### Seminar Programme • October 11, 2017

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<th>Time</th>
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<td>14:00 – 14:45</td>
<td><strong>How to Maximise your ICEF Workshop Experience</strong>&lt;br&gt;for Agents&lt;br&gt;<strong>Albert An</strong>, Director China,&lt;br&gt;ICEF, China&lt;br&gt;<strong>Audience:</strong> Agents</td>
<td><strong>How to Maximise your ICEF Workshop Experience</strong>&lt;br&gt;for Educators&lt;br&gt;<strong>Isabel Vogt</strong>, Vice President Events &amp; Logistics,&lt;br&gt;ICEF, Germany&lt;br&gt;<strong>Audience:</strong> Educators &amp; Service Providers</td>
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<td>14:45 – 15:30</td>
<td><strong>Update on the Chinese Education Agent Course (CEAC)</strong>&lt;br&gt;&amp; How to Work with Your Chinese Agent Partners&lt;br&gt;<strong>Peng Sang</strong>, Director,&lt;br&gt;BOSSA, China&lt;br&gt;<strong>Audience:</strong> Educators &amp; Service Providers</td>
<td><strong>Educational Opportunities in the United States</strong>&lt;br&gt;<strong>Maggie Qiu</strong>, Senior Commercial Specialist,&lt;br&gt;US Department of Commerce&lt;br&gt;&amp; <strong>Eric Wright</strong>, Consular Officer, US Department of State, USA&lt;br&gt;<strong>Audience:</strong> All</td>
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<td>15:30 – 16:15</td>
<td><strong>Securing Your Place at a Top UK University</strong>&lt;br&gt;<strong>Seán P. Buckley</strong>, Principal,&lt;br&gt;LSI, United Kingdom&lt;br&gt;<strong>Audience:</strong> Agents</td>
<td><strong>ICEF Agent Training and the ICEF Agency Recognition Programme</strong>&lt;br&gt;<strong>Tiffany Egler</strong>, Director Agent Relations,&lt;br&gt;ICEF, Germany&lt;br&gt;<strong>Audience:</strong> All</td>
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<td>16:15 – 17:00</td>
<td><strong>International Student Support</strong>&lt;br&gt;<strong>Stephen Carleton</strong>, Director of Student Recruitment,&lt;br&gt;University Bridge, USA&lt;br&gt;<strong>Audience:</strong> All</td>
<td><strong>How to Effectively Promote Canadian Higher Education in Asia</strong>&lt;br&gt;<strong>Nick Huang</strong>, Director, Seneca International - Asia Pacific,&lt;br&gt;Seneca College, Canada&lt;br&gt;<strong>Audience:</strong> Agents</td>
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<td>17:00 – 17:30</td>
<td><strong>ICEF Agent Barometer - Asia Findings</strong>&lt;br&gt;<strong>Isabel Vogt</strong>, Vice President Events &amp; Logistics&lt;br&gt;&amp; <strong>Tiffany Egler</strong>, Director Agent Relations,&lt;br&gt;ICEF, Germany&lt;br&gt;<strong>Audience:</strong> All</td>
<td><strong>Study in the UK</strong>&lt;br&gt;<strong>Su Si</strong>, Education Manager,&lt;br&gt;British Council - China, UK&lt;br&gt;<strong>Audience:</strong> Agents</td>
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<td>18:15 – 19:00</td>
<td><strong>A Brief Introduction of COSA &amp; 2017 Study Abroad Market Update</strong>&lt;br&gt;<strong>Xuewen E</strong>, Vice Chairman &amp; Secretary General,&lt;br&gt;COSA, China&lt;br&gt;<strong>Audience:</strong> All</td>
<td><strong>Study in Germany - Your Way into German Universities</strong>&lt;br&gt;<strong>Annette Friedl</strong>, Owner and Director,&lt;br&gt;ISL, Germany&lt;br&gt;<strong>Audience:</strong> Agents</td>
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How to Maximise your ICEF Workshop Experience - for Agents

Albert An

Room: Fortune 2
Audience: Agents

▶ Session description
This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Beijing Workshop in particular. The session will cover the following topics:

• Preparation prior to the workshop
• Workshop parameters and how to maximise your time during the even
• Post-workshop follow-up and contracts
• How to maximise your working relationship with educators

▶ Speaker

Albert An
Director China,
ICEF,
China

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

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

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

Isabel Vogt

Room: Fortune 5
Audience: Educators & Service Providers

►Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Beijing Workshop in particular. The session will cover the following topics:

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

►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 HE conferences in over 30 countries around the world.
Update on the Chinese Education Agent Course (CEAC) &
How to Work with Your Chinese Agent Partners

Peng Sang

Room: Fortune 2
Audience: Educators & Service Providers

► Session description

This session will provide you with an update to the Chinese Education Agent Course (CEAC) - what we have done in the past three years, as well as what overseas education providers need to know about the study abroad market in China.

