



## Seminar Programme • October 16, 2019

	Fortune 2	Fortune 5
14:00 – 14:45	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p><b>Myriam Marchand</b>, Business Development Manager, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p><b>Albert An</b>, Director China, ICEF, China</p> <p><i>Audience: Agents</i></p>
14:45 – 15:30	<p>India's Market for International Student Recruitment &amp; Agent Engagement</p> <p><b>Deepak Kumar</b>, Founder, MakeStudy, India</p> <p><i>Audience: Providers</i></p>	<p>ICEF Agent Training and the Agency Recognition Programme</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: All</i></p>
15:30 – 16:15	<p>More Engaging Classrooms and More Effective Marketing - VR and AR in the Classroom and the Agency Office</p> <p><b>Ross Holmes</b>, Executive Director - Digital Services, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Advantages of Study in Ireland</p> <p><b>Peter Yang</b>, Senior Market Advisor, Education in Ireland, Ireland</p> <p><i>Audience: Agents</i></p>
16:15 – 17:00	<p>The Study Abroad Market in Mongolia</p> <p><b>Yerbol Bolat</b>, CEO, TOP LLC, Mongolia</p> <p><i>Audience: Providers</i></p>	<p>Study English in the UK</p> <p><b>Rebecca Maher</b>, Stakeholder Engagement Manager, English and Exams, <b>Nasia Nikolova</b>, Stakeholder Communications Manager, English and Exams, <b>Audrey Rodgers</b>, Accreditation Services Marketing Manager, English and Exams, British Council, United Kingdom</p> <p><i>Audience: Agents</i></p>
17:00 – 17:30	<i>Refreshment Break</i>	
17:30 – 18:15	<p>Vietnamese Parent Investment into Secondary Education</p> <p><b>Nam Do</b>, General Director, Nam Anh Education JSC, Vietnam</p> <p><i>Audience: Providers</i></p>	<p>The ICEF Agent Barometer - Asia Findings</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: All</i></p>
18:15 – 19:00	<p>The Ever-Changing Chinese Study Abroad Market</p> <p><b>Kim Morrison</b>, Founder and CEO, Grok Global Services, China</p> <p><i>Audience: Providers</i></p>	<p>Higher Education in Germany: State vs Private with Respect to Career Development</p> <p><b>Xi Zhao</b>, Head of Marketing, IUBH University of Applied Sciences, Germany</p> <p><i>Audience: Agents</i></p>

### How to Maximise Your ICEF Event Experience - for Providers

#### Myriam Marchand

Fortune 2

Audience: Providers

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#### ► 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 events in general and ICEF Asia in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and contracts
- How to maximise your working relationship with providers

#### ► Speaker



**Myriam Marchand**  
*Business Development Manager,  
ICEF,  
Germany*

After graduating with a degree in English Language, Myriam worked in the UK in an educational role, before moving to Australia. In Sydney, she worked for various advertising agencies in production and marketing roles, specialising in print and radio production, as well as media buying. In 2000 Myriam joined a new venture in Amsterdam, developing programmes for digital television, as well as music video productions.

In 2007 Myriam joined ICEF Asia Pacific, working in a Business Development role. Myriam supports a wide range of institutions from many sectors, that are engaged in international student recruitment. She has particular responsibility for the secondary school sector.

### How to Maximise Your ICEF Event Experience - for Agents

#### Albert An

Fortune 5

Audience: Agents

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#### ► 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 events in general and ICEF Asia in particular.

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- How to maximise your time during the event
- Post-event follow-up and agent contracts
- How to maximise your working relationship with agents

#### ► Speaker



**Albert An**  
*Director China,  
ICEF,  
China*

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

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

Albert An loves to work in the education field and is a strong believer that education is the key to a better world.

### India's Market for International Student Recruitment & Agent Engagement

#### Deepak Kumar

Fortune 2

Audience: Providers

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#### ► Session description

Every year more than 3 million students take Class XII /Sr. Secondary examinations in India.

