<table>
<thead>
<tr>
<th>Time</th>
<th>Seminar Room I</th>
<th>Seminar Room II</th>
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<tbody>
<tr>
<td>14:00 – 14:45</td>
<td>How to Maximise your ICEF Workshop Experience - for Agents</td>
<td>How to Maximise your ICEF Workshop Experience - for Providers</td>
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<td></td>
<td><em>Karin Florez</em>, Account Manager Latin America, ICEF, Brazil</td>
<td><em>Ian Cann</em>, Director USA, ICEF, USA</td>
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<td><em>Audience: Agents</em></td>
<td><em>Audience: Educators &amp; Service Providers</em></td>
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<tr>
<td>14:45 – 15:15</td>
<td>Canada: Visa and Study Permits</td>
<td>ICEF Agent Training and the ICEF Agency Recognition Programme</td>
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<td><em>James McNamee</em>, International Migration Manager, Global Affairs Canada, Canada</td>
<td><em>Isabel Vogt</em>, Vice President Events &amp; Logistics, ICEF, Germany</td>
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<td><em>Audience: All</em></td>
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<tr>
<td>15:15 – 16:00</td>
<td>How to Effectively Promote Canadian Higher Education in Brazil</td>
<td>Recruiting from Argentina</td>
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<td><em>Renata Freitas</em>, Business Development Manager for the Americas and Carribean</td>
<td><em>Gustavo Viale</em>, CEO, InterWay Educational Consultancy, Argentina</td>
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<td>Seneca College <em>Audience: Agents</em></td>
<td><em>Audience: Educators &amp; Service Providers</em></td>
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<tr>
<td>16:00 – 16:45</td>
<td>Campus France Agency: Promoting French Higher Education</td>
<td>Study Abroad Trends and Opportunities in Chile 2017</td>
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<td><em>Alisson Garmy</em>, Area Manager, Campus France, Brazil</td>
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<tr>
<td>16:45 – 17:30</td>
<td>Tertiary Education in New Zealand: From Study to Work</td>
<td>Opportunities of Education in South Africa</td>
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<td><em>Ana Azevedo</em>, Market Development Manager Brazil, Education New Zealand, New Zealand</td>
<td><em>Malose William Mogale</em>, Consul General, South African Consulate General, Brazil</td>
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<td>17:30 – 18:15</td>
<td>Study UK Discover You: Learn English in the UK</td>
<td>International Education in Numbers in Brazil – BELTA Research 2017</td>
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<td><em>Nasia Nikolova</em>, Marketing &amp; Communications Specialist ELT, British Council, United Kingdom</td>
<td><em>Neila Chammas</em>, Institutional Relations Director, Brazilian Educational &amp; Language Travel Association;</td>
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<td><em>Director, ETC – Exchange Travel Company, Brazil</em></td>
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<td>Connecting with the U.S. Diplomatic Mission in Brazil to Recruit Students</td>
<td>Effective Recruitment in Latin America:</td>
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<td><em>Laura Reffatti</em>, Commercial Specialist for Education and Government Relations, U.S. Embassy, Brazil</td>
<td><em>Agent and Educator Perspectives</em></td>
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<td><em>Glen Besterfield</em>, Assistant VP - International Admission &amp; Global Partnerships, University of South Florida, USA</td>
<td><em>Ian Cann</em>, Director USA, ICEF, USA, <em>Gustavo Viale</em>, CEO, InterWay Educational Consultancy, Argentina</td>
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<td>18:15 – 19:00</td>
<td><em>Audience: Agents</em></td>
<td><em>Ana Rocha</em>, Director of International Sales &amp; Marketing, inlingua Florida, USA</td>
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<td>Connecting with the U.S. Diplomatic Mission in Brazil to Recruit Students</td>
<td><em>Leonardo Mendonça</em>, Director, True Experience, Brazil</td>
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How to Maximise your ICEF Workshop Experience - for Agents

Karin Florez
Seminar Room I
Audience: Agents

Session description
This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Latin America 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 and contracts
- How to maximise your working relationship with providers

Speaker

Karin Florez,
Account Manager Latin America
ICEF,
Brazil

Karin Florez is ICEF’s Latin America Account Manager. Her job is to help organise a successful ICEF Latin America Workshop, recruit the top Brazilian and Latin American agents to ICEF’s events around the world and to introduce Latin American and especially Brazilian educators to ICEF workshops.

