Seminars & Industry Presentations
ICEF Berlin • November 3, 2019
<table>
<thead>
<tr>
<th>14:00 - 14:30</th>
<th>How to Maximize Your ICEF Event Experience - for Agents</th>
<th>Tiffany Egler, Director Agent Relations, ICEF, Germany</th>
<th>Audience: Agents</th>
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<tbody>
<tr>
<td>14:30 - 15:00</td>
<td>Brazilian International Education: Overview by Geographic Regions, Considering the Cultural Differences and Needs</td>
<td>Maura Leão, CEO, Yagzi Travel and YOUNIVERSE &amp; President, BELTA - Brazilian Education &amp; Language Travel Association, Brazil</td>
<td>Audience: Providers</td>
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<tr>
<td>15:00 - 15:30</td>
<td>Educational Guardianship Explained</td>
<td>Yasemin Wigglesworth, Executive Officer, Association for the Education &amp; Guardianship of International Students (AEGIS), UK</td>
<td>Audience: All</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Marketing Your Education Agency Made Simple</td>
<td>Magdy Attalla, Regional Director, DHMS Business &amp; Hotel Management School, Switzerland</td>
<td>Audience: Agents</td>
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<tr>
<td>16:00 - 16:30</td>
<td>Language Travel – the German Market and Quality Approach</td>
<td>Prof. Dr. Britta Bergemann, Board Member, Fachverband Deutscher Sprachreise Veranstalter (FDSV), Germany</td>
<td>Audience: Providers</td>
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<tr>
<td>16:30 - 17:00</td>
<td>Competition in a Digital Era: Strategic Cooperation with Russian Universities</td>
<td>Olga Krylova, Head of int’l Office, Marina Kozak, Director of Education &amp; Training Advisory Centre, HSE University, Russia</td>
<td>Audience: All</td>
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<tr>
<td>17:00 - 17:30</td>
<td>How to Recruit Students from Sweden and Norway</td>
<td>Johan Asplund, CEO / Founder, DreamStudies, Sweden</td>
<td>Audience: Providers</td>
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<tr>
<td>17:30 - 18:00</td>
<td>The Role of Quality Purpose-Built Student Accommodation and Campus Solutions Under one Roof!</td>
<td>Martyn Dudley, Chief Operating Officer, The Stay Club, UK</td>
<td>Audience: Agents</td>
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<tr>
<td>18:00 - 18:30</td>
<td>Are Women’s Organisations and Events Helpful or Harmful to Our Industry?</td>
<td>Ella Tyler, Managing Director, Mountlands Language School &amp; Co-Founder, Lea59050, UK</td>
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<td>18:30 - 19:00</td>
<td>More Engaging Classrooms and More Effective Marketing - VR and AR in the Classroom and the Agency Office</td>
<td>Tamsin Plaxton, Co-Founder, Tarmwood International College &amp; Representative of GloEd, Canada</td>
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<tr>
<td>19:00 - 19:30</td>
<td>Considering the Cultural Differences and Needs</td>
<td>Maura Leão, CEO, Yagzi Travel and YOUNIVERSE &amp; President, BELTA - Brazilian Education &amp; Language Travel Association, Brazil</td>
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**ICEF Seminars & Industry Presentations Overview**

**Bellevue**
- 15:00 - 15:30
  - Marketing Your Education Agency Made Simple
    - Magdy Attalla, Regional Director, DHMS Business & Hotel Management School, Switzerland
    - Audience: Agents

**Charlottenburg I / II**
- 15:30 - 16:00
  - Executive Director - Digital Services, ICEF, Germany
    - Audience: All

**Tegel**
- 16:00 - 16:30
  - Are Women’s Organisations and Events Helpful or Harmful to Our Industry?
    - Ella Tyler, Managing Director, Mountlands Language School & Co-Founder, Lea59050, UK

**Dahlem**
- 16:30 - 17:00
  - The ICEF Agent Barometer 2019
    - Tiffany Egler, Director Agent Relations, ICEF, Germany
      - Audience: All

**Glienicke**
- 17:00 - 17:30
  - The Importance of Accommodation in Student Wellbeing
    - Julia Harnischfeger, Operations Director, GSA, Germany
      - Audience: All

**Marketing & Recruitment**

**Industry Presentation**

**Careers & Skills**
<table>
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<tr>
<th>Tiergarten</th>
<th>Köpenick I / II</th>
<th>Köpenick III</th>
<th>Charlottenburg III</th>
<th>Schöneberg</th>
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<tr>
<td><strong>Professional Development Seminar</strong></td>
<td><strong>Make Canada the Destination of Choice for Your Students!</strong></td>
<td><strong>Pathway to Your Permanent Residency in Germany – an Outlook on Job Perspectives</strong></td>
<td><strong>Where is the UK ELT Market Headed?</strong></td>
<td><strong>ALTO Presents: Revenue Is Vanity, Profit Is Sanity and Cash Is King</strong></td>
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<td></td>
<td>Bonnie McKie, Executive Director, CAPS-I, Canada</td>
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<td><a href="mailto:puschampagne@iiscan.ca">puschampagne@iiscan.ca</a></td>
<td>Andrew Champagne, Specialist, Marketing and Recruitment, CIcan, Canada</td>
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<td>Diego Sanchez, Manager, International Marketing, Languages Canada, Canada</td>
<td>Azzam Al-Kihani, Business Development Director, University of Applied Sciences Europe, Germany</td>
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<td>The Maltese Islands – An Educational Hub Immersed in a Vibrant Mediterranean Lifestyle</td>
<td>GUS Canada and Beyond: Your Internationalization Partner Connecting the World Through Language Programmes, Partnerships and Higher Education</td>
<td>The New IALC Quote Generator – Powered by Edvisor!</td>
<td>ALTO: Annual General Meeting and Professional Development Seminar (for members only)</td>
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<td>James Perry, CEO, English Language Teaching Organisation Malta (FELTOM), Malta</td>
<td>Cyndy McLeod, CEO, Diana McLeod, Director, Business Development and Partnerships, Global University Systems, Canada</td>
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<td>Francophone Market: How to Promote Your Institution as a Francophone Destination Marché Francophone : Comment Promouvoir Votre Institution en tant que Destination Francophone</td>
<td>Unlocking the Potential of the Private Sector</td>
<td>Creating Bright Futures: Skills for Tomorrow’s Careers</td>
<td>Where is the UK ELT Market Headed?</td>
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<td>Monnie Schrot, Director French Programming, Canada</td>
<td>Stuart Bannerman, Director International, London South Bank University, UK</td>
<td>Alex Fitter, Regional Director (West), CATS Colleges, UK</td>
<td>Jodie Gray, Director of Strategic Development, English UK, UK</td>
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<td>The Inside Scoop: Risk Management and Travel Safety Tips for Your International Students</td>
<td>Innovative Corporate &amp; Industry Partnership Driving Student Success</td>
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<td>Susanne Hendrickson, Director of Sales, Studivinsured, Canada</td>
<td>Dr. Sky Zhang, Managing Director of Transnational Education, Cyndy McLeod, CEO, Global University Systems, Canada</td>
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<td>Updates from Downunder – Beyond 2020 for Australia’s International Education Sector and What It Means for You</td>
<td>Paving the Way to German Universities</td>
<td>Empowering Agents to Deliver a First Class Student Experience</td>
<td>Masterclass: Preparing Students for Top Universities Entry and for Competitive Courses</td>
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<td>Brett Blacker, CEO, English Australia, Australia</td>
<td>Elisabet Capdevilla, Director International Sales, Julia Schoenfeld, Project Manager University Placement, Carl Duisberg Centre, Germany</td>
<td>Nandita Patkar, Associate Director, Digital Performance, Study Group, UK</td>
<td>Yasmin Sanwar, Chief Academic Officer, Oxford International College, UK</td>
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<td>The Door Is Open! Career &amp; Migration Opportunities in Adelaide Australia</td>
<td>Nurturing Inquisitive Young Minds</td>
<td>Study in Germany – The Pathway to Successful Careers</td>
<td>A True Pathway for International Students to Become Doctors in the USA</td>
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<tr>
<td>Jodie McDonald, Communications and Engagement Manager, StudyAdelaide, Australia</td>
<td>Josef Windsor, Senior Manager, OISE, UK</td>
<td>Alexander Zelhtach, Associate Dean, Berlin School of Business and Innovation (BSBI), Germany</td>
<td>Steve Cusumano, Director of International Operations, St. George’s University, USA</td>
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**Student Experience & Welfare**

**Market Intelligence**

**Professional Development**

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**ICEF Seminars & Industry Presentations Overview**

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</table>
How to Maximise Your ICEF Event Experience - for Agents

Tiffany Egler

Topic: Welcome & Introduction
Audience: Agents

► 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 Berlin 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
Tiffany Egler
Director Agent Relations, ICEF, Germany

Tiffany is a leading professional in the field of agent relations.
As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.
During her tenure of over 20 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF’s agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

Marketing Your Education Agency Made Simple

Magdy Attalla

Topic: Marketing & Recruitment
Audience: Agents

► 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.
Measuring Digital Marketing Success Through the Enrolment Journey

Philippe Taza

Topic: Marketing & Recruitment
Audience: All

▶ Session description

Because digital marketing is driven by data, schools have access to a wealth of data sources that can help them measure and analyse their performance. From initial inquiries, to bookings, right up to enrolment, admissions teams can identify a number of important key performance indicators (KPIs) throughout the student recruitment process.

Taking you through each stage of the enrolment journey, this session will demonstrate which metrics institutions should be evaluating at every point in the funnel. Participants will learn how to make the most of the insights their digital marketing initiatives generate, and use them to identify actionable strategies for improvement.

