



## Seminar Programme • March 27, 2020

	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>Rachel Durcan</b>, Business Development Manager USA, ICEF, Germany</p> <p><i>Audience: Providers</i></p>
14:45 – 15:30	<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>ICEF Agent Training and the Agency Recognition Programme</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: All</i></p>
15:30 – 16:15	<p>Education Opportunities in India</p> <p><b>Ashok Daryani</b>, President International Relations, Sharda University, India</p> <p><i>Audience: Agents</i></p>	<p>Targeting Your Clients through Russian Social Media: Must-Dos, Case Studies and the Latest Metrics</p> <p><b>Denis Smorchkov</b>, Director General, Travelworks, Russia</p> <p><i>Audience: Providers</i></p>
16:15 – 17:00	<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>Agent Barometer - Russia and CIS Findings</p> <p><b>Rachel Durcan</b>, Business Development Manager USA, ICEF, Germany</p> <p><i>Audience: All</i></p>
17:00 – 17:30	Coffee Break	
17:30 – 18:15	<p>In Focus: Regional Australia and Beyond</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>Student Mobility in Russia: Recent Changes and Trends</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>Recruiting from the Caucasus, Eastern Europe and Central Asia: Azerbaijan, Belarus and Kazakhstan</p> <p><b>Ismayil Gadimli</b>, CEO, Edu-Support, Azerbaijan  <b>Siarhei Sulimau</b>, CEO, BookYourStudy, Belarus  <b>Andrey Santander Useche</b>, Director of Studies, Langberry International, Kazakhstan</p> <p><i>Moderator:</i>  <b>Sergey Krasnyanskiy</b>, Director CIS, ICEF, Russia</p> <p><i>Audience: Providers</i></p>	<p>Higher Education in Spain: Opportunities for Russian Students and Cooperation with Russian Universities</p> <p><b>José Aurelio Llanaez Villanueva</b>, Education Attaché, Embassy of Spain, Russia</p> <p><i>Audience: Agents</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 agent 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 education 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

### Rachel Durcan

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



**Rachel Durcan**  
*Business Development Manager USA,  
ICEF,  
Germany*

Rachel Durcan is Business Development Manager USA at ICEF. Previously, she was responsible for developing a \$4M agent recruitment channel for higher education programmes at Adtalem Global Education.

From 2005 to 2013, she held several management positions at Alliance Abroad Group, U.S. State Department J-1 visa sponsor for cultural exchange programmes. Rachel enjoys helping education and service providers with their international student recruitment and marketing strategies.

## 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.

## ICEF Agent Training and the Agency Recognition Programme

**Isabel Vogt**

**Moscow III**

**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



**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 agents, education 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.

## Education Opportunities in India

### Ashok Daryani

Moscow I - II

Audience: Agents

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#### ► Session description

This presentation looks at internationalisation of higher education in India as a result of global changes and the significant increase of international students coming to study in India especially in fields where India has expertise. The presentation shows that India has become a preferred destination for international students for the following reasons:

- 1) Quality education
- 2) Financial assistance (scholarships)
- 3) Low cost compared to US, Australia, Canada, etc.
- 4) Unique courses (India is the best destination for IT, Computer Science, Architecture, Pharmacy)
- 5) Industry oriented courses (Indian universities are highly linked to industries/provide placements)
- 6) Skills-based education
- 7) International recognition

Moreover, the presentation shows how international students can benefit from short-term programmes and brief visits in India. This because India is a great place for students wishing to learn about different cultures, diversity and people as it provides opportunities for numerous cultural heritage programmes, semester exchange and student mobility programmes, volunteering opportunities, and short term courses in the areas where India has an advantage such as IT, Engineering, Pharmacy as well as observerships in medical courses. And all this at a fraction of the cost that one would incur if taking the same courses in other developed countries.

#### ► Speaker



**Ashok Daryani**  
*President - International Relations,  
Sharda University,  
India*

Mr. Ashok Daryani is the President of International Relations, Sharda University, India since 2007 where he is also heading international student recruitment.

