

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



Seminar Programme • September 20, 2019

	Seminar Room I	Seminar Room II
14:00 – 14:45	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p>Harald Kreiner, Director EMEA, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p>Isabel Vogt, Vice President Events & Logistics, ICEF, Germany</p> <p><i>Audience: Agents</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>Targeting a Rising Global Middle Class for Recruitment: An Affordable Pathway to a US Higher Education and Opportunities for Agents</p> <p>Dr. Jia-Yi Cheng-Levine, Dean, Int. Affairs & Global Engagement, College of the Canyons, USA</p> <p><i>Audience: Agents</i></p>
15:30 – 16:15	<p>How To Promote Higher Education Programmes in Brazil</p> <p>Diogo Rodrigues, CEO, Yes Intercâmbio, Brazil</p> <p><i>Audience: Providers</i></p>	<p>Higher Education in Germany: State vs Private in Respect of Career Development</p> <p>Oana Lelcu, Head of International Recruitment, IUBH University of Applied Sciences, Germany</p> <p><i>Audience: Agents</i></p>
16:15 – 17:00	<p>Saudi Arabia and UAE - Quality Trends and Market Shifts</p> <p>Arwa Tayem Due-Gundersen, Marketing Manager UK & EU, Yes Atlas, Saudi Arabia</p> <p><i>Audience: Providers</i></p>	<p><i>Platinum Sponsor Presentation:</i> The Best Partner to Support Your Growth</p> <p>Carmen Atkinson, Regional Director, UK & Western Europe, Shorelight, USA</p> <p><i>Audience: All</i></p>
17:00 – 17:30	<i>Refreshment Break</i>	
17:30 – 18:15	<p>The ICEF Agent Barometer 2018 - Higher Education Findings</p> <p>Sarah Mines, Vice President Sales, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Finland's Role in the Higher Education Student Recruitment Market</p> <p>Joanna Kumpula, International Marketing Manager, Finnish National Agency for Education (EDUFI), Finland</p> <p><i>Audience: Agents</i></p>
18:15 – 19:00	<p>The Scandinavian Study Abroad Market</p> <p>Johan Asplund, CEO / Founder, DreamStudies, Sweden</p> <p><i>Audience: Providers</i></p>	<p>Campus France: Missions, Activities & Key Figures</p> <p>Elena Ceccarelli, Attaché for Scientific and Academic Cooperation, French Institute of Finland, Finland</p> <p><i>Audience: All</i></p>

How to Maximise Your ICEF Event Experience - for Providers

Harald Kreiner

Seminar Room I

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 Higher Education 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



Harald Kreiner
*Director EMEA,
ICEF,
Germany*

Harald is the Director of Business Development at ICEF, the industry leader in connecting international educators with student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments.

Harald works closely with education providers from all over the world and in all sectors (university, vocation, secondary, language) to find the most cost effective and efficient way of meeting international student recruitment goals. Through a consultative approach, Harald has successfully assisted education associations and hundreds of educators to access new markets and increase student enrolments.

Before joining ICEF, Harald worked in various marketing roles at Pioneer Investments (Ireland), Swarovski (Austria) and L'Oréal (Germany). His first experience in the world of international student recruitment was with the online marketing platform Internet Course Finders.

How to Maximise Your ICEF Event Experience - for Agents

Isabel Vogt

Seminar Room II

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 Higher Education 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



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.

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 – 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



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 15 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.

Targeting a Rising Global Middle Class for Recruitment: An Affordable Pathway to a US Higher Education and Opportunities for Agents

Dr. Jia-Yi Cheng-Levine

Seminar Room II

Audience: Agents

► Session description

Let's first look at numbers. Global student mobility growth is projected to be 8 million students by 2025, from 3 millions in 2012. In recent decades, in every 7 years, the world adds another billion into the middle class. Around 2022, it is estimated there will be 4.2 billion people globally living a middle class life style, who will spend \$64 trillion per year by 2030, accounting for 1/3 of the global economy. Europe's middle class spending will grow from \$8.1 trillions in 2009, to \$11.1 in 2030. When people rise into the middle class lifestyle, although varied by country and culture, they tend to spend more money on education. The global middle class should be the next target of recruitment for agents as well as institutions of higher learning.

