

## Seminar Programme • June 19, 2019

	Seminar Room I	Seminar Room II
14:00 – 15:00	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p><b>Rod Hearps</b>, Vice President Asia Pacific, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: Agents</i></p>
15:00 – 16:00	<p>The Study Abroad Market in Thailand: Student Trends in 2019 and Beyond</p> <p><b>Annop Kanthatham</b>, Committee Advisor, Thai International Education Consultants Association (TIECA), Thailand</p> <p><i>Audience: Providers</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>
16:00 – 17:00	<p>Market Spotlight Vietnam</p> <p><b>Ha Hong Nguyen</b>, Vice President, Vietnam International Education Consultancy Association (VIECA), Vietnam; Chair and Managing Director, Studylink, Vietnam</p> <p><i>Audience: Providers</i></p>	<p>Be Ready: Essential Pre-Arrival Information for International Students Studying in Canada</p> <p><b>Michelle Derbich</b>, English Language Centre Manager, Lethbridge College, Canada</p> <p><i>Audience: Agents</i></p>
17:00 – 18:00	<p>Opportunities and Challenges of Institution-to-Institution Partnerships in Vietnam</p> <p><b>Dr. Thu Hoang</b>, Dean of Faculty of Management and Tourism, Hanoi University, Vietnam</p> <p><i>Audience: Providers</i></p>	<p>The ICEF Agent Barometer 2018 - Southeast Asia Findings</p> <p><b>Gavin Hopper</b>, Market Development Asia Pacific, ICEF, Germany</p> <p><i>Audience: All</i></p>
18:00 – 19:00	<p>The Importance of Social Responsibility in International Education</p> <p><b>Rod Hearps</b>, Vice President Asia Pacific, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Understanding 'Island' Southeast Asia – Market Insights from Malaysia, Indonesia, Philippines and Singapore</p> <p><b>Alex Green</b>, Executive Director – Southeast Asia, Grok Global Services, Malaysia</p> <p><i>Audience: Providers</i></p>

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

### Rod Hearps

Seminar Room I

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 Southeast Asia 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



**Rod Hearps**  
*Vice President Asia Pacific,  
ICEF,  
Germany*

Rod Hearps is passionate about the international education industry. For over 29 years Rod has sought to innovate and create better ways of connecting educators, agents and international students.

In the 90's Rod owned and managed a student recruitment agency, with offices in Japan and Australia, then served as Principal and Marketing Manager of an Australian ELICOS College. Rod has been involved in the ownership, management and marketing of numerous international education companies, including ICEF Asia Pacific, EdMedia and Hyperstudy.com.

Rod currently manages the Asia Pacific region for ICEF GmbH, as well as the ICEF Education Fund.

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

### Isabel Vogt

Seminar Room II

Audience: Agents

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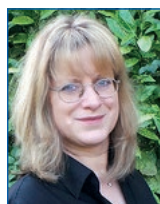
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- How to maximise your working relationship with providers

#### ► 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.

### The Study Abroad Market in Thailand: Student Trends in 2019 and Beyond

#### **Annop Kanthatham**

Seminar Room I

Audience: Providers

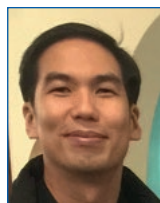
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#### ► Session description

This presentation will cover the following aspects:

- Taking a look at the current situation of the study abroad market in Thailand for the US, UK, Australia, New Zealand, Canada and also other new destinations of Thai students
- Updates on the visa situation for Thai students
- Current political issues and the new monarchy
- Consumer behaviour of Thai students and their parents
- Updates on TIECA (Thai International Education Consultants Association)
- List of increasing numbers of local representatives

#### ► Speaker



#### **Annop Kanthatham**

*Committee Advisor,*

*Thai International Education Consultants Association (TIECA),  
Thailand*

Annop has been working in the education industry for more than 15 years. He was an exchange student for two years in high schools on the East Coast of the US, an undergraduate in Business Administration from Mahidol University in Thailand and a postgraduate in Business Information Technology from Northumbria University, Newcastle, UK.

He has been on the board of the committee of TIECA for many years, and served in the position of Committee General Secretary, Vice President and President. He is currently an advisor for the TIECA Committee.