As a President of International Relations Mr. Daryani has travelled in 60+ countries, has represented Sharda University in important international events and conferences such as EAIE, NAFSA, ICEF, NAJHA, UNI-AGENTS, EURIE, and several others, has established 1500+ important educational links for Sharda University, 250+ international tie-ups with reputed universities and colleges globally, and from 2010 till date he has recruited 4000+ international students from 65 countries globally, making Sharda University the No. 1 private university in India in terms of international students as per the Association of Indian Universities (AIU) 2017 survey.

In September 2019 at the 3rd ASMA Annual Convention and Awards 2019 in Mumbai, India, Sharda University was awarded as the university with the largest number of foreign collaborations in India. In addition, Dr. Shashi Tharoor, Indian Minister of State for HRM and MP has presented Mr. Daryani with the honorary award for excellence in promoting Indian education internationally.

### Targeting Your Clients through Russian Social Media: Must-Dos, Case Studies and the Latest Metrics

**Denis Smorchkov**

**Moscow III**

**Audience: Providers**

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#### ► Session description

Although the Internet is global, it doesn't help regional recruitment efforts. The only guarantee it has, is to be the major loss of your marketing budget and a huge waste of your time.

If we combine challenging times with challenging markets you are the one who needs to have the clue to success.

Detailed must-does for your regional success and the latest metrics based on dozen thousand leads through local case studies will allow you to take another advantage of the upcoming ICEF Moscow event.

Join the session to be able to develop your business and to make your next campaign fruitful and your online marketing budget transparent.

#### ► 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.

## 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 “After” phase of marketing. We will explore techniques on:

- How to innovate, even when the service you sell is boring and ordinary?
- How to deliver a WOW experience to your clients?
- How to increase the lifetime value of existing clients?
- How to ask for referrals without looking needy or desperate?
- How to profit by referring your clients to others?
- What “branding” really is and how to build brand equity in your business?

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.

## Agent Barometer - Russia and CIS Findings

### Rachel Durcan

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 2019 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 2020 and beyond
- What agents see as the most effective marketing strategies for education providers
- What institutions need to provide in terms of support for their agents

The survey findings reported will help education providers to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively.

#### ► Speaker



**Rachel Durcan**  
*Business Development Manager USA,  
ICEF,  
Germany*

Rachel Durcan is Business Development Manager USA at ICEF. Previously, she was responsible for developing a \$4M agent recruitment channel for higher education programmes at Adtalem Global Education.

From 2005 to 2013, she held several management positions at Alliance Abroad Group, U.S. State Department J-1 visa sponsor for cultural exchange programmes. Rachel enjoys helping education and service providers with their international student recruitment and marketing strategies.

## In Focus: Regional Australia and Beyond

### Natalia Konovalova

Moscow I-II

Audience: Agents

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#### ► Session description

There are approximately 700,000 international students currently studying in Australia.

Australia offers a diverse range of course options and other opportunities. Apart from the traditional study destinations, there is a wide range of amazing regional locations offering students a rewarding Australian experience to suit their lifestyle and budget.

During the session, you will also learn about the recently announced Destination Australia government scholarship, as well as Australia's Global Talent Programme.

#### ► Speaker



***Natalia Konovalova***

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

## Student Mobility in Russia: Recent Changes and Trends

**Dr. Anna Ryzhova**

Moscow III

Audience: Providers

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### ► Session description

The presentation will give a general outlook on recent trends of student recruitment in Russia based on the demographic, social and political situation in the country, as well as on the 2020 research made by the Association of Russian Educational Advisors (AREA) among the educational consultants working in different cities and regions, who shared their experience in recruitment strategies and statistics.

The data which will be shared should help in building successful marketing campaigns and establishing a profound agent network in Russia.

