

ICEF Seminars & Industry Presentations Overview

	Bellevue	Charlottenburg I / II	Tegel	Dahlem	Glienicke
14:00 - 14:30	How to Maximise Your ICEF Workshop Experience - for Agents Tiffany Egler , Director, Agent Relations, ICEF, Germany <i>Audience: Agents</i>	How to Maximise Your ICEF Workshop Experience - for Providers Ian Cann , Director, USA, Nick Stevenson , Business Development Manager, EMEA ICEF, Germany <i>Audience: Providers</i>	The Turkish Study Abroad Market - 2018 Trends Eren Goker , Member of Board of Directors, The Association of International Educational Counselors Turkey (UED), Turkey <i>Audience: Providers</i>	How Social Media and Digital Marketing Enhance International Recruitment Mia Anzola Manrique , Marketing & Social Media Manager, Haitam Giat , Founder & CEO, Findcourse.com, United Arab Emirates <i>Audience: Providers</i>	Study at a Public University in Germany Annette Friedl , Owner and Director, ISL Language School, Germany <i>Audience: Agents</i>
14:30 - 15:00			The German Language Travel Market Prof. Dr. Britta Bergemann , Board Member, Fachverband Deutscher Sprachreise Veranstalter (FDSV), Germany <i>Audience: Providers</i>	Hochalpinen Institut Ftan (HIF) – a "New" Swiss International Boarding School and Sports Academy with 225 Years of Tradition in Education Ursula Sommer , Head of Admission and Marketing, Hochalpinen Institut Ftan, Switzerland <i>Audience: Agents</i>	
15:00 - 15:30	Marketing Your Small Business Made Simple Magdy Attalla , Regional Director, BHMS Business & Hotel Management School, Switzerland <i>Audience: Agents</i>	The IALC Student Experience Retrospective Analysis Patrik Pavlacic , Market Research Manager, StudentMarketing Ltd., Austria <i>Audience: All</i>	How to Recruit Students from Scandinavia Johan Asplund , CEO / Founder, DreamStudies, Sweden <i>Audience: Providers</i>		ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme Fabiola Martinez Mata , Agent Relationship Manager, ICEF, Germany <i>Audience: All</i>
15:30 - 16:00			Student Recruitment from Russia: Emerging Trends and New Approaches Denis Smorchkov , Director General, TravelWorks, Russia <i>Audience: Providers</i>	The Importance of Technology and Content Integration for the International Language Learning Experience David Ganly , Managing Director, Peter Lahiff , Academic Director, Future Learning Language School, Ireland <i>Audience: All</i>	
16:00 - 16:30	Student Mental Wellbeing in Language Schools - What's the Story, What Can We Do and How Can We Do It? Nicola Lutz , Owner, No Fluff, United Kingdom Ruth Hughes , Founding Director, Curious Human, United Kingdom <i>Audience: All</i>	The ICEF Agent Barometer 2018 Jessica Howlett , Business Development Director, i-graduate, United Kingdom Tiffany Egler , Director, Agent Relations, ICEF, Germany <i>Audience: All</i>	Recruiting from Spain: Market Trends and Opportunities Óscar Porras Sanchez , President, Asociación Española de Promotores de Cursos en el Extranjero (ASEPROCE), Spain <i>Audience: Providers</i>		Meeting the Demands of the Job Market in the Industry 4.0. When Art & Design Meets Business Leadership Gabriele Marconi , Sales Manager Germany, University of Applied Sciences Europe, Germany <i>Audience: Agents</i>
16:30 - 17:00			The Ever-Changing Student - Expectations of Learning Experience for Polish Students Klementyna Gieżyńska , Operations Manager, LuminarED, Poland <i>Audience: Providers</i>	Can Malta Offer a Guaranteed Pathway to Highly Ranked Universities? Linda Azzopardi , Director of Studies, European College of Malta, Malta Andrew Straughan , Market Development Manager, NCUK - The University Consortium, United Kingdom <i>Audience: Agents</i>	
17:00 - 17:30	Francophone Markets: How to Promote Your Institution and Increase the Number of International Students Interested in Studying at Your Institution Monèle Schrot , Director, French Programming, Canada, Sarah Mines , Director, Canada, ICEF, Germany <i>Audience: All</i>	"Transparent Marketing" in the Language Sector - a Panel Discussion Jago Brown , Commercial & Groups Director, British Study Centres, United Kingdom Paolo Barilari , Owner, Lingue nel Mondo, Italy Marcelo de Araújo Cansini , Founder and President, World Study, Brazil Ross Holmes , Director, Online Products, ICEF, Germany <i>Audience: All</i>	The Future of Student Recruitment in the MENA Region Josie Al Humaidi Reay , Assistant Director Manager, Weejhat Academics - Wego UK, Oman Haitam Giat , Founder and CEO, Yes Atlas, Saudi Arabia Nabil Najd , Manager MENA Region, ICEF, Germany <i>Audience: Providers</i>		Why Study in Georgia Dr. Maia Shukhoshvili , Head of Higher Education Division, Ministry of Education, Science, Culture and Sport, Georgia <i>Audience: Agents</i>
17:30 - 18:00				Brand Thinking in the Era of Digital Transformation Prof. Joachim Bongard , Programme Director of Brand Communication B.A., Brand Academy - University of Applied Sciences, Germany <i>Audience: All</i>	What's new in ELT in Malta? James Perry , CEO, FELTOM - The Federation of English Language Teaching Organisations Malta, Malta Sue Falzon , Chief Executive Officer, Malta Tourism Authority, Malta <i>Audience: Agents</i>
18:00 - 18:30	Rethinking Marketing and Recruitment Mike Henniger , Vice President, Sales & Marketing, ICEF, Germany <i>Audience: All</i>	At the Cutting Edge: 2018 Data and What it Means for Your Business Jodie Gray , Director of Strategic Development, English UK, United Kingdom, Maria Cervenanova , Senior Research Manager, StudentMarketing, Austria <i>Audience: All</i>	Student Recruitment from Latin America Jorge Alberto Otero , Board Member, ANEX Colombia - National Association of Education Advisors for Study Abroad, Colombia Dr. Gabriela Ardito , VCE International - President, ARSAA - Argentine Study Abroad Association, Argentina Victor Hugo Baseggio , Co-Owner & Co-CEO, CI - Central de Intercambio, Brazil Ricardo Toscano , Estudios Internacionales WEA (World Education Access), President COICEC, Ecuador Gustavo Viale , CEO, InterWay Educational Consultancy, Argentina <i>Audience: Providers</i>	The Importance of Accommodation in Student Wellbeing Bobbi Hartshorne , Global Head of Student Wellbeing, Global Student Accommodation, Spain <i>Audience: All</i>	North America's Study Abroad Market: Current Trends and Opportunities Vincent Powell , Vice President, Sales, Angela Baxter , Sales Director, Europe, ELS Language Centers, USA <i>Audience: Agents</i>
18:30 - 19:00				Digital Solutions for International Students in Germany Jonas Marggraf , Managing Director, Fintiba GmbH, Germany <i>Audience: All</i>	

