

ICEF Dubai

We welcome international education and service providers to meet with student recruitment agents from the Middle East, Africa, South Asia, and Turkey



Jumeirah Emirates Towers, Dubai • February 10 - 12, 2020



Seminar Programme • February 10, 2020

	Seminar Room I	Seminar Room II
14:00 – 14:45	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p>Mirna Hodžić, Event Manager, ICEF, Germany</p> <p><i>Audience: Agents</i></p>	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p>Nick Stevenson, Business Development Manager EMEA, ICEF, Germany</p> <p><i>Audience: Providers</i></p>
14:45 – 15:30	<p>ICEF Agent Training and the Agency Recognition Programme</p> <p>Tiffany Egler, Director Agent Relations, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Student Recruitment in the MENA Region</p> <p>Nabil Najd, Director MENA Region, ICEF Middle East & North Africa, Lebanon</p> <p><i>Audience: Providers</i></p>
15:30 – 16:15	<p>Choose Canada! Ranked Best Destination for High School Students</p> <p>Bonnie McKie, Executive Director, Canadian Association of Public Schools - International (CAPS-I), Canada</p> <p><i>Audience: Agents</i></p>	<p>How Technology Can Support Student Recruitment in Africa</p> <p>Tobore Agbaire, Managing Director, Jasper Consultancy, Zambia</p> <p><i>Audience: All</i></p>
16:15 – 17:00	<p>The Rise of Sports Tourism in the Middle East. Find out How to Prepare Your Students to Take Advantage of this Booming Market</p> <p>Leanne Linacre, Chair, ALTO (Association Language Travel Organisations), United Kingdom</p> <p><i>Audience: Agents</i></p>	<p>Gulf Countries: Student Destinations and Expectations when Studying Overseas</p> <p>Suad Alhalwachi, CEO, Education Zone, United Arab Emirates</p> <p><i>Audience: Providers</i></p>
17:00 – 17:30	<i>Coffee Break</i>	
17:30 – 18:15	<p>Working Together to Help MENA Students Succeed in UK Education</p> <p>Roz McGill, Market Development Manager, English UK, United Kingdom</p> <p>Andy Buckland, Founder, Gulf English Consultants, Oman</p> <p><i>Audience: Agents</i></p>	<p>The ICEF Agent Barometer 2019 - MENA Findings</p> <p>Tiffany Egler, Director Agent Relations, ICEF, Germany</p> <p><i>Audience: All</i></p>
18:15 – 19:00	<p><i>Platinum Sponsor Presentation:</i> A True Pathway for International Students to Become Doctors in the USA</p> <p>Sebastian Courage, Director of MENA, St. George's University, USA</p> <p><i>Audience: All</i></p>	<p>Saudi Arabia - Quality Trends, Market Shifts & KASP Programme</p> <p>Hadeel Albiek, Marketing and Business Development Manager, Yes Atlas, Saudi Arabia</p> <p><i>Audience: Providers</i></p>

How to Maximise Your ICEF Event Experience - for Agents

Mirna Hodžić

Seminar Room I

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 events in general and ICEF Dubai 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 agent contracts
- How to maximise your working relationship with providers

► Speaker



Mirna Hodžić
*Event Manager,
ICEF,
Germany*

Mirna joined ICEF in 2008 as a student, accepting a full time role as Project Manager in the Agents Department in 2010. Since May 2011, she exercises the position of Agent Relationship Manager, recruiting quality agents for ICEF events. Since 2016 she is also part of the Event Management Team.

As a native Bosnian who has lived and gained language skills in the US, Germany and Spain, Mirna also holds responsibility for agents from Thailand and the Balkans.

How to Maximise Your ICEF Event Experience - for Providers

Nick Stevenson

Seminar Room II

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 events in general and ICEF Dubai 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 agent contracts
- How to maximise your working relationship with agents

► Speaker



Nick Stevenson
*Business Development Manager EMEA,
ICEF,
Germany*

Nick has been at ICEF since July 2014, and is responsible for business development within the UK & Ireland, helping educators and service providers build and maintain relationships with agencies overseas.

He studied Spanish & Management at the University of Leeds, including an Erasmus Year at the Universidad Complutense de Madrid, Faculty of Economics & Business.

Since graduation from university in 2008, he has been working within the international education sector, previously in sales positions with Study Travel Magazine and Inline.Marketing. He is currently studying a Part-Time MBA at the University of Salford.

ICEF Agent Training and the Agency Recognition Programme

Tiffany Egler

Seminar Room I

Audience: All

► 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 – Langues 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



Tiffany Egler
*Director Agent Relations,
ICEF,
Germany*

Tiffany is a leading professional in the field of agent relations. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 20 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

Student Recruitment in the MENA Region

Nabil Najd

Seminar Room II

Audience: Providers

► Session description

The MENA (Middle East and North Africa) region gets a lot of attention in the international student recruitment world, and for good reason. Comprising 21 countries with a combined population of over 400 million – over 60% of which are under the age of 24 – the region's size, youth, and upward economic mobility makes it a vital market for the sector.

