



The Ritz-Carlton, Moscow • March 23 – 25, 2019

## Seminar Programme • March 23, 2019

	Moscow I - II	Moscow III
14:00 – 14:45	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p><b>Sergey Krasnyanskiy</b>, Director CIS, ICEF, Russia</p> <p><i>Audience: Agents</i></p>	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p><b>Rüdiger Laub</b>, Sales Key Accounts, Strategic Projects, ICEF, Germany</p> <p><i>Audience: Providers</i></p>
14:45 – 15:30	<p>ICEF Agent Training and the Agency Recognition Programme</p> <p><b>Sergey Krasnyanskiy</b>, Director CIS, ICEF, Russia</p> <p><i>Audience: All</i></p>	<p>The Niche Market of Belarus - An Inside Analysis</p> <p><b>Pavel Joukovski</b>, Director, Delius-Terra ALC, Belarus</p> <p><i>Audience: Providers</i></p>
15:30 – 16:15	<p>Study in Ireland – A Passport to an International Career &amp; The Irish Education Agent Course (IEAC)</p> <p><b>Vivienne Nolan</b>, Marketing Executive, Education in Ireland, Ireland</p> <p><b>Lorcan O'Connor Lloyd</b>, Marketing Manager, Marketing English in Ireland, Ireland</p> <p><b>Sergey Krasnyanskiy</b>, Director CIS, ICEF, Russia</p> <p><i>Audience: Agents</i></p>	<p>Recruiting from Azerbaijan</p> <p><b>Farid Abbasov</b>, Director, Go and Study, Azerbaijan</p> <p><i>Audience: Providers</i></p>
16:15 – 17:00	<p>U.S. Education: Key Advantages, Benefits and Resources</p> <p><b>Diana Ryan</b>, Commercial Specialist, U.S. Foreign Commercial Service, USA</p> <p><i>Audience: Agents</i></p>	<p>The ICEF Agent Barometer 2018 - Russia and CIS Findings</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: All</i></p>
17:00 – 17:30	Coffee Break	
17:30 – 18:15	<p>In Focus: Australia's Booming International Education and Student Visa Aspects</p> <p><b>Natalia Konovalova</b>, Business Development Manager Russia / CIS, Australian Trade and Investment Commission (Austrade), Australian Embassy Moscow, Russia</p> <p><i>Audience: Agents</i></p>	<p>Recruitment in Russia: Current Trends and How to Establish a Valuable Agent Network</p> <p><b>Dr. Anna Ryzhova</b>, Research Specialist, AREA - Association of Russian Educational Advisors, Russia</p> <p><i>Audience: Providers</i></p>
18:15 – 19:00	<p>Marketing Your Education Agency Made Simple</p> <p><b>Magdy Attalla</b>, Regional Director, BHMS Business &amp; Hotel Management School, Switzerland</p> <p><i>Audience: Agents</i></p>	<p>New Marketing Approaches for Student Recruitment from Russia</p> <p><b>Denis Smorchkov</b>, Director General, TravelWorks, Russia</p> <p><i>Audience: Providers</i></p>

## How to Maximise Your ICEF Event Experience - for Agents

### Sergey Krasnyanskiy

Moscow I - II

Audience: Agents

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#### ► 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 Moscow 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



#### **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.

### How to Maximise Your ICEF Event Experience - for Providers

#### Rüdiger Laub

Moscow III

Audience: Providers

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#### ► 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 Moscow 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



#### **Rüdiger Laub**

*Sales Key Accounts, Strategic Projects,  
ICEF,  
Germany*

Rüdiger Laub holds the position of Sales Key Accounts, Strategic Projects at ICEF.

Rüdiger has a Master's degree in Economic Geography from Bertolt-Brecht University in Augsburg, Germany. He also owns a post-graduate degree in Renewable Energy Management.

Rüdiger has been involved with ICEF since 1998 in a variety of positions working closely with agents, education and service providers from all over the world and in all sectors of the international education industry (university, vocational, secondary, language, work & travel).

## ICEF Agent Training and the Agency Recognition Programme

### Sergey Krasnyanskiy

Moscow I - II

Audience: All

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#### ► 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



**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.

## The Niche Market of Belarus - An Inside Analysis

**Pavel Joukovski**

Moscow III

**Audience: Providers**

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### ► Session description

The market in Belarus absorbs some features from the Russian and the Ukrainian markets, as well as from the Eastern European ones. Belarus has very specific legal regulations of marketing and advertising any education abroad that prevent regular activities such as presentations, education fairs, and even web advertising (banners) from in-country based companies.

This session will give you an overview of Belarus' study abroad market trends with its latest news and your marketing approach and philosophy towards this challenging but loyal niche market.

We will take a look at the most common challenges and identify what makes a good agent from Belarus.

### ► Speaker



***Pavel Joukovski***  
*Director,*  
*Delius-Terra ALC,*  
*Belarus*

Since 1992, Pavel Joukovski is the Director / Educational consultant of Delius-Terra ALC, Minsk (Belarus). He manages the company and provides education abroad and career counselling to individuals.