The areas covered will include:
- Google Analytics
- Google Search Console
- Social media analytics
- Paid advertising KPIs
- CRM and marketing automation reporting

▶ Speaker

Philippe Taza
CEO,
Higher Education Marketing,
Canada

Philippe Taza has worked in higher education marketing and recruitment since 2001. He began his higher ed career as a recruitment officer at a private college in Vancouver, BC. Advancing into recruitment management, he developed his skills in online marketing and trained in web analytics to more effectively manage marketing performance.

In 2008, Philippe founded Higher Education Marketing, a digital marketing agency dedicated to helping colleges and universities promote themselves online through inbound marketing, paid advertising, web design and development, audits, and more, as well as custom-built CRM and marketing automation and application portal solutions.

More Engaging Classrooms and More Effective Marketing - VR and AR in the Classroom and the Agency Office

Ross Holmes

Topic: Marketing & Recruitment
Audience: All

▶ Session description

Join us for a look at how new technologies such as virtual reality (VR) and augmented reality (AR) are already being used in education, and what is to come.

We’ll see real examples of how schools are using VR in the classroom to give students a head start, while saving money and teachers’ time.

You will also learn, in five minutes, how to use a simple app to add AR to your brochures so that they are no longer just pages of two-dimensional photos and text. Combined with a student’s phone, they will become videos, games, price calculators, online application forms and any other digital content that you already have.

▶ Speaker

Ross Holmes
Executive Director - Digital Services,
ICEF,
Germany

Ross is Executive Director of Digital Services at ICEF. He started his career in international education in 2007, organising student fairs and agent workshops across Brazil and Latin America. He returned to his native UK where he helped brands such as HSBC, British Airways and Harrods develop strategies to reach international students studying in the UK.

He joined ICEF in 2013 to manage the development of Coursefinders.com. He now manages ICEF Monitor, ICEF Insights and has brought on board new services such as CoursePricer, Virtual Reality (VR) school tours and Augmented Reality (AR) applications such as CityExplorAR.
The Importance of Social Responsibility in International Education

Rod Hearps

Topic: Professional Development
Audience: All

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

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.
14:00 - 15:00

How to Maximise Your ICEF Event Experience - for Providers
Nick Stevenson & Robin Garcha

Topic: Welcome & Introduction
Audience: Providers

► 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 Berlin in particular.

The session will cover the following topics:
- Preparation prior to the event
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- How to maximise your working relationship with agents

► Speakers

Nick Stevenson
Business Development Manager EMEA, ICEF, Germany

Nick has been at ICEF since July 2014, and is responsible for business development within the UK & Ireland, helping educators and service providers develop relationships with agencies overseas. He has been working within the international education sector since 2008.

He studied Spanish & Management at the University of Leeds, including an Erasmus Year at the Universidad Complutense de Madrid Faculty of Economics & Business. After graduation, his first role was at Study Travel Magazine responsible for business development across various international education markets. After that he was International Sales Manager at Inline Marketing, a supplier of marketing & logistics services to language schools.

Robin Garcha
Business Development Manager Canada, ICEF, Germany

Robin Garcha is the Business Development Manager overseeing Eastern Canada at ICEF.

Robin has eight plus years of experience working in various roles within the international education industry. She played an integral part in launching StudyinBC.com with the BC Council for International Education.

A marketer by heart, Robin has a passion for marketing and branding as well as recruitment and strategy development. Robin holds an MBA from the Smith School of Business at Queen’s University.

15:00 - 16:00

Conversion: Understand it. Fix it. Improve it.
Mark Pettitt

Topic: Marketing & Recruitment
Audience: Providers

► Session description
Poor conversion rates are an issue for most education providers at some point in the student lifecycle. Increasing your leads, enquiries and applications can actually reduce your intake by overloading your teams, distracting your focus, slowing down your processing and providing a poor student experience. Whereas smart, simple solutions to working more efficiently with your current applicants can increase numbers while reducing costs. But how do you do that?

This hands-on session will provide participants with insights, case studies and practical scenarios, as well as realistic strategies for improving conversion rates throughout the student recruitment lifecycle. Participants will be put through their paces to solve challenges and share experiences. The presenter hopes the participants will walk away challenged but invigorated, with a new toolkit of easy to implement strategies for quick results.

► Speaker

Mark Pettitt
Founder, Edified, Australia

Mark has more than 20 years’ experience at a senior level within the education sector. He has worked in international offices in Australian universities and TAFEs - notably as Director of International Marketing and Admissions at RMIT University. He was also Company Director for over 10 years at OCA Group and its subsidiaries: BPO Intelligence, Object Next Software and Oceanic Consultants - companies dedicated to improving the performance of education providers around the world through the provision of innovative IT-enabled services. He is currently the head of Edified – a company dedicated to helping education providers achieve outstanding results in student acquisition, student retention and student success.

His experience offers clients unique insights into the global range of solutions and services available to education providers. His deep understanding of how complex organisations can be led to function at their best, provides clients with quick and sustainable wins, cost-effectively. His areas of expertise are EdTech, student acquisition and retention, admissions and agent network management, brand building, automated marketing, large system implementation, campus safety and dramatic improvements in recruitment processes.

Mark is a regular presenter at education conferences around the world and a passionate advocate for lifelong education. He is a strong supporter of and catalyst for collaboration between education providers and industry.
Are Women’s Organisations and Events Helpful or Harmful to Our Industry?

Ella Tyler, Tamsin Plaxton, Dr. Gabriela Ardito, Thom Jones & Pete Jackson

Topic: Professional Development

Audience: All

Session description

What do women’s organisations and events bring to international education? Do they solve problems or create them? Raising gender equality is tricky. It makes some people uncomfortable or even annoyed. Tricky or not, Lead5050 want to keep it on our agenda.

As they consider the following questions, our panellists will discuss the contribution women’s organisations make to our industry.

• Have we already achieved gender equality in international education?
• Has the glass ceiling long since been smashed?
• Have we stopped using damaging gender stereotypes?
• Are our workplace cultures inclusive?
• Do we have a moral responsibility to actively support gender equality in the wider world?

We hope for an interesting interactive discussion with our audience. Everyone’s ideas and insights are very welcome.

Speakers

Ella Tyler
Managing Director, Mountlans Language School, UK & Co-Founder, Lead5050, UK

After following the safe path and securing a career in the corporate world for 10 years which could have been her life forever, Ella followed her dream of owning her own business, which just happened to be an English language school. 15 years later she has turned an ailing business into a multi-million pound success. Currently on the board of English UK, Chair of EUKSW, and a co-founder of Lead5050, she is now passionate about starting a conversation about diversity in our industry, especially supporting women into positions of leadership and redressing the balance at board level to the benefit of everyone.

She believes in the power and potential of different brains working together and in today’s rapidly changing climate. Our industry needs to work together with people from all walks of life - male, female, LGBTQ+, people of colour - in order to stay ahead of our game.

Tamsin Plaxton
Co-Founder, Tamwood International College, Canada & Representative of GlowEd, Canada

As co-founder of the Tamwood group of companies, Tamsin Plaxton has been instrumental in growing a significant business in the Canadian international education market place that includes career colleges, language schools and junior programmes operations as well as an international work and travel and volunteer organisation.

Tamsin’s entrepreneurial and business management experience as well as her prior experience as a lawyer has helped her in past and present board positions including serving for GLOWED, ALTO, Languages Canada, the Plastic Bank Foundation, the International Youth Programme Advisory Council for Canadian Tourism Commission and the Dean’s Council for Queen’s University Law School.

Dr. Gabriela Ardito
Founder & CEO, VCE International, Argentina

Gabriela Ardito holds a PhD in Modern Languages from Universidad del Salvador, Argentina, and has been involved in ESL Teaching, Research and Language Travel for over 25 years. Founder & CEO at VCE International, Gabriela has signed collaboration agreements with over 30 international educational institutions, is an ICEF trained agent; Quality English, IALC & English UK partner agent; ALTO member, and also presides the Argentine Study Abroad Association ARSAA since it was launched in 2016.

Passionate about progress, development and constant evolution, Gabriela started up as a very young ESL teacher for small groups of students at home to then be able to found her own school, become a university lecturer and start her own language travel business.

Mother of two teenage sons, she sometimes finds it hard to strike a balance between her career and her family life. However, that has not deterred her from teaching, engaging in as many research projects and industry events as she can, expanding the range of programmes VCE International has on offer, exploring new study abroad destinations, and working towards the growth of ARSAA so as to position the Argentine market both in Latin America and the rest of the world.
Thom Jones has lived in more than a dozen countries and delivered training in over 70. Having been a truly useless student (and proving it frequently by failing all the exams he was set) he started his professional life as a waiter before going into teaching, then management, before going freelance. Formerly part of the senior executive at Embassy CES before becoming Director of Operations USA for Studygroup he returned to the UK to work with Trinity College London and now works with a variety of organisations on a wide variety of projects. He runs his own company: Brock Solutions Agency. He presents regularly around the world on a range of topics and is a guest lecturer at four universities. He is also a freelance trainer in business and management.

10 years ago he cycled from the UK to Turkey, travelling through 11 countries. As a charity fundraiser, he arrived at IATEFL 2015 in Manchester having cycled from Frankfurt in only five days, accompanied by round the world cyclist Julian Sayarer. Julian got there first.

He is rubbish at maths. His mother thinks he is great.

Pete is Managing Director for Stafford House and has worked in the education industry for over 9 years, holding a variety of roles across Cambridge Education Group in a number of departments and has worked with high schools, pathways and English language. Of the sectors within education, he has a particular passion for the English language market and its fast pace and constant change.

Pete is originally from a finance background, but has worked closely with operations for his entire career and was heavily involved in the three Stafford House international acquisitions, before making the permanent switch into management, first as COO and now MD. Pete was integral to completing the integration of the acquisitions into one cohesive unit, ensuring the quality of the schools and the student experience remains consistently high and at the forefront of the English language industry.

Pete is passionate about contributing back to the wider global society, and in addition to Stafford House supporting the United World Schools charity, Pete is also a UWS council member.

