

# ICEF Higher Education

For higher education institutions and student recruitment agents focused on tertiary education around the world



Clarion Hotel, Helsinki • September 20 – 22, 2019



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## ICEF Coach (pre-registration is required)

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**Date: September 20, 2019**

**Time: 13:30 - 15:30**

**Location: Room Saukko, Level 2**

### Birgit Hartel

**Audience: Pre-registered educators and service providers only**

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#### ► Session description

ICEF Coach helps those newer to the international education industry and international student recruitment make their networking meetings with agents at an ICEF event as effective and productive as possible. There are 3 phases to the Coach Programme: Before - During - After ... the ICEF event.

Each Coach Programme participant corresponds with and has a one-on-one consultation and interactive training session with the coach before the ICEF event.

At the event, the coach meeting and seminar continues the mentoring which began with the individual training session each participant has received. During the entire ICEF event, the coach provides ongoing support so all participants in the programme maximise their experience meeting with agents.

After the event, each Coach Programme participant receives post-event consultation with the coach as a follow-up. This provides the opportunity to de-brief, give feedback of their overall experience at the event and importantly, to move forward as effectively as possible to establish productive agent relationships.

#### ► Speaker



**Birgit Hartel**  
*ICEF Coach,  
ICEF,  
Germany*

Birgit's career in education spans over 35 years and she has a diverse range of experience at both the K to 12 and post-secondary levels as a teacher, consultant and director.

She held the position of Managing Director of Int'l Education for a public school district in Winnipeg, Canada for 16 years. She also has 19 years of experience as a sessional instructor at the University of Winnipeg and The University of Manitoba where she taught undergraduate methodology and pedagogy courses for the Faculty of Education.

Birgit served 2 terms as an elected and founding President of the Manitoba Council for Int'l Education (MCIE), the Province of Manitoba's affiliation of universities, colleges, public school districts, independent schools, private language schools, government departments, non-governmental organisations as well as educational and professional organisations (private and public).

Over the span of her career, Birgit has successfully led professional development sessions and delivered keynote addresses locally, nationally and internationally in foreign language learning, equity & diversity education and international education.

She is fluent in German and French and has a basic working and functional knowledge of Spanish. She is currently pursuing a personal interest to learn Arabic.