing? Join us for a practical and accessible journey through the top ten ways that you can make a positive impact on your marketing and recruitment goals for 2016.

▶ Speaker

Martin Bojam,
Education Sector Lead Partner,
Penna Plc,
United Kingdom

Martin Bojam, a regular speaker at ICEF, has over 15 years’ experience in the education sector and works across the spectrum of British and international education, from universities, FE Colleges and business schools to independent schools and organisations such as the British Council, CASE and AMBA. He has collaborated with many industry bodies, and has spoken at many of their conferences, in the UK and elsewhere.

Educated at LSE, Martin started his career in fmcg marketing before moving to work in a number of marketing and advertising agencies, specialising in strategically based solutions to communications problems. He has considerable experience in the market research and consultancy fields.

Following spells as Head of JWT Education and as Managing Partner of 360 Education, Martin is now Education Sector Lead at Penna Plc, where he provides strategic leadership for the business and thought leadership for the sector.
The ICEF Agent Barometer 2015
Rod Hearps

Topic: Market Intelligence
Audience: All

►Session description
This session will reveal the latest results from the 2015 Agent Barometer. In this presentation we reveal year-on-year comparisons of the attractiveness of international study destinations as perceived by agents recruiting across all types of study programmes, noting trends across 7 years of this study.

►Speaker

Rod Hearps, Vice President - Asia Pacific, ICEF, Germany

For the past 25 years Rod has sought to innovate and create better ways of doing business, for international students, educators and agents. In the 90's Rod owned and managed a student recruitment agency, then served as Principal and Marketing Manager of an Australian ESL College. He has since been involved in the ownership, management and marketing of numerous international education companies, including Hyperstudy.com, EdMedia and ICEF GmbH.

Rod currently manages the Asia Pacific region for ICEF, helping clients achieve real results in their marketing and international student recruitment initiatives. ICEF's services include: ICEF Workshops (educator – agent networking events), ICEF Monitor - industry news and insight, Agent training courses, Agent quality screening, ICEF Education Fund, and CourseFinders.

Where Are the Students? Mobile Technology, Big Data and Market Penetration
Duleep Deosthale

Topic: Marketing & Recruitment
Audience: Providers

►Session description
The current generation of prospective students are frustrating the recruitment efforts of universities. The short attention span, an emphasis on bite sized information, an informal language coupled with a preponderance for the visual over the written word all have become a challenge for current marketing approaches. So how does one respond?
It is big data that becomes critical in helping understand the current generation’s behavioral patterns and attitudes from the mundane to the complex in order to engage with them. Furthermore, how does one penetrate into markets to find those elusive gifted students from beyond the select metropolitan destinations which account for a tiny fraction of prospective international students. Recruiting efforts must be scalable and sustainable. Mobile technology gives us the power to engage with a generation in their terms.

A generation that has little or no interest in accessing or using desktops or laptops, be it by design and / or by circumstances. The gamification generation is looking beyond and we have to respond appropriately or become obsolete.

►Speaker

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

Dr. Duleep Deosthale (PhD, UCLA) is co-Founder & Vice President of the Silicon Valley based Admission Table www.admissiontable.com which uses mobile technology to engage with and help recruit international students for universities around the world. Admission Table has nearly 3 million prospective students on their community pages and services 75 university partners around the world. He 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 Programmes, Marist College, New York. He was an Asst. Professor and Director International Programmes, University of Alabama at Birmingham.
Anti-Marketing - Doing Business in a Slightly Different Way

Adrian Liley

Topic: Marketing & Recruitment
Audience: All

►Session description

Anti-Marketing is not a complete rejection of what we would generally call traditional marketing. It is simply good marketing in an age of scepticism, mistrust and cynicism. The session will look at the various elements which make up Anti-Marketing - Reverse Psychology, Trust-Based Marketing or 'Principled Selling'; Defensive Pessimism; Storytelling; ‘Shockvertising’ and Accidental Marketing. It is a way of showing the customer that less is actually more in many cases.

Basically, this is a way of doing business the ‘wrong’ way, but getting results at the end of the day.

►Speaker

Adrian Liley,
Marketing Consultant,
United Kingdom

Adrian Liley has worked in the language teaching industry for 37 years as a teacher and a marketing manager. He has spent time living in Japan, Saudi Arabia, Qatar and China working for language schools such as Embassy, Regent, British Study Centres and Language Studies, the governments of Japan and Saudi Arabia, the British Council and International House. Whilst in China he set up his own company called Asiaquest which represented the needs of over 41 institutions worldwide in the Chinese market. He has written 5 novels on the industry and given many talks on the subject of marketing in this industry.
**The ALTO - Deloitte Language Travel Industry Survey 2015**

**David Bonett**

**Topic:** Market Intelligence  
**Audience:** All

► **Session description**

The Association of Language Travel Organisations (ALTO) has instructed Deloitte Malta to conduct a series of International Language Travel Surveys. The scope of the survey is to produce an in-depth and analytically rich report that covers the entire language travel sector. The survey is thorough and the aim is to produce an insightful report with meaningful data.

The benchmarking report provides concise and comprehensive benchmarking data for all key stakeholders of the industry including: language schools, agents, associations, lenders, investors and service providers.

Join us to learn more about the findings of the ALTO Deloitte Language Travel Industry Survey in 2015!

► **Speaker**

**David Bonett,**  
Principal - Financial Advisory, Deloitte, Malta

David's career includes fifteen years of professional practice within the 'Big Four' environment including three years in London specialising in capital market transaction support and four years of corporate finance and transaction advisory services.

Between 2005 and 2013, David served as CFO of a fast-growing international group and contributed in growing the group’s operation on a global level to five times its original size. In this role, David led an overhaul of the group structure, numerous acquisitions and funding arrangements and was responsible for the finance and technology functions.

David currently leads a broad range of assignments in corporate finance, M&A, business valuations and market intelligence.

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**How to Maximise Your ICEF Workshop Experience - For Agents**

**Tiffany Egler**

**Topic:** Welcome & Introduction  
**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 Berlin 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 providers

► **Speaker**

**Tiffany Egler,**  
Director - Agent Relations, ICEF, Germany

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

During her 15 year tenure at ICEF, Tiffany has overseen the successful organisation of most of our agent workshops and today, manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.
Global Trends for the Language Travel Industry - Agency Association Panel

Maura Leão & Juan Manuel Elizalde & Anastassia Romanenko & Eren Göker & Andrew Mangion

Topic: Market Intelligence
Audience: All

►Session description

The ALTO Board would like to dedicate this session to a discussion about trends, numbers, health and projections regarding key source markets of the language travel industry. We have invited an Industry Panel, where the panel members are highly respected representatives of agency associations from some of these key source markets. We offer them the opportunity to introduce their organisation and their market by sharing pertinent data with participants about student numbers, emerging or diminishing destination markets and projections for the current year and 2016. They will also talk about other trends and key issues that affect their market and then take questions from the floor.

Moderator: Andrew Mangion, Executive Chairman, EC English Language Centres

►Speakers

Maura Leão, President, BELTA, Brazil

Maura de Araújo Leão, BELTA's (Brazilian Education & Language Travel Association) President for the 2015-2018 period and FELCA's (The Federation of Education and Language Consultant Associations) for the 2015-2019 period, already worked in BELTA as President (2009-2012). As a translator and interpreter, with a specialisation at the Goethe-Institute, Munich, Germany, and a postgraduate in German Literature, Maura has worked in several areas of the São Paulo State Secretary of Education and the University of São Paulo. Nowadays, she is a business partner and CEO and responsible for the international education company YET Education & Travel, a holding company for the brands Yázigi Travel and Youniverse Intercâmbios.