Tiffany is a leading professional in the field of agent relations. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 20 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF’s agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

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 educators and service providers with their international student recruitment and marketing strategies.
Room: Charlottenburg I / II

18:00 - 19:00

Brexit – the Language Sector Reaction

Jane Dancaster, David O’Grady, James Perry, Paolo Barilari, Pina Foti, Craig Riggs & Henry Tolley

Gold Sponsor

Language Cert

Topic: Market Intelligence
Audience: All

►Panel description

Brexit has been voted on in the UK and details of the implementation impact on studying in the UK and all destination markets.

A distinguished panel will discuss the market perspective around Brexit with English UK (UK: 500,000 students), Marketing English in Ireland (Ireland: 120,000 students), and FELTOM (Malta: 87,000 students) representing providers views. Agents views will be heard from FELCA (associations: 1.6m students) and IALCA (Italy sends 200K students abroad).

The important backdrop to all of this is that the UK remains one of the world’s top ELT destinations. More than 500,000 students enrolled in English UK member programmes in 2018 for a total of nearly 1.9 million student weeks. The economic impact of the sector is valued at £1.4 billion (US$1.7 billion). Students from within the EU accounted for 57% of enrolments last year – which amounts to nearly 290,000 students – and 37% of all student weeks booked. For those students, and for the ELT schools that receive them, there are significant issues around Brexit. Craig Riggs from ICEF Monitor will provide the up to date overview of these stats and trends to help frame the discussion.

Important questions will be addressed and will include:

• How will the UK transition with respect to current provisions around freedom of movement within the EU?
• How will the UK’s planned immigration reforms affect ELT students after Brexit.

We hope the session will be of interest to all agents and providers. We look forward to seeing you at the panel discussion.

►Panellists include:

English UK, UK

We are a membership organisation for accredited UK ELT centres, and we work with many groups and organisations around the world. They include agents and students, governments, global organisations, international education providers and associated industries. We also work closely with special interest groups to support and promote excellence in English language teaching in the UK.

Jane Dancaster is a trustee of English UK.

Marketing English in Ireland, Ireland

Marketing English in Ireland (MEI) is the leading association of English language schools in Ireland. With origins dating back to the 1960s, quality and assurance has always been central to our mission, and we are proud to represent the leading English language schools from all over the country. The numbers speak for themselves – over 90% of English language students in Ireland, study with an MEI member school.

David O’Grady is the CEO.

FELTOM, Malta

The objective of FELTOM is to set, improve, and ensure the maintenance of standards in, and direct the development of, all aspects and services which together constitute the requisites of an English language stay in Malta and to develop cooperation amongst licensed English language schools and strengthen the role of Malta as a destination for English language stays of quality.

James Perry is the CEO.

FELCA, International

Felca is the forum of national language and education travel associations from all over the world. Its members include the national associations of Argentina, Brazil, France, Italy, Japan, Kazakhstan, Korea, Russia, Spain, Taiwan, Thailand and Turkey. The members of the national associations are individual businesses whose role it is to advise and counsel students who want to travel overseas to study at a language school, high school or university.

The President is Paolo Barilari.

IALCA-FIAVET, Italy

IALCA is a founder member of Felca. IALCA members are represented all over Italy. Ialc is also an associate member of Fiavet, the Italian Federation of Travel and Tourism agencies. IALCA’s mission is to maintain the highest quality standards and to give the best counselling to students. Ialca has signed a protocol with the Italian Ministry of Education in order to represent the Language and Educational Travel sector.

The President of IALCA is Pina Foti.
ICEF Monitor, Germany

ICEF Monitor is a market intelligence resource for international education, serving the entire sector across 172 countries. We regularly deliver industry news, market intelligence, research, interviews, videos, and trends focused on international student recruitment. Articles are carefully curated from a selection of news and information sources around the world. An unbiased news source, ICEF Monitor’s editorial team scans the industry to give readers the latest strategic, need-to-know information. Readers can subscribe for free daily or weekly updates, and follow ICEF Monitor on social media.

Craig Riggs, Editor of ICEF Monitor, is presenting stats and trends since the Brexit vote in 2016.

LanguageCert, UK

LanguageCert is an Awarding Organisation providing high-quality English language skills assessment and certification to the global learners’ community.

It is recognised by Ofqual and is a member of PeopleCert, a global leader in the certification industry that has been delivering millions of exams in 200 countries.

►Chair

Henry Tolley
Head of Business Development, LanguageCert

Henry Tolley is Head of Business Development at LanguageCert. Before joining he worked for Trinity College London as Head of Business Development for four years after having worked for the publisher Pearson as Director, and previously Country Manager in Italy for 11 years. He also worked for Cambridge Assessment as Regional Development Manager UK and Ireland for three years.

He has an MA (Dip) in Applied Linguistics and an MBA, both from Open University. His involvement in language teaching goes back to the early 1990’s, working abroad for 15 years in Hungary, Spain and Italy, where his final teaching position was as Professor at the University of Modena and Reggio Emilia.

The session is brought to you by LanguageCert who are Gold Sponsors of ICEF Berlin 2019.

Join them at stand 54 for more information about how LanguageCert qualifications can help your business grow!
Brazilian International Education: Overview by Geographic Regions, Considering the Cultural Differences and Needs

Maura Leão

Topic: Market Intelligence
Audience: Providers

► Session description

Maura Leão, BELTA President and Yázigi Travel CEO, will share insights from the viewpoint of a Brazilian agent. Learn about each Brazilian region according to the results from the 2019 BELTA research. The Brazilian geographic regions have specific cultural differences and needs, and this comprehensive view will increase your understanding of the opportunities of the Brazilian market for international education.

► Speaker

Maura Leão
CEO,
Yázigi Travel and YOUNIVERSE & President,
BELTA - Brazilian Education & Language Travel Association,
Brazil

Maura de Araújo Leão, BELTA’s (Brazilian Education & Language Travel Association) President for the 2018-2021 period and FELCA’s (The Federation of Education and Language Consultant Associations) Vice-President for the 2019-2021 period.

She is co-founder and CEO responsible for the international education holding company Yet Education & Travel for the brands Yázigi Travel and Youniverse Intercâmbios, designed to deliver international education programmes to the Yázigi language school network, which has been in the market for 70 years and has over 430 schools throughout Brazil. And also, to other chains that are part of the Pearson Group in Brazil, sending thousands of students abroad to several programmes.

With wide experience since her participation as a scholarship holder for the American Field Service in the 70’s, she has large international experience, deep knowledge about the Brazilian market and has lived in the USA and Germany as an exchange student and travelled to all continents.

Language Travel – the German Market and Quality Approach

Prof. Dr. Britta Bergemann

Topic: Market Intelligence
Audience: Providers

► Session description

Language travel provides excellent opportunities to acquire the linguistic and cultural skills required by our increasingly globalised world.

This presentation will first highlight the most important features of products and services related to language travel.

In a second step, results from a market survey conducted in 2018 will be discussed. For this survey, a significant number of German language travel agents provided data on the target groups related to linguistic stays, target languages, main destinations, the average duration of stay, purposes of linguistic stays, and market developments.

In the third section, recent developments in the German language travel market will be analysed, as well as the quality approach from the The Association of German Language-Tour Operators (FDSV), and what it takes to assure a rewarding experience for language students travelling with the FDSV.

► Speaker

Prof. Dr. Britta Bergemann
Board Member,
Fachverband Deutscher Sprachreise Veranstalter (FDSV),
Germany

Prof. Dr. Britta Bergemann is a Professor of International Marketing at the Heilbronn University of Applied Sciences. Previously, she held the Professorship of International Marketing at Furtwangen University, where she also served as Vice-Rector for International Affairs and Director of the International MBA Programme. In addition, she has founded and directed MBA programmes in Iraq, Saudi Arabia and Tajikistan and has routinely taught courses in these programmes. She has also been a guest speaker and lecturer at numerous venues in China, Russia, Tunisia and Vietnam. Prior to her university career, Prof. Bergemann held a top management position at the London-based Aegis Media, now Dentsu Aegis Network, one of the largest international communications agencies. Previously, she had served as Marketing Director for the international consulting firm Arthur Andersen, now Deloitte Consulting, after holding marketing positions for several years at Unilever and Kraft Jacobs Suchard, today Mondelez. Prior to her university career, Prof. Bergemann held a top management position at the London-based Aegis Media, now Dentsu Aegis Network, one of the largest international communications agencies. Previously, she had served as Marketing Director for the international consulting firm Arthur Andersen, now Deloitte Consulting, after holding marketing positions for several years at Unilever and Kraft Jacobs Suchard, today Mondelez. Today, she is a member of the FDSV’s Scientific Advisory Board since 2017. In this role, she evaluates the language stays and courses offered by the FDSV members and is responsible for the Association’s marketing activities.
How to Recruit Students from Sweden and Norway

Johan Asplund

Topic: Market Intelligence
Audience: Providers

►Session description
Many Swedish and Norwegian students study abroad every year. Would you like some in your school? In this session we take a closer look at:

• What destinations, schools and programmes these students are interested in
• The student funding systems in Sweden and Norway and why they are so important
• How to recruit students from Sweden and Norway

The primary audience for this seminar is schools and other service providers interested in the Swedish and Norwegian market.

►Speaker
Johan Asplund
CEO / Founder, DreamStudies, Sweden

Johan Asplund has worked in the study abroad industry since 2002 as a student counselor, product developer, web marketer, and managing director. He has studied abroad in five different countries and helped thousands of Swedish and Scandinavian students to study abroad.

In 2016 Johan Asplund founded DreamStudies (www.dreamstudies.se), based in Stockholm, Sweden. It is a new kind of agency offering great flexibility to schools and students. DreamStudies helps schools and other service providers to find and recruit international students from Scandinavia and the rest of the world.