- Designed to support excellence and professional standards in international education and is aimed at Chinese study abroad advisors and student counsellors, the CEAC (China Education Agent Course) is a practical, professional on-line training course in Chinese offered by ICEF in partnership with BOSSA.
- Development of study abroad agencies in China in the past 2 decades
- Ease of government regulation on licensing gives rise to growing number of small agencies
- Bossa’s new role in this ever-changing market

► Speaker

Peng Sang
Director,
BOSSA,
China

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

From 2008 to 2010 Mr Peng Sang served as a Secretary General of Beijing Overseas Study Service Association. He was responsible for the daily work of the Association under the leadership of its president. From 1996 to 2008 he worked in the International Affairs Administration at Beijing Municipal Commission of the Education Office of International Cooperation and Exchanges. During his tenure Mr Peng Sang has been responsible for: Sino-foreign cooperative education services, affairs of expatriate children in international schools, affairs for children in international schools of foreign embassies’ personnel, affairs of students who are self-funded for study abroad service agency, and affairs of Chinese international promotion.

From 1984 to 1996 he has served as Foreign Affairs Administrator at Beijing Higher Education Authority. During his tenure he was responsible for all foreign affairs of foreign students in Beijing.
Educational Opportunities in the United States

Maggie Qiu & Eric Wright
Room: Fortune 5
Audience: All

►Session description
This session addresses educational opportunities in the United States.

►Speaker

Maggie Qiu
Senior Commercial Specialist,
US Department of Commerce,
USA

Maggie Qiu works as a Senior Commercial Specialist at the U.S. Commercial Service in Beijing. She is responsible for supporting the efforts of U.S. companies conducting business in China through a variety of trade promotion activities and advocacy on behalf of U.S. companies. She covers the education and media industry.

Eric Wright
Consular Officer,
US Department of State,
USA

Eric Wright is a Consular Officer with the U.S. Department of State. He works in the U.S. Embassy, Beijing's Nonimmigrant Visa section. Prior to joining the Foreign Service, he served in the U.S. Army and the U.S. Peace Corps. He is a graduate of the University of California, Berkeley.
Securing Your Place at a Top UK University

Seán P. Buckley

Room: Fortune 2
Audience: Agents

►Session description

Seán will talk about 'Getting into Oxford and Cambridge':

• Overview of the universities
• Academic requirements
• What they are looking for in students
• Considerations
• Preparation for certain courses
• How to choose the university, college and course
• How decisions are made
• Personal statement
• What needs to go in references
• The interview process
• Preparing for interview
• Admissions tests and other requirements

►Speaker

Seán P Buckley
Principal,
LSI,
United Kingdom

Seán P Buckley read English and English Literature at The University of Oxford. He was awarded his PhD in 19th-century Irish writing by The University of London.

Dr Buckley has been teaching for 30 years and has held a number of senior positions in independent schools. He has recently been appointed Principal of LSI Independent Sixth Form College in London.

He is the author of the last three editions of the best-selling Trotman guide, Getting into Oxford and Cambridge. In addition, he is a senior examiner for one of the main examination boards.
ICEF Agent Training and the ICEF Agency Recognition Programme

Tiffany Egler
Director Agent Relations,
ICEF, Germany

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), supports professional development for agents specializing in Canada as a study destination. Launched in May 2013, it was originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF. The course is now jointly owned by ICEF, Languages Canada and the Canadian Association of Public Schools International (CAPS-I), with the support of the CCIE.
• The USA 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 Agency 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

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 tenure of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF’s 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.
International Student Support

Stephen Carleton

Room: Fortune 2  
Audience: All

► Session description

As institutions target more international students, what sort of support should be provided to help them thrive and embrace campus life? Can providing specific support for international students provide a boost to enrolments?

Taking examples from around the world, this seminar explores some of the key elements that make up international student support and looks at how these can be beneficial to recruitment.

► Speaker

Stephen Carleton

Director of Student Recruitment,  
University Bridge,  
USA

Stephen Carleton is the Director of Student Recruitment at University Bridge, where he helps students realize their dream of graduating from some of the most prestigious universities in America.

In an international education career spanning more than 17 years, Stephen has worked in a variety of public and private sector roles encompassing recruiting, counseling, and teaching; and has had the pleasure of working in many wonderful countries around the world.