Juan Manuel Elizalde, Board Advisor, Aseproce, Spain

Juan Manuel has been familiar with language courses abroad since he was 15 through his family agency, Kells College, created in 1971. He studied Business Studies at Valladolid University and the State University of New York in Binghamton (SUNY). He has developed his career in Kells College, being currently CEO and has always believed in the benefits of getting together and working in associations. He served as President of Aseproce, the Spanish Association of Agents, for 14 years and as Felca President for 2 years. He has been on the Board of ALTO for 3 years.

Anastassia Romanenko, Representative, AREA, Russia

Anastassia has been working in the international education market since 1992. She has been with the company since she graduated from university in 2000, with a degree in Marketing. In 2001 she completed a 1-year internship at a Canadian school and from 2002 to 2005 she was based in St. Petersburg to set up Insight-Lingua’s first branch office.

Eren Göker, President, UED, Turkey

Eren Göker founded his first agency, Yakin Bati Educational Counseling, in 1997 and became a founder member of UED in 2001. After many years of counselling students for education within the United States, United Kingdom, Australia, Malta, Ireland, South Africa and several European countries both for language and higher education, he started up his new venture GKR Educational Counselling in 2013. He was elected to the UED Board in 2007 and he is the president of the association since 2009. Mr. Eren Göker became the Vice President of Felca, Federation of Education and Language Travel Organisations in 2015.

Andrew Mangion, Executive Chairman, EC English Language Centres, Malta

Andrew Mangion is Executive Chairman of the EC Group, an international English language school chain with operations in Malta, UK, USA, Canada and South Africa. He acquired equity in the fledgling local company in 1997 and grew the organisation into one of the leading international players. In 2005 he championed the startup of the first YPO Chapter in Malta and was Chapter Chair between 2005 and 2008. He also served as a member of the YPO European Board. He is a director of Chiswick House School and St Martins College and served on the board of FELTOM and ALTO.
The Rise of the Selfie: How Marketers Can Leverage Digital Trends in Pop Culture

Chris Price & Anthony Lee & Jacqueline Kassteen

Topic: Marketing & Recruitment
Audience: All

► Session description

In this session we’ll offer examples of brands - in the education industry and beyond - that have successfully taken advantage of “the latest craze” (i.e., selfies, the Ice Bucket Challenge, memes, Gangnam style) by using pop culture trends in their marketing and digital media efforts to build brand awareness, enable brand attributes to resonate with prospects, and better connect with young people.

Throughout the use of these examples, we will share best practice tips when engaging with current and prospective students, as well as alumni, on social platforms (i.e., Twitter, Instagram, Youtube, Youku, Vine).

Furthermore, we’ll look at how key characteristics of the Millennial generation align with current trends. In doing so, we will show the audience how we might use these characteristics and behavioural tendencies (as well as innovations in the tech industry) to predict future trends.

Attendees will walk away with a full toolkit of information so that when the next trend pops up, they are prepared and can act quickly to leave a lasting impression with students.

Tools include a checklist of how to identify a real trend, a planning structure to determine whether it is right or wrong for your brand to react to the latest trend, and a tracking system to determine the success of the campaign.

Moderator: Jacqueline Kassteen, Director, ICEF Monitor

► Speakers

Chris Price, 
CEO and Principal Advisor, 
Adventus Education, 
Sri Lanka / United Kingdom

Anthony Lee, 
Head of Digital, 
INTO University Partnerships Ltd, United Kingdom

Jacqueline Kassteen, 
Director - ICEF Monitor, 
ICEF, Germany

Chris Price is a Director and the CEO/Principal Advisor of Adventus Education. He is a highly experienced international education professional with 20 years experience of internationalisation, teaching, marketing and recruitment in Higher and Further Education. Educated in both the UK and USA, he has a Bachelor’s degree in International Politics and History, a Postgraduate Diploma in Marketing, and is a Fellow of the Chartered Institute of Marketing (FCIM) and a member of the Academy of Marketing.

Chris held several international leadership positions in international education including on the Steering Committee and Board (latterly as the acting co-chair) of the EAIE Marketing and Recruitment Professional Section (for over 10 years), the international committee of the National Association of Graduate Admission Professions (NAGAP), representing London based universities in the British Universities International Officers Association (BULIA) and several other leadership positions.

Anthony Lee has 17 years experience promoting and marketing to youth audiences. He was involved in one of the world’s first TV to web enterprises (achieving nomination for a Digital Emmie Award in Cannes). Anthony was the marketing manager for a UK youth-based TV channel, and became the commercial manager of OEPLC overseeing the international rollout of this media organisation. Having created and managed two previous start-up companies, he became the runner-up in Channel 4’s National search for an internet entrepreneur on the E-millionaire show.

Tony was one of the founders of University Choice TV and went on to create Global Campus. He is currently retained by INTO university partnerships developing digital and social media strategies for 18 high profile University brands, including Oregon State, UEA and City University. Tony also conducts digital marketing training for the European Association of International Educators and the British Council.

Jacqueline Kassteen has over 15 years of marketing experience in the international education and student travel industries, as well as in publishing, lead generation, retail, and financial services.

She graduated with honors from Rutgers University, and holds a Bachelor of Science degree in Marketing as well as CELTA qualifications for both adults and young learners. Originally from New Jersey, she moved to Europe in 2001, has lived in eight countries, and is now based in London. Jacqueline joined ICEF in 2011 to launch ICEF Monitor, now the most popular website for international student recruitment.
Recruiting from Nigeria: Market Trends and Future Potential

Felix Olugbenga Adedayo

Topic: Market Intelligence
Audience: Providers

► Session description
Nigeria with a population of over 170 million people and still growing is the most populous black nation in the world. Nigeria could be the world’s third most populous country by the end of the 21st century according to UN projections. Nigeria has the world’s 7th largest oil reserves. Its GDP growth has been around 7% for the last few years as compared to 2.8% in the US in 2012 and less than 1% in the UK. Nigeria is definitely a country with potential, but with insufficient educational institutions to meet the demands of its growing student population. The numbers of universities and higher education institutions in Nigeria cannot meet the required demand of students who are seeking admission into higher education institutions in the country. Every year over one million students normally take the Nigerian university entrance examination (called JAMB), last year alone, 1.2 million students took and passed this examination, but unfortunately Nigerian universities can only admit 450,000 students, meaning that the remaining students who could not get admission into any of the nation’s universities would have to look for admission elsewhere in different countries around the world. Nigeria is today placed third on the list of countries with the highest number of students studying abroad. Student recruitment marketing in Nigeria is a huge market with great potential.

► Speaker
Felix Olugbenga Adedayo, FAB Consulting Nig.Ltd, Nigeria

Mr. Felix Adedayo holds an Msc. in Business Information Systems from Northumbria University, UK. As a system analyst with a robust experience in information technology, training, international student recruitment, administration, property finance and management, he has been working on student training, international student recruitment and placement into various universities for the past 14 years. He has travelled extensively to Australia, USA, United Kingdom, Germany, Cyprus, China, India, Uganda, Sudan, Egypt, Sweden, Netherlands, Spain, Hungary, Malaysia, Singapore, Ukraine, Thailand, Russia, Turkey, Denmark, Norway and Dubai for student recruitment purposes.

How to Find New Agents and Motivate Old Ones in an Economic Crisis? Who is Going Abroad from Brazil and What are They Looking for?