Quality Trends and Market Shifts in the MENA Region

Meriam Bader, Arwa Tayem Due-Gundersen & Nabil Najd

Topic: Market Intelligence
Audience: Providers

►Session description
The MENA (Middle East and North Africa) region gets a lot of attention in the international student recruitment world, and for good reason. Comprising 21 countries with a combined population of over 400 million – over 60% of which are under the age of 24 – the region’s size, youth, and upward economic mobility makes it a vital market for the sector.

The session will provide you with an overview of four countries within this region, Saudi Arabia, United Arab Emirates, Egypt and Jordan.

The following topics will be covered for each country:

• Background:
  - Geopolitical
  - Size of Market
  - Education System
• Current status of the study abroad market:
  - Number of students studying abroad
  - Course and destination preferences
  - Average length a student spends abroad
  - Student expectations
• Future potential & trends

►Speakers
Meriam Bader
Head of External Affairs, The Oval Office for Studies and Research, Egypt

Meriam Bader is the head of external affairs and also managing the sales team in The Oval Office group.

Meriam was born and raised in Amman, Jordan. She finished her Bachelor degree in marketing from the university of Jordan in 2014. She has worked as a marketer and event’s organiser and presenter for five years and started working in the education field three years ago.

She is investing her time in researching all the aspects related to the education field and its demands including study abroad from Jordan, Egypt and Iraq.
Arwa Due Gundersen is a Marketing and Business Development Manager at Yes Atlas FZ-LLC. Her main role focuses on establishing partnerships and negotiating existing ones in accordance with the current trends.

Being in the heart of the MENA region has encouraged her specialisation in MENA – Western relations in the Higher Education sector. Her professional and personal experience motivate her to approach such relations in an intercultural perspective throughout her eight years of experience in the international recruitment business.

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2018 holds the position of Director MENA Region, ICEF Lebanon.

Nabil has developed a wide range of contacts within the industry and contributed towards broadening ICEF’s access to the region by focusing on introducing quality agents to our events around the world. In addition, Nabil is responsible for assisting and advising educational institutions new to working with study abroad agents and/or new to ICEF events and helping clients to select the most appropriate ICEF services to increase their international student enrolments.

Nabil graduated with a Master’s degree in Automation Technology from the Technical University Berlin, Germany in 2010. He speaks English and German as well as his native language Arabic.

This seminar will focus on the mobility of Indian students - five million Indian students are currently studying abroad; and they may soon take the lead as the annual growth rate of Indian students going overseas is 22% (from 2000). India postgraduate will experience one of the strongest outbound mobility rates at +7.5%, likely to overtake China in the next decade.

Study providers need to focus on the two segments of Indian millennials aspiring for global education: value for money and seeking of experience. The millennials are open to look beyond the US, the UK, Australia and Canada. Setting up of support offices in India and employing marketing strategies must remain intact.

Since the inception of The Chopras in 1995, Soni is committed and has been instrumental in the growth of the company from zero to one. With an excellent track record, Soni has since then spearheaded several key initiatives and played an imperative role in the company’s various expansion efforts, both national and international.

Besides her work and professional commitments, Soni takes pleasure in being a globe-trotter.
Innovation on Student Recruitment in Latin America

Mauricio Espinosa & Joshua Tripp

Topic: Market Intelligence
Audience: Providers

Session description

The LATAM industry is changing and constantly growing. We will present important numbers and data relevant for student recruitment in the region and we will talk about how innovation and technology is acting as an industry evolution detonator.

Speakers

Mauricio Espinosa
President,
AMTE - Asociación Mexicana de Turismo Educativo,
Mexico

Mauricio Espinosa is the Director of Strategic Alliances of Mundo Joven and President of AMTE - Asociación Mexicana de Turismo Educativo. He studied a Bachelor in International Commercial Relationships in Mexico with an additional specialisation in new marketing tendencies at the Universidad de Salamanca. Mauricio has 12 years of experience in international education and works as a consultant for the industry. His experience includes working as a Country Manager for EF, Education First Peru for three years and later as Country Manager for Kaplan International Mexico. He is a partner of BEILS Mexico - English School and he co-founded El Minotauro Glamping at Joshua Tree, California. Mauricio is a firm believer in positive and long lasting changes through delivering great international education experiences to students around the world.

Joshua Tripp
CEO & Founder,
Tripp International Group,
Mexico

Joshua Tripp is the CEO & Founder of Tripp International Group. He studied International Relations at Instituto Tecnológico Autónomo de México (ITAM) in Mexico City and also specialised in Mexican History and Archaeology at the National School of Anthropology and History (ENAH). Joshua has worked in International Education for 19 years, has served as consultant for Mexico’s main airline to improve and open new cargo destinations in Asia and Latin America, and worked with an international non-profit micro-finance consultant agency. Joshua is the founder of LAMAT, a non-profit international education organisation and the owner of Tripp International Group, a group of companies that develops and operates educational travel and leisure products worldwide. He is also the President of the Consultative Board of AMTE - Asociación Mexicana de Turismo Educativo.
Student Recruitment in Sub-Saharan Africa: Student Counsellors Share Their Experience!

Allan K. Muteti, Adedamola Oloketyui, Cheick Konaté, Zaheera Peerbocus & Landry Niagne

Topic: Market Intelligence
Audience: Providers

►Session description

When discussing international student recruitment in Africa, Nigeria has had a tendency to dominate the conversation. However, the continent is home to a number of other interesting markets that are big potentials for schools and educators.

In this panel, student counsellors from Kenya, Nigeria, Mali and Mauritius will share their experience on student recruitment and daily work by mentioning some specific characteristic of their regions, clients and expectations. For educators and other institutions this is a big opportunity to understand and be aware of the challenges and chances of recruiting students in the sub-Saharan part of the continent, helping them to rethink their recruitment policy, strategy and expectations.

►Speakers

Allan K. Muteti
Founder & Managing Director, Hoscon Education, Kenya

Allan K. Muteti holds a BA in Communication and Public Relations from St. Paul’s University in Nairobi, Kenya. He worked with local education consultants as a Sales and Marketing Officer before he founded Hoscon Education in January 2017. He is currently the founder and managing director with offices in Nairobi (Kenya), Harare (Zimbabwe) and Gaborone (Botswana). He is an ardent reader of business books, a lover of adventure, travelling and a champion for access to quality education for all.

Adedamola Oloketyui
Founder & Senior Managing Partner, AOC Schengen Limited, Nigeria

Adedamola Oloketyui is the founder and senior managing partner at AOC Schengen Limited. He graduated with a Petroleum Engineering degree (B.ENG) from Covenant University, and later went to secure a Masters degree in Aviation from the IUBH University in Germany. He has worked with Amni Petroleum, Zenith Bank, Dornier Consulting Frankfurt (Airbus Group), IUBH Berlin as the Business Development Manager for Africa, GISMA Business School Berlin as the Manager for all operations in Africa, managing agent relationships and being in charge of branding and development.

Cheick Konaté
Co-Founder & CEO, ICLA, Mali

Cheick Konaté is the co-founder and CEO of ICLA Mali since 2007, the first and largest Education Agency in Mali, where they facilitate English classes and assist students to study abroad at elite universities. Upon completing his studies in finance at the University of Moncton in Canada, Cheick started to recruit and represents the university in Mali. He is passionate about quality education and making a difference to people’s life.

Zaheera Peerbocus
Director, Consultancy Point Ltd, Mauritius

Zaheera completed her O and A Levels by Cambridge UK in 2003 and 2005 and a French course in Language & Communication by Alliance Francaise. Afterwards she joined a company offering immigration services where she was promoted to a supervisor in less than one year. She then joined another immigration company as student counselor and was trained by the immigration lawyer, and started to get into the depths of education abroad.

In 2014, Zaheera and her husband started their own agency in Mauritius. Licensed by the Ministry of Education they now have two offices on the island. She started attending ICEF and completed her IATC and CCG course a few years ago. In August 2019 she joined the University of Arden to start a degree in Law (Distance Learning).

Landry Niagne
Agent Relationship Manager, ICEF, Germany

Landry studied German studies at the Université d’Abidjan-Cocody in Ivory Coast. He also graduated in Translation Studies (French, German and Turkish) and Political Sciences from the University of Bonn. After working in different areas gathering experience in education, industry and automotive he joined ICEF in 2018 as Agent Relationship Manager and is responsible for recruiting quality agents from sub-Saharan Africa.
Competition in a Digital Era: Strategic Cooperation with Russian Universities
Olga Krylova & Marina Kozak

Topic: Market Intelligence
Audience: All

Session description
1. The main trends of digital transformation of education in Russia: It won’t be an exaggeration to imply that the 21st century trend called digitalisation has touched upon all social institutes including education. Professors no longer rely on traditional methods of teaching - they are learning how to use a combination of newly developed instruments in order to organise the education process in the most effective way. Universities also revise their education strategies in accordance with modern trends. How is the transformation going in Russia? This presentation will highlight the main trends and challenges of the digitalisation of education in Russia.

2. Key skills for future professions: As technologies have predominantly been ruling our society, the modern job market has to adjust accordingly. Nowadays obtaining a degree in a particular area of studies is not enough for young professionals to become highly competitive in the market. On the contrary, university graduates need to possess a set of universal skills that will help them to be flexible in their job search and to consider a variety of options in terms of career paths. The session is going to highlight how universities in Russia support students in developing the most crucial skills that will define their market value in the most prospective way.

3. How to attract students to study in Russia: While choosing the most suitable country for obtaining a full degree, students often turn to the most traditional countries that provide high quality education. However, what they often overlook is the fact that they have a lot more options than they thought they did. Why should students consider Russia as their possible destination for full degree programmes? What are the five most common myths about Russia that still serve as barriers stopping students from diving deep into one of the most unforgettable experiences of their lives? This info session will help you to distinguish the ways how to break the most widespread stereotypes about the country of Tolstoy and Dostoevsky and guide students through the decision making process.

Speakers
Olga Krylova
Head of International Office, HSE University, Russia
experience she was involved in the coordination of international projects of different scale, the management of educational programmes, and international marketing.