Let's next look at the reality. Even with the current negating political climate, the United States remains the top choice for students to study abroad, attracting more than a quarter of globally mobile students in 2017. Although the cost of a U.S. higher education tends to be a deterrent for middle-class families across the globe, many now have discovered the low cost and low entry barriers of community colleges in the U.S. that President Obama claims as the best kept secret of the country in educating its citizens and providing skill-based learnings for the next generation of workers. New York Times reported in 2018 that, in the U.S., more middle-class families are choosing community college to secure credits for the first two years of a university degree. With guaranteed transfer agreements signed into law, states like California are increasingly becoming a popular location for international students to study, either for a semester study abroad, a gap year, a certificate, an associate degree, or a transfer programme to complete a degree from a four-year university. For example, one year of study with 30 units at a community college in California costs about U.S.\$8,000 to \$11,000 in tuition, as compared to a four-year university at \$17,000-\$65,000 a year in tuition. Most middle class families can afford the tuition for the former, but not necessarily the latter.

Most importantly, let's look at the opportunities for agents. In a world of online marketing and "word of mouth" through various social media platforms, the best strategy for international recruitment would be students' undeniable fabulous experiences studying at a higher education institution where they can enjoy learning with a tuition that they can afford. Examples of flexibility and various programmes, such as sports and skills-based ones, will be highlighted at the presentation as well.

► Speaker



Dr. Jia-Yi Cheng-Levine
Dean, International Affairs & Global Engagement,
College of the Canyons,
USA

Dr. Jia-Yi Cheng-Levine is Dean of International Affairs and Global Engagement at College of the Canyons (COC), California. She holds a Master's degree in English from the University of Georgia (1993) and a doctorate in English from Indiana University of Pennsylvania (1997). Former Associate Professor of English at the University of Houston-Downtown, she holds the title of Professor of English and was the Department Chair prior to her leadership role in the International office at COC. In the relatively short time of four years leading the International Office, she has grown her office staff twice as big and has strategically doubled the international student population on campus through recruitment and retention. Working collaboratively with faculty, staff, and students, she has instituted COC Global, an Advisory Taskforce to implement tenants of Comprehensive Internationalisation on campus.

A strong believer in relationship building, she has established partnerships with 17 schools/universities across the globe. In her former life as an English professor for two decades, Dr. Cheng-Levine was an active scholar in the field of Post-Colonial Theory, Ecological Feminism, and Multi-Cultural Literature. She has co-edited books and published articles in peer-reviewed journals, as well as presented at more than two dozen known conferences.

How To Promote Higher Education Programmes in Brazil

Diogo Rodrigues

Seminar Room I

Audience: Providers

► Session description

Brazil has the largest carnival in the world, and is, of course, known for the best football players. But do we have a large number of students going to university? What about our education system? What do you know about that, which can help you promote your higher education programmes in Brazil?

Considering that only after 1808 we had the first institutions in Brazil offering college programmes, we had a very late start compared to Europe and North America.

Taking into account that only 11% of the working age population has a degree, and that Brazilian universities are not in the highest rankings around globe, our late start is also transforming the way Brazil sees the opportunity of studying abroad and seeking a degree programme abroad.

Last year, from 365,000 Brazilians studying abroad, 50,400 were seeking a degree programme. Those numbers are growing rapidly and more destinations are being considered. An increasing number of specialised agents are seeking good and trusted partners to offer degree-seeking options for the Brazilian market.

Brazilian students are more prepared than ever to study abroad, are you ready for us?

► Speaker



Diogo Rodrigues
CEO,
Yes Intercâmbio,
Brazil

A Major in Publicity and Advertising, with an MBA in Management People & Leadership and English & Extension Programmes from UC Berkeley, Diogo Rodrigues is a multi-lingual, detail oriented and flexible international business professional.