Maura Leão

Topic: Market Intelligence
Audience: Providers

► Session description
Partnering with agents leads to better enrollment results. An overview of a cultural aspect behind this statement will help the educators to understand better the Brazilian market under an economic crisis. Educators will learn why partnering with quality Brazilian agents is an effective way to increasing the quantity and quality of their international enrollments.

► Speaker
Maura Leão, President, BELTA, Brazil

Maura de Araújo Leão, BELTA's (Brazilian Education & Language Travel Association) President for the 2015-2018 period and FELCA's (The Federation of Education and Language Consultant Associations) for the 2015-2019 period, already worked in BELTA as President (2009-2012). As a translator and interpreter, with a specialisation at the Goethe-Institute, Munich, Germany, and a postgraduate in German Literature, Maura has worked in several areas of the São Paulo State Secretary of Education and the University of São Paulo. Nowadays, she is a business partner and CEO and responsible for the international education company YET Education & Travel, a holding company for the brands Yázigi Travel and Youniverse Intercâmbios.
### 15:00 - 15:30

**The German Language Travel Market – Why Quality Matters**

**Elke Platz-Waury**

**Topic:** Market Intelligence / Quality Assurance  
**Audience:** Providers

► **Session description**

The presentation will focus on the German market for Language Travel. Starting with the main characteristics of language travel, a general overview will be given of the German language travel market in 2014 comparing it with the situation in 2013. The second focus will be on quality aspects of language travel, the main advantages of employing tour operators or agents specializing in language travel as well as the necessity of quality control.

► **Speaker**

**Elke Platz-Waury,**  
**Member of the Independent Academic Advisory Board of the FDSV, Fachverband Deutscher Sprachreiseveranstalter, Germany**

Professor Elke Platz-Waury has studied English, French, Pedagogics and Ethnology at universities in Germany, Scotland and France. From 1980 to 2006 she had a chair of Applied Languages and Cross-cultural Studies at Heilbronn University of Applied Sciences, focusing on ESP as well as cross-cultural aspects of the Anglophone and Francophone worlds.

She has been a member of the Academic Advisory Board of the FDSV for many years and is auditor for the DIN CERTCO organisation for quality control of language travel.

### 15:30 - 16:30

**The Future of Student Recruitment in the Middle East - Updates on Saudi Arabia, Jordan, Lebanon and Kuwait**

**Al Harith Al-Qurashi & Arwa Tayem Due-Gundersen & Marie-Claude Saliba & Sami Alanazi**

**Topic:** Market Intelligence  
**Audience:** Providers

► **Session description**

The Middle East is an important market and source region for international students. The session will provide you with an overview of four countries within this region: Saudi Arabia, Jordan, Kuwait and Lebanon. The following topics will be covered for each country:

- Background for each country: geopolitical, size of market, education system
- Current Status of the Study Abroad Market:
  - Number of students studying abroad
  - Course and destination preferences
  - Average length a student spends abroad
  - Student expectations
- Future potential & trends

**Moderator:** Nabil Najd, Manager MENA Region, ICEF, Lebanon

► **Speakers**

**Al Harith Al-Qurashi,**  
**General Manager, EDUCON Study Abroad, Saudi Arabia**

Starting from an early age, Al-Harith was working within his family business in the hospitality industry.

In 2005, Al-Harith announced EDUCON as an establishment specializing in study abroad now representing more than 150 educational institutes in 13 countries and helping over 3,500 students to study abroad. EDUCON was ranked 2nd in the Saudi Fastest Growth List for 2011 (Start-up) and 5th for 2010.

Recently Al-Harith was selected by Forbes Middle East as one of the top 100 entrepreneurs shaping Saudi Arabia’s future.

Al-Harith is a father of three to Yousef, Sedar and Mohammed. He is now working on developing new programmes and services to better serve the community’s different educational needs.
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**Arwa Tayem Due-Gundersen,**  
*Director of International Relations, The Oval Office for Studies and Research, Jordan*

Arwa Tayem Due-Gundersen, is Director of International Relations and Operations Manager at The Oval Office for Studies and Research. Being at the heart of the MENA region has encouraged her specialization in MENA-Western relations in the higher education sector. Her professional and personal experiences motivate her to approach such relations through an intercultural perspective.

**Marie-Claude Saliba,**  
*General Manager, Educom Overseas, Lebanon*

Marie Claude Saliba is the founder and the General Manager of Educom Overseas: one of the leading agencies for study abroad services in Lebanon. Mrs. Saliba has more than 14 years of experience in the field of education. She is an expert in this field and helped thousand of students to study overseas.

She holds an MBA from the American University of Beirut. Her leadership skills and management has led Educom to be an ICEF screened agency, an English UK partner agency and a proud member of ALTO. Educom Overseas is a PEARSON accredited center in Lebanon. She is also an ICEF Trained Agent Counsellor (ITAC #0275).

**Sami Alanazi,**  
*General Manager, EduExperts for Human Resources Development, Kuwait*

Sami Alanazi is Co-founder and General Manager of EduExperts for Human Resources Development. He is currently a PhD researcher in Applied Linguistics at the University of Central Lancashire and holds an MA in Applied Linguistics from the University of Sussex, UK. Sami Alanazi received his BA in English Language and Literature from Kuwait University. He has worked for 12 years as an English Language Lecturer at a number of institutes and the university in Kuwait. He has also published a number articles in the field of Second Language Acquisition, and participated in many conferences.

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

Gustavo Viale is CEO of InterWay Eucational 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.

**Recruiting from Latin America**

**Gustavo Viale**

**Topic:** Market Intelligence  
**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 the region.
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<tr>
<th>17:00 - 17:30</th>
<th>The Growing Educational Travel Market in Mexico</th>
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<td><strong>Fernanda Viramontes &amp; Joshua Tripp</strong></td>
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► **Session description**

Mexico is developing new governmental initiatives to facilitate the educational and cultural exchange between nations, this turns Mexico into a large developing nation with enormous potential for growth in the educational travel market. During this presentation we will show you the numbers that tell us how fast this market is developing and how Mexico will become one of the most important countries to recruit international students. Come and see what the future holds in the Mexican Educational Travel Market.

► **Speakers**

- **Fernanda Viramontes**,
  Product Manager - Live&Learn,
  Mundo Joven, Mexico & Latin America

Fernanda studied International Relations and is also specialised in International Education. She has worked in the Educational Tourism Industry for over six years and is building extensive student recruiting expertise with professional emphasis on international markets and business growth. She links Mexican and Latinamerican students with all the institutions that Mundo Joven works with, and is also in charge of exploring new markets and partners to negotiate mutually beneficial agreements. She is the Product Manager at the Educational Area Live&Learn of Mundo Joven, one of the largest agencies in Mexico with branch offices across Latin America.

- **Joshua Tripp**,
  Executive Director, LAMAT, Mexico

Joshua Tripp is the Executive Director of LAMAT. He studied International Relations at Instituto Tecnológico Autónomo de México (ITAM) in Mexico City and also specialised in Mexican History and Archeology at the National School of Anthropology and History (ENAH). Joshua has worked in International Education for fifteen years, has served as consultant for Mexico's main airline to improve and open new cargo destinations in Asia and Latin America, and worked with an international non-profit micro-finance consultant agency. Joshua is the founder of LAMAT, a non-profit international education organisation and the owner of Tripp Group, a group of companies that develop different touristic products worldwide. He is also the Vice President of the Federation of the Experiment in International Living (Federation EIL) and the Vice President of AMTE - Asociación Mexicana Turismo Educativo.