She has presented at a number of international conferences on a variety of topics such as internationalisation, marketing and recruitment.

Olga has always been fascinated by working in an international environment. For the last three years she served as a member of Marketing and Recruitment EAIE Expert Community. She enjoys being a member of a universal team as it brings her the highest level of motivation and interest.

Marina Kozak is the Director of the Education & Training Advisory Centre at the HSE University. She is responsible for marketing and the HSE University strategy on international markets. She has more than 11 years' experience in strategic marketing in the IT industry.

Marina Kozak was the Director of Marketing and PR in Russia and CIS countries in Abode Systems and Siemens Enterprise Communications and successfully implemented global marketing and PR strategies in different regions. The acquisition of business knowledge helps her to build a modern and competitive environment at the HSE University for international students.

All best practices are implemented for building a strong marketing campaign for student’s recruitment. A variety of digital marketing instruments help her to define a target audience and provide personal offers for potential students.

Marina Kozak graduated from the Master programme in Strategic Management at the HSE University in 2007. With 10 years of international marketing experience, Marina returned to the HSE University to help enhance the international development of the institution.

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Expatrio’s View on the Next Decade’s International Student Journey and Visa Prerequisites in Germany

Alex Ruthemeier

Topic: Industry Presentation
Audience: Agents

► Session description

The German Academic Exchange Service (DAAD) and the German Centre for Higher Education and Science Research (DZHW) recently announced that Germany has become the 4th most popular study destination overall and also the number one non-English-speaking country for international students worldwide.

Almost at the same time, the visa prerequisites for living in Germany as a foreign student were tightened. The most important change relates to the proof of sufficient financial means. For this, students usually choose the Blocked Account, where the presumed annual requirement that must be paid into was increased to €10,236. Also, for the mandatory Health Insurance coverage, the Federal Ministry of the Interior (BMI) announced new regulations among all 16 German states in accordance to the revised Immigration Act, which will become effective in January 2020.

It becomes more and more important for students and their agents to choose a service provider which is not only accepted by the German Federal Foreign Office but which can also answer the young student’s needs – beginning when they are still abroad in their home country. Therefore, Expatrio has not only established a digital platform which enables the students to conclude all necessary products for obtaining the visa and living in Germany in just one place, where they can also save time and money when applying for beneficial bundles like the Value Package. Furthermore, Expatrio is proud founding partner of DeGiS, Germany’s largest community for international students.

Expatrio’s presentation will take a look into the future while also explaining the platform’s functionalities.

► Speaker

Alex Ruthemeier
Co-Founder, Expatrio, Germany

Expatrio’s View on the Next Decade’s International Student Journey and Visa Prerequisites in Germany

Decision Factors in Booking an Educational Travel Programme

Peter Lahiff

Topic: Market Intelligence
Audience: All

► Session description

A successful school needs to develop an expertise in providing transport, accommodation, catering and tourism services in addition to their core educational activity. Schools often feel frustrated by with enquiries that ask nothing about the quality of the lessons and focus instead on the softness of the beds, the content of the sandwiches and the walking distances to the school. Is this a case of non-experts underestimating the importance of the educational content of the programme, or is it a realistic assessment of the relative importance of these factors as part of a tourism product?

This seminar is based on a survey of Future Learning’s clients about the factors that influenced their choice of programme in order to gain an insight into client’s decision making and learn how we can help them make an informed choice.

► Speaker

Peter Lahiff
Academic Director, Future Learning, UK

Peter Lahiff is an experienced course designer, teacher trainer and academic manager who has worked in the English language teaching for 20 years.

He is the founding Academic Director of Future Learning Language School and works on the development and management of technology enhanced summer language courses for young learners from all around the world which take place in Ireland and internationally.
The Importance of Accommodation in Student Wellbeing

Julia Harnischfeger
Operations Director, GSA, Germany

Topic: Student Experience & Welfare
Audience: All

Session description

It is our belief that student accommodation has unexplored potential in contributing to the greater understanding of student wellbeing. This is after all, where students spend a considerable proportion of their time. We also recognise an opportunity for student accommodation providers to deliver truly impactful approaches to optimising student wellbeing.

We are delighted to be using this platform to share the findings from our latest global research. Early indications suggest that similar student wellbeing challenges prevail around the world and that there is a great deal to be gained from exploring this topic in an international context. Our unique operation across eight very different countries provides us with a powerful opportunity to do this and we look forward to sharing our diverse experience with you.

Speaker

Julia Harnischfeger
Operations Director, GSA, Germany

Julia leads the operational business in Germany across all Uninest Student Residence sites. She joined GSA in 2016 and brings with her a wealth of experience from the hotel industry.

Julia has worked and lived internationally and her passion is creating memorable customer experiences and operational innovation.

The Importance of Creating the Right Media Strategy to Attract More International Students

Florian Schäfer
Director - ICEF Media, ICEF, Germany

Topic: Marketing & Recruitment
Audience: Providers

Session description

You will gain insights into how to build a stronger education brand with media. Join us for a comprehensive showcase of the different media options open to your (education) business. Find out what media formats are out there and how video and virtual reality compare in conception, production and post-production.

We will take a look at the performance of different distribution channels and what social media options work for different target groups globally.

We offer an exclusive insight into a communication agency specialised in the education industry. We highlight the best practise cases and what mistakes to avoid. Gain an overview of how media formats are developing and how your media strategy will (most likely) prevail.

Speaker

Florian Schäfer
Director - ICEF Media, ICEF, Germany

Florian has 15+ years of experience as a director and filmmaker in the education industry. He has brought to life 100+ video marketing projects for educational clients in 30+ countries around the globe (in eight different languages). In Europe he has worked as a creative for Telekom, Maybelline Jade, 1.FC Köln, Adidas and Samsung.

Since September 2016 Florian is the Director of ICEF Media, which offers video production solutions for the international education industry. He is the presenter and producer of the ICEF Monitor video interviews. Florian speaks German, English and Spanish. He has a Master’s degree in audio-visual communications from the University of the Arts, Berlin.
Global Student Mobility - Focus on Links Between Australia and Latin America

Mark Falvo

Topic: Market Intelligence
Audience: All

Session description

Latin America has become an increasingly important region for Australia’s international education sector. Latin Americans are now studying in Australia in greater numbers, with Brazil and Colombia now both in the top 10 source countries for international students. This rapid ongoing growth in student numbers has put the spotlight on Australia’s international education system and its relationships with the countries that make up the Latin American region.

Many Australian universities, including Torrens University Australia, are strengthening efforts to increase student mobility to and from Latin America and diversify Australia’s education offerings, through joint venture partnerships, academic exchanges and other cross institutional collaborations.

This presentation focuses on the role education plays in building and fostering stronger links between Australia and Latin America, reflecting on student and academic mobility, and includes recommendations for ways to increase education development opportunities and engagement between Latin America and Australia in the long term.

Speaker

Mark Falvo
Vice President, International,
Laureate International Universities,
Australia

In 2018 Mark was appointed as Vice President, International at Laureate Australia and New Zealand (LANZ) following his previous roles within the organisation as General Manager, Business, ELICOS & International and Director of Operations and Strategic Initiatives.

LANZ is part of Laureate International Universities, the world’s largest university network. This includes Media Design School, Think Education and Torrens University, Australia’s fastest growing and only multi state university.

Mark is responsible for the overall strategic direction of our international department, including ongoing global projects, international student recruitment and admissions, along with student mobility for Torrens University. He is also responsible for establishing and nurturing international pathways within the Laureate network, particularly in the Latin American region. Mark is involved in liaison with our offshore recruitment hubs and in country delivery options for Torrens University Australia globally.

Mark has been in international education for the last 20 years, primarily in ELICOS and Higher Education and has lived and worked in a variety of overseas and domestic locations.
## Study or Work in Germany: an Integrated Approach to the German Job and Study Abroad Markets

### Dr. Matthias Jung

**Topic:** Market Intelligence  
**Audience:** Agents

### Session description

Comparative studies show that Germany is one of the most open study-abroad markets considering visa regulations, possibilities to stay in the country after graduation and basically free high quality university education. Therefore the number of foreign students is rising regularly.

Germany becomes more and more aware, for demographic reasons, of its growing need to attract a skilled workforce from abroad. At present the demand is already very strong in the fields of health care, engineering and all kind of craftsmen.

A first reaction by the government is the new immigration law aimed at this target group which was adopted by the Bundestag and will come into effect in the beginning of 2020. However, this law also places a particular focus on German language skills just as degree programmes taught in German will offer the widest choice and the best chances to work in Germany or in international German companies abroad. Another typical pitfall, both in the academic and professional field are all questions relating to the recognition of academic and professional qualifications. Experience shows that, in the long run, only quality programmes which integrate all these aspects (i.e. expert counseling, training at home and abroad, visa, language, recognition of qualifications, deadline & application management) and establish a clear road map for prospective students or personnel seeking a job in Germany will succeed. In the seminar you will be informed about:

- Key market data for studying or working in Germany
- Relevant legislation in particular visa regulations
- Requirements for University access in Germany (academic and linguistic)
- Recognition of academic or professional qualifications
- Examples of integrated programmes, especially in the field of health care
- Measures financed by the German government to attract foreign labour

### Speaker

**Dr. Matthias Jung**  
**Chairman, Professional Association for German as a Foreign or Second Language (FaDaF), Germany**

Dr. Jung is the President of the Professional Association for German as a Foreign or Second Language (FaDaF e.V.) and Director of the Institute for International Communication in Berlin & Düsseldorf (IIK). He is a member of various public committees, a privileged interlocutor for ministries and state agencies and has been implied in academic and professional programmes as well as in studies und publications on the German language education market for more than 20 years.

## Rethinking Old Ways

### David Fougere & Freek Vermeulen

**Topic:** Industry Presentation  
**Audience:** All

### Session description

In challenging trading conditions and in times of global uncertainty, what can we be doing to adapt? In this session, we will share some practical ideas on what we could all be doing – both schools and the agencies, whatever the size of our business – to set ourselves up for success.