## ICEF Agent Training and the Agency Recognition Programme

**Isabel Vogt**

Seminar Room 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



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*Vice President Events & Logistics,  
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## Market Spotlight Vietnam

### Ha Hong Nguyen

Seminar Room I

Audience: Providers

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#### ► Session description

Vietnam is an important source country for international students. The session aims to provide you with a market overview and will cover the following topics:

- General information about Vietnam and the Vietnamese education system
- Profile of Vietnamese study abroad student
- Student mobility from Vietnam: how many students are currently studying abroad in which sectors and which are the key destinations
- Most popular choices for language education and higher education programmes abroad: programmes, destinations, accommodation options
- VIECA's advice on how to enter the Vietnamese agency market and how to cooperate with local agencies

#### ► Speaker



#### **Ha Hong Nguyen**

*Vice President,*

*Vietnam International Education Consultancy Association (VIECA), Vietnam;*

*Chair and Managing Director,*

*Studylink, Vietnam*

Being Chair and Managing Director of StudyLink education agency with 7 offices in Vietnam, Australia, the US and Canada, Ms Ha Hong Nguyen is an Australian alumna with AusAID full scholarship, who spent her whole career working in the international education industry in width and depth since 1997.

She participated and held important positions at leading education organisations in Vietnam and played a major role in helping these organisations develop their study abroad operations to effective and reputable businesses nowadays, including:

- Client Service Manager - Bourne Griffiths Vietnam (now Grant Thornton), during 1997 – 1998
- Marketing and Recruitment Manager - IDP Education Australia, during 1998 – 2001
- Deputy Director, Business Development - Australian Education International (AEI) at the Australian Embassy, during 2001 – 2003
- Operations Director - Vietnam US Society English Training Centers (VUS), the Founder of Vietnam Australia International School (VAS), during 2003 – 2004
- Vice Chair (2003 – 2007) and Chair (2007 – 2009), Vietnamese Graduates from Australia Club (VGAC) in Ho Chi Minh City, the largest English speaking club of Vietnamese alumni
- Vice President, Vietnam International Education Consultancy Association (VIECA), since 2014

## Be Ready: Essential Pre-Arrival Information for International Students Studying in Canada

### Michelle Derbich

Seminar Room II

Audience: Agents

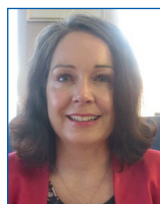
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#### ► Session description

This session aims to address issues that agents should consider reviewing with international students before they travel to Canadian post-secondary institutions. Some of the topics covered in this session are:

- Learner management systems and communication in Canadian educational institutions
- Post-secondary education in Canada
- Travel smart: clothes, climate, health insurance
- Budgeting and finances
- Building social capital – community counts
- International student self-care
- What happens next matters most – be ready.... Graduate work permits and pathways to Permanent Residency in Canada

#### ► Speaker



**Michelle Derbich**  
*English Language Centre Manager,  
Lethbridge College,  
Canada*

Michelle Derbich began her journey with Lethbridge College in 2007, when she arrived as an international student from the UK.

Michelle began working for Lethbridge College in 2008 and has taught, created curriculum, and supported students in a variety of areas. She is now a Canadian citizen and working towards an MSc in Applied Systems Thinking – she is a committed lifelong learner!

Michelle became Manager of the English Language Centre in 2018 and created the new Pathway to English and Academic Culture (PEAC) at Lethbridge College. PEAC prepares students for academic settings in North America and helps them meet the English requirements to be successful in certificate, diploma, and degree programmes. When not working with students and agents from over 40 countries, Michelle can be found enjoying her teenage children and hiking in beautiful Alberta.

## Opportunities and Challenges of Institution-to-Institution Partnerships in Vietnam

**Dr. Thu Hoang**

Seminar Room I

Audience: Providers

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### ► Session description

In an increasingly more connected world, internationalisation is considered as “the central motor of change” in higher education. Despite some of its issues (e.g., commercialisation, brain drain, assessing the quality of foreign programmes), the internationalisation of higher education has brought about key benefits including stronger network of partnership, leveraging of partners’ expertise and reputation, promoting cross-cultural research and collaboration, staff mobility and students exchange, as well as increased reputation and revenue.

While the trend is global, the recent Global Survey of Internationalisation of Higher Education by International Association of Universities (IAU) has indicated visible differences among regions in terms of priorities, motivations, and implementation of internationalisation policies. Therefore, it is important to look beyond the aggregate trends to better understand how internationalisation strategy is being executed in different regions. Such understanding will help to promote much needed inter-regional collaboration among institutions.