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<th>17:30 - 18:00</th>
<th>The Swiss Market and its Diversity</th>
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<tr>
<td><strong>Claudio Cesarano</strong></td>
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► **Session description**

The Swiss Market is know to be a unique market. With a population of only eight million people, the Swiss Market is still one of the strongest providers for certain countries.

It’s not an easy market for marketing, because the four different language parts of Switzerland have different needs. Swiss are very keen in taking exams. But in the last years, there is a growing market for volunteering and 50Plus courses.

► **Speaker**

- **Claudio Cesarano**,
  CEO,
  Media Touristik AG,
  Switzerland

Claudio Cesarano is CEO of the Media Touristik Group. With almost 20 years of experience and being also involved on the language schools side he has a profound knowledge of both sides of the market. Growing up with 3 mother tongue languages (German, Italian and Dutch) he himself was almost born as a language specialist. The company is one of the leading language abroad company’s on the Swiss Language Travel Market. Media Touristik AG operates with two different brands on the Swiss Market:
- b to b: globo-study in Zurich and Geneva
- b to c: Linguista in Zurich, Basel, Aarau, Winterthur, Bern
Global Trends and Disruptors in International Student Referrals

Rod Hearps

Topic: Market Intelligence
Audience: All

Session description

Rod will review recent global trends in student mobility, including demand, main host countries and the rise in popularity of non-English speaking destination countries. The key drivers for international student referrals and enrolments, including the role of migration policy & work rights, will also be examined.

Part 2 of the presentation will focus on disruption & innovation, including rising industry regulation and consolidation. The rise of transnational and in-country delivery models, as well as the rise of web-based technologies, digital language learning and international schools will also be discussed.

Speaker

Rod Hearps,
Vice President - Asia Pacific,
ICEF,
Germany

For the past 25 years Rod has sought to innovate and create better ways of doing business, for international students, educators and agents. In the 90's Rod owned and managed a student recruitment agency, then served as Principal and Marketing Manager of an Australian ESL College. He has since been involved in the ownership, management and marketing of numerous international education companies, including Hyperstudy.com, EdMedia and ICEF GmbH.

Rod currently manages the Asia Pacific region for ICEF, helping clients achieve real results in their marketing and international student recruitment initiatives. ICEF’s services include: ICEF Workshops (educator – agent networking events), ICEF Monitor - industry news and insight, Agent training courses, Agent quality screening, ICEF Education Fund, and CourseFinders.
Marketing Your Summer School or Other Short-Term Course - Marketing Communications that Work

Chris Price

Topic: Marketing & Recruitment
Audience: Providers

► Session description
This presentation will concentrate on how to get the best out of your marketing efforts when promoting your short term English / academic or summer school programme. We will cover all aspects of best practice in education marketing communications including:

• Understanding your prospects recruitment journey and how you can influence this at key times
• Best practice in off-line marketing
• Best practice in digital/on-line marketing

We will show several case studies of best practice in the education sector and give helpful tips of how to make it all come together and make your marketing communications work to best advantage.

► Speaker

Chris Price, CEO and Principal Advisor, Adventus Education, Sri Lanka / United Kingdom

Chris Price is a Director and the CEO/Principal Advisor of Adventus Education. He is a highly experienced international education professional with 20 years experience of internationalisation, teaching, marketing and recruitment in Higher and Further Education. Educated in both the UK and USA, he has a Bachelor’s degree in International Politics and History, a Postgraduate Diploma in Marketing, and is a Fellow of the Chartered Institute of Marketing (FCIM) and a member of the Academy of Marketing.

Chris held several international leadership positions in international education including on the Steering Committee and Board (latterly as the acting co-chair) of the EAIE Marketing and Recruitment Professional Section (for over 10 years), the international committee of the National Association of Graduate Admission Professions (NAGAP), representing London based universities in the British Universities International Officers Association (BULIA) and several other leadership positions.

He is also a regular speaker at international education conferences including NAFSA (USA), British Council, Canadian Bureau for International Education (CBIE), DAAD (Germany), Dutch Higher Education Network for International Marketing (Netherlands), ICEF, Education New Zealand, and many others.

State of the Language Travel Industry - Is Your Future Safe?

Jan Capper & Samuel Vetrak

Topic: Market Intelligence
Audience: All

► Session description
In 2015, the International Association of Language Centres (IALC) commissioned unique industry research and staged a panel debate on the language travel industry lifecycle. In total, 472 agencies from 72 countries participated in the research, which sheds light on the programme preferences of language travel students, demand for different languages, agent-provider relationships and key industry trends. This seminar brings this important research and discussion to a wider audience. Find out where you fit in this industry’s lifecycle and what strategies could be open to you!

► Speakers

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

Samuel Vetrak, Founder & CEO, StudentMarketing Ltd., Austria

Jan Capper is Executive Director of the International Association of Language Centres (IALC), a global network of leading independent language centres that teach the language of their country. A graduate of German and French, she began her career in the travel industry before becoming marketing director for the Pitman School of English in London. In 1994 she moved to Berlin to work in a similar role for GLS Sprachenzentrum. She has since worked as a translator, copywriter, journalist and marketing consultant, and holds the Chartered Institute of Marketing Diploma. She has managed the IALC Secretariat since 1996 and is currently Co-convenor of the Global Alliance of Education and Language Associations (GAELA).

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specialising in the global youth, student and educational travel market. The company, a United Nations World Tourism Organization (UNWTO) Affiliate Member, also a member of the prestigious international research association ESOMAR (Samuel Vetrak), provides comprehensive insights on the global student mobility patterns and market trends, and helps organisations to succeed in the international youth travel market (strategies, policies, solutions).
### 16:00 - 17:00

**2016: What Schools, Providers and Agents Need to Be Prepared for**

**Samuel Vetrak**

**Topic:** Market Intelligence  
**Audience:** All

► **Session description**

This session will help you to stay ahead of market developments.

Brand new data from hundreds of sources in one place, trend and forecasting projections, as well as insights from an industry strategist, will provide essential acumen into where the market is heading and what to be prepared for.

This presentation is being made available to ICEF Berlin 2015 delegates only and will not be delivered elsewhere.

► **Speaker**

**Samuel Vetrak,**  
Founder & CEO,  
StudentMarketing Ltd., Austria

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specialising in the global youth, student and educational travel market.

The company, a United Nations World Tourism Organization (UNWTO) Affiliate Member, also a member of the prestigious international research association ESOMAR (Samuel Vetrak), provides comprehensive insights on the global student mobility patterns and market trends, and helps organisations to succeed in the international youth travel market (strategies, policies, solutions).

### 17:00 - 18:00

**Market Diversification and the Strategic Risk Implications**

**Pamela Barrett**

**Topic:** Marketing & Recruitment  
**Audience:** Providers

► **Session description**

Business as usual in international higher education is no longer an option. Increasing dependence on fewer markets driven by demographic realities requires a more creative, expensive and potentially riskier approach to student recruitment, overseas delivery and partner development.

Growing financial demands on higher education institutions worldwide has led to increased competition among the Big Four (USA, UK, Australia and Canada) for the “best” students. Combine this with increased participation from other countries in Europe and Asia in particular, and a more complex pattern of student decision-making behaviours. The result is that successful international education professionals are operating in a changing, increasingly competitive and highly charged global business.

This seminar will consider these challenges and how a corporate approach to strategic risk management can provide some solutions to market diversification challenges.