Marketing & Recruitment

Industry Presentation

Careers & Skills

ICEF Seminars & Industry Presentations Overview

Tiergarten	Köpenick I / II	Köpenick III	Charlottenburg III	Schöneberg	
<p>ILAC Goes "Zero-Tech" with a Simple Formula "Unplug to Connect"</p> <p>Jonathan Kolber, Co-Owner, ILAC, Canada</p> <p><i>Audience: Agents</i></p>	<p>Video Marketing in the Education Industry - Pushing International Student Recruitment to the Next Level</p> <p>Florian Schäfer, Director, ICEF Media, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>Volunteer Travel - Make Money, Do Good, Be Happier</p> <p>Ninad Sharma, CEO and Co-Founder, Idex Volunteer and Travel, India</p> <p><i>Audience: Agents</i></p>	<p>Student Recruitment from an Agent's Point of View</p> <p>Matheen Saleem, Operations Director, IEC Abroad, Saudi Arabia</p> <p><i>Audience: Providers</i></p>	<p>10:00 - 15:00</p> <p>ALTO</p> <p>Annual General Meeting and Professional Development Seminar (for members only)</p>	14:00 - 14:30
		<p>Increasing Intercultural Awareness and Achieving One's Academic Potential at an IB World School</p> <p>Whitney Sterling, Head of Boarding School Berlin Brandenburg International School, Germany</p> <p><i>Audience: Agents</i></p>			14:30 - 15:00
<p>Canadian Immigration & Visa Seminar</p> <p>David Orman, Barrister and Solicitor, Orman Law, Canada</p> <p><i>Audience: Agents</i></p>	<p>Outcome-based Education. From Learning to Earning, Adopting the Student's Perspective</p> <p>Komil Mamajanov, Director of International Strategy, Global University Systems (GUS), United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>Mental Health & Technology – The Future of Wellness</p> <p>Stephanie Hiltz, Sales and Account Manager, Julia Salema, Sales and Account Representative, StudyInsured, Canada</p> <p><i>Audience: All</i></p>	<p>Essential Digital Marketing Strategies for Student Recruitment</p> <p>Philippe Taza, CEO, Higher Education Marketing, Canada</p> <p><i>Audience: All</i></p>	<p>Trends in US Community Colleges</p> <p>Dr. Andrea Insley, Associate Vice Chancellor, Global Initiatives, Seattle Central Community College, USA</p> <p><i>Audience: Agents</i></p>	15:00 - 15:30
				<p>Education Pathways in Canada</p> <p>Andrew Champagne, Specialist, Marketing and Recruitment, Colleges & Institutes Canada (CiCan), Canada</p> <p>Bonnie McKie, Executive Director, Canadian Association of Public Schools - International (CAPS-I), Canada</p> <p>Diego Sanchez, Manager, International Marketing, Languages Canada, Canada</p> <p><i>Audience: Agents</i></p>	<p>ALTO Presents: Behavioural Fitness</p> <p>Norman Kurtis, Vice Dean, Behavior & Human Development, IE School of Human Sciences & Technology, Spain</p> <p><i>Audience: All</i></p>
<p>The Power of Yes in a Year of No's</p> <p>Alexia Galanopoulos, Managing Director, The Language Gallery, United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>Mother Nurture - Recruit More Students via Your Website</p> <p>Ross Holmes, Director, Online Products, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Making International Careers Happen</p> <p>Oana Lelcu, Head of International Recruitment, IUBH University of Applied Sciences, Germany</p> <p><i>Audience: Agents</i></p>	<p>Education Pathways in Canada</p> <p>Andrew Champagne, Specialist, Marketing and Recruitment, Colleges & Institutes Canada (CiCan), Canada</p> <p>Bonnie McKie, Executive Director, Canadian Association of Public Schools - International (CAPS-I), Canada</p> <p>Diego Sanchez, Manager, International Marketing, Languages Canada, Canada</p> <p><i>Audience: Agents</i></p>	<p>ALTO Presents: Behavioural Fitness</p> <p>Norman Kurtis, Vice Dean, Behavior & Human Development, IE School of Human Sciences & Technology, Spain</p> <p><i>Audience: All</i></p>	16:00 - 16:30