This session will aim to provide you with an overview and general information on the region's most important markets.

The following topics will be covered:

- 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
- Social Media Usage in MENA region
- Future potential & market trends

► Speaker



Nabil Najd
*Director MENA Region,
ICEF Middle East & North Africa,
Lebanon*

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2018 holds the position of Director 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 events 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 events 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.

Choose Canada! Ranked Best Destination for High School Students

Bonnie McKie

Seminar Room I

Audience: Agents

► Session description

Canadian public schools enrolled over 45,000 international students from 138 different countries last year.

The opportunity to be immersed in English, French or have a bilingual experience while living and learning makes Canada a unique destination.

This presentation will explain why agents continue to rank Canada the 'best destination for high school students' in the ICEF Agent Barometer year after year. Agents will also learn about new CAPS-I tools and the resources available to support their marketing and counseling services.

The Canadian Association of Public Schools - International is a national non-profit association of 130+ public school districts offering education from the primary grades through to high school graduation.

► Speaker



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

Bonnie McKie has provided leadership in international education for more than 18 years. She has been the Executive Director of the Canadian Association of Public Schools International (CAPS-I) since the not-for-profit association's incorporation in March 2008.

Prior to joining CAPS-I, Ms. McKie was the Manager of International Education for the Surrey School District, the largest public school district in British Columbia. She also served on the Executive Committee of IPSEA (International Public School Education Association of BC) as Vice-President and is currently Co-Convenor of the Global Alliance of Education and Language Associations.

In 1988, Bonnie participated in a study abroad programme in Japan and her family has also had the pleasure of hosting international students. Bonnie currently resides in Greater Vancouver, BC and has two grown children.

How Technology Can Support Student Recruitment in Africa

Tobore Agbaire

Seminar Room II

Audience: All

► Session description

The use of technology is becoming a greater part of our day to day life. Internet of Things (IoT) and Artificial Intelligence (AI) have made applications and information sharing easier to use and more accessible; in addition, Social Media is already used for targeted advertisements.

Thus, how can technology be used to aid student recruitment? This presentation will share some potential opportunities for IoT and AI to be implemented in the student recruitment process.

Customer relationship management (CRM) software can be used to track a potential student's behaviour and progress while using your services. From customised recommendations and pricing for clients to automating administrative tasks, CRM could improve your bottom line and customer satisfaction.

QR codes could be used to verify the authenticity of documents submitted and to track documents.

Chatbots can also be a part of the student recruitment process. Chatbots are used to automate client service requests. They are already being used in telemarketing and customer service applications.

► Speaker



Tobore Agbaire
*Managing Director,
Jasper Consultancy,
Zambia*

Tobore Agbaire is an international student recruitment specialist with over a decade of successful experience working with individuals and families moving abroad for study.

She has led marketing teams with a heavy focus on digital transformation. She holds a Master of Laws degree from the University of Queensland Australia and also another Master's degree in Tourism Management, from the University of Strathclyde Scotland.

She is the Managing Director of two international student recruitment agencies.

The Rise of Sports Tourism in the Middle East. Find out How to Prepare Your Students to Take Advantage of this Booming Market

Leanne Linacre

Seminar Room I

Audience: Agents

► Session description

According to the World Tourism Organisation (WTO), the Middle East and Africa is the world's fastest-growing sports tourism destination. It cites growing populations, a growing middle class, and improved marketing of events as drivers.

In locations such as Dubai, the city itself is also seen as a lure, with the sporting event itself as a nice "add-on" to a visit. Sports tourism has also been a key focus at tourism trade industry events in the region – such as the annual Arabian Travel Market in Dubai – of late. Globally, sports tourism is worth an estimated \$600bn, according to the WTO. Our prospective students are in a prime position to take advantage of this boom.

Find out about how to make sure your students are equipped to take advantage of this huge growth industry by making sure they are on the right courses to access university pathways and the many diverse career opportunities in these fast-growing industries.

► Speaker



Leanne Linacre
*Chair,
ALTO (Association Language Travel Organisations),
United Kingdom*

Leanne's career in the language travel industry started when she taught English to children in rural Greece straight after graduating from university. After a few years working in television production she got thinking about teaching EFL again and started on this adventure. She taught English and delivered CPD workshops in South Korea, Bolivia and the UK. Then, 12 years ago, her sister and Leanne decided to open a language school in Liverpool and LILA* was born.

While being active in all aspects of the running of the school, her primary focus is on the Sales, Marketing and Business Development aspect of the business. She is on the board of ALTO, an active member of Quality English and on the Steering Committee of English UK North because she believes in the enormous value of exchanging ideas and networking with peers and colleagues.

Gulf Countries: Student Destinations and Expectations when Studying Overseas

Suad Alhalwachi

Seminar Room II

Audience: Providers

► Session description

This session will cover the following topics:

- Which countries are on the students' mind
- What are the chosen majors
- Male and female numbers
- How to register a university on the list (most Gulf countries have a form online to do this)
- Foundation programmes and why they are required
- What skills students are looking for
- Change of culture and culture shock
- How do we attract students? (Social Media? University visits?)