► **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 has also represented 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.
Genevieve Abela, Chief Executive Officer, FELTOM, Malta

Genevieve Abela joined FELTOM (Federation of English Language Organisations in Malta) in 2012 as the federation’s first Chief Executive Officer, further bolstering the organisation’s setup. Responsible for accreditation and quality assurance, lobbying, marketing and representation for quality providers of English language teaching services in Malta, Genevieve Abela sits on the EFL Monitoring Board under the Ministry of Education along with several other inter-ministerial boards responsible for the tourism business sector. Genevieve Abela also represents the industry on the Malta Tourism Authority Board, the Malta Employers Association Council, as well as Chairperson of the MTA Committee for Niche Sectors and the Malta Chamber of Commerce Committee for the Tourism Business Sector.

Mark Raven, Chief Executive Officer, NEAS, Australia

Commenced as Chief Executive with NEAS Ltd (National ELT Accreditation Scheme) in September 2013, Mark Raven was presented the brief to undertake a strategic re-positioning and modernisation of the organisation and has since re-engineered Quality Assurance processes to reflect the co-creation of value with stakeholders, for a 21st century audience.

As a highly experienced senior business executive, Mark Raven works closely with blue-chip corporate organisations, government and education providers to support their strategic and organisational development objectives. His expertise extends the founding and building of an education group through organic and acquisitive means, and then managing the sell-side of the exit with global education provider Kaplan Inc.
**Higher Education in Russia**

Maria Kirichenko

**Topic:** Industry Presentation

**Audience:** Agents

**Session description**

At the seminar you will be able to get acquainted with the higher education system of Russia and find out why more than 250,000 foreign students from 200 countries have chosen Russia for their higher education studies.

There will be a presentation of a group of more than 20 Russian state universities being part of the association “RACUS” offering studies in more than 500 medical, engineering, economic specialties and humanities (the medium of instruction – Russian, English and French) in order to obtain a Bachelor’s, Master’s or postgraduate degree. We will show you each step of a foreign student wishing to study in Russia: from application to graduation with worldwide recognized degrees of Russian higher education.

www.edurussia.ru

**Speaker**

**Maria Kirichenko,**
Deputy Director General for Development,
Group of Russian State Universities - RACUS,
Russia

Maria Kirichenko is the Deputy Director General for Development of the RACUS group of Russian state universities. She is involved in the development of the organization’s activities in foreign countries: establishing relations with new foreign partners wishing to recruit students to study at Russian state universities; new RACUS partners’ training and orientation; coordination of RACUS education activities abroad (advertising, exhibitions, conferences, etc.); coordination of the collaboration between foreign educational agencies and the respective Departments of the central RACUS office in terms of foreign students recruitment process.

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**The New Diplomas Offered in the International Baccalaureate Programme**

Whitney Sterling

**Topic:** Industry Presentation

**Audience:** Agents

**Session description**

The IB Diploma Organization now offers the PYP, MYP, IBDP and IBCP programmes for international schools to incorporate into their school programmes. All the programmes are modified every year in order to adapt to an ever changing world.

The newest IB Programme is called International Baccalaureate Career-related Certificates (IBCP). This exciting programme offers an alternative to the IB Diploma (IBDP) in years 11 and 12. Some students simply could not manage the IBDP academically, so now such students can enroll in a programme that suits their less academically and more vocationally and career oriented interests.

**Speaker**

**Whitney Sterling,**
Head of Boarding School,
Berlin Brandenburg International School,
Germany

Mr. Whitney Sterling, Head of BBIS Boarding, completed his BA at Yale University and Masters of Education at Hamburg University. A qualified English and German teacher in both the United States and Germany, he gained high school principal certification at the Boston College Lynch School of Education. Whitney Sterling is married and has three children.
Study in Malaysia to Experience “Truly Asia”

Syed Alwee Alsagoff

Topic: Industry Presentation
Audience: All

►Session description
Malaysia - “Truly Asia” - offers a unique package for your students who are looking for a new and vibrant learning environment to prepare them ahead of their peers in facing their future modern global challenges. Compared to more traditional learning destinations, Malaysia offers globally recognised quality academic qualifications at a fraction of the costs of other destinations. More importantly, your students’ learning experience in Malaysia is their once-in-a-lifetime opportunity to develop their independence, an understanding of how to live among different cultures and how to develop their ability to understand world issues from varying perspectives.

Learn how Malaysia has now become one of the fastest growing study destinations in the world and how its excellent learning infrastructure, student safety, economic and political stability has made Malaysia a great place for your students to study and widen their horizons for their global careers. It’s certainly “Truly Asia” for a “Truly Unique” learning experience.

►Speaker
Syed Alwee Alsagoff,
Senior Director,
International Development,
Education Malaysia Global Services (EMGS),
Malaysia

Dr Syed Alwee Alsagoff is the Senior Director for International Development at Education Malaysia Global Services, an agency under the Ministry of Higher Education Malaysia. His team is responsible for realising Malaysia’s goal to become a leading education hub in the region. Presently there are over 130,000 international students in Malaysian higher educational institutions - over 10% of the total student population there. This is expected to grow to 200,000 international students by 2020.

What Do Agents Need to Know about Australia?
Brett Blacker & Larry Davies & Sheralyn Derrick

Topic: Industry Presentation
Audience: All

►Session description
Australia is an increasingly popular destination for international students, with more than 430,000 students from 191 countries studying in Australia on a student visa in 2014, a 10.4% increase over 2013 figures. Find out why so many students choose Australia and what you need to know as an agent to help them achieve their ambition to study in Australia. This session aims to provide essential information for agents who may be new to Australia as a study destination, as well as a valuable update on recent developments that will be relevant to agents who have more experience in sending students to Australia. Whether you are new or experienced, come along and find out what you need to know about Australia as a study destination for your students.

►Speakers

Brett Blacker,
CEO,
English Australia,
Australia

Brett is Chief Executive Officer of English Australia, the national association for English language colleges in Australia. Previously he was President of the International Education Association of Australia (IEAA), International Director at the University of Newcastle, Director of Murdoch International at Murdoch University and also National Business Development Manager and subsequently General Manager - Health at OSHC Worldcare, Mondial Assistance (Allianz Insurance).

Larry Davies,
General Manager Services,
ACPET,
Australia

Larry is General Manager, Services and Western Australian Executive Director for ACPET, the national industry association for private post-secondary education providers in Australia.
### Session 1: 16:00 - 17:00

**He has also served as an independent Board Director and former Chair of ACPET and has held senior leadership positions in the Western Australian state government. He was also CEO of the education and training organisation Directions and is currently a Director of the National English Language Training Accreditation Scheme (NEAS).**

**Sheralyn Derrick,**  
**Senior Education Manager,**  
**Austrade,**  
**Australia**

Sheralyn is Senior Education Manager for the Milan office of the Australian Trade Commission (Austrade), the Australian Government’s trade, investment and education promotion body. She has been working with Austrade in Milan since 2002, initially as a Business Development Manager then as an Investment Manager. Prior to joining Austrade, she worked with a variety of companies including Alcoa, Adidas and National Australia Bank.

### Session 2: 17:00 - 18:00

**Australia: Student Visas – What’s New?**  
**Leah Nichles & Jen Dawson**

**Topic:** Visa  
**Audience:** All

- **Session description**  
  An overview of Australia’s student visa requirements, including recent changes. Opportunity for questions and answers.

- **Speakers**

  - **Leah Nichles,**  
    **Chief Migration Officer,**  
    **Australian Embassy Berlin,**  
    **Germany**

  Leah Nichles is Chief Migration Officer in the Australian Embassy in Berlin. She manages the Australian migration programme for most of Western Europe with teams in Berlin, Vienna and Tel Aviv. Leah has worked with the Department of Immigration and Border Protection for twenty years in Settlement and Multicultural Affairs Policy and programme implementation, [visa] Status Resolution, and Corporate Operations. She was PMO in Santiago (Chile) managing the Australian migration programme for all of Latin America. Leah has a Bachelor of Social Work and started her career as a community development worker in 1983, working in inner-city Brisbane.