### ► 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).

### Recruiting from the Caucasus, Eastern Europe and Central Asia: Azerbaijan, Belarus and Kazakhstan

#### Ismayil Gadimli, Siarhei Sulimau, Andrey Santander Useche & Sergey Krasnyanskiy

Moscow I - II

Audience: Providers

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##### ► Session description

The Caucasus, Eastern Europe and Central Asia are emerging source regions for international students. This session will provide you with an overview of three important countries within this region: Azerbaijan, Belarus and Kazakhstan.

The following will be covered for each country:

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

##### ► Speakers



**Ismayil Gadimli**  
*Business Development Manager,  
Edu-Support,  
Azerbaijan*

Ismayil Gadimli is the CEO of Edu-Support (agent in Azerbaijan, Baku) since 2017. He started his career as a “Study in Germany” expert, assisting students to be admitted to German state universities. In one year, Edu-Support reached the goal of 50 students, who have been admitted to German state Universities.

Since 2019 and as CEO, Ismayil started to cooperate with private universities and schools also, and recruits students for them, which is more difficult than to recruit for state universities, but possible. Sometimes students are looking not only for education, but also professional and additional services.



**Siarhei Sulimau**  
*CEO,  
BookYourStudy,  
Belarus*

Siarhei Sulimau has been working in the education field for more than 17 years. He is the founder of the largest educational center “Leader” in Belarus, the English language school “English Papa”, and a number of other educational projects. Siarhei Sulimau is on the top 50 businessmen list of the Gomel region.

He studied at the Francis Skaryna Gomel State University, where he was engaged in the development of the educational business. In 2003-2004, Siarhei Sulimau studied at the Moscow Higher School of Social and Economic Sciences on a joint programme of the University of Manchester and the Academy of National Economy under the Government of the Russian Federation. He received a master’s degree in political science (MA in Political Arts) at the University of Manchester. He explored the field of education and introduced new programmes in this area.

From 2004 to 2007 he studied at the Graduate School of the Academy of Public Administration under the aegis of the President of the Republic of Belarus at the Faculty of Political Sciences, from 2007-2009 he attended the full-time MBA programme at the Minnesota State University. In 2013-2014, while being in the UK, he studied at the Warwick University and received a master's degree in electronic business management (Master of Arts in Electronic Business Management). All this time there was an active development of the educational center "Leader" and consolidation of its leading role in the market of additional education services. In 2016, work began on the service BookYourStudy, allowing you to select and book training anywhere in the world. As part of the work on the service, he visited dozens of international exhibitions and educational centers abroad. He personally communicated with thousands of specialists in the field of education during meetings at international conferences, such as ICEF Berlin, ICEF Miami, ICEF Moscow, Alphe London, Alphe Malaga, MEI Dublin and others.



**Andrey Santander Useche**  
*Director of Studies,  
Langberry,  
Kazakhstan*

Andrey Santander is a Director of Studies at Langberry Kazakhstan and holds a B.Ed. in English Education and an M.A. in Adult and Higher Education.

For over six years in Langberry he has fulfilled roles as an Assistant Director of Studies with a focus on corporate training and educational quality control. He has represented Langberry at international events and conferences, and is coordinating the Nur-Sultan branch of Langberry Kazakhstan, working closely with schools in London and Nur-Sultan schools and HEIs.

► 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 education 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.

### Higher Education in Spain: Opportunities for Russian Students and Cooperation with Russian Universities

**José Aurelio Llanaez Villanueva**

Moscow III

Audience: Agents

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#### ► Session description

The seminar offers a description of Spain's higher education system:

- Spain as a destination for international students
- Why is Spain the number 1 destination for Erasmus and students across Europe?
- Admission and visa processing for Russian and other international students

#### ► Speaker



**José Aurelio Llanaez Villanueva**

*Education Attaché,  
Embassy of Spain,  
Russia*

José Llanaez holds a Master of Arts in Philology as well as in Educational Administration and Educational Leadership. In 2016 he completed his PhD in Education at the Complutense University of Madrid. He has worked as an Education Technical Advisor in Spain and the USA for several years.

Currently he holds the position as an Education Attaché at the Embassy of Spain in the Russian Federation.