

Seminar Room		
14:00 – 14:25	Strategic networking: Building stronger partnerships • Agents & Providers • Vanessa Sophia Verworn – ICEF	14:00 – 14:25
14:30 – 15:10	How are geopolitical changes reshaping student recruitment? • Andrea George – Inspired Learning Group Matthew Schneider – Nord Anglia Education Oliver Rodriguez Pearson – The Lemon Tree Education Nick Stevenson (moderator) – ICEF	14:30 – 15:10
15:15 – 15:55	Ensuring student safety: The importance of discussing safeguarding best practice during the recruitment process • Sandy Connors – Welfare Way Ltd Aileen Kane – BSA Group Susanne Hendrickson – StudyInsured Vanessa Sophia Verworn (moderator) – ICEF	15:15 – 15:55
16:00 – 16:25	Refreshment Break • Networking	16:00 – 16:25
16:30 – 17:05	Navigating the global immigration systems: Important immigration updates • Jonathan Hill – Fragomen LLP	16:30 – 17:05
17:10 – 17:55	Recruiting Gen Alpha: Identifying and responding to student needs around the world • Markus P. Hallgrimson – High School Experts Dan Thi Tran – Sunrise Vietnam Co., Ltd Keith Mayer – American Curriculum Partnerships LLC Melanie Doherty – Ermitage Education Group Josephine Phinith (moderator) – ICEF	17:10 – 17:55
18:00 – 18:55	Roundtables • 1. How can we best prepare secondary students for further study? Bethan Hudson – BAISIS, part of BSA Group 2. Differentiating your message: How can we tailor our social media channels to reach both students and their parents? Martin Herdicky 3. Recruiting international students to the USA: Overcoming obstacles and maintaining consistent partnerships in a time of change Katy Nicketakakis – Lincoln Academy 4. How can we maximise recruitment opportunities in the K-12 in Canada? Bonnie McKie – Canadian Association of Public Schools – International (CAPSI-I) 5. Destination Europe: Exploring emerging destinations across the continent Sofia Branca – EF Academy International Boarding Schools 6. Focus on Oceania: Opportunities and challenges recruiting international students to Australia and New Zealand Myriam Marchand – ICEF	18:00 – 18:55