  - **Jen Dawson,**  
    **Senior Migration Officer,**  
    **Australian Embassy Berlin,**  
    **Germany**

  Jen Dawson is a Senior Migration Officer in the Australian Embassy in Berlin. She manages the Australian temporary entry programme in Berlin, as well as having oversight of operations in Vienna. Jen has worked with the Department of Immigration and Border Protection for 10 years in Migration and Visa Policy, Working Holiday Policy and Freedom of Information. Jen has a Bachelor of Commerce and Asian Studies and started her career working for the Department of Families, Housing, Communities Service and Indigenous Affairs before moving to the Department of Immigration and Border Protection.
Changing Trends in the EFL Industry and the Demand for Niche Products

Matt Hird

Topic: Industry Presentation
Audience: Agents

Session description

As education around the world has improved today’s international EFL students have become far more sophisticated consumers, seeking programmes that offer more than straightforward English language training. Students now often possess a far higher language level than those of 10 or 15 years ago and in many cases their expectations have changed thus establishing the demand for a greater variety of programmes, across all age groups that encompass a blend of English plus specialization. Various products under the Oxford International brand have been specifically created to meet market demands and are at the forefront of our blended learning concept.

Speaker

Matt Hird,
Global Sales Director - EFL Programmes,
Oxford International Education Group,
United Kingdom

Matt began his career in international education in 1991 as an English Language teacher in a Polytechnic College in the South of Thailand and upon his return to England in 1996 taught in the ISIS Education Summer Centres. He moved on to become the Recruitment Manager for the summer centres, followed by managing a start-up school in Poland, as well as later running the Greenwich School. Over the last 6 years, Matt has been overseeing the EFL Sales department at Oxford International and successfully growing a Global Sales team. He is responsible for and the creator of the BEO and Masters Programmes concepts.
Session description

One of the main reasons international students choose Germany as a study destination is clearly the fact that no tuition fees are charged by public universities. While this might look like a deficit to agencies working on a commission basis, there are in fact good options for recruiters to successfully approach the German market.

This seminar points out the advantages of the educational system in Germany for recruiters and will give deeper insights into an applicable commission-based business model. Further it will focus on recruiters’ country-specific requirements for visa application and university entrance.

Speaker

Benjamin Effer, Director, Schiller Language School & Rheinisches Studienkolleg, Germany

Benjamin Effer is the co-founder of Schiller Language School and Rheinisches Studienkolleg based in Bonn. He has been dealing with recruiters from all over the world since the establishment of the language school in 2010 finding solutions for visa issues and university placement. Through both institutes he maintains an educational hub leading students to the right public university.

Benjamin was also responsible for the development of the institute’s Berlin branch which has been successfully launched in 2015.
PART 1: WHY Tamwood – a Case Study in Uncovering Your Company's Purpose to Grow Sales

PART 2: Entrepreneurship Training at Tamwood Careers – What it Is and Why You Should Be Promoting it

Tamsin Plaxton

Topic: Industry Presentation
Audience: Agents

►Session description
Part 1: Start with WHY - How Tamwood discovered its WHY and what that means for your business and your clients.

Part 2: Entrepreneurship Training – What it is and why you should promote it. Entrepreneurship is a transformational megatrend of the 21st century. High youth unemployment rates in many countries paired with changing work and lifestyle preferences, are creating a new class of young entrepreneurs. Nearly 50% of the world’s entrepreneurs are between the ages of 25 and 44. To meet the growing demand for international entrepreneurship training, Tamwood Careers is launching a unique programme that integrates with industry to provide a powerful launch pad for aspiring entrepreneurs.

►Speaker
Tamsin Plaxton, President & Managing Director, Tamwood International, Canada

Tamsin Plaxton is a founding partner in Tamwood which operates 4 companies in Canada and the USA offering vocational training, adult English training, summer and winter camps for juniors, and work experience programmes.

Canadian Public Schools – Excellence & Opportunity in Education
Barbara Onstad & Robert Porkka

Topic: Industry Presentation
Audience: Agents

►Session description
Canadian public schools are the destination of choice for over 40,000 international students each year. This presentation will use research and student testimonials to help agents better understand why a Canadian high school experience is so highly sought after and recognised around the globe. Agents will also learn about the many specialised educational programmes offered in Canadian high schools and resources available to assist in identifying a programme best-suited to a student's goals and interests.

The Canadian Association of Public Schools - International is a non-profit association of 120 public school districts offering English/French programmes from elementary through to high school graduation.

►Speakers
Barbara Onstad, President, Canadian Association of Public Schools - International (CAPS-I), Canada

In addition to being the current BC/Yukon Representative and current President of CAPS-I, Barbara is the Manager of the Vancouver School Board’s International Education Programme. She was raised and educated in Saskatchewan and taught in Tokyo, Japan for three years prior to moving to Vancouver. Prior to her current position, Barbara has worked as a teacher and counsellor at high schools and alternative education programmes.

Robert Porkka, Past-President, Canadian Association of Public Schools - International (CAPS-I), Canada

Rob Porkka is from Red Deer, AB where he was a history and second language teacher, a high school administrator and Director of International Education for 35 years for Red Deer Public Schools. He is fluent in French and English and speaks some Spanish and German. Passionate about second language and inter-cultural studies, Mr. Porkka has founded and escorted many student exchange programmes within Canada and around the world, frequently visiting the battlefields of WW1 and WW2 throughout his career. He is currently the Past President of CAPS-I.
### Study in Canada Information Session

**Geneviève Gougeon**

**Topic:** Industry Presentation  
**Audience:** Agents

► **Session description**

Come and get the latest information on Canada as a top study destination from the Government of Canada. The information presented will be of interest to agents in international education who seek facts, resources and other information to promote Canada to students and parents. The session will cover several key topics such as key characteristics for all levels of study; average costs for international students; and a better idea of what it’s like to study, live and work as a student in Canada. We will also present an overview of recent changes related to international students coming to study in Canada and for consultants advising students. The session will close with a Q&A session.

► **Speaker**

**Geneviève Gougeon**,  
Brand Manager, Edu-Canada,  
Department of Foreign Affairs, Trade and Development Canada (DFATD),  
Canada

Geneviève is responsible since 2007 for developing and managing the Education Brand for Canada for Department of Foreign Affairs, Trade and Development (DFATD) in collaboration with the provinces and territories. She oversees the deployment of the promotional campaign managed by the Canadian missions around the world including traditional media and new media.

Geneviève has a Master’s degree in International Studies from the University of Montréal and a Bachelor of Business Administration from the University of Québec in Montréal.

She worked for four years at International College as head of recruitment and international mobility. Before that, she was director of the Québec Network for the Canadian Education Centre where she participated in the development of strategy for the recruitment of international students from many schools of Québec. She has organized and given numerous information sessions and training on various aspects related to, branding, promotion and recruitment as well as hosting international students.

### The Canada Course for Education Agents (CCEA)

**Tiffany Egler**

**Topic:** Agent Training  
**Audience:** Agents

► **Session description**

Learn about updates to the Canada Course for Education Agents, an online course designed for education agents advising families about study opportunities in Canada. The Canada Course, produced by Foreign Affairs, Trade and Development Canada in cooperation with ICEF and the Canadian Consortium for International Education (CCIE), provides high quality, current, and comprehensive information about Canada as a study destination. It enables agents to study via self-paced modules on topics such as the overall study environment in Canada; the different regions of Canada; Canadian education options and levels of study, including language study and the differences and synergies between colleges and universities; the type of credentials that can be achieved; resources for students wanting to know about visas and immigration rules in Canada; as well as how to prepare students coming to Canada.