### Speakers

**David Fougere**  
**Chief Operating Officer, Kaplan International Languages, UK**

David Fougere’s career in international education spans 25 years and many continents. Starting at Kaplan in 2015 as Senior Vice President of the Americas region, Dave is now Chief Operating Officer for the wider Kaplan International Languages business, based in both London and Boston. With a keen focus on product development, innovative marketing strategies and strong sales relationships, Dave is thrilled to have brought more languages to Kaplan’s portfolio in 2019, including French, German and Spanish. Dave has also held a variety of other senior roles in the industry, including EVP at EF Education and EVP at Council for International Educational Exchange (CIEE) where he oversaw the Study Abroad group. Dave holds a B.A. in French Literature from Haverford College. Dave was Fulbright Scholar in France and did his graduate work at Harvard University where he earned his Masters at the JFK School of Government.

**Freek Vermeulen**  
**Chair - Strategy and Entrepreneurship Department, London Business School, UK**

Freek Vermeulen writes and teaches on strategies for growth, innovation and corporate entrepreneurship as Professor and Chair of the Strategy and Entrepreneurship Department at the London Business School. Freek’s enjoys communicating his views on strategic management in the popular press by contributing to Harvard Business Review, the Wall Street Journal, the Financial Times, Strategy+Business, Marketing Magazine, HR Magazine, and many others. His book “Business Exposed: The naked truth about what really goes on in the world of business”, was WHSmith’s Business Book of the Month. His latest book is “Breaking Bad Habits: Defy industry norms and reinvigorate your business”. He is a keynote speaker at industry and company conferences, working with firms such as Bosch, BP, GE, Goldman Sachs, JP Morgan, Lufthansa, Maersk, Novartis, Roche, Sara Lee, Toshiba, and Vodafone. He has also delivered TEDx talks on corporate viruses and bad management practices.
Room: Glienicke

16:00 - 16:30

**Studying in Germany - Exclusive Insights Into Obstacles and How to Overcome Them**

**Jonas Marggraf**

**Fintiba**

**Topic:** Industry Presentation

**Audience:** All

► **Session description**

Germany’s attractiveness as an international student destination continues to increase from year to year. It is now top of the list of non-English speaking countries. However, in order to get to Germany, an international student must overcome a variety of hurdles.

Fintiba joined forces with Stifterverband and conducted a study to shed light on which these are and how they could be mastered. Stifterverband is an almost 100-year-old joint initiative of more than 3,000 German companies to support society through initiatives in the fields of education, science and innovation; Fintiba is a specialist for offering digital solutions for international students in Germany.

► **Speaker**

**Jonas Marggraf**

*Managing Director, Fintiba GmbH, Germany*

Jonas is Managing Director and connects Fintiba with customers and partners around the world to make Germany an even more attractive place to study, live and work.

Before joining Fintiba he worked in the consulting and media industry in Dublin, London and St. Gallen and is now a great Frankfurt-lover. Jonas loves coffee and baking bread for his family.

16:30 - 17:00

**‘Bildungurlaub’ – Still Scared?**

**Thomas Roth**

**Fintiba**

**Topic:** Market Intelligence

**Audience:** Providers

► **Session description**

You have never heard of ‘Bildungurlaub’? Do you find the scheme of ‘Bildungurlaub’ confusing? You never know which requirements need to be met in which state? You are struggling with the documents you need to provide for the client? Employees in 14 of 16 German states have the right to ‘Bildungurlaub’ or ‘Bildungsfreistellung’ and yes, it does vary from state to state.

Thomas Roth will give you a quick overview of the different requirements. You will get suggestions on which states are worth applying for. You will get some advice of how to promote your courses for ‘Bildungurlaub’.

The seminar aims at language schools whether already approved for ‘Bildungurlaub’ or interested in getting approved and for the ones who have never heard of ‘Bildungurlaub’ before. Some of the topics will be a repetition if you have been to the presentation in 2017. At the end, there will be time to ask general questions about ‘Bildungurlaub’.

► **Speaker**

**Thomas Roth**

*Owner, Language Peps, Germany*

Thomas Roth is the owner of Language Peps, an agency specialised for airline and travel industry staff, who are mostly booking ‘Bildungurlaub’ courses. He also owns Bildungurlaub Approval, a service provider to help language schools getting and maintaining their ‘Bildungurlaub’ recognition.

Thomas has been in the language travel business for over 16 years working in his own agencies and in the marketing department of international global agencies. ‘Bildungurlaub’ has always been his main target as he has close bonds to airlines, allowing their crew members to study languages at recognised language schools.
In recent years, at HEIs around the world, the move to increase mobility opportunities as an aspect of internationalisation has taken on a greater role, both as a driver of student recruitment and as a way for HEIs to carve out a market niche in a highly competitive sector. It is a challenge to both offer interesting international programming and affordable mobility opportunities, while at the same time maintaining high academic standards which build the reputations of the offering institutions and their graduates.

The BAU Global Education Network, as one of the world’s fastest growing educational organisations, has developed an innovative approach that seeks to address many of the issues surrounding high quality international mobilities, and which emphasises a cooperative developmental approach focusing on:

- Educational programming utilising local ecosystems and expertise
- Creating opportunities for under-represented constituencies
- Developing deeper relations between like-minded HEIs.

This presentation offers insight into the BAU Global University Partners Programme model and explains how students and other HEIs can benefit from association with the Network.

Sean Michael Cox, Ph.D., is Director of Academic Affairs & International Programmes and is Advisor to the BAU Global Network Board of Trustees. His office has responsibility for international programme development between the member institutions of BAU Global and for the formal institutional relationships between BAU Global and external partners.

Dr Cox also works on business development for the Network, and teaches in the Graduate Institute of Social Sciences at Bahçeşehir University, one of the BAU Global universities.
14:00 - 14:30
The Maltese Islands – An Educational Hub Immersed in a Vibrant Mediterranean Lifestyle
James Perry
Topic: Market Intelligence
Audience: Agents

► Session description
This presentation will give a general overview on the Maltese Islands, and their unique selling points.

ELT Part:
• Some Statistics on the ELT Industry in Malta
• The ELT industry in Malta and the legislations that protect this industry
• The role of the ELTC
• The role of FELTOM as a recognised local accreditation federation

► Speaker
James Perry
CEO,
English Language Teaching Organisations Malta (FELTOM), Malta

Mr. James Perry currently holds the position of CEO at the Federation of English Language Teaching Organisations Malta (FELTOM). The role of this not-for-profit federation is to act as a voice for the member schools, to ensure that standards are maintained through an accreditation system and to promote member schools and Malta as a quality destination.

Mr. Perry has vast experience within the tourism and education industry where his credentials include being the director of the main tourism school in Malta (ITS) and he also worked within the government accreditation body (NCFHE) as a course accreditation officer and trainer.

Further to the initial higher diploma in Hospitality Studies, Mr. Perry attained a BA in Tourism Studies, Post Graduate degree in Vocation Education and Training and a Masters degree in International Marketing Management.

He is also a qualified chef, but it is just for friends to enjoy.

14:30 - 15:30
Make Canada the Destination of Choice for Your Students!
Bonnie McKie, Andrew Champagne & Diego Sanchez
Topic: Market Intelligence
Audience: Agents

► Session description
In this session you will learn why close to 600,000 international students chose Canada for their education!

Canada received a record 572,415 international students in 2018, with growth across all segments of its education sector – K-12, language, college and university.

These presentations will provide insights as to why students and agents from around the globe rank Canada as a top destination to live and learn in English and/or French. Learn about the Canadian education offer available to international students.

Session one will focus on language training and K-12 options. It will equally provide an overview of how the Canada Course for Education Agents can empower your agency to confidently promote study in Canada.

► Speakers
Bonnie McKie
Executive Director,
CAPS-I,
Canada

Bonnie McKie has provided leadership in international education for more than 18 years. She has been the Executive Director of the Canadian Association of Public Schools International (CAPS-I) since the not-for-profit association’s incorporation in March 2008.

Prior to joining CAPS-I, Ms. McKie was the Manager of International Education for the Surrey School District, the largest public school district in British Columbia. She also served on the Executive Committee of IPSEA (International Public School Education Association of BC) as Vice-President and is currently Co-Convenor of the Global Alliance of Education and Language Associations.

In 1988, Bonnie participated in a study abroad programme in Japan and her family has also had the pleasure of hosting international students. Bonnie currently resides in Greater Vancouver, BC and has two grown children.
Andrew Champagne is an international education professional with cross-cutting industry experience. He has worked on international education policy with Global Affairs Canada, in international student recruitment with the University of British Columbia and now as a Marketing and Recruitment Specialist with Colleges and Institutes Canada.

Andrew is an alumnus of the University of Ottawa’s Graduate School of Public and International Affairs. He is fluently bilingual (English and French) and has lived in both China and Vietnam. Andrew believes that international mobility is a force for good in the world and is supportive of two-way mobility initiatives.

Diego Sanchez, Languages Canada’s Manager, International Marketing, has over 10 years of experience in the private and public sectors. He has worked at Global Affairs Canada and NGO Mission Abroad.

Past experiences entailed working with agents, government, associations and chambers of commerce for the organisation of missions around the globe.

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Fluent in four languages, Monèle Schrot has gained extensive experience of all aspects of education through her career as a teacher, school principal and Director of International Education.

Ms. Schrot holds a BA, B.Ed., and a Master’s degree in School Administration from the University of Manitoba. Before joining ICEF, Ms. Schrot was Director of the International Education Department for ten years at the Louis Riel School Division in Winnipeg, Manitoba.