India is among the largest markets for undergraduate, diploma studies and also for graduate studies. India is the leading market for international student recruitment to Canada, which is the preferred study destination today for our students, followed by the USA, Australia, UK, Europe and other nations.

Today, we will share and discuss the various interests of our students from choosing study programmes, destinations, and post-study opportunities.

Having a long standing experience in the industry as a student recruiter and consultant, Deepak will be able to answer your queries and concerns about the Indian market, including:

1. Student concerns regarding the choice of a particular college/school
2. Destination preferences
3. Post-study opportunities, work, immigration

#### ► Speaker



**Deepak Kumar**  
Founder,  
MakeStudy,  
India

Deepak Kumar holds a Master degree in Arts with specialisation in History, and did his Bachelor degree in Arts with Geography, History and Literature as core subjects. Studying Geography, History and Literature helped him to understand the social, geographical and economical condition of particular country regions.

Deepak started his journey as an education consultant back in the year 2002, and today it makes him feel comfortable talking and sharing information in the education sector.

## ICEF Agent Training and the Agency Recognition Programme

**Isabel Vogt**

Fortune 5

Audience: All

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### ► Session description

This session will provide you with an introduction to ICEF's agent training courses as well as its agency recognition programme:

- The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors.
- The Canada Course for Education Agents was originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF and the Canadian Consortium for International Education (CCIE). The course is now administered by ICEF and – on behalf of CCIE – Languages Canada and the Canadian Association of Public Schools International (CAPS-I).
- The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities and colleges to recruit international students.
- The Irish Education Agent Course (IEAC) is the first of its kind and supports professional development for agents specialising in Ireland as a study destination.

All courses are available online and free of charge to agency student counsellors in a self-paced modular format.

The second part of this presentation will focus on ICEF's agency recognition programme. The ICEF Agency Status (IAS) is recognised as an indicator of agent quality, showing that an agency has been successfully vetted for, and participated in, ICEF events.

### ► Speaker



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

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

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

During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.

### More Engaging Classrooms and More Effective Marketing - VR and AR in the Classroom and the Agency Office

**Ross Holmes**

Fortune 2

Audience: All

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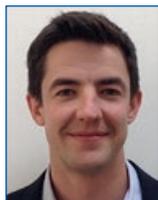
#### ► Session description

Join us for a look at how new technologies such as virtual reality (VR) and augmented reality (AR) are already being used in education, and what is to come.

We'll see real examples of how schools are using VR in the classroom to give students a head start, while saving money and teachers' time.

You will also learn, in 5 minutes, how to use a simple app to add AR to your brochures so that they are no longer just pages of two dimensional photos and text. Combined with a student's phone, they will become videos, games, price calculators, online application forms and any other digital content that you already have.

#### ► Speaker



**Ross Holmes**  
*Executive Director - Digital Services,  
ICEF,  
Germany*

Ross is Executive Director of Digital Services at ICEF. He started his career in international education in 2007, organising student fairs and agent workshops across Brazil and Latin America. 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 to manage the development of Coursefinders.com. He now manages ICEF Monitor, ICEF Insights and has brought on board new services such as CoursePricer, Virtual Reality (VR) school tours and Augmented Reality (AR) applications such as CityExplorAR.

## Advantages of Study in Ireland

### Peter Yang

Fortune 5

Audience: Agents

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#### ► Session description

Studying in Ireland offers a unique student experience. With the youngest and fastest growing population in Europe - half of the population is under the age of 35 - Ireland is brimming with youthful energy. And in the key age cohort of 22-34, Ireland has the highest population in Europe who receive third level education and who proceed for post-graduate studies.

A recent independent, international survey ranked Ireland No.1 in Europe for international student satisfaction.

This session will introduce the higher education system in Ireland and its close link with industry, which will help international students to launch an international career.