Karin holds a marketing degree from ESPM (Escola Sup. de Prop. e Marketing) as well as a Post Graduate Degree in "Planning and Marketing in Tourism/Events" from SENAC. She held various job positions in a number of industries (Chemical, Architecture, US Chamber of Commerce Visa Department, Consulting, Real Estate, Software, Licensing) before joining the New Zealand General Consulate in São Paulo where she worked for 8 years as a Visa/Consular Officer and as a Business Development Associate in charge of promoting New Zealand education within Brazil. As such she has a first-hand knowledge of our industry and specifically event organisation, not only from the Brazilian agent side but also from a foreign education provider perspective.
How to Maximise your ICEF Workshop Experience - for Providers

Ian Cann

Seminar Room II

Audience: Educators and Service Providers

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Latin America 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 and agent contracts
- How to maximise your working relationship with agents

► Speaker

Ian Cann,
Director USA,
ICEF,
USA

Ian Cann serves as Director for ICEF USA's Business Development team, working with new and existing customers in effectively using agents to maximize international student recruitment. Ian has been involved in international student recruitment for a decade, and regularly presents at international conferences on the subject of working with international recruitment agents, international marketing, and regional market intelligence.

Previously, Ian was involved in international education as a sales and operations representative for Salão do Estudante/Expo Estudiante, based in Salvador, Brazil, where he gained experience in the Latin American market.

Prior to that, Ian was based in London, working for IPC Media (Time Inc.) on some of the most popular magazines and websites in Britain.

Ian gained a Bachelor of Arts with Honours in Philosophy from the University of Leeds in the UK in 2005. He speaks English, Spanish, and Portuguese and is currently based in Barcelona.
Canada: Visa and Study Permits

**James McNamee**

Seminar Room I

**Audience:** Agents

► **Session description**

Presentation on the criteria and process required to obtain the correct documents to study in Canada.

► **Speaker**

*James McNamee,*  
*International Migration Manager*  
*Global Affairs Canada,*  
*Canada*

Georgina Comrie has significant experience in delivering programmes related to visas and immigration as she has been working as an Immigration Foreign Service Officer with the Department of Immigration, Refugees, & Citizenship Canada (IRCC) for over 8 years. She is currently Head of the Student & Worker Programme at the Canadian Consulate in Sao Paulo. In addition to her current assignment, she has served overseas at visa offices in Hong Kong, New Delhi, and Mexico City. She has solid knowledge and experience in implementation of policy and programme strategies, as well as leading outreach projects to stakeholders and special interest groups. Ms. Comrie holds a Bachelor of Arts from the University of Western Ontario.
ICEF Agent Training and the ICEF Agency Recognition Programme

Isabel Vogt
Seminar Room II
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 was originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF and the Canadian Consortium for International Education (CCIE). The course is now administered by ICEF and – on behalf of CCIE – Languages Canada and the Canadian Association of Public Schools International (CAPS-I). The Canada Course supports professional development for agents specialising in Canada as a study destination.

• The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents’ knowledge and standards of practice in their work with both institutions and students.

• The 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

Isabel Vogt, Vice President Events & Logistics, ICEF, Germany

Isabel Vogt is Vice President of Events & Logistics at ICEF GmbH, offering a range of solutions designed to help educators, agents and service providers achieve real results in their marketing and student recruitment initiatives.

Isabel holds a Master’s degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996.

During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.
How to Effectively Promote Canadian Higher Education in Brazil

Renata Freitas
Seminar Room I
Audience: Agents

► Session description
With the current global political situation, there is an increasing interest in studying in Canada. Canada welcomes international students and celebrates diversity. Canada's world renowned higher education institutions prepare international students for success!