Fluent in four languages, Monèle Schrot has gained extensive experience of all aspects of education through her career as a teacher, school principal and Director of International Education.
Updates from Downunder – Beyond 2020 for Australia’s International Education Sector and What it Means for You

Brett Blacker

Topic: Market Intelligence
Audience: All

► Session description

Join us to hear updates on Australia’s promotion, policy and partnerships to benefit international education. With important new programmes such as Destination Australia and policies like the additional post-study work rights for international graduates who study in regional Australia, we are keen to share with the world all that Australia has to offer.

International student demand to study in Australia is high, and our reach is global, the role of education agents is critically important but what’s beyond 2020 and how can we work together to ensure continued success.

► Speaker

Brett Blacker
CEO, English Australia, Australia

Brett is Chief Executive Officer of English Australia, the national association for English language colleges in Australia.

Previously he was President of the International Education Association of Australia (IEAA), International Director at the University of Newcastle, Director of Murdoch International at Murdoch University and also National Business Development Manager and subsequently General Manager - Health at OSHC Worldcare, Mondial Assistance (Allianz Insurance).

The Door Is Open! Career & Migration Opportunities in Adelaide Australia

Jodie McDonald

Topic: Market Intelligence
Audience: Agents

► Session description

South Australia’s vibrant capital city, Adelaide, is designed for student life.

Home to excellent education providers and known for its food, wine and festivals, beautiful beaches and close proximity to nature, students can have it all including a brilliant start to their careers. Adelaide’s growing economy offers dynamic career paths in fields as diverse as health and hospitality, engineering, creative industries and high technology. Support from the State Government provides eligible students with an additional year of post-study work rights, exclusive waivers, bonus points towards visa applications and access to the most extensive occupation list in Australia.

► Speaker

Jodie McDonald
Communications and Engagement Manager, StudyAdelaide, Australia

Jodie has been a member of the international marketing team at StudyAdelaide since 2017.

She has had an interesting marketing and PR career in diverse industries including major events, finance, the arts, education and the Olympics.
ICEF Agent Training and the Agency Recognition Programme
Shannon Wolff

Topic: Professional Development
Audience: All

► 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.

► Speaker
Shannon Wolff
Agent Relations Manager,
ICEF, Germany

Shannon has worked in the international student recruitment and education exchange industry for over 12 years, working directly with both agents and students. Shannon first worked as account manager and programme manager for the Work & Travel and the Intern & Trainee teams at Alliance Abroad Group, a US J-1 visa sponsor company for cultural exchange programmes. She then went on to manage student services, F-1 visa advising, local admissions and marketing at Kings Education Boston, an English language and pathways institution.
Shannon joined ICEF in 2018 as Agent Relation Manager and is responsible for recruiting quality agents from India and Europe for ICEF Events. She enjoys working with a diverse team located around the world, and helping agents to maximise event and training opportunities with ICEF.

Room: Köpenick I / II

14:00 - 15:00
Germany’s Higher Education Sector. Focus on Private Universities and the Pros and Cons
Wassim El Kadhi

Topic: Industry Presentation
Audience: Agents

► Session description
We will take a look at Germany’s higher education sector with a strong focus on private universities. There are approximately 150 private universities in Germany and the number of private institutes is increasing for various reasons. The common understanding of “studying in Germany for free” is increasingly challenged by private institutes that attract a large number of international students in particular, but not only.

What are the pros and cons? What are the advantages of studying at a private university? And how to distinguish between top private universities and those that are not? What should especially agents consider in terms of entry requirements? It is easier to study in Germany than many believe.

► Speaker
Wassim El Kadhi
Business Development Director,
University of Applied Sciences Europe, Germany

Wassim El Kadhi has worked in the global study abroad industry since 2009. He brings extensive experience in global business development with him, having worked for large educators such as EF and LAL in different roles throughout the world.
Currently he is the Business Development Director of the University of Applied Sciences Europe and in charge for the university’s international student recruitment activities.

15:00 - 16:00
ICEF Agent Training and the Agency Recognition Programme
Shannon Wolff

Topic: Professional Development
Audience: All

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### 16:00 - 16:30

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<tr>
<th>Session Title</th>
<th>Speaker</th>
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<tr>
<td>Unlocking the Potential of the Private Sector</td>
<td>Stuart Bannerman</td>
<td>Silver Sponsor</td>
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<tr>
<td>Topic: Marketing &amp; Recruitment</td>
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<td>London South Bank University</td>
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<td>Audience: All</td>
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**Session description**

LSBU has undertaken a significant strategy shift to work more closely with third party providers to enhance international student recruitment. This strategy is seeing an increase in international student recruitment numbers. Learn how the university has done this, and how your organisations can play a part in it.

**Speaker**

**Stuart Bannerman**  
Director International,  
London South Bank University, UK

Stuart has been Director, International at LSBU since October 2016. Having taught at the universities of St Andrews and Glasgow, he launched the first International Study Centre in the UK at Queen Margaret University in 1998, introducing Graduate Diplomas for the first time as a pre-masters award for international students.

He was also Head of EFL and Director of the Centre for Applied Language Studies at the University of Dundee, and worked at the University of Essex.

### 16:30 - 17:30

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<th>Session Title</th>
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<td>The Inside Scoop: Risk Management and Travel Safety Tips for Your International Students</td>
<td>Susanne Hendrickson</td>
<td>Gold Sponsor</td>
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<tr>
<td>Topic: Student Experience &amp; Welfare</td>
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<td>StudyInsured</td>
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<td>Audience: Providers</td>
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**Session description**

Studying abroad is an exciting life opportunity, filled with learning experiences about new places, cultures and foods – but it also has an element of risk. Join StudyInsured to learn how to keep international students free from harm as they embark on their study abroad experience.

**Speaker**

**Susanne Hendrickson**  
Director of Sales,  
StudyInsured, Canada

As Director of Sales, Susanne is accountable for corporate sales and marketing activities, with a focus on the international student market.

She has an extensive background in business development, having created a web-enabled application adopted by post-secondary institutions and health regions in Canada and New Zealand.

Susanne’s industry knowledge, results-focused approach and relationship-building expertise have facilitated the business development of the MSH Americas international student insurance brand and its expansion across Canada.
Paving the Way to German Universities
Elisabet Capdevila & Julia Schoenfeld

Topic: Industry Presentation
Audience: Agents

►Session description

Germany is the fourth most popular destination among international students, not only because universities have a very low tuition but especially because of its excellence in teaching and job prospects. However, the way to the German higher education institutions is not always a bed of roses and some students get lost in bureaucracy. In this seminar we will try to throw light on the steps to follow and turn hurdles into opportunities. The audience will also gain an overview on the job market and the wide range of chances that Germany, a very welcoming country, offers.

►Speakers

Elisabet Capdevila
director International Sales,
Carl Duisberg Centren,
Germany

Elisabet Capdevila is director of the international sales department at Carl Duisberg Centren, a leading company in the area of international training and qualifications, where she has been working for six years.

She graduated from the Universidad Auónoma de Barcelona and holds a Bachelor degree in Translation and Interpreting and a Master in Cultural Management. Originally from Barcelona, she moved to Germany in 2006 and worked first as a teacher at the University of Cologne and the University of Bonn.

Julia Schoenfeld
Project Manager University Placement,
Carl Duisberg Centren,
Germany

Julia Schoenfeld studied History, German and Spanish Studies and Intercultural Pedagogy at the University of Cologne. She worked as a German teacher for the German Academic Exchange Service (DAAD) at the Universidad Nacional de Colombia in Bogotá and the Universidad de Salamanca in Spain.

After moving back to Germany, she prepared young people from all over the world in German classes at IIK e.V. in Düsseldorf and at the Carl Duisberg Training Center in Cologne, where she is now responsible for placing students at Studienkollegs and universities.

Nurturing Inquisitive Young Minds
Jozef Windsor

Topic: Industry Presentation
Audience: Agents

►Session description

How has the world of teaching English changed over the last few years and what does its future look like? What appetite do students have to continue learning through the more traditional methods?

During this session, Jozef will talk about why it is necessary to intellectually challenge students well beyond that of language learning, and that stimulating and rich content is key to being able to meet their future intellectual demands.

He will show how OISE takes responsibility of the programme for ambitious and motivated students to achieve these desired outcomes. Using a rigorous and demanding academic approach, OISE has created innovative courses which project students into a “future” version of themselves. The session will benefit those who seek demanding courses for ambitious students.

►Speaker

Jozef Windsor
Senior Manager,
OISE,
UK

Jozef has been involved in language education for more than 15 years. First as a teacher of English to children, then a summer school director followed by 12 years as a brand leader with OISE which is part of the Instill Education Group.

As well as overseeing the smooth running of the OISE schools for adults and young learners, Jozef has a key role in creating and delivering new innovative courses.

He has a passion for making a difference in the way students see education and ensuring that an authentic experience makes a positive difference to students’ future success in life.
### Fast-Tracking Your Students’ Careers Through Hospitality and Culinary Education. Alumni Stories from Glion, Les Roches and École Ducasse

**Pete Shemilt**  
**Topic:** Industry Presentation  
**Audience:** All

**Session description**

Sommet Education is a unique education group specialised in hospitality management and the culinary arts, committed to delivering an exceptional student experience and developing future talent for the experience industry.

Its hospitality management institutions Glion and Les Roches, with campuses in Switzerland, Spain, China and UK, provide undergraduate and graduate students from more than 100 countries with an education built on the Swiss model of academic rigour, skills-based learning and dynamic multicultural exposure.

The culinary and pastry schools of École Ducasse offer Bachelor’s degrees, courses for career changers and continuous professional training, as well as private courses for food enthusiasts, across three campuses in France and through partnerships with overseas universities.

Sommet Education is the only education network with two hospitality institutions ranked among the world’s top four for hospitality education and among the world’s top three for employer reputation (QS World University Rankings by Subject 2019).

**Speaker**

**Pete Shemilt**  
**Chief Marketing and Enrolment Officer, Sommet Education, Switzerland**

Pete Shemilt is the Chief Marketing and Enrolment Officer at Sommet Education: he is responsible for global student recruitment, marketing, enrolment services and alumni engagement for Glion, Les Roches and École Ducasse.