Prior to working for University Bridge, Stephen worked for Cambridge Education Group where he helped 1000s of students gain admissions to some of the best universities in the US, UK, and Europe.
How to Effectively Promote Canadian Higher Education in Asia

Nick Huang

Room: Fortune 5
Audience: Agents

Session description

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

• Compare and contrast Canadian colleges and Canadian universities- there is something for everyone!
• Discuss Pathway education options from universities to colleges and vice versa
• Discuss the connection between higher education in Canada and Canadian work opportunities
• Discuss why international students succeed in Canada
• Discuss why higher education in Canada prepares international students for successful employment

Speaker

Nick Huang
Director Seneca International - Asia Pacific, Seneca College, Canada

Nick leads a team that promotes Seneca College in the Asia Pacific region by participating in international education fairs and seminars. They also visit high schools, colleges, universities and language schools. The Asia Pacific team focuses on recruiting students, as well as identifying potential partner institutions to create joint educational partnerships with Seneca such as exchange or study abroad programs. In addition, his team develops the Seneca brand, promotes Seneca programs, and establishes short term/contract training opportunities for Seneca in the Asia Pacific region.

The Asia Pacific region also offers an annual Summer English Camp Program to give international students a chance to experience Seneca's excellent learning environment, state of the art educational equipment, and the exceptional teaching skills of the faculty. Nick was a professional classical musician in China before he immigrated to Canada in 1990. Nick speaks English, Mandarin and Russian.
ICEF Agent Barometer - Asia Findings
Isabel Vogt & Tiffany Egler
Room: Fortune 2
Audience: All

▶ Session description

The i-graduate ICEF Agent Barometer is an annual survey of over 1,000 ICEF-screened agents from over 100 countries. This seminar will present the results from the 2016 Barometer, with a focus on results reported by agents recruiting within Asia. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by Asian based agents recruiting for a wide range of international study programs.

- Where Asian based agents plan to send students in 2017
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for their agents

The survey findings reported will help educators to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively to Asian based student recruitment agencies.

▶ Speakers

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 HE conferences in over 30 countries around the world.

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 tenure of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF’s 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.
Study in the UK

Su Si

Room: Fortune 5
Audience: Agents

► Session description

The UK is the home of the English language and each year, over 600,000 students learn English in the UK. This session will give education agents vital information about studying English in the UK.

We will explore the options available to students and discuss the benefits of studying at a British Council accredited centre. We will also inform agents about the services available to them to help them work with UK English language centres. This includes our agent training programme which aims to provide support to continually develop the quality and effectiveness of agents representing UK education.

► Speaker

Su Si
Education Manager,
British Council - China,
United Kingdom

Su Si has been working in the British Council for many years, now she is the project lead for British boarding school and ELT sector marketing in China. She is also the key contributor to CHINA SUMMER SCHOOL DEMAND REPORT, which is jointly produced by the British Council and English UK.
A Brief Introduction of COSA & 2017 Study Abroad Market Update

Xuewen E
Room: Fortune 2
Audience: All

► Session description

This session will provide you with an introduction to China Overseas Study Association - COSA, as well as its role in the study abroad market.

- Study abroad agency license easier to apply for thanks to the government's administration streamlining efforts
- How agents should self-regulate themselves in the new era
- Study abroad agency associations like COSA adopt new role
- What parents need know about agencies under the new regulation

► Speaker

Mr. E Xuewen went to study Arabic language and literature at Kuwait University in 1977. He graduated from the University of Western Ontario in 1985 with a M.Ed. in Educational Administration. Mr. E worked for the Department of International Cooperation of the Chinese Ministry of Education for more than 20 years. He was responsible for supervising and managing Chinese government scholarship programs for international students studying in China, and implementing collaborative education projects in China funded by UN organizations. He also served at the British Council Office in Beijing as a special project officer and later at the Chinese Consulate General in Los Angeles, USA as the Education Counselor.

He left the Ministry of Education in 2003 and worked as the principal of a private international school and later in 2005 as the vice principal of a local foreign language school in Beijing. In 2007, he worked for the Higher Education Press of the Chinese Ministry of Education and was responsible for training and examination projects. He joined China Overseas Study Association - in 2014 as the Vice Chairman and Secretary General.
Session description

Studying at English-speaking destinations has always been popular but in 2015 Europe had - for the first time - more foreign students than the US. Germany and Sweden having the biggest numbers right after the UK.

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

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

Speaker

Annette Friedl
Owner and Director,
ISL,
Germany

Annette Friedl co-runs 3 schools in Germany and is focussed on customer contact in Asia and the Middle East. She has been working independently for over 7 years in advising and helping international students who wish to study in Germany.

She has close contacts with many German Universities and the German Foreign Offices in many Mid-East/Asian countries. She deals with several hundred applications from potential students per year and has seen a large increase of interest in Germany in the last few years.

She holds a teaching and business degree from universities in Germany and Ireland.