

ICEF Miami • Seminars • December 9, 2019

	Seminar Room 1	Seminar Room 2	Seminar Room 3	Seminar Room 4	Seminar Room 5	
2:00 - 2:45	<p>How to Maximize Your ICEF Event Experience - for Agents</p> <p>Tiffany Egler, Director Agent Relations, ICEF, Germany</p> <p><i>Audience: Agents</i></p>	<p>How Data and AI Inform Strategic Decisions, and Using Chatbots to Increase Student Engagement</p> <p>Michele Chitson, CEO/Founder, 89Clouds, USA</p> <p><i>Audience: All</i></p>	<p>How to Maximize Your ICEF Event Experience - for Providers</p> <p>Robin Garcha, Business Development Manager Canada, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>Become an International Student in Canada: Student Visa and Immigration Aspects</p> <p>Marie-Claire Lemay, Consul (Migration), Consulate General of Canada in Miami, USA</p> <p><i>Audience: All</i></p>	<p>How the U.S. Commercial Service Supports U.S. International Education</p> <p>Mindi Hertzog, Senior International Trade Specialist (Orlando), Jorge Arce, Senior International Trade Specialist (Jacksonville), U.S. Commercial Service, International Trade Administration, USA</p> <p><i>Audience: All</i></p>	2:00 - 2:45
2:45 - 3:30	<p>ICEF Agent Services: US Agent Training Course and Agency Recognition Program</p> <p>Shannon Wolff, Agent Relations Manager, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Emotional Wellbeing of Your International Students: Are You Doing All That You Can?</p> <p>Kacey W. Chambers, Director of Global Initiatives & Upper School Assistant Principal, The First Academy, USA Julie Middleton, Senior Associate Director of Admission, Hebron Academy, USA Dr. Frank LaGrotteria, Head, Bridgeport International, USA</p> <p>Chair: Jacqui Yamada, Consultant, ISM Insurance Inc., USA</p> <p><i>Audience: All</i></p>	<p>A Path to Partnership Success - A Win-Win for All</p> <p>Sushil Sukhwani, Director, Edwise International, India Steven Boyd, Executive Director of Graduate & International Admissions, University of New Haven, USA</p> <p><i>Audience: All</i></p>	<p>Make Canada the Destination of Choice for Your Students!</p> <p>Diego Sanchez, Manager, International Marketing, Languages Canada, Canada</p> <p><i>Audience: Agents</i></p>	<p>More Engaging Classrooms and More Effective Marketing - VR and AR in the Classroom and the Agency Office</p> <p>Ross Holmes, Executive Director - Digital Services, ICEF, Germany</p> <p><i>Audience: All</i></p>	2:45 - 3:30
3:30 - 4:15	<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 Zepur Solakian, Executive Director & President, Center for Global Advancement of Community Colleges (CGACC), USA</p> <p><i>Audience: Agents</i></p>	<p>2020: Youth Travel & Cultural Exchange</p> <p>John J. Crist, President/CEO, International Cultural Exchange Services - ICES, USA Martijn van de Veen, Vice President Business Development, Rachel Durcan, Business Development Manager USA, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Recruiting from Argentina - What Is so Different?</p> <p>Gustavo Viale, CEO, InterWay Educational Consultancy, Argentina</p> <p><i>Audience: Providers</i></p>	<p>The Canada Course for Education Agents</p> <p>Diego Sanchez, Manager, International Marketing, Languages Canada, Canada Robin Garcha, Business Development Manager Canada, ICEF, Germany</p> <p><i>Audience: Agents</i></p>	<p>Artificial Intelligence Powering Student Recruitment Platforms</p> <p>Ben Waxman, CEO, Intead, USA Ashish Fernando, CEO, iSchoolConnect, USA</p> <p><i>Audience: All</i></p>	3:30 - 4:15