This session will focus on presenting the diverse higher education environment in Canada:

• How to sell any College in Canada
• What is the difference between College and University
• Canadian College pricing and how it compares to University pricing
• What kinds of programs are offered in College
• When to counsel students to take a diploma and when to counsel them to take a postgraduate certificate
• Convincing arguments for going to College instead of University
• What are the rules for students to work while they study
• Application requirements and how to apply to Colleges
• How to pathway from College to University and vice versa
• The role of government and industry in the College system

► Speaker

Renata Freitas,
Business Development Manager for the Americas and Carribean,
Seneca College,
Canada

Renata is a Business Development Manager for the Americas and Caribbean regions at Seneca College. Her job at Seneca is to plan and carry out all international recruitment efforts in Latin America and the Caribbean. Renata’s favorite part about the job is meeting with students, parents and educational agents. That means she has the privilege to assist students in figuring out what they would like to study, what requirements they need to meet to apply, and everything else they may need on their way to Seneca.

Renata is originally from Brazil and was once an international student in a Canadian College. Renata graduated from a two-year Business Accounting diploma program and started to work right away. She understands and believes in the importance of experiential learning and the difference it makes when looking for a job. Her experience as an international student and her business skills led her to a career in international education: she has a total of six years of experience in international student recruitment.
Recruiting from Argentina

Gustavo Viale

Seminar Room II

Audience: Educators & Service Providers

►Session description

Join this session which will provide you with an overall view of the current Argentine markets and its perspectives for 2018.

►Speaker

Gustavo Viale
CEO,
InterWay Educational Consultancy,
Argentina

Gustavo Viale is CEO of InterWay Educational Consultancy in Buenos Aires, Argentina. Interway works mostly with groups of students who wish to improve their language and communication skills for general purposes and study abroad. He is also director at English Way School of English, located in the west of the Greater Buenos Aires region, and has been delivering English language courses to local students for 26 years.
Campus France Agency: Promoting French Higher Education

Alisson Garmy
Seminar Room I
Audience: Agents

► Session description
With more than 280,000 international students making up 12.3% of total postsecondary enrolments, France remains the fourth-most-popular destination for internationally mobile students.

Campus France (established by the French Government) supports students at each step in their educational journey through France:

- Initial information gathering, guidance in choosing programs/institutions
- Information about financial aid (scholarships and other sources of assistance)
- Initial information on preparing for departure such as visa, housing, cities, welcome upon arrival, etc.

► Speaker

Alisson Garmy, Area Manager, Campus France, Brazil

Alisson Garmy is French and she is based in São Paulo, where she is the area manager at Campus France Brasil for French higher education.

Campus France is the French national agency for the promotion of higher education, international student services, and international mobility.
Study Abroad Trends and Opportunities in Chile 2017

Pablo Jorquera

Seminar Room II

Audience: Educators & Service Providers

► Session description

In this session we will review main market trends and opportunities for educational institutions in Chile and possible market scenarios considering presidential elections that will be held in Chile in October 2017.

During recent years many multinational companies have chosen Santiago as the place for their headquarters in the region and many Chilean companies have established international operations demanding high level professionals. At the same time the Chilean Government has been promoting innovation and entrepreneurship as the focus for country’s future, generating a strong demand for professionals with international experience and multi-cultural understanding. Things are changing in Chile, and new opportunities are coming faster than we thought in the past. With the highest GDP income in Latin America Chile has a strong reputation for their economy and political stability. Come and get the latest market information from a country with a growing demand.

► Speaker

Pablo Jorquera

Director,
OK Educational Travel Group - International,
Chile

Pablo Jorquera is the Chairman of the Board of Educational Travel Group (OK GROUP), one of the main international education agents with sales operations in Chile, Peru, and Argentina. The company has more than 30 years of international experience focused on ESL, High School, and Higher/Advance Vocational Training Programs.

Pablo holds a Master in Business Administration; a Diploma in Economy; a Diploma in Culture and Businesses in China; a Diploma in Integrated Communication Marketing; and Postgraduate Studies of Business Administration. He also is the former President of the Association of International Education Agents – AREI Chile; and leader of the team responsible for the design and pilot implementation of the Chilean scholarship programme Penguins without Borders Programme.
Tertiary Education in New Zealand: From Study to Work

Ana Azevedo
Seminar Room I
Audience: Agents

► Session description

In 2017, New Zealand was voted the 4th most desired education destination among Brazilian students*. All New Zealand universities are ranked in the top 3% in the world and the country offers the perfect combination of quality of life, a welcoming environment and pathways from study to work. This presentation will show all you need to know about tertiary education in New Zealand and how your students can move from academic into professional life.