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

► **Speaker**

**Tiffany Egler**,  
Director - Agent Relations,  
ICEF,  
Germany

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

During her 15 year tenure at ICEF, Tiffany has overseen the successful organisation of most of our agent workshops and today, manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.
**The Global Reach of Online Education. How Does it Fit into Your Business Model? What Will it Mean to You in 2016 and Beyond?**

**David Hooser**

**Topic:** Industry Presentation  
**Audience:** Agents

### Session description

FLC (Franklin Learning Centers) is a recognised, global education organisation bringing cost effective, blended classroom and online academic solutions to students in over 50 countries. FLC academic programmes include American middle school, high school, and tutoring solutions through its Franklin Virtual Schools brand.

FLC solutions also include English language enhancement, and a variety of study abroad and university preparation programmes via its FLC brand. FLC’s partnership programmes will ensure your agency or school is ready for a bright future in education services.

### 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 17+ 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 school programme, Franklin Virtual High School (FVHS) in 2009. FVHS is leveraging the Internet to deliver solutions to those needing a comprehensive, cost-effective and innovative way to complete a high school, enhance their English skills, prepare for college, or complete trade specific adult learning programmes. FVHS is now offering courses, including a fully accredited grades 9-12 American high school graduation programme, to students in over 50 countries.
### Room: Köpenick III

#### 14:00 - 15:00

**The Power of Reviews in Student Recruitment**

**Ross Holmes**

**Topic:** Industry Presentation  
**Audience:** All

► **Session description**

Online consumer reviews have disrupted many industries, particularly the travel industry.

This seminar focuses on the power of reviews in the language travel industry, how this affects student recruitment and discusses how agents and schools can benefit.

The seminar will also showcase Coursefinders.com, a student-facing site from ICEF that utilises student reviews as a central feature.

The presentation is best for providers of language programmes and agents.

► **Speaker**

Ross Holmes,  
Director - Online Products,  
ICEF,  
Germany

Ross spent 6 years based in Brazil with BMI Media organising student fairs in Latin America. He then returned to his native UK and worked for GB Mag, a media-channel reaching international students studying at UK universities.

He has now joined ICEF and is developing CourseFinders.com, a consumer-facing website that allows students to find and compare language schools around the world using peer reviews.

#### 15:00 - 15:30

**ICEF Agent Training and the ICEF Agency Recognition Programme (IAS)**

**Stephanie Zimmermann**

**Topic:** Agent Training / Quality Assurance  
**Audience:** All

► **Session description**

This session will provide you with an introduction to ICEF’s agent training courses as well as its agency recognition programme:

- The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors. The course is available online and free of charge to agency student counsellors in a self-paced modular format.
- The Canada Course for Education Agents (CCEA) was created by the Department of Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education (CCIE). The course supports professional development for agents specialising in Canada.
- The USA Agent Training Course (USATC) 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 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 programme while completing her Masters degree in Germany. In 2007 she accepted a full time role as a Project Manager in the 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.
### 15:30 - 16:00


**Nicolas Miller**

**Topic:** Industry Presentation  
**Audience:** All

► **Session description**

As technology continues to transform the international recruiting space, agencies and schools are finding new ways to grow their business and relationships.  
Stay on top of the game with Nicolas Miller, seasoned technologist in the industry and CEO of Edvisor.io, as he models what international recruiting will look like in the next year, what impact emerging technology will have on the marketplace, and what that means for schools and agencies.  
Find out how technology can foster and strengthen the relationships between schools and their agency partners.

► **Speaker**

**Nicolas Miller,**  
**CEO,**  
**Edvisor.io,**  
**Canada**

Nicolas is CEO of Edvisor.io: a technology startup from Vancouver that helps education agencies stay organized, spend less time on data entry, and increase sales. Edvisor.io launched recently and already powers 250+ agents in Latin America and Europe.  
Nicolas has 10 years experience in information and web technologies. He previously founded Miovision Technologies, a $60M software company in Waterloo.

### 16:00 - 17:00

**Research and Development at Kaplan International English: Giving our Students What they Need for the Future**

**Katie Wash**

**Topic:** Industry Presentation  
**Audience:** Agents

► **Session description**

To be a leader in this highly competitive industry we need to deliver exactly what our students need as they come to us to learn English as an investment in their future.  
So how can we ensure we’re doing this?  
By the end of this session you will have discovered what we learned. At KIE we have an in-house Product Development team with dedicated staff who specialise in Research Science. You will find out how we have carried out investigations into who our students are, what they expect from their learning experience and how we tailor programmes to their needs.

► **Speaker**

**Katie Wash,**  
**Academic Operations Manager UK and Ireland,**  
**Kaplan International English,**  
**United Kingdom**

Katie Wash is the Academic Operations Manager UK and Ireland for Kaplan International English and is responsible for ensuring that academic programmes are delivered to the highest standard across the region. With a strong focus on customer service, staff development and product development she works to achieve an excellent student experience.  
After joining the ELT industry in 2002 as a teacher working abroad she returned to the UK to embark on a career in academic management with Kaplan where she also gained sound operational experience from school management roles.
Innovation & Accessibility to Education: A Case Study from University Canada West

Julie Rose

Topic: Industry Presentation
Audience: Agents

►Session description
Located in Vancouver’s downtown core and drawing students from more than 40 countries, University Canada West offers a dynamic innovative learning environment, personal attention, and accessibility to various scholarships and grants. Focus group research indicates that our students highly value our dedicated faculty and capped class sizes. The fantastic location also improves students’ chances of gaining all-important industry experience, preparing them for their careers after university.

Another unique feature is our flexible programming that allows students to attend in-person, online, or a combination of both. And, motivated learners also have the opportunity to complete their degrees faster than at many traditional universities, meaning they can get their education and get on with life.

If you’re a focused individual with clear educational goals, come and have a look at what we offer. University Canada West looks forward to welcoming you!

►Speaker
Julie Rose, Director of Student Recruitment and Business Development, University Canada West, Canada

Julie Rose is the Director of Student Recruitment and Business Development for University Canada West. Julie is responsible for managing and directing University Canada West’s student recruitment in Vancouver, Canada. The key responsibilities for Julie and her team are supporting accelerated growth, best practices and high levels of service within the University’s recruitment market.

Prior to joining University Canada West, Julie held a senior position at a leading educational organization for 9 years. Julie worked to directly manage the sales and business development teams, concentrating on taking growth to a new level. At UCW, Julie is focused on forging strong relationships with recruitment agencies and their globally located students.
### Room: Schöneberg

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| **Give Your Students the Best Chance to Succeed with the TOEFL® Test**  
Timothy Kryaninko  
**Topic:** Industry Presentation  
**Audience:** Agents | **Academic and Career Pathways in Germany – Land of Opportunities**  
Claudia Steinborn  
**Topic:** Industry Presentation  
**Audience:** Agents |

**Session description**

ETS, the global leader in educational assessments, develops and administers the most respected English language test, the TOEFL® test. More than 9,000 institutions in over 130 countries, including the top universities in Australia, Canada, UK and U.S., use TOEFL scores to make decisions about their applicant’s English proficiency making TOEFL the most widely accepted test. The TOEFL Family of Assessments – TOEFL iBT®, TOEFL® ITP, TOEFL Junior® and TOEFL® Primary™ - learn why more students reach more institutions with the TOEFL test, visit www.ets.org/toefl

**Speaker**  
Timothy Kryaninko,  
Academic Relations Specialist,  
Educational Testing Service,  
USA

Timothy has been working as an Academic Relations Specialist for ETS Global since April 2014 and acts as the contact for students and universities regarding the TOEFL iBT® und GRE® Test in Germany.