4:15 - 5:00	<p><i>Platinum Sponsor Presentation:</i></p> <p>Shorelight Career Accelerator: Preparing International Students for Career Success</p> <p>Scott Helfgott, Vice President of Academic Affairs, Shorelight, USA Barry R. Vogel, Managing Director, Florida International University, USA John Swartz, Program Manager - Career Accelerator Program, Florida International University, USA</p> <p><i>Audience: Agents</i></p>	<p>Exchange Visitor Program Update</p> <p>Mary Gant, Program Analyst, Office of Private Sector Exchange Designation, USA</p> <p><i>Audience: All</i></p>	<p>Rumors and Facts about Student Recruitment from Russia</p> <p>Denis Smorchkov, Director General, TravelWorks, Russia</p> <p><i>Audience: Providers</i></p>	<p>Supporting and Representing English Language Programs in the USA</p> <p>Cheryl Delk-Le Good, Executive Director, EnglishUSA, USA</p> <p><i>Audience: All</i></p>	<p>Canadian Francophone Market: How to Promote Canada and Your Institution as a Francophone Destination</p> <p><i>Marché Francophone Canadien : Comment Promouvoir le Canada et Votre Institution en tant que Destination Francophone</i></p> <p>Stéphane Lemelin, Executive Director / Directeur Général, Collège de Sainte-Anne-de-la-Pocatière (CSA), Canada Monèle Schrot, Director French Programming, Canada / Directrice des programmes en langue française, Canada, ICEF, Germany</p> <p><i>Audience: All</i></p>	4:15 - 5:00
5:00 - 5:30	Coffee Break					5:00 - 5:30
5:30 - 6:15	<p>US Study Consortia Panel Presentations: Study in New York, Tennessee, Florida and Alabama</p> <p>Dr. Robert Summers, Member, StudyNY, USA, Todd Beard, Co-Chair, Study Tennessee, USA Terra Good, Member, Study Florida, USA Kristen Holmes, Board Member, Study Alabama, USA</p> <p>Chair: Brittany Goodman, Business Development Manager USA, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>The ICEF Agent Barometer 2019 - North America Findings</p> <p>Tiffany Egler, Director Agent Relations, Rachel Durcan, Business Development Manager USA, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>How to Maximize the Mutual Benefits of the Relationship Between Vietnamese Agents and US Education Partners</p> <p>Nam Do, Founder/CEO, Nam Anh Education JSC, Vietnam</p> <p><i>Audience: Providers</i></p>	<p><i>Platinum Sponsor Presentation:</i></p> <p>A True Pathway for International Students to Become Doctors in the USA</p> <p>Steve Cusumano, Director of International Operations, St. George's University, USA</p> <p><i>Audience: All</i></p>	<p>Are Women's Organizations and Events Helpful in Creating an Equal and Inclusive Industry Culture?</p> <p>Nadine Baladi, Executive Advisor, Lead5050, UK Rick Rattray, Founding Partner, The Parliament Group, USA Cheryl Delk-Le Good, Executive Director, EnglishUSA, USA Yves Paradis, Vice-President of Operations, OHLA, USA Sarah Mines, Vice President Sales, ICEF, Germany</p> <p><i>Audience: All</i></p>	5:30 - 6:15
6:15 - 7:00	<p><i>Platinum Sponsor Presentation:</i></p> <p>Higher Education in Latin America: Current Market Conditions, Opportunities and Challenges</p> <p>Jamshid Mirzabekov, Regional Director for Americas, Study Group Limited, USA</p> <p><i>Audience: All</i></p>		<p>The Ever-Changing Chinese Study Abroad Market</p> <p>Kim Morrison, Founder and CEO, Grok Global Services, China</p> <p><i>Audience: Providers</i></p>	<p>The Enrollment Management Landscape in the United States and Impact on International Student Recruitment</p> <p>Mike Finnell, Executive Director, American International Recruitment Council (AIRC), USA Bryan Gross, Vice President for Enrollment Management and Marketing, Western New England University, USA</p> <p><i>Audience: All</i></p>		6:15 - 7:00