Previously, he was Group Sales and Marketing Director for eight years at Cambridge Education Group.

### GUS Canada and Beyond: Your Internationalisation Partner Connecting the World Through Language Programmes, Partnerships and Higher Education

**Cyndi McLeod & Diana Mockute**  
**Topic:** Industry Presentation  
**Audience:** All

**Session description**

GUS, with its 28+ institutional brands worldwide delivers a wide variety of programmes, ranging from diploma, degree and master programmes, including ESL, professional, corporate and executive education training. The student network reaching beyond 78,000 students around the world, the extensive GUS’ programme diversity, offers your company or institution a valuable opportunity to create a comprehensive and efficient internationalisation strategy. The session will explore various models and types of successful partnerships that GUS offers to meet institutional and recruitment demands. The focus of the presentation will showcase GUS’ network potential for developing equally beneficial pathways and partnerships.

**Speakers**

**Cyndi McLeod**  
**CEO, Global University Systems, Canada**

Cyndi McLeod has dedicated her career to building intercultural understanding through international education. From 2009 until 2014, she was Vice-President of Global Advancement and Marketing & Business Development at Royal Roads University, further honing her strategic leadership abilities and expanding her global network.

Cyndi joined Global University Systems as CEO in Canada with the responsibility for the group’s expansion and operations in the country, which includes University Canada West, The Language Gallery Canada and the Toronto School of Management.

**Diana Mockute**  
**Director, Business Development and Partnerships, Global University Systems, Canada**

Diana has held several positions as the Director of Strategic Pathways and Partnerships (ILAC) and Manager of Business Development - Europe (Seneca) where she was successful in building up awareness of the brand. Her areas of expertise include pathway partnerships, project management, business development and marketing.
Room: Köpenick III

16:00 - 17:00

Creating Bright Futures: Skills for Tomorrow’s Careers

**Gold Sponsor**

**Alex Fitsner**

*Topic: Careers & Skills
Audience: Agents*

► Session description

This session looks at ‘future professions’ and how they correspond to reality. Alex will provide an overview of new career opportunities and talk about the role of automation in creating new career pathways. The session will conclude with details of CATS Colleges professional programmes aimed at preparing students for careers in the modern world.

► Speaker

**Alex Fitsner**

*Regional Director (West), CATS Colleges, UK*

A teacher, an educator, promoting creativity and critical thinking; a global citizen, having lived and worked in 10 countries, speaking 5 languages, Alex represents CATS Colleges, an educator of thousands of students each year from 85+ countries.

17:00 - 18:00

Innovative Corporate & Industry Partnership Driving Student Success

**Platinum Sponsor**

Dr. Sky Zheng, Cyndi McLeod & Ehsan Safdari

*Topic: Careers & Skills
Audience: Agents*

► Session description

The session will focus on how business and IT industry practical knowledge is relevant in today’s workforce and how GUS institutions worldwide are preparing students to succeed in the fast changing work environment. Join the GUS global team and learn how innovative and corporate partnerships across GUS institutions ensure that graduates have relevant industry certifications, skills and knowledge to be desirable for today’s employer.

► Speakers

**Dr. Sky Zheng**

*Managing Director of Transnational Education, Global University Systems, Canada*

Dr. Sky Zheng is Managing Director of Transnational Education in the Global University Systems group. He leads strategic development of transnational education and corporate partnerships at the group. Dr. Zheng has extensive experience in international development, student recruitment, transnational education, and student mobility. Before joining GUS, Dr. Zheng held senior roles in international development in several UK universities. In 2011 he and his team won the Times Higher Education Outstanding International Strategy award.

**Cyndi McLeod**

*CEO, Global University Systems, Canada*

Cyndi McLeod has dedicated her career to building intercultural understanding through international education. From 2009 until 2014, she was Vice-President of Global Advancement and Marketing & Business Development at Royal Roads University, further honing her strategic leadership abilities and expanding her global network.

Cyndi joined Global University Systems as CEO in Canada with the responsibility for the group’s expansion and operations in the country, which includes University Canada West, The Language Gallery Canada and the Toronto School of Management.
Ehsan Safdari  
Managing Director,  
Toronto School of Management,  
Canada

Ehsan holds a MSc in Computer Network & Architectures from Iran University of Science and Technology (IUST) and a Master of Business Administration (MBA) from University of Kent.

Currently, he is the Managing Director of Toronto School of Management (TSoM). Ehsan has an extensive Business and Technology background with more than 10 years’ experience in leading and growing all departments of an educational institution to make it a dynamic and progressive organisation. Ehsan is a member of the Board of Career Colleges of Ontario.

18:00 - 19:00

Study in Germany – The Pathway to Successful Careers

Alexander Zeitelhack

Topic: Careers & Skills

Audience: Agents

►Session description

Demographic change, artificial intelligence and robotics are all having an impact on the landscape of the European labour market. This discussion will consider the future of work in an increasingly globalised world and what the prospects for having an academic career in Germany are.

In order to thrive in this new world, intelligent and smart educational decisions will have to be made to become compatible with those challenges.

Learn about the strategies and recruitment processes local and national industries are employing and what the future of the workplace looks like. You will find out what competencies today’s students and employers need to be successful in an ever-changing global landscape.

►Speaker

Alexander Zeitelhack

Associate Dean,  
Berlin School of Business and Innovation (BSBI),  
Germany

Alexander, Associate Dean of BSBI, studied management economics at the Friedrich Alexander University in Nuemberg and spent some time in the USA, Spain and France during his studies.

He was previously Managing Director of Radio Charivari Nuemberg, as well as founder of the management consultation “Zeitelhack.com”.

Platinum Sponsor
Latin America as an Emerging Study Destination
Marcela Wolff

Topic: Market Intelligence
Audience: All

Session description

Latin America has long been a popular outbound student source market, but through academic collaboration, the region has also seen consistent growth in inbound student mobility in sectors such as student exchange, double degrees and faculty-led programmes.

Through positive experiences, and word of mouth testimonies from international students, many more have been motivated to live their own Latin American experience.

So today, as more students are looking for international academic experiences, in ever more varied destinations, Latin America finds itself with a uniquely rich experience to offer the world, both culturally and academically. From language programmes to graduate degrees, students can find a variety of fields of study to cater to their ambitions.

This session aims to unveil some of those opportunities, and discuss the potential growth for inbound student mobility to the region, with a special focus on the role that agents can play in this continued growth.

Speakers

Marcela Wolff
Director Business Development - Latin America, ICEF, Germany

Marcela Wolff is the Director, Business Development – Latin America at ICEF since September 2018. During the past 10 years she was the Head of International Relations at Universidad EAFIT. She was appointed Executive Director of the Network Colombia Challenge Your Knowledge – CCYK, between 2016 and 2018, and she was a member of the Steering Committee from 2011 until 2013. She has participated in different projects that share the objective of capacity building in international education in Colombian higher education institutions.

She worked with the local and regional governments in their International Aid Agencies and was a part-time lecturer on International Aid in the field of Business (2005-2009). She received her MBA degree from Universidad EAFIT in 2008 and her Architecture Bachelor’s degree from Universidad Pontificia Bolivariana in 1999.

She is a DAAD DIES alumnus as she participated in the University Leadership and Management Training Program (UNILEAD 2010-2011).

Her areas of expertise are international project management, intercultural communication, international education management, south-south cooperation practices and development of global partnerships.
Pathway to Your Permanent Residency in Germany – an Outlook on Job Perspectives

Annette Friedl

Topic: Careers & Skills
Audience: Agents

► Session description

While shortly explaining how to get to university in Germany, we will focus on the time after university.

In this presentation, we will cover the following aspects:

- Word-wide acceptance of German degrees in comparison to other study destinations
- “Good” subjects to study
- Job market opportunities now and in a few years in different areas – engineering / business / medical
- Visa status during and after university including the option to stay long term and work here
- Lifestyle, safety, and social security in Germany
- Requirements for a permanent residency / passport
- Education costs and subsequent salary levels in Germany compared to other destinations

► Speaker

Annette Friedl
Owner and Director,
ISL Language School,
Germany

Annette is the co-owner of three schools and pathway providers in Germany and is focussed on customer contact in Asia and the Middle East.

She has been working on advising and helping international students who wish to study in Germany for over eight years now and has close contacts with many German Universities and the German Embassies in many Mid-East/Asian countries.

She deals with several hundred applications from potential students per year and has seen a large increase of interest in Germany in the last few years.

She holds a teaching and business degree from universities in Germany and Ireland.

The New IALC Quote Generator – Powered by Edvisor!

Robin Adams & Maria Izvyekova

Topic: Industry Presentation
Audience: All

► Session description

Speed and accuracy are essential in agent-school relationships. The new IALC quote generator on the IALC.org website is powered by the sophisticated Edvisor platform.

Designed to be a user-friendly solution, the IALC quote generator produces fast and accurate quotes which include the most up-to-date promotions authorised by IALC schools. Agents are now able to use the IALC.org site to generate quotes for our member schools. Moreover, agents/schools can rely on a single platform that will ensure students receive professionally presented quotes – generated in seconds! We look forward to demonstrating this new functionality of the IALC.org site.

► Speakers

Robin Adams
President,
CES North America,
Canada

Robin was the President and Managing Director for the Global Village English Centres, with five destinations in North America, for 13 years and has developed an extensive B2B distribution channel in 30 countries. In August 2018, he joined Centre of English Studies (CES) and runs the school in Toronto as well as contributing to the marketing efforts for CES. Robin also sits on the Board of Directors for the International Association of Language Centres (IALC) as the Vice President of Marketing.

Maria Izvyekova
Global Sales Director,
Edvisor,
Canada

Maria comes with eight years of experience as an educator to the Edvisor team, aiming to deliver a technological revolution to agents worldwide. She’s passionate about international education and language travel, seeing how both can enrich a student’s life. