ICEF Seminars & Industry Presentations
Berlin Workshop • November 4, 2018
<table>
<thead>
<tr>
<th>Time</th>
<th>Bellevue</th>
<th>Charlottenburg I / II</th>
<th>Tegel</th>
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<tbody>
<tr>
<td>14:00</td>
<td>How to Maximise Your ICEF Workshop Experience - for Agents</td>
<td>How to Maximise Your ICEF Workshop Experience - for Agents</td>
<td>The Turkish Study Abroad Market - 2018 Trends</td>
<td>How Social Media and Digital Marketing Enhance International Recruitment</td>
<td>Study at a Public University in Germany</td>
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<tr>
<td>14:30</td>
<td>Tiffany Eagle, Director, Agent Relations, ICEF, Germany</td>
<td>Ian Cann, Director, USA</td>
<td>Eren Goker, Member of Board of Directors, The Association of International Educational Counsellors Turkey (UED), Turkey</td>
<td>Mia Aranzu Marínque, Marketing &amp; Social Media Manager, Haimar Giat, Founder &amp; CEO, Findcourse.com, United Arab Emirates</td>
<td>Annette Friedl, Owner and Director, ISL, Language School, Germany</td>
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<tr>
<td>14:30</td>
<td>Audience: Agents</td>
<td>Nick Stevenson, Business Development Manager, EMEA, ICEF, Germany</td>
<td>Audience: Providers</td>
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<td>ICEF, Germany</td>
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<td>Marketing Your Small Business Made Simple</td>
<td>The IALC Student Experience Retrospective Analysis</td>
<td>How to Recruit Students From Scandanavia</td>
<td>The Importance of Technology and Content Integration for the International Language Learning Experience</td>
<td>ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme</td>
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<tr>
<td>15:00</td>
<td>Magdy Attalla, Regional Director, BMI/MS Business &amp; Hotel Management School, Switzerland</td>
<td>Patrik Pavlovic, Market Research Manager, StudentMarketing Ltd., Austria</td>
<td>Johan Asplund, CEO / Founder, DreamStudies, Sweden</td>
<td>David Ganly, Managing Director, Peter Lahiff, Academic Director, Future Learning Language School, Ireland</td>
<td>Fabiola Martinez Mata, Agent Relationship Manager, ICEF, Germany</td>
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<td>15:30</td>
<td>Marketing Your Small Business Made Simple</td>
<td>Tiffany Eagle, Director, Agent Relations, ICEF, Germany</td>
<td>Denis Smorčekov, Director General, TravelWorks, Russia</td>
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<td>16:00</td>
<td>Student Mental Wellbeing in Language Schools - What’s the Story, How Can We Do It?</td>
<td>Jago Brown, Business Development Director, I-graduate, United Kingdom</td>
<td>The ICEF Agent Barometer 2018</td>
<td>Recruiting from Spain: Market Trends and Opportunities</td>
<td>Meeting the Demands of the Job Market in the Industry 4.0. When Art &amp; Design meets Business Leadership</td>
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<td>16:00</td>
<td>Nicola Lutz, Owner, No Fluff, United Kingdom</td>
<td>Tiffany Eagle, Director, Agent Relations, ICEF, Germany</td>
<td>Oscar Porras Sanchez, President, Association Española de Promotores de Cursos en el Extranjero (ASEPROCE), Spain</td>
<td>Audience: All</td>
<td>Gabriele Marconi, Sales Manager Germany, United Applied Sciences Europe, Germany</td>
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<td>Monélie Schrot, Director, French Programming, Canada, ICEF, Germany</td>
<td>Paolo Barlari, Owner, Lingua nel Mondo, Italy</td>
<td>Josie Al Hamadzi Reay, Assistant Director Manager, Weqath Academicos - Weqath, Oman</td>
<td>David Ganly, Managing Director, Peter Lahiff, Academic Director, Future Learning Language School, Ireland</td>
<td>Globel Ange, Secretary General, The Federation of English Language Teaching Organisations Malta, Malta</td>
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<td>16:30</td>
<td>Audience: All</td>
<td>Marcelo de Araújo Cansini, Founder and President, World Study, Brazil</td>
<td>Haimar Giat, Founder and CEO, Yes Abbas, Saudi Arabia</td>
<td>Audience: All</td>
<td>Sue Falzon, Chief Executive Officer, Malta Tourism Authority, Malta</td>
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<tr>
<td>16:30</td>
<td>“Transparent Marketing” in the Language Sector - a Panel Discussion</td>
<td>Ross Holmes, Director, Online Products, ICEF, Germany</td>
<td>Nabil Najid, Manager MENA Region, ICEF, Germany</td>
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<td>Jodie Gray, Director of Strategic Development, English UK, United Kingdom, Maria Cervenanova, Senior Research Manager, StudentMarketing, Austria</td>
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<tr>
<td>17:00</td>
<td>At the Cutting Edge: 2018 Data and What It Means for Your Business</td>
<td>Student Recruitment from Late Applicants</td>
<td>The Future of Student Recruitment in the MENA Region</td>
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<td>17:00</td>
<td>Mike Henniger, Vice President, Sales &amp; Marketing, ICEF, Germany</td>
<td>Jorge Alberto Otero, Board Member, ANEX Colombia - National Association of Educational Advisors for Study Abroad, Colombia</td>
<td>Jonathan Arndt, President, ANEX Colombia - Argentine Study Abroad Association, Argentina</td>
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<td>17:00</td>
<td>Audience: All</td>
<td>Maria Cervenanova</td>
<td>Victor Hugo Baseggi, Co-Owner &amp; Co-CEO, CI - Central de Intercom, Brazil</td>
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<td>Ricardo Toscano, President, COICEC, Ecuador</td>
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<td>Gustavo Viale, CEO, InterWay Educational Consultancy, Argentina</td>
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<td>18:00</td>
<td>Rethinking Marketing and Recruitment</td>
<td>Student Recruitment from Late Applicants</td>
<td>The Importance of Accommodation in Student Wellbeing</td>
<td>Digital Solutions for International Students in Germany</td>
<td>North America’s Study Abroad Market: Current Trends and Opportunities</td>
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<td>Jonass Marggraf, Managing Director, Finibis GmbH, Germany</td>
<td>Audience: All</td>
<td>Vince Powell, Vice President, Sales, Angela Baxter, Sales Director, Europe, ELS Language Centers, USA</td>
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<td>18:00</td>
<td>Audience: All</td>
<td>Maria Cervenanova</td>
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<td>ILAC Goes &quot;Zero-Tech&quot; with a Simple Formula &quot;Unplug to Connect&quot;</td>
<td>Video Marketing in the Education Industry - Pushing International Student Recruitment to the Next Level</td>
<td>Volunteer Travel - Make Money, Do Good, Be Happy</td>
<td>Student Recruitment from an Agent’s Point of View</td>
<td>14:00</td>
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<tr>
<td>Jonathan Kolber, Co-Owner, ILAC, Canada</td>
<td>Florian Schäfer, Director, ICEF Media, Germany</td>
<td>Nidad Sharma, CEO and Co-Founder, Ixid Volunteer and Travel, India</td>
<td>Malthe Saleem, Operations Director, IEC Aberdeen, Saudi Arabia</td>
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<tr>
<td>Canadian Immigration &amp; Visa Seminar</td>
<td>Outcome-based Education. From Learning to Earning, Adopting the Student’s Perspective</td>
<td>Mental Health &amp; Technology – The Future of Wellness</td>
<td>Essential Digital Marketing Strategies for Student Recruitment</td>
<td>15:00</td>
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<tr>
<td>David Orman, Barrister and Solicitor, Orman Law, Canada</td>
<td>Komil Mamajanov, Director of International Strategy, Global University Systems (GUS), United Kingdom</td>
<td>Stephanie Hilz, Sales and Account Manager, Julia Salesa, Sales and Account Representative, StudyInsured, Canada</td>
<td>Philippe Taza, CEO, Higher Education Marketing, Canada</td>
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<td>The Power of Yes in a Year of No’s</td>
<td>Mother Nature – Recruit More Students via Your Website</td>
<td>Making International Careers Happen</td>
<td>Education Pathways in Canada</td>
<td>16:00</td>
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<tr>
<td>Alexia Galanopoulos, Managing Director, The Language Gallery, United Kingdom</td>
<td>Ross Holmes, Director, Online Products, ICEF, Germany</td>
<td>Oana Laciuc, Head of International Recruitment, IUBH University of Applied Sciences, Germany</td>
<td>Andrew Champagne, Specialist, Marketing and Recruitment, Colleges &amp; Institutes Canada (CiCan), Canada</td>
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<td>#BoundlessPossibilities - Explore why Students Study in Australia’s Northern Territory</td>
<td>Discovering Berlin – a New Destination for Global Education</td>
<td>Innovative Education and the Global Education Market: The BAU Global Network Experience</td>
<td>The Internet of Skills</td>
<td>17:30</td>
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<tr>
<td>Lisa Dunbar, Acting Director, StudyNT, Australia</td>
<td>Sagi Harot, Executive Dean &amp; Managing Director, Boate Apel, Director of Curriculum &amp; Quality, Berlin School of Business and Innovation, Germany</td>
<td>Dr. Sean Cox, Director of Academic Affairs &amp; International Programmes, BAU Global, Turkey</td>
<td>Cari Green, Vice President &amp; Managing Director, EU Business School, Spain</td>
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<tr>
<td>INTO ALL in One!</td>
<td>Why Language Education Requires Meaningful Content</td>
<td>The Future of Work: Careers and Skills Needed in the Age of Robots</td>
<td>Cooperation in the ELT Market: Using Strategic Alliances as Competitive Advantage for Language Schools</td>
<td>19:00</td>
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<tr>
<td>Tuukka Hinttula, Vice President of Global Recruitment, Direct Entry, Isabelle Husillos, Regional Director Europe &amp; UK, INTO University Partnerships, United Kingdom</td>
<td>Ward Lincoln, Director, OISE Oxford, United Kingdom</td>
<td>Mark Falvo, General Manager, International and Business, Laureate International Universities, Australia &amp; New Zealand</td>
<td>Caete da Silva, Head of Marketing &amp; Partnerships, LAL Language Centres, United Kingdom</td>
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**ICEF Seminars & Industry Presentations Overview**

**Student Experience & Welfare**

**Market Intelligence**

**Professional Development**
# Room: Bellevue

### 14:00 - 15:00

**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 and agent contracts
- 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 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.

### 15:00 - 16:00

**Marketing Your Small Business Made Simple**

**Magdy Attalla**

**Topic:** Marketing & Recruitment  
**Audience:** Agents

► **Session description**

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. In this seminar, I will reveal some simple and easy-to-follow techniques on how to create and implement a marketing plan with the aim of growing your business fast. The following areas will be explored:

- How to get new customers and how to make more profit from existing ones
- Why “big business” style marketing could kill your business
- How to close sales without being pushy
- A simple step-by-step process for creating your own personalised marketing plan

Whether you are just starting out your own small agency or you are an experienced entrepreneur or recruiter, this seminar may give you some crucial tips on how to propel your business growth.

► **Speaker**

**Magdy Attalla**  
**Regional Director,**  
**BHMS Business & Hotel Management School,**  
**Switzerland**

A marketing consultant and an educator with over 20 years of teaching and consulting experience in prestigious Swiss Hotel and Business Schools as well as British and American Universities. He was an adjunct professor at SBS Swiss Business School, Florida International University, Schiller International University, IHTTI School of Hotel Management, IMI University Centre and Glion Institute of Higher Education.

In addition, he has over 15 years of managerial and marketing experience in luxury hotels, resorts and tour operators in the Middle East and Switzerland.

He is a graduate of SSTH Swiss School of Tourism & Hospitality and holds a Master’s degree from EAEME jointly with Imperial College of London. He is pursuing his Doctor of Business Administration degree (DBA) at Heriot-Watt University with a specialisation in services marketing.
Student Mental Wellbeing in Language Schools - What’s the Story, What Can We Do and How Can We Do It?
Nicola Lutz & Ruth Hughes

Topic: Student Welfare
Audience: All

Session description
Mental wellbeing for international students is of growing concern, with increased insurance claims and teachers on the front line. Most are at a vulnerable age, perhaps lacking communication skills or confidence to talk about mental health. Schools are supporting students far from home, in a different culture, under pressure to learn and to “have fun.” We may not want to talk about ‘challenging’ kids, but in the event of crisis, what can we do? The aim of this seminar is to:
- Identify issues
- Explore mental wellbeing promotion
- Discuss training options for staff and stakeholders
- Raise awareness of issues
- Open a forum

Speakers
Nicola Lutz
Owner, No Fluff, United Kingdom

With 23 years in International Education, Nicola is Owner of No Fluff, which grows companies around the globe through their sales, marketing and finance functions; Virtual Sales Leader of several businesses (in and out of this sector); Advisor to Student Minds and lover of good coffee.

Ruth Hughes
Founding Director, Curious Human, United Kingdom

Ruth Hughes is an educator, consultant, professional speaker and academic in the fields of positive and coaching psychology, culture shock and student wellbeing. With over twenty-five years’ experience as teacher, safeguarding lead, senior leader and consultant in schools in the UK and abroad, Ruth is a passionate champion of young people.

Francophone Markets: How to Promote Your Institution and Increase the Number of International Students Interested in Studying at Your Institution
Monéle Schrot & Sarah Mines

Topic: Marketing & Recruitment
Audience: All

Session description
In this session, we will identify where we can find French markets for your institutions and agents looking for French programmes; we will discuss how to promote your programmes (for institutions); we will review internal and external factors influencing students’ and parents’ decisions (agents); and we will provide you with tips and techniques on how to be successful in your work to promote and recruit students for French programmes.

Speakers
Monéle Schrot
Director, French Programming, Canada, ICEF, Germany

Fluent in four languages, Monéle Schrot has gained extensive experience of all aspects of education through her career as a teacher, school principal and Director of International Education. Ms. Schrot holds a BA, B.Ed., and a Master’s Degree in School Administration from the University of Manitoba. Before joining ICEF, Ms. Schrot was Director of the International Education Department for ten years at the Louis Riel School Division in Winnipeg, Manitoba.

Sarah Mines
Director, Canada ICEF, Germany

Sarah Mines has over 12 years of experience in international education leadership, specialising in developing and maintaining international partnerships for Canadian institutions. With an extensive background in all aspects of internationalisation, Sarah has in-depth knowledge of global education trends for the language, K-12 and post-secondary sectors.

Sarah has a keen understanding of international student recruitment and retention and has presented at over 30 different conferences on topics ranging from marketing to millennials to global student mobility projections. She is known as a natural communicator and connector and currently sits on the Board of Directors for Vancouver Mount Pleasant Riding Association, and is a founding member of GLOW Ed, Canada’s first leadership organisation for Global Women in Education.
Rethinking Marketing and Recruitment

Mike Henniger

Topic: Marketing & Recruitment
Audience: All

►Session description

This session explores best-case practice in marketing to international students. Traditional marketing techniques in education often fail to differentiate one programme or institution from another.

During this presentation, participants will learn what type of information students are really looking for. Case studies will be examined to see how some education institutions are standing out from the noise and getting themselves noticed in a positive way.

►Speaker

Mike Henniger
Vice President, Sales & Marketing, ICEF, Germany

Mike Henniger is the VP Marketing and Sales for ICEF and has previously held senior positions in the language, vocational and post secondary sectors.

Mike has been actively involved in the marketing and recruitment sphere in international education for more than 15 years and is a regular presenter and panellist at international education conferences.

Mike specialises in cross media marketing, brand advocacy, social media strategies and effectively using agents to maximise international student recruitment.
**How to Maximise Your ICEF Workshop Experience - for Providers**

**Ian Cann & Nick Stevenson**

**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 and agent contracts
- How to maximise your working relationship with agents

► **Speakers**

**Ian Cann**

*Director, USA,*

*ICEF, Germany*

Ian Cann serves as Director for ICEF USA’s Business Development team, working with new and existing customers in effectively using agents to maximise 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 for Salão do Estudante/Expo Estudiante and working for IPC Media 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. He speaks English, Spanish, and Portuguese and is currently based in Barcelona.

**Nick Stevenson**

*Business Development Manager, EMEA*

*ICEF, Germany*

Nick has been at ICEF since July 2014, responsible for business development within the UK & Ireland, helping educators and service providers develop relationships with agencies overseas. He has been working within the international education sector since 2008. He studied Spanish & Management at the University of Leeds, including an Erasmus Year at the Universidad Complutense de Madrid Faculty of Economics & Business. After graduation, his first role was at Study Travel Magazine responsible for business development across various international education markets.

**The IALC Student Experience Retrospective Analysis**

**Patrik Pavlacic**

**Topic:** Student Experience

**Audience:** All

► **Session description**

As a leading association for the learning of languages abroad, one of the core values of IALC is to build a global community and foster international understanding through collaboration and sharing across the world. Our research projects, administered by StudentMarketing, aim to build valuable data which can be used as a reference in the international education industry in which billions of people participate.

The IALC 2017 & 2018 Research Reports were the result of an online survey of over 4,700 students and one of the first systematic attempts to measure the student experience at a global level and this seminar will analyse both reports in detail.

► **Speaker**

**Patrik Pavlacic**

*Market Research Manager, StudentMarketing Ltd., Austria*

Patrik Pavlacic is the Head of Research at StudentMarketing, global specialists in market research and strategic business development for the international education sector and a UNWTO Affiliate Member.

Patrik’s primary focus and expertise lies in global-scale data collection, trend analysis and interpretation, and data-driven market expansion strategies. He has produced or contributed to over 50 research projects for governments, associations, investors and individual educational institutions.

Since 2011, he has led the company’s team of in-house and in-field researchers. Patrik regularly presents at conferences and has been interviewed by many publications. He is a member of ESOMAR World Research.
16:00 - 17:00

The ICEF Agent Barometer 2018

Jessica Howlett & Tiffany Egler

Topic: Market Intelligence

Audience: All

Session description

Since 2007, ICEF has partnered with i-graduate to conduct an annual survey on the opinions of education agents about the international education industry. The session will report on the latest findings of the 2018 ICEF Agent Barometer. The study uncovers the latest trends in student mobility, and what support agents expect from their educator partners. We will be looking at a number of questions, including: How many students do agents around the world recruit per year? What are the trends? Is there any market re-direction? Is the attractiveness of study destinations changing? How can education institutions market themselves more efficiently?

Speakers

Jessica Howlett
Business Development Director,
i-graduate,
United Kingdom

Jess joined i-graduate in 2008 and leads on bespoke market research projects delivering insight for education stakeholders. She joined i-graduate from a background in TEFL and recruitment in China. She has worked in multiple regions on administration of the International Student Barometer and other large-scale student surveys. She conducts research studies on prospective students, alumni, education agents and a range of stakeholders. This includes quantitative and qualitative research methods. Jess studied Classics at Brasenose College, Oxford and has an MA in Chinese Studies from the University of London’s School of Oriental and African Studies.

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.
“Transparent Marketing” in the Language Sector - a Panel Discussion

Jago Brown, Paolo Barilari, Marcelo de Araújo Cansini & Ross Holmes

Topic: Marketing & Recruitment
Audience: All

►Session description

One school of thought says that agents should be totally transparent in their marketing - give school names, show prices, display student reviews prominently. Another school of thought states that if agents give students too much information they might not need their services anymore. Do agents provide a better service if they “tease” the customer via their marketing then tailor the package once the student is in contact? Should schools seek to prevent agents from discounting below agreed gross prices?

Come and join us for what we’re sure will be a lively debate about the merits and pitfalls of being transparent. This panel discussion features educators and agencies from the language sector and will doubtless include lots of audience participation.

►Speakers

Jago Brown
Commercial & Groups Director, British Study Centres, United Kingdom

Jago has been in senior commercial and management roles for nearly 20 years in a variety of sectors. Before taking his current role at BSC, Jago was Managing Director of the UK language school group Experience English and before that was MD of EAC Language Centres.

He came to language travel after a series of senior roles at UK tour operator First Choice and in the creative and digital industries.

In 2005 he created the UK’s first system for digital transfer of golf tee-time bookings and ran that business through to sale in 2009.

Paolo Barilari
Owner, Lingue nel Mondo, Italy

Paolo Barilari, Italian, from Rome, has worked in the Language Travel sector since 1989. He is the owner and director of Lingue nel Mondo, an online LT agency. Paolo is one of the founder members of IALCA, the Italian Association of Language Consultants and Agents. He was president of IALCA for six years and is currently vice president. He is also vice president of FELCA, the Federation of Education and Language Consultant Associations.

Marcelo de Araújo Cansini
Founder and President, World Study, Brazil

Marcelo de Araujo Cansini, graduate in Business Management, is the Founder and President of World Study in Brazil. He is also an entrepreneurship teacher at a Post Graduate course and a consultant for start-up businesses. His educational background includes two post-graduate courses in the United States in Marketing and Entrepreneurship followed by two masters in Management and Entrepreneurship.

►Chair

Ross Holmes
Director, Online Products, ICEF, Germany

Ross started his career in international education in 2007 organising student fairs across Brazil and Latin America. After 5 years he returned to his native UK where he helped brands such as HSBC, British Airways and Harrods develop strategies to reach international students studying in the UK.

He joined ICEF in 2013 where he has managed the development of Coursefinders.com and brought on board new services such as CoursePricer, Virtual Reality and Augmented Reality.
At the Cutting Edge: 2018 Data and What it Means for Your Business
Jodie Gray & Maria Cervenanova

Topic: Market Intelligence
Audience: All

► Session description
As far as we know, English UK is the only association in the language travel industry to analyse industry data on both an annual and a quarterly basis.

In 2017, together with our insight partner StudentMarketing, we launched QUIC – an unparalleled quarterly statistics initiative to help our members identify market trends and opportunities. This year we piloted a new in-depth data project with face-to-face interviews with a researcher. Should this be rolled out further, it will set a new gold standard for industry intelligence.

In this session, Maria Cervenanova, senior research manager at StudentMarketing, will showcase English UK's intelligence activities and give an overview of their most interesting findings. A panel of English UK member centre representatives, chaired by Jodie Gray, Director of Strategic Development at English UK, will then discuss how they use the data in their marketing efforts.

► Speakers

Jodie Gray
Director of Strategic Development,
English UK
United Kingdom

As director of strategic development, Jodie works closely with the chief executive of English UK to establish and review key strategic priorities for the association and translate them into an actionable plan. Jodie first joined English UK in 2007 and has worked in the international education industry for 12 years.

Maria Cervenanova
Senior Research Manager,
StudentMarketing,
Austria

Maria Cervenanova is the senior research manager at StudentMarketing. She specialises in global-scale data collection (quantitative research), trend analysis and interpretation, and is responsible for English UK's projects including the Annual Student Statistics Report and the Quarterly Insight Cohort.
The Turkish Study Abroad Market - 2018 Trends
Eren Goker

Topic: Market Intelligence
Audience: Providers

▶ Session description

Turkey is an important source country for international students. The session aims to provide you with a market overview and will cover the following topics:

• General information about Turkey and the Turkish education system
• Profile of a Turkish study abroad student
• Student mobility from Turkey: how many students are currently studying abroad in which sectors and which are the key destinations
• Most popular choices for language education and higher education programmes abroad: programmes, destinations, accommodation options
• Visas and refusal rates
• UED’s advice on how to enter the Turkish agency market and how to cooperate with local agencies taking recent developments into consideration

▶ Speaker

Eren Goker
Member of Board of Directors, The Association of International Educational Counselors Turkey (UED), Turkey

Eren Goker founded his first agency in 1997 and became a founding member of UED in 2001. After many years of counselling students for education within the United States, the 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 has been the President of the association from 2009 to 2018. Mr. Eren Goker became the Vice President of Felca, Federation of Education and Language Travel Organisations in 2015.

The German Language Travel Market
Prof. Dr. Britta Bergemann

Topic: Market Intelligence
Audience: Providers

▶ Session description

Language travel provides excellent opportunities to acquire the linguistic and cultural skills required by our increasingly globalised world. In this presentation, I will first highlight the most important features of products and services related to language travel. In a second step, I will discuss results from a market survey conducted in 2018. For this survey, a significant number of German language travel agents provided data on the target groups related to linguistic stays, target languages, main destinations, the average duration of stay, purposes of linguistic stays, and market developments. In the third section, I will discuss recent developments in the German language travel market.

▶ Speaker

Prof. Dr. Britta Bergemann
Board Member, Fachverband Deutscher Sprachreise Veranstalter (FDSV), Germany

Prof. Dr. Britta Bergemann is a Professor of International Marketing at the Heilbronn University of Applied Sciences. Previously, she held the Professorship of International Marketing at Furtwangen University, where she also served as Vice-Rector for International Affairs and Director of the International MBA Programme. In addition, she has founded and directed MBA programmes in Iraq, Saudi Arabia and Tajikistan and has routinely taught courses in these programmes. She has also been a guest speaker and lecturer at numerous venues in China, Russia, Tunisia and Vietnam. Prior to her university career, Prof. Bergemann held a top management position at the London-based Aegis Media, now Dentsu Aegis, one of the largest international communications agencies. Previously, she had served as Marketing Director for the international consulting firm Arthur Andersen, now Deloitte Consulting, after holding marketing positions for several years at Unilever and Kraft Jacobs Suchard, where she was Marketing Director in the US. She has been a member of the FDSV’s Scientific Advisory Board since 2017. In this role, she evaluates the language stays and courses offered by the FDSV members and is responsible for the Association’s marketing activities.
How to Recruit Students from Scandinavia
Johan Asplund

Topic: Market Intelligence
Audience: Providers

► Session description
Do you want to recruit students from the Scandinavian countries: Sweden, Norway, Finland, and Denmark? In this presentation we look at the Scandinavian market from four different perspectives:
• Where and what do Scandinavians study abroad?
• What characterizes Scandinavian students and what are they looking for in a school?
• How to recruit Scandinavian students?
• How to make your website more attractive to the students?

The primary audience for this seminar is schools and other service providers interested in the Scandinavian market.

► Speaker
Johan Asplund
CEO / Founder,
DreamStudies,
Sweden

Johan Asplund has worked in this industry for 15 years as a student counselor, product developer, web marketer and managing director. He has studied abroad in five different countries and helped thousands of Swedish students to study abroad. He is an expert on the Swedish CSN-system and has helped many schools to get approved by CSN.

In 2016 Johan founded DreamStudies, based in Stockholm Sweden. It is a new kind of agency offering great flexibility to schools and students. DreamStudies help schools and other service providers to find and recruit international students from Sweden and the rest of the world.

Student Recruitment from Russia: Emerging Trends and New Approaches
Denis Smorchkov

Topic: Market Intelligence
Audience: Providers

► Session description
During late 2017 – mid 2018 the Russian international education market has been experiencing some destination shifting caused by international politics and media influence. All British Council offices including the one in Moscow are closed, which is definitely changing the number of candidates for short-term language travel to the British Isles. Most US Consulates are still open, however there is practically no chance in getting an interview for B1/B2 visa. We have no other option but to adapt to this changing environment.

This session will discuss some key points you must consider when placing your product into the Russian market today:
• The importance of parent engagement
• Russia’s Generation Z: new marketing approaches through video and social media
• Mass market versus specifically targeted market segments
• Russian regions and their cultural differences
• Money value and the challenges of the Russian banking system
• Student expectations and motivation

► Speaker
Denis Smorchkov
Director General,
TravelWorks,
Russia

Denis Smorchkov is a Director General of TravelWorks, a company that’s locally presented in Russia and Kazakhstan and recruits online in each and every CIS country. With the experience of more than 16 years in the Youth Travel industry, Denis takes responsibility for analysing the life of this market considering the output of his own company. Russia and CIS cover an enormous territory, but this region’s strengths and weaknesses vary from year to year, so Denis and his team got used to adapting to a constantly changing environment.

Personal engagement in managing the recruitment team helps Denis keep himself informed on new market trends in Russian-speaking countries and he knows how to influence the behaviour and choices of Russian students as well as their parents.
Recruiting from Spain: Market Trends and Opportunities
Óscar Porras Sanchez

Topic: Market Intelligence
Audience: Providers

Session description
This session will outline highlights of changes in the Spanish language travel market during the past few years. In general terms, it can be stated that there has been an increase in the demand for certain programmes while others are in decline. We will present the notion that current global politics have a direct impact on traditional top destinations. In light of certain political trends, we can observe that parents tend to send their children to alternative destinations rather than to formerly popular countries. In addition, high opinions of and the reputation of family life in certain nations have been turning less established destinations into top destinations for language study.

Another trend that will be discussed is that parents prefer having their child as the only Spanish speaker in a host family rather than choosing accommodation in a student residence.

Speaker
Óscar Porras Sanchez
President, Asociación Española de Promotores de Cursos en el Extranjero (ASEPROCE), Spain

Óscar Porras studied English Literature at Complutense University of Madrid, and his dedication and passion for education has gained him the position of President of ASEPROCE (the Spanish Association of Promoters of Language Courses Abroad). ASEPROCE is a not-for-profit organisation - founded in 1987 - which continues to pursue its objective to promote high quality and professional standards of companies operating in the industry in Spain and of protecting the interests of students.

The Ever-Changing Student - Expectations of Learning Experience for Polish Students
Klementyna Gieżyńska

Topic: Market Intelligence
Audience: Providers

Session description
Do you know what your potential students expect from programmes they are considering? What are the criteria they consider when purchasing language courses? What about university studies? This session will focus on the Polish educational market and will help you understand learning expectations of different target groups in Poland.

The presenter will discuss the current educational landscape in Poland, define market size for children, teenagers and adults, and address student/participant and payer expectations of international learning experiences. Learn how to improve your marketing efforts and create packages catering to the Polish market.

Speaker
Klementyna Gieżyńska
Operations Manager, LuminarED, Poland

Klementyna Gieżyńska, MBA, is an Education Designer at Luminar Foundation who helps parents to create educational paths that best suit their children. She has 17 years of experience in customer service, seven years in international recruitment services and has been working on internationalisation of higher education since 2013. She advises parents and coaches students on optimal educational choices.

Klementyna’s research interests include Generation Z, determining factors in choosing educational paths and educational institutions, and the digitalisation of society.
The Future of Student Recruitment in the MENA Region

Josie Al Humaidi Reay, Haitam Giat & Nabil Najd

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 two countries within this region, Saudi Arabia and Oman. The following topics will be covered for each country:

- Background:
  - 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

Speakers
Josie Al Humaidi Reay
Assistant Director Manager,
Weejhat Academics - Wego UK,
Oman

Weejhat Academics (Wego UK) is an independent, active and exciting family-run business located in Muscat, Sultanate of Oman. Established in 2016, our services currently include educational recruitment, study solutions and study tours primarily in the UK.

What makes us different from other agencies is our level of care for our customer base and partners. Our office is made up of a small trusted friendly multi-national team who share similar values and visions.

We speak a mixture of languages and aim to connect with our customers at their level providing the full study solution package that they desire. We ensure the quality of education for our customers by personally meeting and checking our partners’ school facilities to meet the best standards.

Haitam Giat
Founder and CEO,
Yes Atlas,
Saudi Arabia

Successful entrepreneur with more than 20 years of experience in the fields of IT, Technology, Online Marketing and Social Media. Haitam Giat is a business owner and developer of small and large-scale projects both regionally and worldwide.

He is the founder and CEO of Yes Atlas, the largest and multiple award-winning recruitment agency in MENA.

Chair
Nabil Najd
Manager MENA Region,
ICEF,
Germany

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2014 holds the position of Manager MENA Region, ICEF Lebanon.

Nabil has developed a wide range of contacts within the industry and contributed towards broadening ICEF’s access to the region by focusing on introducing quality agents to our workshops around the world. In addition, Nabil is responsible for assisting and advising educational institutions new to working with study abroad agents and/or new to ICEF Workshops and helping clients to select the most appropriate ICEF services to increase their international student enrolments.

Nabil graduated with a Master’s degree in Automation Technology from the Technical University Berlin, Germany in 2010. He speaks English and German as well as his native language Arabic.
Student Recruitment from Latin America

**Jorge Alberto Otero, Dr. Gabriela Ardito, Victor Hugo Baseggio, Ricardo Toscano & Gustavo Viale**

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

► Session description

Latin America is an important source region for international students. However, trends change quickly. This session will aim to provide you with an overview and general information on some of this region’s markets: Argentina, Colombia, Brazil and Ecuador. A panel of in-country market experts will discuss future potential and trends.

► Speakers

**Jorge Alberto Otero**  
Board Member,  
ANEX Colombia - National Association of Education Advisors for Study Abroad, Colombia

Jorge Alberto Otero, is the Co-Owner & Co-CEO of Study Union International and a Member of the Board of Directors and the Ethnic Committee of ANEX Colombia - the National Association of Education Advisors for Study Abroad.

**Victor Hugo Baseggio**  
Co-Owner & Co-CEO,  
CI - Central de Intercâmbio, Brazil

Victor Hugo graduated as a Civil Engineer and has an MBA degree in Finance. After his graduation he spent three years in Europe to enhance his education. He experienced a few exchange and language programmes in various countries.

After co-founding CI in 1988 with focus on quality services, the company has become Brazil’s largest educational agent with more than 700 people directly involved in its activities.

Today CI is clearly positioned as an omni channel company. Its digital marketing with a remarkable performance in social media powers its network of more than 130 stores in Brazil and overseas, its telesales and its e-commerce activities.

**Ricardo Toscano**  
President,  
COICEC, Ecuador

Ricardo graduated as an Industrial Engineer and has an MBA degree in International Business. After graduation he had the opportunity to study in Canada where he first made contact with the International Education industry.

Ricardo has been working in the educational consultancy industry for 30 years, he currently works in an educational group and higher education institution which also has language schools in Ecuador. Ricardo is a leader in his field and he is permanently searching to improve education for the youth and young adults of Ecuador. Since 2016 he is in charge of COICEC - the first and only organisation that endorses prestigious international cultural exchange organisations of the country. It was created by the most important and prestigious agencies of the country and approved by the Ecuadorian government in 2009.

► Chair

**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. InterWay Educational Consultancy has been selected into the Excellence Assessment Designation programme for its transparency framework for the local and LATAM study abroad markets. He is also Director at English Way School of English, which is located in the West of the Greater Buenos Aires region, and has been delivering English language courses to local students for 29 years.

**Dr. Gabriela Ardito**  
President,  
ARSAA - Argentine Study Abroad Association, Argentina

Gabriela Ardito holds a Bachelor’s Degree in English Language and a PhD in Modern Languages from Universidad del Salvador, Argentina. She has been involved in ESL Teaching & Language Travel Research since 1993. Founder of VCE International, Gabriela has signed collaboration agreements with over 20 international educational institutions, is an ICEF trained agent, Quality English, IALC & English UK partner agent and presides the Argentine Study Abroad Association ARSAA, launched in 2016.
How Social Media and Digital Marketing Enhance International Recruitment
Mia Anzola Manrique & Haitam Giat

Topic: Marketing & Recruitment
Audience: Providers

►Session description
Did you know seven seconds is about all the time you have to make a connection between your online content and a lead? An undoubtedly fast-paced, online and visual world in which digital marketers must rely on social media to enhance and customise your study abroad agency or school’s strategy to convert leads into enrolled students.
Join Mia and Haitam and learn about the art of using four of the most useful social media platforms to your advantage, design effective ways to generate attention online and, ultimately, boost enrolment records via digital marketing.

►Speakers

**Mia Anzola Manrique**  
LATAM - Marketing & Social Media Manager, Findcourse.com, United Arab Emirates

Mia is a strategic marketing and social media expert focused on the development of business growth opportunities in LATAM.

Mia provides valuable insights by focusing on consumer behaviour.

**Haitam Giat**  
Founder and CEO, Findcourse.com, United Arab Emirates

Successful entrepreneur with more than 20 years of experience in the fields of IT, Technology, Online Marketing and Social Media. Haitam Giat is a business owner and developer of small and large-scale projects both regionally and worldwide.

He is the founder and CEO of Yes Atlas, the largest and multiple award-winning recruitment agency in MENA and founder of FindCourse.com, international fastest growing online recruitment agency.

14:30 - 15:30

Hochalpines Institut Ftan (HIF) – a “New” Swiss International Boarding School and Sports Academy with 225 Years of Tradition in Education
Ursula Sommer

Topic: Industry Presentation
Audience: Agents

►Session description
HIF Swiss International Boarding School and Sports Academy is a co-educational secondary boarding school founded 225 years ago in the picturesque, safe and healthy surroundings of the Swiss mountains, just three hours from Zurich. HIF offers a range of educational Swiss and international programmes for students in grades 7 to 12. Swiss Matura, IGCSE as well as bilingual English/German language and integration options are on offer. HIF is a candidate school for the IB Diploma Programme and pursuing authorisation as an IB World School.

In its Sports Academy, HIF enables young talents and students interested in winter sports and/or golf to combine competitive or leisure sports with an academic programme to excel in both academics and athletics.

►Speaker

**Ursula Sommer**  
Head of Admission and Marketing, Hochalpines Institut Ftan, Switzerland

Ursula Sommer has 25 years of experience in Swiss and international boarding education and now heads Admission and Marketing at HIF Swiss International Boarding School and Sports Academy.

Most recently, Ursula and her husband Beat Sommer, Director at HIF Swiss International Boarding School and Sports Academy, set up and launched a Swiss international school in Dubai.
### Session description

The Communicative Approach has been the foundation of English language teaching since the 1970s. It represented a major step forward in the way we thought about languages and what it was to be a successful learner and it has inspired many to travel to study languages. Over the course of 50 years, general English programmes run on this model have become nearly ubiquitous. The recent trend towards content integrated language learning, bi-lingual schools in Europe, and increased access to the English-speaking world through the internet, have transformed students’ exposure to the language at home. In order to continue to prove the value of educational travel, agencies and schools need to give a greater sense of purpose and relevance to the courses they are offering. One way to answer this is to embrace technology as an essential medium of modern communication and integrating content from across the subject areas into our programmes. This would also involve schools widening their focus beyond language alone to take in the full range of digital, interpersonal and communication skills that students develop while studying with us. By developing a more complete learning experience we, as a sector, can ensure that students continue to travel for study in increasing numbers over the next 50 years.

### Speakers

**David Ganly**  
**Managing Director, Future Learning Language School, Ireland**

David has served as an Engineering and Computer Science teacher for over 10 years, graduating from University of Limerick and also holds a Master’s of Science in Technology and Learning from Trinity College Dublin. David is the founder of Future Learning Language School, 2013. Now firmly leading the technology enhanced approach in the English language sector with Future Learning, David continues to be involved with second level education with the introduction of Computer Science as a senior cycle subject in Ireland. Having worked in both sectors David believes the language sector can learn a lot from state education systems and vice versa.

**Peter Lahiff**  
**Academic Director, Future Learning Language School, Ireland**

Peter Lahiff is an experienced course designer, teacher trainer and academic manager who has worked in ELT for just under 20 years. Peter became Academic Director of Future Learning soon after it was founded and worked on the preparation of its first summer course in 2014. He develops and implements its innovative technology enhanced language courses for young learners and teenagers across various locations in Ireland and the UK.
17:30 - 18:00

Brand Thinking in the Era of Digital Transformation
Prof. Joachim Bongard

Topic: Industry Presentation
Audience: All

Session description

Digital Transformation has become a huge challenge for any kind of industries and companies. Disruptive changes force companies being faster, more flexible and especially as open-minded as possible. New business models are evolving based on new ways of thinking about core elements of business like resources, organisational aspects, processes and - of course - customers.

In our globalised 24/7/365-economy competition is growing even faster. In this kind of hi-speed ‘Eye-ball Economy’ companies are fighting for customers’ attention as essential currency of success. As in the past, in the present even much stronger BRANDS seem to be a strategic instrument of choice when it comes both to eye-catching and keeping-in-mind. Companies are therefore extending the strategic role of Brand Management towards holistic concepts one could define as ‘Brand Thinking’. Are we watching the evolution of a new paradigm of business thinking in this long-term age of digitisation? What kind of skills do companies need to follow the brand thinking path? And what kind of educational products would be able to match with this special need? Brand Academy - University of Applied Sciences is the only higher education organisation worldwide focused on brands. To match the challenges of both brand practice and brand teaching, we are on the edge of developing a new applied method of holistic brand thinking. It’ll be both a paradigm for managing brands and for teaching brand competence.

Speaker

Prof. Joachim Bongard
Programme Director of
Brand Communication B.A.,
Brand Academy - University of Applied Sciences,
Germany

Prof. Joachim Bongard is lecturer in Communication, Advertising Psychology, Neuromarketing, Customer Loyalty and CRM at Brand Academy.
He studied Communication Sciences at the University of Münster and at Rollings College, Winter Park, Florida, USA whilst teaching at the Department of Foreign Languages.
Joachim has experience as a strategic planner and consultant at ‘güttler+klewes communications management’ in Düsseldorf.
He also holds the position of Head of Planning at ‘Dievision Agentur für Kommunikation’ in Hanover and is the Planning and Client Service Director at ‘Gyro International’ in Hamburg.
Since 2010, he is the proprietor of ‘caliber53.5 strategie – design – kommunikation’ in Hamburg.

18:00 - 18:30

The Importance of Accommodation in Student Wellbeing
Bobbi Hartshorne

Topic: Student Welfare
Audience: All

Session description

It is our belief that student accommodation has unexplored potential in contributing to the greater understanding of student wellbeing. This is after all, where students spend a considerable proportion of their time. We also recognise an opportunity for student accommodation providers to deliver truly impactful approaches to optimising student wellbeing.

We are delighted to be using this platform to share the findings from our latest global research. Early indications suggest that similar student wellbeing challenges prevail around the world and that there is a great deal to be gained from exploring this topic in an international context. Our unique operation across eight very different countries provides us with a powerful opportunity to do this and we look forward to sharing our diverse experience with you.

Speaker

Bobbi Hartshorne
Global Head of Student Wellbeing,
Global Student Accommodation,
Spain

Bobbi joined GSA Group as Strategic Partnerships Manager in early 2015 following a career in Widening Participation and International Student Recruitment & Marketing for Universities across the UK and UAE.

In 2017, Bobbi embarked on a new strategic project, seeking to determine how GSA could promote and support optimal student wellbeing across our residential portfolio. The GSA Student Wellbeing Strategy is now a fully-integrated part of our unique student experience. Bobbi is responsible for its continued implementation, improvement and impact globally.

When Bobbi presented on this topic at the Global Student Living Conference in the UK in June this year, her presentation was described as ‘a barnstorming speech…, whose energetic presentation on wellbeing had everyone talking during the lunch break.’ We expect Bobbi will bring equal passion and energy to ICEF too.
Digital Solutions for International Students in Germany
Jonas Marggraf
Topic: Industry Presentation
Audience: All

► Session description

Germany is becoming increasingly attractive for international students, exceeding its 2020 target of 350,000 already in 2017. However, German bureaucracy and cumbersome administrative procedures represent a major hurdle for many wanting to pursue their studies.

Fintiba presents digital solutions that ease the way for students to and in Germany – from blocked account and health insurance solutions for the visa application to accommodation and daily life topics. Learn how you can help your students and clients by using Fintiba in order to make the dream of studying in Germany come true.

► Speaker

Jonas Marggraf
Managing Director,
Fintiba GmbH,
Germany

Jonas is Managing Director and connects Fintiba with customers and partners around the world to make Germany an even more attractive place to study, live and work.

Before joining Fintiba, he worked in the consulting and media industry in Dublin, London, and St. Gallen and is now a great Frankfurt-lover. Jonas loves coffee and baking bread for his family.
Study at a Public University in Germany
Annette Friedl

Topic: Industry Presentation
Audience: Agents

► Session description
No tuition fees?! Yes, that is correct. Germany offers excellent university education without fees. Why? Germany has no natural resources, only human capital. As the population is decreasing we need people who wish to come to Germany. After graduation students will find plenty of work opportunities and they are welcome to build their future in Germany.

Currently we have 350,000 foreign (non-EU) students in Germany, this is more foreign students than in the US.

Living and working in Germany offers you great opportunities, but in return you are expected to learn the language. Don’t be misguided by the offer of English degrees at German Universities: there is a limited offer of these courses and they are not suitable for international students. Pathway programmes (language, foundation and university) offer a structured way to access German universities.

We will explain the necessary steps, the visa process, the documentation you need and take a look at prerequisites. There will be room for individual questions.

► Speaker
Annette Friedl
Owner and Director,
ISL Language School,
Germany

Annette is the co-owner of three schools and pathway providers in Germany and is focussed on customer contact in Asia and the Middle East.

She has been working on advising and helping international students who wish to study in Germany for over eight years now and has close contacts with many German Universities and the German embassies in many Mid-East/Asian countries.

Annette 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.
Meeting the Demands of the Job Market in the Industry 4.0. When Art & Design Meets Business Leadership

Gabriele Marconi

Topic: Careers & Skills
Audience: Agents

Session description
This presentation will focus on how the capitalisation on the synergies at the intersection of creativity, entrepreneurship, digital science and business unlocks growth and success.

Speaker
Gabriele Marconi
Sales Manager Germany,
University of Applied Sciences Europe,
Germany

Gabriele Marconi is widely experienced with leading brands within the higher education industry, the deluxe hotel industry and the senior care and healthcare industry. During her career, she has promoted and established company corporate sales philosophies and people’s programmes, bringing to G.U.S a comprehensive expertise in understanding international student needs. After studying her business degree at Salzburg School of Hotel & Tourism Industry in Austria, and being a counsellor and salesperson at heart as well as having spent years in the US and UK market, she developed a genuine passion for the education industry.

Gabriele heads up the University of Applied Sciences of Europe sales team in Germany with three locations: Berlin, Hamburg and Iserlohn. Together with the experienced national and international student counsellors’ team, Gabriele delivers first class service to serve international and national students.

Why Study in Georgia

Dr. Maia Shukhoshvili

Topic: Industry Presentation
Audience: Agents

Session description
The presentation provides details about the Higher Education system in Georgia with a focus on internationalisation aspects. It gives information about the project “Study in Georgia” and generally about study opportunities in Georgia (universities, international study programmes, admission procedures).

Attracting international students is a part of the overall strategy and new initiative of the Ministry aimed at promoting Georgian Higher Education. The initiative envisages the creation of an appropriate infrastructure, facilitation of admission procedures for international students, improving positions in international rankings, development of international standards for accreditation of programmes offered in a foreign language, etc. Significant funding is secured by the state for the implementation of the programme.

Speaker
Dr. Maia Shukhoshvili
Head of Higher Education Division,
Ministry of Education, Science,
Culture and Sport,
Georgia

Dr. Maia Shukhoshvili is a head of the Higher Education Division at the Ministry of Education, Science, Culture and Sport of Georgia. She served at the Quality Assurance Service at Ivane Javakhishvili Tbilisi State University.

Maia has extensive experience in Higher Education leadership and management. Her fields of expertise in Higher Education are quality assurance and doctoral studies.
What’s new in ELT in Malta?

James Perry & Sue Falzon

Topic: Industry Presentation
Audience: Agents

Session description

Malta can boast an ELT profession and industry that is well structured and monitored, being practically the only language learning destination in the world with a solid legislation that assures every school maintains a national quality standard. Malta keeps attracting more students year on year and has established its position as a top-quality English language teaching destination.

This session will focus on recent developments and updates including the possibility to work while studying in Malta.

Speakers

James Perry
CEO,
FELTOM -
The Federation of English Language Teaching Organisations Malta, Malta

James Perry has been appointed as FELTOM CEO since November 2017. He graduated as a Chef and decided to continue his studies and by reading for a bachelor’s degree in Tourism Studies and a Post Graduate Vocation Teaching and Training Certificate. Last year he obtained his Master’s in International Marketing Management.

Sue Falzon
Chief Executive Officer,
Malta Tourism Authority, Malta

Sue Falzon is the Chief Executive Officer of the ELT Council. The ELT Council forms part of the Ministry for Education and Employment and is the regulatory licencing body in Malta. Having obtained a first and a Master’s Degree in Youth and Community Studies, she has been heading the ELT Council management since 2009. She previously worked for the tourism sector and has occupied management posts for the past 20 years.

18:00 - 19:00

North America’s Study Abroad Market: Current Trends and Opportunities

Vincent Powell & Angela Baxter

Topic: Industry Presentation
Audience: Agents

Session description

The focus of the presentation is on USA and Canada academic and vacation markets. Looking at current student mobility trends as well as opportunities for the language provider to enhance students experience.

Speakers

Vincent Powell
Vice President, Sales,
ELS Language Centers, USA

Vincent Powell is a strategically minded and results-oriented business development professional with extensive experience in the higher education and ESL industries. He has a proven track record in consistently overachieving recruitment targets, growing revenue and increasing market share for both universities and educational companies. He is a highly effective leader and team builder, having recruited, led, mentored and managed remote, high-performance recruitment teams across several countries. He has extensive experience working with a large range of educational agents, government sponsors and high school counselors from different regions. Over the years, he has worked very closely with senior executives and universities to develop, manage and implement a wide range of successful sales initiatives at a strategic level.

Vincent is the Vice President of Sales at ELS Educational Services. He is responsible for developing and implementing ELS’s global recruitment strategies and managing the sales staff that is based in China, Taiwan, South East Asia, Latin America, Turkey, Russia, Europe and the U.S.

Angela Baxter
Sales Director, Europe,
ELS Language Centers, USA

Angela has over 20 years experience working in International Education. She held different positions in Berlitz and ELS working with the European and Russian markets. Angela holds a degree in Intercultural Communication and lived in Russia, USA and now in France.
### ILAC Goes “Zero-Tech” with a Simple Formula “Unplug to Connect”

**Jonathan Kolber**

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

> **Session description**

Part #1: Hot Jobs in Canada 2018  
Part #2: Successful English language learning in the digital era: ILAC Goes “Zero-Tech” with a simple formula - “Unplug to Connect”.

> **Speaker**

**Jonathan Kolber**  
**Co-Owner,**  
**ILAC,**  
**Canada**

Jonathan Kolber’s education background includes an MBA from Schulich School of Business at York University and a Bachelor of Science in Actuarial Science at the University of Toronto.

He has been the co-founder and President of Canada’s largest English Language School; ILAC – (International Language Academy of Canada) and ILAC International College. With locations in both Toronto and Vancouver, ILAC had the opportunity to recruit over 150,000 international students to Canada.

ILAC also places 1500 students in Canadian Universities and Colleges each year. ILAC brings necessary diversity to the Canadian university sector by recruiting students from Russia, Ukraine, South America, Mexico, Brazil, Turkey, Taiwan, Japan, Kazakhstan and many more.

ILAC creates opportunities and fulfills dreams for students from over 70 countries all over the world.

### Canadian Immigration & Visa Seminar

**David Orman**

**Topic:** Visa  
**Audience:** Market Intelligence

> **Session description**

This presentation will focus on the available opportunities for international students to study in Canada and eventually obtain their permanent residence. Topics will include: the process for obtaining a Canadian study permit, the benefits and differences in studying at public and private colleges, updates to biometric requirements, working after the completion of studies, and pathways to permanent residence and citizenship in Canada.

> **Speaker**

**David Orman**  
**Barrister and Solicitor,**  
**Orman Law,**  
**Canada**

David Orman is a Canadian immigration lawyer. He was called to the practice of law in the Province of Ontario in 1994 and has extensive experience in the field of Immigration law. His law firm handles all types of Canadian immigration matters, including permanent residence, citizenship, express entry, study and work permits, spousal sponsorships and various inadmissibility matters.

In addition, Mr. Orman has made over 30 appearances before the Federal Court of Canada arguing sponsorship appeals, skilled worker refusals, and refugee appeals. He has also made over 60 appearances before the Immigration and Refugee Board arguing sponsorship refusals, refugee matters, deportation appeals, and misrepresentation findings.
**The Power of Yes in a Year of No’s**

**Alexia Galanopoulos**

**Session description**

We look back at a year full of events and situations that could potentially have had significant negative impact on the language immersion industry. We invite the power of yes in putting a positive spin on the situation at hand.

The Power of Yes: In a world too often dominated by the negative, focusing on finding ways to say YES means allowing room for opportunity. The Power of Yes means turning the negatives into positives and giving yourself permission to try and to fail. Change is inevitable in society and in our industry, but if we can find ways to focus on the affirmative, positive outcomes are possible. We will explore how to find ways to say YES more often to open up new possibilities and we will discuss seemingly negative trends and events in the language immersion industry that were able to be turned around into positive experiences.

Focus on Canada, the UK and Germany. An open discussion for agents.

**Speaker**

Alexia Galanopoulos

Managing Director, The Language Gallery, United Kingdom

Alexia ‘Ale’ Galanopoulos, was born and raised in Toronto and is of Colombian/Greek descent. From the age of 17 years old she has held several positions over her career in the international education industry at two major ELT institutions in Canada as Managing Director. She was also Director of Operations and Business Development for 10 of its ESL branches across Canada and the United States.

She simultaneously acted as the Managing Director of two outbound educational agencies, dedicated to giving Canadians and Americans the same study abroad experiences that our inbound students receive upon entering North America. An only child born into a family where her parents had always been a homestay family, Alexia has never known a day in her life where she was not surrounded by international students, she frequently jokes: ‘I have been in training my whole life for this career’!

Having graduated with a triple major in Spanish translation, literature, International Business Development/ Relations and Political Science she is passionate about networking, marketing, and the wellbeing of newcomers to North America. She dedicates her life, both professional and personal, to supporting internationally inclusive events and associations for several communities across the globe. Alexia speaks English, French, Spanish, Portuguese and is always trying to improve her Greek.

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**#BoundlessPossible - Explore why Students Study in Australia’s Northern Territory**

**Lisa Dunbar**

**Session description**

Australia’s Northern Territory is Australia’s gateway to Asia with direct flights from Darwin to Shenzhen, Dili, Denpasar, and Singapore. Darwin is a warm, friendly cosmopolitan city that offers students a positive safe experience with good opportunities to learn about Australian culture and gain valuable Australian work experience.

Join us to learn about the Northern Territory’s education institutions, the study options and lifestyle that your students will enjoy.

**Speaker**

Lisa Dunbar

Acting Director, StudyNT, Australia

Lisa Dunbar is a highly experienced specialist communications and marketing consultant with over 15 years’ experience across domestic and international markets in Australia and the United Kingdom. Having been employed in global business and government agencies, Lisa has a thorough understanding of doing business in the ever-changing marketing and education fields.

Lisa possesses a sound knowledge of trade, investment, international engagement, and international education marketing and event management strategy. Lisa has formal qualifications of a Bachelor of Science (Health Marketing), Master Public Relations and International Certificate of Engagement (IAP2).

Lisa has lived in the Northern Territory for four years having previously spent time living in Western Australia and Queensland.
INTO ALL in One!

Tuukka Hinttula &
Isabelle Husillos

Platinum Sponsor

Topic: Industry Presentation
Audience: Agents

Session description

From Academic English to Masters programmes, INTO offers all in one.

In response to market needs and development, we have been investing significantly in broadening our product range and simplifying processes to facilitate a more seamless placement of students at our partner universities and extended network of affiliates and thus improving satisfaction from agents, students and our partners.

We will be available at booth #48 for more information after the presentation. Come and see us!

Speakers

Tuukka Hinttula
Vice President of Global Recruitment,
Direct Entry,
INTO University Partnerships,
United Kingdom

Tuukka has over 15 years international student marketing and recruitment experience within the public and private HE sectors. Between 2009 and 2016, Tuukka has held senior positions within the global recruitment team with INTO University Partnerships including the management of INTO’s regional office network. Based in Brighton, he is currently Vice President of Global Recruitment, Direct Entry, providing leadership and direction over a significant investment and expansion of INTO’s Direct Entry service. His responsibilities cover the strategic direction of this function to ensure INTO is optimally aligned and positioned to deliver growth in direct entry enrolments.

Isabelle Husillos
Regional Director Europe & UK,
INTO University Partnerships,
United Kingdom

Isabelle has over 10 years experience in the International Higher Education sector. She has worked in the International Office of Queens University Belfast since 2007 covering a wide array of markets from the Far East, to South East Asia and India. She joined INTO in 2014 as Regional Director for Europe and UK.
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<tr>
<th>Time</th>
<th>Session Description</th>
<th>Speaker</th>
<th>Audience</th>
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| 14:00 - 15:00 | Video Marketing in the Education Industry - Pushing International Student Recruitment to the Next Level | **Florian Schäfer**  
Director, ICEF Media, ICEF, Germany                                      | Providers  | Marketing & Recruitment                          |
|            | ▶ Session description                                                                 |                                                                         |            |                                                  |
|            | Readers only retain 10% of a message when absorbing it via text, compared to 95% via video. Furthermore, videos posted to social media generate 1200% more shares than text and images combined. In this seminar we will examine these benefits of video marketing, as well as other more massive and measurable advantages. You will learn how to push your video content to achieve the highest and most rewarding results. We will explore successful examples of video marketing, and walk you through the common mistakes to avoid. We will also show you how to ensure your brand will be recognised globally through video. |                                                                         |            |                                                  |
|            | ▶ Speaker                                                                            |                                                                         |            |                                                  |
|            | **Florian Schäfer**  
Director, ICEF Media, ICEF, Germany                                      |                                                                         |            |                                                  |
|            | Florian has 15+ years of experience as a director and filmmaker in the education industry. He has brought to life 100+ video marketing projects for educational clients in 30+ countries around the globe (in 8 different languages). Since September 2016 Florian is the Director of ICEF Media, which offers video production solutions for the international education industry. He is the presenter and producer of the ICEF Monitor video interviews. Florian speaks German, English and Spanish. He has a Master’s degree in audio-visual communications from the University of the Arts, Berlin. |                                                                         |            |                                                  |
| 15:00 - 16:00 | Outcome-based Education. From Learning to Earning, Adopting the Student’s Perspective | **Komil Mamajanov**  
Director of International Strategy, Global University Systems (GUS), United Kingdom | Agents     | Careers & Skills                                |
|            | ▶ Session description                                                                 |                                                                         |            |                                                  |
|            | From the days of the Industrial Revolution, education was designed to produce students who could follow directions, read simple sentences, and solve basic problems in order to prepare them for factory work. As we have moved from that era into the digital age, we have seen a material shift in the careers our economy values and needs. Institutions no longer have the luxury of maintaining the status quo. Students must be given opportunities to master the skills necessary to meet the demands of our modern digital economy. How Global University Systems is adopting the student’s perspective to outcome-based education across its institutions. |                                                                         |            |                                                  |
|            | ▶ Speaker                                                                            |                                                                         |            |                                                  |
|            | **Komil Mamajanov**  
Director of International Strategy, Global University Systems (GUS), United Kingdom |                                                                         |            |                                                  |
|            | Komil Mamajanov is responsible for the development and implementation of Global University Systems' international student recruitment strategy globally. He works with public and private sector organisations to recruit top talent helping to develop collaborative partnerships with academic partners. He holds an MBA from Grenoble Graduate School of Business (GGSB) and has over 10 years’ international business experience working in commercial and business development roles. |                                                                         |            |                                                  |
Discovering Berlin – a New Destination for Global Education
Sagi Hartov & Beate Appel

Beate Appel, Programme Director at BSBI, will show you how to “Discover Berlin” (and how and why BSBI is changing higher education). Understand how to experience Germany like a local and join us in breaking up the stiff and conservative German higher education market for internationals.

Education is undergoing tremendous changes. Sagi Hartov, Co-founder and Managing Director of BSBI, did not hesitate to enter the German market with a revolutionary idea for making higher education more accessible and practical. Meet this fascinating character and learn why his vision for BSBI is revolutionary.

Speakers
Sagi Hartov
Co-Founder and Managing Director, Berlin School of Business and Innovation, Germany

Beate Appel
Director of Curriculum and Quality, Berlin School of Business and Innovation, Germany

17:00 - 18:00

Mother Nurture - Recruit More Students via Your Website
Ross Holmes

There are more ways than ever to reach students online, and it is easier than ever to get it wrong.
This presentation looks at the common traits of young people online, and their expectations when visiting your site (spoiler: they’re the same expectations that we all have).
You will receive practical tips to help your website meet these expectations, capture more leads, and learn best practice to nurture those leads into students.

Speaker
Ross Holmes
Director, Online Products, ICEF, Germany

Ross started his career in international education in 2007 organising student fairs across Brazil and Latin America.
After five years he returned to his native UK where he helped brands such as HSBC, British Airways and Harrods develop strategies to reach international students studying in the UK.
He joined ICEF in 2013 where he has managed the development of Coursefinders.com and brought on board new services such as CoursePricer, Virtual Reality and Augmented Reality.

16:00 - 17:00
**Room: Köpenick I / II**

**18:00 - 19:00**

**Why Language Education Requires Meaningful Content**

**Ward Lincoln**

**Gold Sponsor**

**Topic:** Industry Presentation

**Audience:** Agents

► Session description

This is a journey of language learning based on the premise that students gain more from lessons founded on real interests and authentic materials rather than learning the language in isolation. This new knowledge and skills serve better language acquisition and clearer thinking. Lessons draw upon a range of topics from academic sources across multi disciplines so that students learn something real as well as a language. Lessons are planned to lead to observable and measurable outcomes: the eloquent expression of concepts shared in speech and writing through intensive, critical reading, seminar-style discussions, clarification and application of new lexicon and syntax, etc.

► Speaker

**Ward Lincoln**

*Director,
OISE Oxford,
United Kingdom*

Ward has been involved in language education for more than 30 years; on the receiving end as well as the delivery. 25 of those years have been with OISE which is part of the Instill Education group. Although Ward spends most of his time in international student recruitment, training and start ups, he is passionate about language learning being challenging and engaging to every student. Ward’s mission is to make a noticeable, positive difference to students’ future success in life. He believes that by helping students to gain confidence through language learning, they will be in a better place to compete on the international stage.
14:00 - 14:30

**Volunteer Travel - Make Money, Do Good, Be Happier**

**Ninad Sharma**

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

► **Session description**  
Discover why including volunteer travel in your offers will give you a competitive edge and how to do it effortlessly. In this session, Ninad offers practical insights into this unexplored opportunity and its benefits to your profits, your contribution to the world and personal satisfaction.

► **Speaker**  
**Ninad Sharma**  
**CEO and Co-Founder, Idex Volunteer and Travel, India**

Starting from scratch in 2000, Ninad has grown his firm into a multi-national operation across Asia and global clientele across 35 countries. A large part of his success comes from being able to identify key drivers of a (travel) business and simplify it so that business owners and employees can understand what leads to success.

As President of the International Volunteer Travel Association, he and his team spearhead development of practical volunteering models to make it accessible to travel professionals and their customers, globally.

14:30 - 15:00

**Increasing Intercultural Awareness and Achieving One’s Academic Potential at an IB World School**

**Whitney Sterling**

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

► **Session description**  
International Boarding Schools offer the unique opportunity for young people from widely varying cultures and backgrounds to work and grow together and to build life-long friendships worldwide. The IB Primary Years, Middle Years, Diploma and Career-related Programmes focus on supporting students to discover their passions for learning and, through their enthusiasm and self-motivation, to achieve their academic potential and become caring global citizens. As a result, top IB Diploma graduates are regularly accepted into the elite universities of the world. They arrive there extremely well prepared and blessed with the key to life-long learning: creativity, excitement, wonder and joy when exploring the world around them. In addition, when this happens in a boarding school setting, the commitment to the spirit of an intercultural community grows especially strong.

This presentation will outline the various IB programmes and the boarding concept at Berlin Brandenburg International School.

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

Mr. Whitney Sterling 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.

He taught as an English teacher for many years and was headmaster of a German boarding school for almost a decade. Currently Whitney Sterling is the founder and Head of Boarding at Berlin Brandenburg International School.
Room: Köpenick III

15:00 - 16:00

Mental Health & Technology – The Future of Wellness
Stephanie Hiltz & Julia Salema

Topic: Student Welfare
Audience: All

►Session description
Understanding the importance of how mental health affects students and their education is crucial to their success. While there is community support, the ways in which institutions implement support systems for the physical and mental health of students is instrumental in maintaining and growing your student population. You will learn about the evolving issues students face in this day and age and the effective methods to help them cope, the role technology plays in mental health and what it means for the future and the technological services that StudyInsured can provide for your students.

►Speakers
Stephanie Hiltz
Sales and Account Manager, StudyInsured, Canada

Stephanie is the Sales and Account Manager for StudyInsured, Ingle International’s student insurance brand. Working at Ingle International since 2012, she is well-versed in all insurance processes from policy underwriting to emergency assistance and claims. Stephanie’s international experience helps expand her network in the Canadian international education and insurance industry.

Julia Salema
Sales and Account Representative, StudyInsured, Canada

Julia is an Account Representative for the International Student Department. She is primarily responsible for sales and business growth and provides support to the student team. Julia comes to Ingle International from the travel industry, specializing in customer engagement, retention, as well as high level administrative support for travellers.

16:00 - 17:00

Making International Careers Happen
Oana Lelcu

Topic: Careers & Skills
Audience: Agents

►Session description
Is there an impact of education abroad on career development? If yes, how do you maximise it? How do employers view students with their study experience & international background? And how do students market their experience when searching for a job as a fresh graduate?

Geared to practice and the demands of the global market, IUBH University of Applied Sciences provide industry exposure and career services that are key to a high graduate employability.

• Practice-oriented education & industry network
• 6-month career preparation programme
• Effective marketing of international studies & experience

►Speaker
Oana Lelcu
Head of International Recruitment, IUBH University of Applied Sciences, Germany

Oana holds an M.A. in International Business from the IAE France (Institut de l’Administration des Entreprises), a “Licence to Lead” by ProAktiv and has 10 years of experience in business development, out of which seven are in international education.

Having a deep understanding of the German Higher Education landscape, as well as of the key motivations to study in different markets, from Europe and CIS to Asia and Latin America, Oana will pinpoint the developments in the HE landscape in Germany and the key USPs of the German Universities of Applied Sciences, thus allowing agents to successfully enrich their portfolio to best fit their clients’ aspirations.
Innovative Education and the Global Education Market: The BAU Global Network Experience

Dr. Sean Cox

Topic: Industry Presentation
Audience: All

Session description
In recent years, educational opportunities have grown dramatically across the world as greater numbers of countries have achieved the necessary levels of economic development for increased educational participation, and governments, industries, and NGOs have placed an increased emphasis on education as a means of continuing this development. As new institutions have opened that compete in the education marketplace for students to fulfill this need for more education, it has become a challenge to both offer interesting and innovative programmes, and to maintain high academic standards which build the reputations of the offering institutions and their graduates. The BAU Global Network, as one of the world’s fastest growing educational organisations, has emphasised a developmental approach which focuses on innovative educational programming based on local ecosystems and expertise, and which can be enjoyed by students throughout the Network. This presentation offers insight into the BAU Global model and provides examples from throughout the Network.

Speaker
Dr. Sean Cox
Director of Academic Affairs & International Programmes, BAU Global, Turkey

The Future of Work: Careers and Skills Needed in the Age of Robots

Mark Falvo

Topic: Careers & Skills
Audience: Agents

Session description
The pace of technology change is increasing and will lead to more pressure on a range of education sector stakeholders to prepare students for the changing world, and to ensure that students are not choosing ‘dead end’ career fields that may not survive the next decade.

This presentation covers two broad areas:
- Identifies the predicted impact of automation and robots on a range of career fields, highlighting likely winners and losers
- Explores one of the opportunities: Australia / New Zealand education focused on creative technology

This presentation is looking for interactivity with participants and a range of questions will emerge, such as “an impact of technology change is the likely need for large sectors of the existing work force to reskill and retrain. How will agents, educators and businesses change when older learners become the market majority?”

Speaker
Mark Falvo
General Manager, International and Business, Laureate International Universities, Australia & New Zealand

Sean Michael Cox, Ph.D., is Director of Academic Affairs & International Programmes and is Advisor to the BAU Global Network Board of Trustees. His office has responsibility for international programme development between the member institutions of BAU Global and for the formal institutional relationships between BAU Global and external partners. Dr Cox also works on business development for the Network, and teaches in the Graduate Institute of Social Sciences at Bahçeşehir University, one of the BAU Global universities.

Mark Falvo is currently in the role of General Manager – International and Business, and was previously the Director of Operations and Strategic Initiatives at Torrens University for 12 months. Mark has been in international education for the last 19 years, primarily in ELICOS and Higher Education and has lived and worked in a variety of overseas and domestic locations including China.

Mark and his team are responsible for international student recruitment and admissions, student exchange and trimester abroad programmes, as well as establishing and nurturing international pathways within the Laureate network, particularly in the AMEA region. Mark also coordinates and liaises with our offshore recruitment hubs.
14:00 - 15:00
Student Recruitment from an Agent’s Point of View
Matheen Saleem

Topic: Marketing & Recruitment
Audience: Providers

►Session description
An insight into the role of an education consultancy in admission and enrolment of international students into educational institutions in the UK, Ireland, USA, Canada, Australia and the EU.

►Speaker
Matheen Saleem
Operations Director,
IEC Abroad,
Saudi Arabia

Matheen Saleem is the Operations Director at IEC Abroad based in the UK Head Office. He has worked in Manchester for 10 years now at IEC Abroad. He studied MSc Information Systems Management at the Manchester Business School. In his current role he travels regularly to the Middle East, Europe, South East Asia and Far Eastern countries.

As Operations Director he manages various departments such as Sales, Marketing, Contracts, Accounts and B2B and handles the marketing and strategic direction of the company.

15:00 - 16:00
Essential Digital Marketing Strategies for Student Recruitment
Philippe Taza

Topic: Marketing & Recruitment
Audience: All

►Session description
In today’s competitive education sector, a well executed digital marketing strategy can be crucial to meeting enrolment targets. However, many institutions have difficulty harmonizing their student recruitment goals and their overall online efforts, which can result in missed opportunities.

Led by Higher Education Marketing CEO Philippe Taza, this session will help education professionals bridge this disconnect at their institutions, and demonstrate how a multichannel digital marketing campaign can be tailored towards their specific recruitment goals.

The presentation will include:
• Introduction to Inbound Marketing
• Persona Development
• Content Strategy
• Using Google Analytics to Track and Measure Results
• SEO and Keyword Research
• Social Media Marketing
• Email Marketing

►Speaker
Philippe Taza
CEO,
Higher Education Marketing,
Canada

Philippe Taza has worked in higher education marketing and recruitment since 2001. He began his higher ed career as a recruitment officer at a private college in Vancouver, BC. Advancing into recruitment management, he developed his skills in online marketing and trained in web analytics to more effectively manage marketing performance.

In 2008, Philippe founded Higher Education Marketing, a digital marketing agency dedicated to helping colleges and universities market themselves online, offering expertise and services in lead generation, web design, content development, branding, PPC, SEO, social media and analytics.
Room: Charlottenburg III
16:00 - 17:00

Education Pathways in Canada
Andrew Champagne, Bonnie McKie & Diego Sanchez

Topic: Market Intelligence
Audience: Agents

► Session description
Canada received a record 500,000 international study permit-holding students in 2017, with growth across all segments of its education sector – K-12, language, college and university. This presentation will provide insights as to why students and agents from around the globe rank Canada as a top destination to live and learn in English and/or French. Learn about the education pathways available to international students studying in Canada.

Learn how the Canada Course for Education Agents can empower your agency to confidently promote study in Canada.

► Speakers
Andrew Champagne
Specialist, Marketing and Recruitment, Colleges & Institutes Canada (CiCan), Canada

Andrew Champagne is an international education professional with cross-cutting industry experience. He has worked on international education policy with Global Affairs Canada, in international student recruitment with the University of British Columbia and now as a Marketing and Recruitment Specialist with Colleges and Institutes Canada. Andrew is an alumnus of the University of Ottawa’s Graduate School of Public and International Affairs. He is fluent bilingual (English and French) and has lived in both China and Vietnam. Andrew believes that international mobility is a force for good in the world and is supportive of two-way mobility initiatives.

Bonnie McKie
Executive Director, Canadian Association of Public Schools - International (CAPS-I), Canada

Bonnie has provided leadership for the Canadian Association of Public Schools – International (CAPS-I) as the Executive Director since its incorporation as a non-profit association in 2008. Bonnie completed her undergraduate studies in Business Administration and Criminology at Simon Fraser University.

Throughout her career in international education, Bonnie developed and managed the International Education Department for Surrey Schools in BC. She also served on the Executive Committee of IPSEA (International Public School Education Association of BC) as Vice-President and currently plays an active role in the Canadian Consortium for International Education. Bonnie currently resides in Calgary, Alberta.

Diego Sanchez
Manager, International Marketing, Languages Canada, Canada

Diego Sanchez, Languages Canada’s new Manager, International Marketing, has over ten years of experience in the private and public sectors. He has worked at Global Affairs Canada and NGO Mission Abroad. Past experiences entailed working with agents, government, associations and chambers of commerce for the organisation of missions around the globe.
### Room: Charlottenburg III

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<th>Time</th>
<th>Session Name</th>
<th>Speaker</th>
<th>Topic</th>
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<td><strong>17:00 - 18:00</strong></td>
<td><strong>The Internet of Skills</strong></td>
<td>Carl Craen</td>
<td><strong>Vice President &amp; Managing Director, EU Business School, Spain</strong></td>
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<td><strong>Carl Craen</strong></td>
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<td>5G and AI are quickly changing the workplace and the way we live our lives and do business. How do we prepare for these changes and make sure we stay ahead of the curve?</td>
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<td><strong>Carl Craen</strong></td>
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<td>As Vice-President &amp; Managing Director of EU Business School, Carl has more than 15 years' experience in pioneering business education. He is a strong believer in the role that education plays in shaping the leaders of tomorrow. Carl is an entrepreneur, innovator and proactive manager.</td>
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| **18:00 - 19:00** | **Coopetition in the ELT Market: Using Strategic Alliances as Competitive Advantage for Language Schools** | Caete da Silva                              | **Head of Marketing & Partnerships, LAL Language Centres, United Kingdom** | Providers         |
|                   | **Caete da Silva**                                                           |                                              |                              |                   |
|                   | **Topic:** Market Intelligence                                               |                                              |                              |                   |
|                   | **Audience:** Providers                                                      |                                              |                              |                   |
|                   | **Session description**                                                      |                                              |                              |                   |
|                   | Understanding business (or an industry) as a pie that adds up to 100% is a limiting view of the multi-layered possibilities towards co-existing with competitors. Trading under such a paradigm inevitably leads to a zero-sum game represented by low margins and business isolation. Adding to that, over the past 15 years the ELT industry has seen the supplier side of the value chain struggling to drive product innovation. Under such circumstances, strategic innovation is key to the future of educators and coopetition has proven to be, in the cases analysed over this conversation, an outstanding solution that combines strengths over different stages of competitor value chains. |                                              |                              |                   |
|                   | **Speaker**                                                                  |                                              |                              |                   |
|                   | **Caete da Silva**                                                           |                                              |                              |                   |
|                   | Caete joined the ELT industry at a young age and has actively contributed to the industry as an agent, educator, author and consultant. He holds a Master of Science in International Management, has extensive research on Consumer Behavior in International Mobility and currently manages and expands LAL Alliance, the network of ELT collaborators of LAL Language Centres. |                                              |                              |                   |
Room: Schöneberg

15:00 - 15:30

Trends in US Community Colleges
Dr. Andrea Insley

Topic: Market Intelligence
Audience: Agents

► Session description
If you currently work with some of the 1,150 community colleges in the USA - or are considering to start - please come and learn about nationwide trends that are impacting this large part of higher education.

Community colleges award bachelor’s degrees, enrol high school-aged students and offer many other traditional and non-traditional types of programmes…ALL at very affordable tuition costs. Come and learn!

► Speaker

Dr. Andrea Insley
Associate Vice Chancellor, Global Initiatives, Seattle Central Community College, USA

Dr. Andrea Insley is Associate Vice Chancellor for Global Initiatives in the Seattle Colleges. She has worked in the field of international education for approximately 30 years.

She has a doctorate in Educational Leadership from Oregon State University, MA and BA from the University of Washington.

15:30 - 17:00

ALTO Presents: Behavioural Fitness
Norman Kurtis

Topic: Professional Development
Audience: All

► Session description
This presentation will focus on Mindware Training, and will explore topics such as:

• Cognitive limitations humans have (short-term memory, attention, perception, etc.)
• Mental biases we all fall into (confirmation bias, self-fulfilling prophecy, gambler’s fallacy, halo effect, anchoring, etc.)
• Tools / frameworks / mental states we should be aware of to combat mental biases, think better and make better decisions

► Speaker

Norman Kurtis
Vice Dean, Behavior & Human Development, IE School of Human Sciences & Technology, Spain

Norman worked at Accenture and, since consulting is about changing behaviours, developed an interest in this area. Then he spent most of his career in helping clients make better decisions based on consumer and voter behaviour — and that led to further interest in the science behind habits and shifted from consumer behaviour to workplace behaviour.

During his career he has lived/worked in Brazil, England, France, Germany, Spain, Turkey and the United States.
### Room: Schöneberg

#### 17:00 - 18:00

**Revolution, Evolution ... Longevity and Loyalty ... Plotting the Future**

**Matt Tighe**

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

**Session description**

2019 is Bucksmore’s 40th year and we want to use this opportunity to invite you to an early celebration in Berlin. We’ll invite some distinguished guests from Bucksmore and Oxford International’s past to reminisce about the past and explore all the changes we’ve seen in the last 40 years. Plus of course we’ll look ahead to the future and what opportunities we can all look forward to in the next 40 years.

**Speaker**

*Matt Tighe*  
**Managing Director,**  
*Bucksmore Education,**  
*United Kingdom*

Matt joined Bucksmore Education in 2010, and in 2014 took up the position of Managing Director, looking after the summer programmes and Homelingua.

He studied English at Magdalene College, Cambridge University and also spent a year at the Judge Business School in Cambridge. Since joining Bucksmore, Matt has seen it double in size, as it continues to get bigger and better every year.

#### 18:00 - 18:30

**RedHill Education: The Fastest Growing Education Company in Australia**

**Gabriel Providel & Ben Bagshaw**

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

**Session description**

In February 2018, The Financial Times ranked RedHill Education as the fastest growing education company in Australia.

With campuses across Sydney, Melbourne and Brisbane, we offer students a range of English, Vocational Education and Training (VET) and Higher Education courses. Over 3,000 international students experience our welcoming community, student support services, excellent graduate outcomes and connections with industries as part of their studies.

Come discover Australia’s fastest growing education company and how you can partner with us.

**Speakers**

*Gabriel Providel*  
**General Manager,**  
*Technology & Design Division,**  
*RedHill Education,**  
*Australia*

Gabriel Providel has over 18 years of commercial and management experience in the international education industry, working in executive roles at Study Group, UTS, Meritas and Navitas. Currently the General Manager of RedHill Education, Gabriel’s accomplishments include growing revenue, launching new business units and leading teams across Australia, America, Asia, China, Latin America and the Middle East.

*Ben Bagshaw*  
**Global Sales and Marketing Manager,**  
*Greenwich College,**  
*Australia*

Ben Bagshaw has over 10 years of Operational and Marketing experience in the international education industry, working with established providers such as Education First, Study Group and RedHill Education. Currently the Global Sales & Marketing Manager at Greenwich College, Ben has overseen and directed unprecedented growth in the past two years, growing student volume, increasing revenue, launching new courses and leading his sales teams across Australia, Latin America, Asia, Europe and beyond.
The Case for Superdiversity
Francis Glover

Topic: Student Experience
Audience: All

Session description
The Case for Superdiversity. Diversity and the impact on student experience. One of the greatest benefits of studying abroad is to share experiences with students and staff from other cultures and backgrounds. Making friends for life in many cases. The decision of which university to go to not only is about future employment but future quality of life too. There are many claims for multi-national populations in universities but how can this be measured and what does it mean?

Speaker
Francis Glover
International Officer,
London South Bank University,
United Kingdom

Francis Glover is an International Officer at LSBU, who has been primarily working on recruitment activities in Africa and Middle East. He also has experience in working on short-courses with the US market as a focus.

He has studied in the US and UK, and is now completing a MA in Education, Policy, and Society.
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