The presentation aims to provide an overall picture of the internationalisation process at public universities in Vietnam. More specifically, using survey and in-depth interview method, the authors review issues related to the formulation and implementation of internationalisation strategy to better understand factors and best practices contributing to the success and failure of an internationalisation strategy.

### ► Speaker



**Dr. Thu Hoang**  
*Dean of Faculty of Management and Tourism,  
Hanoi University,  
Vietnam*

Dr. Hoang is the founding Dean of the Faculty of Management and Tourism (FMT), Hanoi University, Vietnam.

He has a Ph.D. in Industrial/Organisational Psychology from Portland State University, USA. He served as the first Academic Manager for La Trobe University’s (Australia) MBA programme in Hanoi from 2003 to 2007 and worked closely with University of California (USA) in their Education Abroad Programme in Vietnam from 2004 to 2007. Dr. Hoang was an Adjunct Assistant Professor at the Department of Psychology and the School of Business Administration, Portland State University from 2011 to 2012.

Dr. Hoang is currently in charge of the newly established Center for US Partnership Development at Hanoi University.



## The ICEF Agent Barometer 2018 - Southeast Asia Findings

### Gavin Hopper

Seminar Room II

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 Southeast Asia. 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



**Gavin Hopper**  
*Market Development Asia Pacific,  
ICEF,  
Germany*

Gavin advises ICEF education clients across all sectors, throughout the Asia Pacific region on using their resources to source and diversify their international student enrolments, using multi-channel strategies.

His previous roles have included marketing strategy and recruiting international students for the Faculty of Business, Monash University and the University of Ballarat. He has also worked for a large Indian student recruitment agency, advising clients how to maximise their results from the Indian student market.

Gavin is experienced with outsourcing logistics, printing and admissions services offshore for the vocational and higher education sectors. He has also managed work & travel programmes into Australia, and developed online course content for an internet trading company.

Gavin holds the following degrees: MBA (Marketing), MA (Asian Studies), BA (Arts).

## The Importance of Social Responsibility in International Education

### Rod Hearps

Seminar Room I

Audience: All

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#### ► Session description

International Education is big business globally. Venture capital is pouring in like never before, and shareholders of publicly listed education entities hold their collective breath for (profits) reporting season.

However, many national education bodies struggle to frame positive narratives in the media and the wider community. Media outlets are quick to pounce on any scandal or negative narrative.

With the forces of xenophobic populism looming large across the world, it is more important than ever to demonstrate with actions, not just words, how international education can be a force for good in the world (beyond the good achieved for individuals gaining a quality education).

This session will explore models and practical examples from socially responsible international education organisations, including institutions, agents and service providers.

#### ► Speaker



**Rod Hearps**  
*Vice President Asia Pacific,  
ICEF,  
Germany*

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Rod currently manages the Asia Pacific region for ICEF GmbH, as well as the ICEF Education Fund.

### Understanding 'Island' Southeast Asia – Market Insights from Malaysia, Indonesia, Philippines and Singapore

**Alex Green**

Seminar Room II

Audience: Providers

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#### ► Session description

This session will provide an overview of the student recruitment landscape in 'maritime' Southeast Asia, providing background on trends and opportunities for institutions considering deeper engagement; and with a particular focus on opportunities in Malaysia, Philippines, Singapore and Indonesia.

The session will cover the following topics:

- Overview of ASEAN – data & trends
- Markets in Focus - Malaysia, Philippines, Indonesia & Singapore
- Partnerships in Southeast Asia: brief analysis of TNE across the region
- Competitor Landscape - how the US, UK, Australia and Canada are performing in the region

#### ► Speaker



**Alex Green**  
*Executive Director – Southeast Asia,  
Grok Global Services,  
Malaysia*

Alex oversees Grok's presence in Southeast Asia, based in Kuala Lumpur. Alex has helped dozens of institutions to improve recruitment and partnership outcomes throughout Southeast Asia, China and India.

Prior to joining Grok in 2015, Alex worked for 7 years for the University of the West of England, Bristol in increasingly senior roles in student recruitment, agent management and partnership development focused on Asia. In his last role he led the University's TNE partnership development and management for all of Asia-Pacific. Prior to that, he managed the University's presence in China for 4 years.

Alex holds an MA from the University of Cambridge.