				<p>Discovering Berlin – a New Destination for Global Education</p> <p>Sagi Hartov, Executive Dean & Managing Director, Beate Appel, Director of Curriculum & Quality, Berlin School of Business and Innovation, Germany</p> <p><i>Audience: Agents</i></p>	<p>Innovative Education and the Global Education Market: The BAU Global Network Experience</p> <p>Dr. Sean Cox, Director of Academic Affairs & International Programmes, BAU Global, Turkey</p> <p><i>Audience: All</i></p>
<p>#BoundlessPossible - Explore why Students Study in Australia's Northern Territory</p> <p>Lisa Dunbar, Acting Director, StudyNT, Australia</p> <p><i>Audience: Agents</i></p>	<p>Discovering Berlin – a New Destination for Global Education</p> <p>Sagi Hartov, Executive Dean & Managing Director, Beate Appel, Director of Curriculum & Quality, Berlin School of Business and Innovation, Germany</p> <p><i>Audience: Agents</i></p>	<p>Innovative Education and the Global Education Market: The BAU Global Network Experience</p> <p>Dr. Sean Cox, Director of Academic Affairs & International Programmes, BAU Global, Turkey</p> <p><i>Audience: All</i></p>	<p>The Internet of Skills</p> <p>Carl Craen, Vice President & Managing Director, EU Business School, Spain</p> <p><i>Audience: All</i></p>	<p>Revolution, Evolution ... Longevity and Loyalty ... Plotting the Future</p> <p>Matt Tighe, Managing Director, Bucksmore Education, United Kingdom</p> <p><i>Audience: Agents</i></p>	17:00 - 17:30
				<p>INTO ALL in One!</p> <p>Tuukka Hinttula, Vice President of Global Recruitment, Direct Entry, Isabelle Husillos, Regional Director Europe & UK, INTO University Partnerships, United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>Why Language Education Requires Meaningful Content</p> <p>Ward Lincoln, Director, OISE Oxford, United Kingdom</p> <p><i>Audience: Agents</i></p>
<p>INTO ALL in One!</p> <p>Tuukka Hinttula, Vice President of Global Recruitment, Direct Entry, Isabelle Husillos, Regional Director Europe & UK, INTO University Partnerships, United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>Why Language Education Requires Meaningful Content</p> <p>Ward Lincoln, Director, OISE Oxford, United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>The Future of Work: Careers and Skills Needed in the Age of Robots</p> <p>Mark Falvo, General Manager, International and Business, Laureate International Universities, Australia & New Zealand</p> <p><i>Audience: Agents</i></p>	<p>Coopetition in the ELT Market: Using Strategic Alliances as Competitive Advantage for Language Schools</p> <p>Caete da Silva, Head of Marketing & Partnerships, LAL Language Centres, United Kingdom</p> <p><i>Audience: Providers</i></p>	<p>RedHill Education: The Fastest Growing Education Company in Australia</p> <p>Gabriel Providel, General Manager, Technology & Design Division, RedHill Education, Australia Ben Bagshaw, Global Sales and Marketing Manager, Greenwich College, Australia</p> <p><i>Audience: All</i></p>	18:00 - 18:30
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Student Experience & Welfare

Market Intelligence

Professional Development