With knowledge gathered from his extensive professional career, Diogo is the founder and the CEO of YES Intercâmbio, a study abroad agency in Brazil, a member of BELTA, specialised in Higher Education and with a big list of partners around the world.

Diogo's and YES Intercâmbio's values are all about helping students to reach their dreams of studying abroad and developing skills and knowledge that will contribute to their personal and professional lives.

Higher Education in Germany: State vs Private in Respect of Career Development

Oana Lelcu

Seminar Room II

Audience: Agents

► 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, better job opportunities by having studied in Germany, either in Germany or in their home country. 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



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.

Saudi Arabia and UAE - Quality Trends and Market Shifts

Arwa Tayem Due-Gundersen

Seminar Room I

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 the United Arab Emirates.

The following topics will be covered for each country:

- Background for each country: 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

► Speaker



Arwa Tayem Due-Gundersen
*Marketing Manager UK & EU,
Yes Atlas,
Saudi Arabia*

Arwa Due Gundersen is a Marketing and Business Development Manager at Yes Atlas FZ-LLC. Her main role focuses on establishing partnerships and negotiating existing ones in accordance with the current trends.

Being in the heart of the MENA region has encouraged her specialization in MENA – Western relations in the Higher Education sector. Her professional and personal experience motivate her to approach such relations in an intercultural perspective throughout her eight years of experience in the international recruitment business.

Platinum Sponsor Presentation:
The Best Partner to Support Your Growth

Carmen Atkinson

SHORELIGHT

Seminar Room II
Audience: All

► **Session description**

Each year, more students than ever before chose to pursue a higher-education degree away from their home country. For many, an international education is the means to expand their academic and career opportunities and differentiate themselves in competitive labor markets.

The most popular destination for this growing number of international students is the U.S. To make the most of this increase in demand for a U.S. university education and to grow your business, you need a partner. You need a partner with a strong portfolio of top-tier universities and a wide selection of programmes to appeal to student interests and aspirations. You need a partner who has done their research, who knows that students choose to study abroad to improve their career prospects, and who is dedicated to improving student career outcomes.

Most of all, you need a partner who can help you to stand out from your competitors, with the expertise and positioning to support your business growth.

► **Speaker**



Carmen Atkinson
*Regional Director, UK & Western Europe,
Shorelight,
USA*

Carmen was born in Bogotá, Colombia and has a dual nationality, Colombian and British.

She graduated as a simultaneous translator from the University of El Rosario in Bogotá (Bilingual: Spanish, English and reasonable French and Portuguese). Carmen has 18 years of experience in the educational international sector, including top destinations such as USA, UK, Australia and China.

Carmen joined Shorelight in 2014. Her role in Shorelight has been to open and develop the market first in Latin America, and after five years she recently has taken the challenge of opening a new region: UK & Western Europe.

She is passionate about her role, and enjoys meeting new agents, bringing them on board, and supporting them to reach a significant growth with Shorelight.

Prior to Shorelight she worked with INTO and CEG.

The ICEF Agent Barometer 2018 - Higher Education Findings

Sarah Mines

Seminar Room I

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 2018 Barometer, with a focus on findings reported by agents recruiting for Higher Education 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



Sarah Mines
*Vice President Sales,
ICEF,
Germany*

Sarah Mines has spent her entire career in international education leadership. She 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.

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

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.

Finland's Role in the Higher Education Student Recruitment Market

Joanna Kumpula

Seminar Room II

Audience: Agents

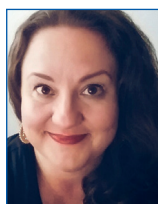
► Session description

Finland introduced tuition fees in 2017 for non-EU-students and has since looked to establish itself more widely in the international student recruitment market as a leading international higher education provider.

This session will look at Finland's education system and the offering for international prospective students, general admissions guidelines and migration processes, with up-to-date information on the latest industry developments.

We will also cover the international student experience and satisfaction; what motivates young people to choose Finland as a study destination.