#### ► Speaker



**Peter Yang**  
*Senior Market Advisor,  
Education in Ireland,  
Ireland*

Peter Yang, Senior Market Advisor for Education in Ireland, has been responsible for the promotion of Irish higher education in China since 2014.

His responsibilities are to promote Sino-Irish education cooperation through the establishment of Chinese websites, social and other media channels, and to significantly increase the number of joint programmes and institutions. He is also in charge of setting up an alumni network platform (ICAN) to provide effective support for alumni in their employment or further study and to establish the Claddagh Scholarship Program (CSP).

As a result of these activities, the number of student visas to Ireland increased by 100% between 2014 and 2018.

## The Study Abroad Market in Mongolia

### Yerbol Bolat

Fortune 2

Audience: Providers

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#### ► Session description

This seminar will focus on the Mongolian demographics, the education system and the economic background. We will have a closer look at the study abroad destinations and figures, the market trends and the student mobility.

We will analyse the study abroad decision making, from both the students' and the parents' side, and point out the potential new markets and programmes.

#### ► Speaker



**Yerbol Bolat**  
CEO,  
TOP LLC,  
Mongolia

Yerbol Bolat is the founder of TOP LLC educational agency, based in Mongolia and Kazakhstan.

He has a Bachelor degree in Business Administration from the USA, and a Master degree in Finance Management.

Currently, he manages the educational recruitment agency as well as English language centers in both Mongolia and Kazakhstan.

## Study English in the UK

**Rebecca Maher, Nasia Nikolova & Audrey Rodgers**

Fortune 5

Audience: Agents

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### ► Session description

Every year, we welcome half a million people, young and old, to the UK to learn English. The British Council is committed to making sure their experience is safe, enjoyable and of a high quality.

Join us for this seminar to find out about Accreditation UK, our quality assurance scheme for English language teaching providers in the UK, run in partnership with English UK. Our inspections ensure teachers are well qualified, classrooms are properly equipped, and students find a home away from home.

In this seminar, we will also talk about the life-changing student experience in the UK. The UK has a course to suit every budget, age and ability. Students can take their pick of the world's largest range of English language courses. Learning English in the UK opens doors to future success in education and employment, but it also provides an unforgettable living experience. International students can take advantage of the UK's rich cultural heritage, thriving cities and countryside, and truly multicultural society.

At the end of the seminar, we will be answering questions from agents.

### ► Speakers



**Rebecca Maher**

*Stakeholder Engagement Manager, English and Exams,  
British Council,  
United Kingdom*



**Nasia Nikolova**

*Stakeholder Communications Manager, English and Exams,  
British Council,  
United Kingdom*

Rebecca Maher and Nasia Nikolova represent the British Council's English and Exams Stakeholder Engagement team. The team's remit is to build a community of English language education business professionals with interests in promotion of English as a global language, with an ethos of friendly knowledge and understanding.

Rebecca and Nasia promote the UK as the number one destination to learn English at international education fairs and also manage online engagement with business stakeholders in English learning and assessment.



**Audrey Rodgers**

*Accreditation Services Marketing Manager, English and Exams,  
British Council,  
United Kingdom*

Audrey Rodgers joined the British Council in 2011 and is currently the Marketing Manager for Accreditation Services. She promotes the use of accredited centres at various international events and has previously been involved in delivering training to agents and agents' associations about the Accreditation Scheme. Before moving to the British Council, Audrey had a career in human resources working for many years for a large UK university.

## Vietnamese Parent Investment into Secondary Education

### Nam Do

Fortune 2

Audience: Providers

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#### ► Session description

Over the past decades, the numbers of Vietnamese students that attend foreign secondary schools has grown fast.

Parents and students have chosen many different programmes, such as student exchange programmes, summer camps, and especially diploma seeking programmes. It is worth noting that more Vietnamese parents are willing to send their children to private boarding schools.

Parents expect that their children receive well-rounded education, earn a prestigious high school diploma, and prepare well for their desired programmes in higher education institutions in the future.