Pavel has a Diploma in Foreign Policy and Diplomacy (BA) from the Academy of Public Administration of The President of The Republic of Belarus, Minsk (Belarus) and a Diploma in Radiophysics and Electronics (BSc) from The Belarusian State University, Minsk (Belarus).

Pavel Joukovski is a well-trained agent; he is an ICEF Trained Agent Councillor, took the Irish Agent Training Course, and is a British Council UK trained agent.

### Study in Ireland – A Passport to an International Career & The Irish Education Agent Course (IEAC)

**Vivienne Nolan, Lorcan O'Connor Lloyd & Sergey Krasnyanskiy**

Moscow I - II

Audience: Agents

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#### ► Session description

The first part of the session will discuss the relevance of the Russian student market to the Irish Government, and the recognised importance of quality in courses offered in Ireland.

It will be explained how the Irish higher education system works, and highlight some differences between the Irish and Russian systems, which offer advantages to Russian students. A focus on practical skills and industrial work placements is crucial for young people that wish to penetrate the Irish work market upon completion of their studies. The Irish Government offers generous stay-back options for foreign graduates wishing to enter the Irish market. Updated immigration procedures will also be outlined.

In the second part we will introduce you to the Irish Education Agent Training Course. The IEAC is the first of its kind and supports professional development for agents specialising in Ireland as a study destination. Agents who take the IEAC will acquire a firm foundation in the benefits and organisation of the Irish education system. Agents will also gain access to resources to help international students study in Ireland at the most appropriate institutions and in programmes that best meet their goals.

#### ► Speakers



**Vivienne Nolan**  
*Marketing Executive,  
Education in Ireland,  
Ireland*

Vivienne has been working in the higher education sector for over 20 years.

Currently she manages the Student Ambassador Programme for Ireland's Higher Education Institutions, recruiting 60 international students from over twenty countries. The Student Ambassador programme is a key part of Education in Ireland's promotional efforts to raise awareness of Ireland as a study abroad destination, asking student ambassadors to share their experiences of studying and living in Ireland with others around the world.



**Lorcan O'Connor Lloyd**  
*Marketing Manager,  
Marketing English in Ireland,  
Ireland*

Marketing English in Ireland (MEI) is the leading association of English language schools in Ireland. Lorcan has been working for MEI for the past 5 years. He is tasked with leading marketing and promotional initiatives, with a focus on new and emerging source markets.

To tell the world about our schools and the ELT opportunities in Ireland, we participate in a range of trade conferences and workshops across the globe, where we reconnect with our longstanding colleagues and meet new partners with whom we can look forward to future collaboration.



**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.

## Recruiting from Azerbaijan

### Farid Abbasov

Moscow III

Audience: Providers

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#### ► Session description

This presentation will explain why Azerbaijan is a potential market for educators.

Aspects to examine:

- Market size and education system in Azerbaijan
- How the Azerbaijan government is turning black gold into human capital
- Current destination trends and student's course preferences
- Why did the young population's expectations change and what were the main factors for this change
- The most important market tools in order to recruit students progressively.

#### ► Speaker



#### **Farid Abbasov**

*Director,  
Go and Study,  
Azerbaijan*

Farid achieved two Master of Science degrees in Finance and Banking, Advanced Economics and Politics: one from Tor Vergata University, Italy and the other from La Sapienza University, Italy.

Farid started his career in the Embassy of Azerbaijan in Rome. He has working experience in the European Parliament, Belgium and the United Nations IFAD (International Fund for Agricultural Development), Italy.

Since 2013 he is the Director of Go and Study and Co-founder of Centro Italiano Baku, Azerbaijan.

### U.S. Education: Key Advantages, Benefits and Resources

#### Diana Ryan

Moscow I - II

Audience: Agents

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#### ► Session description

The U.S. education system is universally considered to be the best. More and more international students study in the U.S. every year. The U.S. educational system has something for every student, including Russians.

This presentation will provide an overview of the U.S. education system and the Russian student population in the U.S. The reasons why Russians should consider studying in the U.S. will be discussed, as will the fact that the U.S. is very interested in increasing the number of students from Russia that study in the U.S. Student visas will be mentioned.

The presentation will conclude with a Q&A session.

#### ► Speaker



**Diana Ryan**  
*Commercial Specialist,  
U.S. Foreign Commercial Service,  
USA*

Diana joined the Commercial Service in 2014 from a Fortune 500 multinational company where she had a successful career in marketing and brand management.

She is a graduate of Moscow International Business School. Diana was awarded a Bronze medal by the International Trade Administration as LES staff in support of U.S. business development (Education and Franchising) in Russia.

Diana speaks English, Russian, Latvian and German.

### The ICEF Agent Barometer 2018 - Russia and CIS Findings

**Isabel Vogt**

Moscow III

Audience: All

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#### ► 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 institutions from Russia and the CIS. 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



**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.

## In Focus: Australia's Booming International Education and Student Visa Aspects

### Natalia Konovalova

Moscow I-II

Audience: Agents

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#### ► Session description

*Future Unlimited* as part of *Australia's National Strategy 2025* is focused on the outcomes of an Australian education and the real benefits it delivers for students, including world-class education, a quality study destination, the difference Australia can make to future career opportunities and lifestyle, reputation, favourable visa regulation.