*BELTA Seal Research 2017

► Speaker

Ana Azevedo,
Market Development Manager Brazil,
Education New Zealand,
New Zealand

Ana Azevedo is the Market Development Manager for Education New Zealand in Brazil. Based at the New Zealand Consulate in Sao Paulo, Ana is responsible for the promotion of New Zealand education in Brazil, market intelligence, government relation and business development in the education area.
Opportunities of Education in South Africa

Malose William Mogale

Seminar Room II

Audience: Agents

Session description
The session will provide you with information about the education landscape of South Africa, internationalisation, programmes and support as well as study visas for international students coming to South Africa.

Speaker

Malose William Mogale,
Consul General,
South African Consulate General,
Brazil

Mr Malose Mogale assumed the position of Consul-General at the South African Consulate-General in July 2016. Before deployment to the Mission in Sao Paulo, he was assigned to the South African High Commission in New Delhi, India, as Minister-Plenipotentiary.
Study UK Discover You: Learn English in the UK

Nasia Nikolova
Seminar Room I
Audience: Agents

Session description
Roughly 500,000 people travel to the UK each year to learn English. As the home of the English language and with a reputation for academic excellence, combined with a rich cultural heritage, diversity and blend of countryside, cities and coast in close proximity, the UK is the perfect destination to learn English.

Join us for this seminar to find out about the different regions and cultural opportunities available to you by choosing the UK to improve your English. From a one week general English course over the summer, English for Business, English & Scuba Diving and up to eleven months foundation/pathways courses to help you prepare for higher education, the UK has a huge range of choices to learn English. Find out more about our Study UK Discover You: Learn English in the UK campaign focused on young learners of English from Brazil.

Speaker

Nasia Nikolova,
Marketing & Communications Specialist ELT,
British Council,
United Kingdom

Nasia is the British Council’s Marketing and Communications Specialist, ELT. Nasia’s remit is to promote the UK as the number one destination to learn English. She promotes British Council marketing opportunities and engages with UK institutions and agents at overseas workshops and exhibitions.

Before joining the British Council in 2014 Nasia has worked in the field of international student exchange in the international student association AIESEC. Nasia has a degree in Finance from the University of National and World Economy in Sofia and has completed courses in Marketing and Communications with the Chartered Institute of Marketing in the UK. Nasia has a keen interest in personal development literature and creative DIY projects.
International Education in Numbers in Brazil – BELTA Research 2017

Neila Chammas
Seminar Room II
Audience: Educators & Service Providers

► Session description

The session will provide information about BELTA’s new research results and the trends in the Brazilian study abroad market. Information will be given about education travel agencies and student profiles in 2016. The survey shows important changes in the Brazilian market.

Educators will have updated information on the Brazilian international education market and will learn that partnering with quality Brazilian agents is an effective way to increase their participation in the Brazilian market.

► Speaker

Neila Chammas,
Institutional Relations Director,
BELTA - Brazilian Educational & Language Travel Association;
Director, ETC – Exchange Travel Company,
Brazil

Neila Chammas is the Institutional Relations Director of BELTA and an administrator specialised in franchising. Since her graduation she has been dedicated to international education. Her passion is to travel and meet new people and cultures, which she discovered when she did her high school exchange in the United States in 1998.

Neila is the director and founder of ETC - Exchange Travel Company, which has branches in the cities of São Paulo, Belo Horizonte, Salvador and Vitória.
Connecting with the U.S. Diplomatic Mission in Brazil to Recruit Students

Laura Reffatti

Seminar Room I
Audience: Agents

▲ Session description

This joint presentation by the Department of State and the U.S. Commercial Service will provide information on obtaining a student visa and present how the U.S. government can introduce agents interested in locating U.S. educational opportunities for their clients. The U.S. Commercial Service is the only section of the U.S. government authorized to act as a liaison introducing U.S. schools to education agents worldwide. The Commercial Service’s 107 offices throughout the United States maintain relationships with universities, colleges, prep schools, language schools and other educational institutions.