#### ► Speaker



**Nam Do**  
*General Director,  
Nam Anh Education JSC,  
Vietnam*

After earning his Master degree in Adult and Technical Education from Marshall University, West Virginia in 2006, Nam Do has worked as an international educator and educational entrepreneur in Vietnam. He is currently the Managing Director of Nam Anh Education, a full-service educational company, including overseas educational consulting, teaching signature US high school and college preparatory programmes, and organising fall and spring public fairs in the whole country.

He is in charge of establishing educational and business partnerships with domestic and international organisations. Nam Anh Education has currently developed partnerships with more than 40 key schools around the world, of which US schools make up 80%. They send around 200 students to the US schools yearly, of which high school students and undergraduates make up 80%.

Nam Do is an active member of NAFSA, ICEF and other international educational organisations.

## The ICEF Agent Barometer - Asia Findings

**Isabel Vogt**

Fortune 5

Audience: All

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### ► Session description

The i-graduate ICEF Agent Barometer is an annual survey of over 1,000 ICEF-screened agents from over 100 countries.

This seminar will present the results from the 2018 Barometer, with a focus on findings reported by agents recruiting for Asian institutions. This includes a year-on-year comparison of the attractiveness of international study destinations as perceived by agents recruiting for a wide range of international study programmes. Additional aspects covered include:

- Where agents plan to send students in 2019 and beyond
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for their agents

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

### ► Speaker



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

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

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

During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.

## The Ever-Changing Chinese Study Abroad Market

### Kim Morrison

Fortune 2

Audience: Providers

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#### ► Session description

China continues to play a crucial role in many institution's international student recruitment strategy.

Despite the fact that more Chinese students are going abroad for study each year, the market is paradoxically becoming more difficult for many institutions.

We'll discuss how the market is changing, what factors are driving change, who is doing well and who is experiencing challenges, and institutional success factors.

#### ► Speaker



**Kim Morrison**  
*Founder and CEO,  
Grok Global Services,  
China*

Kim Morrison is the founder and CEO of Grok Global Services.

Grok helps institutions better understand and engage in global education markets by providing an array of services that includes: advisory services; new market development through digital marketing and virtual recruitment; a managed framework for local staff deployment; global marketing; and, partnership development.

Grok has offices across China, Vietnam, Malaysia and India. Previously, Kim served in various executive roles in operations, strategic marketing, sales and HR.

### Higher Education in Germany: State vs Private with Respect to Career Development

**Xi Zhao**

Fortune 5

Audience: Agents

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#### ► Session description

Thanks to a growing number of English-taught programmes, a dynamic job market combined with quite unique post-study residence opportunities as well as a worldwide reputation of education excellence, the German higher education institutions are attracting an increasing number of international students every year. 374.580 international students were enrolled in German universities in 2018 according to the DAAD, confirming a growth trend that became noteworthy already in 2017.

One major factor in the decision-making process of students looking to study abroad is the expected return on education. In other words, there are better job opportunities by having studied in Germany. The question remains when and for which programmes one should apply for within the state system, and when it is a better option to choose a state-accredited, but private university.

As in the end, what matters most is not as much the degree in itself, but that it opens doors to employment and a good career.

#### ► Speaker



**Xi Zhao**  
*Head of Marketing,  
IUBH University of Applied Sciences,  
Germany*

Ms Zhao Xi brings with her over 13 years of professional experiences in multinational corporations and edge-cutting marketing consulting companies. Zhao Xi built her career by marketing leading consumer brands at Global Fortune 500 Companies, such as Head of Marketing for Huawei Honor West Europe and as a senior consultant for marketing strategy and performance for VW group China and BMW international markets.

Recently Zhao Xi joined the fast growing high education area and one of the biggest private university in Germany, which is also the most international university in the country. Given her expertise and experiences of understanding consumers and business, she aims to bring international student recruitment to the next level.