He received his Bachelor’s degree in Philosophy and Literature from West Virginia University and a Masters in Social Sciences from Humboldt University. He has had several years of experience in the education sector, including 2 years teaching in the English language preparatory department of Bosphorus University in Istanbul, and 3 years with Language Direct, an online-based language school, where he held the position of Educational Coordinator.

**Session description**

Germany offers students and professionals extraordinary perspectives for personal development in one of the world’s strongest economies.

The EURASIA Institute for International Education in Berlin is one of the leading university pathway providers and offers a range of programmes to facilitate individual career development, including Undergraduate, Postgraduate and Foundation Pathways as well as Career Pathways and Summer School.

Learn about the potential benefits for motivated candidates, the formal requirements as well as some innovative edu-business opportunities.

**Speaker**  
Claudia Steinborn,  
Head of Admissions and University Networks,  
EURASIA Institute for International Education,  
Germany

Claudia Steinborn is Head of University Networks, Study Counseling and Admissions at EURASIA Institute Berlin.

Claudia has 13 years of experience working with international students and universities in Germany. Her main focus is the cooperation between universities and educational institutions worldwide. She is heading the university placement and counseling team which helps international students to get information and assistance to choose study programmes and German universities according to their background and field of study.
16:00 - 17:00

Trends in US Higher Education
Jill Wakefield

Topic: Industry Presentation
Audience: Agents

► Session description
Learn from Chancellor Jill Wakefield about some of the recent trends in USA higher education. Her talk will include a variety of challenges and innovations that are facing colleges and universities such as new instructional designs, shrinking budgets and mergers, increased competition for tuition dollars, quality assurance and accountability, customer focus on “return for investment”, growing international student enrollments, globalization and much more.

► Speaker

Jill Wakefield,
Chancellor,
Seattle College District,
USA

Dr. Jill Wakefield is a visionary leader recognized for developing strategic partnerships and innovative solutions and for the depth of her experience in higher education spanning 40 years. She became chancellor of the Seattle College District in January 2009 after serving five years as a college president. She has taught at Washington State University, Seattle University and Centralia College and served as a regional accreditor for the Northwest Commission of Colleges and Universities. Her research, presentations and publications have focused on business and college partnerships that lead to more effective training and fund development.

Her service in higher education also includes membership on the boards of Seattle University and League for Innovation in the Community College (2015 president). She serves on the national Advisory Committee of Presidents for the Association of Community College Trustees and is a member of the Washington Association of Community and Technical Colleges (2013-14 president), National Council for Resource Development, Council for Advancement and Support of Education, and the National Council on Black American Affairs. The Community College Baccalaureate Association honored Wakefield with its national Pioneer Award for her leadership in developing four-year degrees. Seattle Magazine named her to its list of Most Influential People of 2012. Wakefield has been recognized as a Woman of Influence by the Puget Sound Business Journal and Communicator of the Year by the National Council for Marketing and Public Relations. She was selected for the Institute for Executive Management at Harvard University and the Executive Leadership Institute sponsored by the League for Innovation in the Community College.

17:00 - 17:30

A Unique & Innovative Boarding High School Opportunity in the United States
Glenn A. Drew

Topic: Industry Presentation
Audience: Agents

► Session description
The American Hebrew Academy is the only International Jewish College Prep Boarding School in the world. It is an elite boarding school for Jewish families seeking academic excellence in secondary education within the U.S. for boys and girls. The Academy provides a rigorous academic programme combined with a curriculum that embraces the values, customs, history, culture and practices of the Jewish people together with an emphasis on the arts, athletics and community service. The Academy offers ESL programmes for international students and support for admission to U.S. universities. Students age 13-19 may study at the Academy for a minimum of one year up to four years. A post high school “gap” year programme is also available.

► Speaker

Glenn A. Drew,
Chief Executive Officer &
General Counsel,
American Hebrew Academy,
USA

Glenn A. Drew presently serves as the Chief Executive Officer and General Counsel at the American Hebrew Academy in Greensboro, North Carolina. Mr. Drew is a founding member of the Academy’s Board of Trustees and has been the principal most responsible for the development, campus construction and operation of the Academy since it’s opening in 2001. Mr. Drew has practiced law for twenty five years and advises corporate clients on international business matters and high net worth philanthropically minded individuals and families on asset management issues. He holds a Bachelor of Arts degree cum laude from the University of Maryland, a Juris Doctorate degree from the University of Miami and is the recipient of an American Jurisprudence Award for his work in the area of property law. Mr. Drew speaks frequently on issues of leadership, education ingenuity and communal affairs.
17:30 - 18:00

DPMC ARKE - A New Online Tool for Educators to Manage Their Marketing Distribution to Agents

Jay Colios-Terry

Topic: Industry Presentation
Audience: All

► Session description

DPMC ARKE is a new development in the world of agent marketing, our online system allows educators to manage stock, place orders, track deliveries, notify colleagues/ recipients, all whilst saving time and budget.

The aim when building ARKE has been to make the process of sending important materials to agents faster, more cost effective and more insightful than ever.

We know we’ve achieved that aim and since the release of ARKE in September 2015 the number of users on the site has tripled, come and see the demo and find out why.

► Speaker

Jay Colios-Terry,
Chief Commercial Officer &
Chief Technology Officer,
DPMC International,
United Kingdom

Jay joined DPMC International in 2014 and is the Chief Commercial & Technology Officer. During his career Jay has worked in education, the technology sector, music industry and directed a number of businesses.

Jay’s role at DPMC revolves around the development of products and services and the constant improvement of the DPMC team. Since joining, DPMC have developed new ways of communicating with clients, managing internal processes and have created new and exciting tools for the industry.

18:00 - 19:00

Simplifying the Payments Nightmare - Lower Cost and Better Service

Brent Hobson

Topic: Industry Presentation
Audience: All

► Session description

In today’s competitive education market cost control and service are critical for success and even survival. High transfer fees, poor rates of exchange, fluctuating exchange rates, intermediary deductions, reconciliation challenges, and lack of transparency are rife and likely to be undermining the efficiency and profitability of your organisation.

With an outdated banking system today's alternative specialist payment providers offer the education sector an opportunity to streamline their payment processes and cost to increase bottom line profit and deliver an improved customer experience.

Come and find out how your organisation could benefit from the solutions specialist providers offer.

► Speaker

Brent Hobson,
Co-Founder and Director,
PayEd,
United Kingdom

As a co-founder of newly formed ‘PayEd’ Brent is focusses on delivering payment solutions for the international education sector that enhance the customer experience.

Having already created an international education payment division within Baydonhill in 2011, he spent the past four years providing smarter and more efficient ways to make international payments.

During the 20 previous years Brent gained invaluable experience in the fast moving and demanding global electronics supply chain. Working and consulting with top grade and diverse companies such as Nokia, Sony, Vodafone, Virgin and Sky has given Brent the expertise and skills to start and run successful businesses. His expertise includes the know-how to create lean and fast delivery solutions that streamline company costs whilst optimising service levels that increase the all-important customer value and satisfaction.

A key factor in any international trade is the settlement of the deal which involves managing any exposure to foreign exchange or disruptions in the payment. With this background Brent identified similar challenges being faced by the education sector.