▲ Speaker

Laura Reffatti,
Commercial Specialist for Education and Government Relations,
U.S. Embassy Brazil,
Brazil

Laura Reffatti is a Commercial Specialist at the U.S. Embassy in Brasília. She has been working to support U.S. education since 2014. Prior, she worked at the same department with the energy sector, standards, telecommunications, defense, textile and agricultural sectors. She joined the Department of Commerce at the U.S. Embassy in 1998. She also works actively with the Government of Brazil and the U.S. Ambassador on trade policy issues, dialogues, advocacies and high level delegations. Before, she worked at Banco do Brasil, New York City branch and National Westminster Bank in New York City where she lived for eight years.
Effective Recruitment in Latin America: Agent and Educator Perspectives
Ian Cann, Gustavo Viale, Ana Rocha, Leonardo Mendonça
Seminar Room II
Audience: Educators & Service Providers

► Session description
Effective recruitment in Latin America requires a diverse range of strategies which differ for recruiting into ESL, high school programs, conditional admissions programs, undergraduate and graduate programs, and for large and small institutions.

Presenters from both sides of the agent-educator relationship will offer case studies and practical advice on approaches that have been shown to be successful in the region, with a particular focus on Brazil and Argentina.

► Speakers

Ian Cann,
Director USA,
ICEF,
USA

Ian Cann serves as Director for ICEF USA’s Business Development team, working with new and existing customers in effectively using agents to maximize international student recruitment. Ian has been involved in international student recruitment for a decade, and regularly presents at international conferences on the subject of working with international recruitment agents, international marketing, and regional market intelligence. Previously, Ian was involved in international student recruitment for a decade, and regularly presents at international conferences on the subject of working with international recruitment agents, international marketing, and regional market intelligence. Previously, Ian was involved in international education as a sales and operations representative for Salão do Estudante/Expo Estudiante, based in Salvador, Brazil, where he gained experience in the Latin American market. Prior to that, Ian was based in London, working for IPC Media (Time Inc.) on some of the most popular magazines and websites in Britain. Ian gained a Bachelor of Arts with Honours in Philosophy from the University of Leeds in the UK in 2005. He speaks English, Spanish, and Portuguese and is currently based in Barcelona.

Gustavo Viale,
CEO,
InterWay Educational Consultancy,
Argentina

Gustavo Viale is CEO of InterWay Educational Consultancy in Buenos Aires, Argentina. Interway works mostly with groups of students who wish to improve their language and communication skills for general purposes and study abroad. He is also director at English Way School of English, located in the west of the Greater Buenos Aires region, and has been delivering English language courses to local students for 26 years.
Ana Rocha, Director of International Sales & Marketing, inlingua Florida, USA

Ana Rocha is originally from Rio de Janeiro, Brazil where she is an Attorney at Law. She holds a Masters’ degree in International Transactions and Comparative Law (LL.M.) from the University of San Francisco, CA. She’s the Director of International Sales & Marketing at inlingua Florida, USA. With its headquarters in Switzerland inlingua Florida has 10 locations throughout the state and Ana is responsible for all aspects of the day-to-day business operations including: marketing & sales, global partnerships with agents, cultivating and managing client and agent relationships.

Ana has been a member of the company’s administrative and managerial team for more than 13 years, working as Director of two instructional sites in Key Biscayne and Fort Lauderdale, as well as a professional development trainer. She currently works at the Head Office in Miami and is responsible for securing partnerships with national and international agents from all over the world; attending global workshops for international students’ recruitment promoting all 10 centers in Florida and their programs.

Leonardo Mendonça, Director, True Experience, Brazil

Leonardo Bittencourt Mendonça (38) is the Director of True Experience and Belta (Brazilian Education & Language Travel Association) Coordinator in the state of Minas Gerais. He has been working in the business since 2001 with multiple overseas experience: High School Program in Ventura USA (1994), Work and Travel Program in South Lake Tahoe USA (2000), language courses in Sydney Australia (2004) and Vancouver (2008). He has participated in many major education workshops.

He has a degree in Tourism and Hospitality (Centro Universitario UNA) and 2 Masters in Business Administration (Centro Universitario UNA and Fundacao Dom Cabral).

Leonardo is passionate about travel and education, has visited more than 30 countries and sent more than 3500 students around the world during 16 years.