► Speaker



Joanna Kumpula

*International Marketing Manager,
Finnish National Agency for Education (EDUFI),
Finland*

Joanna Kumpula is a respected international student recruitment and marketing professional, with over 15 years in the field. Presently she is the international marketing manager at the Finnish National Agency for Education (EDUFI) where Joanna's main tasks are in the development and management of the international Study in Finland brand.

Before joining EDUFI, Joanna worked in several positions in international student marketing, recruitment and admissions in the university sector and she also managed her own university consulting agency.

Joanna's professional interests lie in service design, brand development, and content and digital marketing. Joanna is currently Chair of the EAIE's (European Association for International Education) Expert Community *Marketing and Recruitment*.

The Scandinavian Study Abroad Market

Johan Asplund

Seminar Room I

Audience: Providers

► Session description

Scandinavian students are popular, and they love to study abroad. In this presentation we take a closer look at the study abroad market for Higher Education in the Scandinavian countries: Sweden, Norway, Finland, and Denmark? We will look at:

- Where and what Scandinavian students study abroad
- How they fund their studies abroad when they are used to free education at home
- What characterizes Scandinavian students and what are they looking for in a school
- How to recruit Scandinavian 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 the study abroad industry since 2002 as a student counselor, product developer, web marketer, and managing director. He has studied abroad in five different countries and helped thousands of Swedish and Scandinavian students to study abroad.

In 2016 Johan founded DreamStudies (www.dreamstudies.se), 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 Scandinavia and the rest of the world.

Campus France: Missions, Activities & Key Figures

Elena Ceccarelli

Seminar Room II

Audience: All

► Session description

France has set itself the goal of welcoming half a million foreign students by 2027. This projection is based on the growth rates achieved by our close competitors and by the forecasted impact of the *Choose France* strategy.

France also aims to encourage more French students to study abroad, whether under university exchange programmes or to earn a degree from a foreign institution. Although the European Erasmus programme is popular with young French people (more than 40,000 participated in exchanges in 2015), it is even more popular with their neighbours in Europe.

The beginning of the 2019 academic year will see the launch of a strategy based on simplification of visa policies, in cooperation with the Ministry of the Interior, an increase in programmes in French as a foreign language and programmes taught in English, a system to label model programmes of support for foreign students in France, and a global communications campaign under the aegis of Campus France. A new support fund entitled *Bienvenue en France* will be endowed with €10 million and begin operation in 2019.

To finance the new policy, French higher education institutions will be allowed to charge new tuition rates for students from outside the European Union. In parallel, the number of French government scholarships for foreign students will be greatly increased. In addition, steps will be taken to help French institutions set up overseas campuses or otherwise offer academic programmes outside France.

► Speaker



Elena Ceccarelli
*Attaché for Scientific and Academic Cooperation,
French Institute of Finland,
Finland*

Elena acquired a solid research experience in molecular biology in Italy (PhD, University of Rome), in the United States (Post-doc, Harvard University) and in France (Researcher, CEA-Saclay). Interested in developing education and training activities in an international setting, in 2001, she joined the CEA - INSTN as Educational Officer for the “Nuclear for Health” programme. In this capacity, she coordinated and managed several large multi-partner EU funded projects in the field of molecular imaging.

Willing to further enhancing her international cooperation skills, in 2010, she took the position of Vice-President for International Relations at Paris-Sud University, one of the foremost French universities. During this period she has been efficiently and effectively working with French Embassies and the Ministry of Foreign Affairs to develop international institutional cooperations which led, for example, to the launch in 2011 of the French-Vietnamese University of Science and Technology in Hanoi (USTH).

Following her interest in education and international cooperation, she held various positions such as CEA-INSTN International Scientific Officer and ENSTA ParisTech Engineering School Deputy Director for Education and Research. In this capacity, she had different responsibilities, all requiring a strong commitment and a robust sense of relationship, diplomacy, organisation and reliability over time.

Presently she is Attaché for Scientific and Academic Cooperation at the French Institute of Finland in Helsinki.