Australian Embassy staff will update agents on opportunities to help engage with suitable partners.

#### ► Speaker



#### **Natalia Konovalova**

*Business Development Manager Russia/CIS,  
Australian Trade and Investment Commission (Austrade),  
Russia*

As a member of the Austrade international education team, Natalia represents the Australian education sector in Russia and the CIS. While supporting the international engagement strategies of Australian education key stakeholders, she works closely with local agents, partner institutions, education providers and government authorities.

Natalia helps both Australian and local communities explore opportunities for cooperation. She brings to the sector her local and international expertise in education and business and helps discover the real benefits Australian education delivers to students and professional communities.

### Recruitment in Russia: Current Trends and How to Establish a Valuable Agent Network

**Dr. Anna Ryzhova**

Moscow III

Audience: Providers

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#### ► Session description

This presentation will give a general overview on recent trends of student recruitment in Russia.

It is based on the recent statistics on study destinations and the research of the Association of Russian Educational Advisors (AREA) among educational consultants working in the different cities and regions of the country, describing the most successful marketing tools of recruitment in Russia with an emphasis on the strategies of establishing an agent network.

#### ► Speaker



**Dr. Anna Ryzhova**

Research Specialist,

AREA - Association of Russian Educational Advisors,  
Russia

The presentation is given by Anna Ryzhova, whose personal experience in the field of international education includes 18 years as an agency owner in Russia and in Canada and 10 years as a board member of the Association of Russian Education Advisors (AREA).

Dr. Ryzhova is a graduate of professional training programmes - IATC and the Canada Course, as well as a Regulated Canadian Immigration Consultant (RCIC). In the years from 1999-2001 she was a Research Officer at the Russian Academy of Science and the Institute of Complex Social Researches.

In 2003 Anna Ryzhova was granted a PhD degree in the field of Foreign Economy (Russian Academy of Economics, named after G. V. Plekhanov).

## Marketing Your Education Agency Made Simple

### Magdy Attalla

Moscow I - II

Audience: Agents

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#### ► Session description

The marketing process is a journey you want to guide your ideal client through. Through this journey, there are three distinct phases; the Before, the During and the After phases of your marketing process.

This seminar is focused on “the During” phase of marketing. We will explore techniques on:

1. How to develop a lead capturing system?
2. How to develop a lead nurturing system?
3. How to instantly generate trust and credibility when selling?
4. How to correctly price your services?
5. How to remove the roadblocks that are preventing people from buying from you?

Whether you are just starting out your own small agency or you are an experienced entrepreneur or recruiter, this seminar may give you some crucial tips on how to propel your business growth.

#### ► Speaker



**Magdy Attalla**  
*Regional Director,  
BHMS Business & Hotel Management School,  
Switzerland*

Magdy Attalla is a marketing consultant and an educator with over 20 years of teaching and consulting experience in prestigious Swiss Hotel and Business Schools as well as British and American Universities. He was an adjunct professor at SBS Swiss Business School, Florida International University, Schiller International University, IHTTI School of Hotel Management, IMI University Centre and Glion Institute of Higher Education.

In addition, he has over 15 years of managerial and marketing experience in luxury hotels, resorts and tour operators in the Middle East and Switzerland.

He is a graduate of SSTH Swiss School of Tourism & Hospitality and holds a Master’s degree from EAEME jointly with Imperial College of London. He is pursuing his Doctor of Business Administration degree (DBA) at Heriot-Watt University with a specialisation in services marketing.

### New Marketing Approaches for Student Recruitment from Russia

#### Denis Smorchkov

Moscow III

Audience: Providers

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#### ► Session description

During late 2017 to mid 2018 the Russian international education market has been experiencing some destination shifting caused by international politics and media influence.

All British Council offices including the one in Moscow are closed, which is definitely changing the number of candidates for short-term language travel to the British Isles. Most US Consulates are still open, however there is practically no chance in getting an interview for B1/B2 visa. We have no other option but to adapt to this changing environment.

This session will discuss some key points you must consider when placing your product into the Russian market today:

- The importance of parent engagement
- Russia's Generation Z: new marketing approaches through video and social media
- Mass market versus specifically targeted market segments
- Russian regions and their cultural differences
- Money value and the challenges of the Russian banking system
- Student expectations and motivation

#### ► Speaker



**Denis Smorchkov**  
*Director General,  
TravelWorks,  
Russia*

Denis Smorchkov is a Director General of TravelWorks, a company that's locally presented in Russia and Kazakhstan and recruits online in each and every CIS country.

With the experience of more than 16 years in the Youth Travel industry, Denis takes responsibility for analysing the life of this market considering the output of his own company.

Russia and CIS cover an enormous territory, but this region's strengths and weaknesses vary from year to year, so Denis and his team got used to adapting to a constantly changing environment.

Personal engagement in managing the recruitment team helps Denis keep himself informed on new market trends in Russian-speaking countries and he knows how to influence the behaviour and choices of Russian students as well as their parents.