

ICEF Ukraine Focus

For international educators and service providers, and student recruitment agents from Ukraine



InterContinental, Kiev • March 19 - 20, 2019

Seminar Programme • March 19, 2019

	Seminar Room: Golden Gate
16:30 – 17:30	<p>The Ukrainian Study Abroad Market and Best Practices for Agents and Providers</p> <p>Mariia Chernykh, Co-Founder, Compass, Ukraine</p> <p>Natalia Tarchenko, CEO and Co-Founder, DEC Education, Ukraine</p> <p><i>Audience: All</i></p>
17:30 – 18:00	<p><i>Coffee Break</i></p>
18:00 – 19:00	<p>Panel Presentation: Recruitment Trends from USA, Canada and UK</p> <p>Anzhela Boldesku-Dychka, Co-Founder, Compass, Ukraine</p> <p>Valeria Samborskaya, Partner, Business Link, Ukraine</p> <p>Andrii Tkachenko, Operations Director, STUDY.UA, Ukraine</p> <p><i>Moderator:</i></p> <p>Sergey Krasnyanskiy, Director CIS, ICEF, Russia</p> <p><i>Audience: All</i></p>

Room: Golden Gate

16:30 - 17:30

The Ukrainian Study Abroad Market and Best Practices for Agents and Providers

Mariia Chernykh & Natalia Tarchenko

Audience: All

► Session description

This session will provide you with an overview of the Ukrainian study abroad market. The following topics will be covered:

- Geopolitical background, market size, education system
- Number of students studying abroad including future potential and trends - course and destination preferences
- Average length a student spends abroad
- Student expectations

In the second half of the session, we will highlight best practices for agents and providers working and recruiting from the Ukraine.

► Speakers



Mariia Chernykh
*Co-Founder,
Compass,
Ukraine*

Mariia has more than seven years of experience in the education and travel industry. Before becoming a co-founder of Study and Travel Abroad Agency Compass in 2015, Mariia had obtained two master degrees - Management of Organisation and Geology. During the student years, Mariia headed the Student Council and was very active in university and city social life. After receiving two master degrees and getting experience in the Student Council she started to fulfil the dreams of other students and helped them go to study and travel abroad. One of the main destination for Compass clients is USA. Each year Mariia helps hundreds of Ukrainians students to make their dreams come true about studying in the US.

In 2018, Mariia successfully passed all 4 Agents Courses from ICEF. She is the first female counsellor in Ukraine and in Europe who achieved IEAC, IATC, CCEA and USATC certificates.

Happy students and satisfied tourists inspire Mariia to help Ukrainian students to learn about the culture of other countries, to get a quality education abroad, and travel around the world.



Natalia Tarchenko
*CEO and Co-Founder,
DEC Education,
Ukraine*

Natalia is an alternative education specialist, CEO and co-founder of the DEC group of companies, and mother of three children. Natalia obtained an MBA degree in France at Grenoble Graduate School of Business. She has been working in the field of education for more than 19 years.

Natalia is one of the top 100 successful women in Ukraine according to the "New Time" magazine. Natalia is at the head of the DEC group of companies, which unites companies offering educational services for children and adults in Ukraine and abroad. The group includes the education abroad company (DEC Education), the network of English language schools (DEC School), the innovative camp for children (DEC Camp) and a new format school (DEC Life School).

The philosophy of all DEC companies is lifelong learning. The company believes that a person must learn and develop during a lifetime. Therefore, all that DEC does is intended to make sure that the child learns to learn and does it with pleasure.

Room: Golden Gate

18:00 - 19:00

Panel Presentation: Recruitment Trends from USA, Canada and UK

Anzhela Boldesku-Dychka, Valeria Samborskaya, Andrii Tkachenko & Sergey Krasnyanskiy

Audience: All

► Session description

Join this session to learn about the motives that drive Ukrainian students when choosing education in the US, Canada and UK. Following a short presentation for each country, these questions are being answered:

- Why are these education systems often been considered to be the most diverse in the world?
- Why do so many international and Ukrainian students choose these destinations for language schools?
- Why do students choose higher education in the USA, Canada and UK?
- Which are the most popular locations for Ukrainian students?
- What are the most important factors for Ukrainian students when choosing to study in the USA, Canada and UK?
- What kind of support is given by institutions from these countries to agencies in the Ukrainian market?

► Speakers



Anzhela Boldesku-Dychka

*Co-Founder,
Compass,
Ukraine*

Anzhela has been in the education industry for 12 years. She has started to work as a travel and education consultant during her second year of university. She has two master degrees - in English Philology and Psychology.

Anzhela knows everything about the USA and the educational system as she participated in work and travel programmes in the USA four times. She travelled around 36 states, studied at a university in the smallest US state and has helped hundreds of students to visit and study in this country.

Before starting Compass in 2015, Anzhela has worked two years at the Education USA office in Dnipropetrovsk, was a TOEFL IBT administrator for seven years and developed and grew another educational agency in Dnipro.

She has obtained many education qualifications and recognition certificates from partner institutions in the USA, Canada and Europe. She successfully passed all major ICEF training courses on education in these countries - IEAC, IATC, CCEA and USATC. She also participated in more than 29 educational conferences and workshops.

Despite running a company, Anzhela continues to work with clients, shares her knowledge, experience and expertise, achieves new goals and grows professionally, as she really likes her job and positive feedback from hundreds of happy clients.

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18:00 - 19:00



Valeria Samborskaya
*Partner,
Business Link,
Ukraine*

Valeria Samborskaya is Partner at Business Link, the educational agency in Ukraine that specializes in the UK only, now helping at least 500 students a year to study in Britain.

She is currently serving as part of the executive team, looking after Sales, Client Service, Marketing and Partner Relations.

Following her experience of studying in a British boarding school herself as a child, Valeria returned to Ukraine to start her career early at Business Link and received her degree from Ukrainian Kyiv Economics University.

Business Link was set up in 1997 and has a team of 30 professionals, all dedicated and full-time client counsellors, specialised in the UK only.

Valeria is a keen traveller and yoga practitioner, 'My life is my yoga'!



Andrii Tkachenko
*Operations Director,
STUDY.UA,
Ukraine*

Mr Andrii Tkachenko is the operations director at STUDY.UA. He built a strong and ambitious team of professionals, aiming to offer to the Ukrainian youth quality educational services abroad and in Ukraine. He is the key person for client feedback, problem solving and for general company operations.

Having 10 years' experience in international education, he develops and implements hundreds of supervised holiday educational tours for juniors abroad in more than 10 countries every year.

Andrii believes that a successful future of Ukraine is within international cultural experience and quality education of young professionals.

► Moderator



Sergey Krasnyanskiy
*Director CIS,
ICEF,
Russia*

Sergey studied in Russia, Ukraine and Germany and achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University and another from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin.

Sergey started his career at ICEF in 2000 and has been working in a variety of positions with agents as well as with educators and service providers from all over the world while focusing on the CIS market. Since 2012 he holds the position of Director CIS and manages Russia, parts of Eastern Europe, Central Asia and the Caucasus.