► Speaker



Suad Alhalwachi
CEO,
Education Zone,
United Arab Emirates

Suad began college at the age of 16 and was sponsored by the Iraqi government to study economics at a university in Iraq. She did not find college work particularly challenging and therefore spent time being a “strong member of the Bahraini club” and organising trips for students. She travelled for a year after her studies.

Following her undergraduate degree, Suad returned to Bahrain and worked in a government ministry as an international affairs officer where she also had the opportunity to travel and study.

Suad came to the UAE in 1980 following her marriage. She gained a position in a Dubai company and managed the financial accounts. The company sponsored her for two years overseas to gain a professional accounting qualification and she also completed another Arabic professional accounting qualification during the same period of work. The company was strong in training and education so she also gained an Organisation Development Certificate from UoT.

Suad immigrated to New Zealand for a period of five years for family reasons where she began a Ph.D. programme in accounting, but stopped because of the length of study and exited with a Master's in Commerce. Suad also taught and was a manager within an Institute of Technology. Exposure to international education led to her returning to the UAE to set up her own business.

Working Together to Help MENA Students Succeed in UK Education

Roz McGill & Andy Buckland

Seminar Room I

Audience: Agents

► Session description

An interactive session focusing on how UK educators and agents can work together to ensure students from the MENA region succeed in their goals and minimise dropout.

We will focus on some best practice examples from the sector and discuss ways in which English UK can support students, agents and schools through training and advice.

► Speakers



Roz McGill
*Market Development Manager,
English UK,
United Kingdom*

Roz has over 20 years' experience in the international education industry. In her current role as Market Development Manager for English UK, Roz travels and works with members and agents both in the UK and around the world. She is primarily responsible for delivering English UK's B2B projects and events, such as their overseas workshops, fam trips, and market research; and for developing the sector-leading quarterly marketing intelligence scheme (QUIC).

She has visited more than 20 countries on English UK business so far.



Andy Buckland
*Founder,
Gulf English Consultants,
Oman*

Andy is founder of Gulf English, regional specialists in language school placements. He delivers marketing consultancy services for providers seeking to raise their profile in the Middle East and facilitates the placement of both privately funded and sponsored students from the Gulf.

He has 10 years' regional experience, directly assisting in-country partners and governmental departments with support and guidance for studying English language.

The ICEF Agent Barometer 2019 - MENA Findings

Tiffany Egler

Seminar Room II

Audience: All

► Session description

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

This seminar will present the results from the 2019 Barometer, with a focus on findings reported by agents recruiting for institutions from the Middle East, Africa, South Asia and Turkey. 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 2020 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



Tiffany Egler
*Director Agent Relations,
ICEF,
Germany*

Tiffany is a leading professional in the field of agent relations. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 20 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

A True Pathway for International Students to Become Doctors in the USA

Sebastian Courage

Seminar Room I

Audience: All

Platinum Sponsor



► Session description

Students of non-US citizenship have an extraordinarily difficult time of getting into a US medical school (only 1.3% of spaces in US med schools are occupied by international students).

St. George's University (SGU) in Grenada, West Indies has approximately the same number of international students as all US universities combined, and 85% of SGU's international students attain the desired outcome: a US medical residency.

This session will address the factors that make SGU the best choice for an international student whose goal is to practice medicine in the US and will detail the international student's path: from application and enrollment, to excelling in their course, to graduation, and finally to US residency placement.

► Speaker



Sebastian Courage
*Director of MENA,
St. George's University,
USA*

Sebastian has worked in the international education market for 20 years.

He is Director of MENA for St Georges University, and has worked very closely with agents worldwide for the last 15 years. Sebastian is very much looking forward to presenting to all the agents at ICEF Dubai, and to show the medical pathway, where international students have the opportunity to practice medicine in the UK, USA and Canada!

Saudi Arabia - Quality Trends, Market Shifts & KASP Programme

Hadeel Albiek

Seminar Room II

Audience: Providers

► Session description

The Middle East is an important market and source region for international students. This session will help you explore the market in Saudi Arabia.

The following topics will be covered:

- The Saudi Arabian market (needs, destination, courses, and new trends)
- Scholarship types and updates (KASP Programme)
- Language schools and higher education market
- How to build strong partnerships with agencies and grow the business
- How to meet students' expectations
- Future potential & trends for 2020

► Speaker



Hadeel Albiek

*Marketing and Business Development Manager,
Yes Atlas,
Saudi Arabia*

Hadeel Albiek is a marketing and business development manager at Yes Atlas.

She has experience in the fields of business management, business development, marketing analytics, marketing strategies, research, and relationship sustainability. She has gained 8 years of experience in the Middle East market, and especially the language market in Saudi Arabia.

Hadeel holds a bachelor degree of Software Engineering from the Arab International University, Damascus, Syria.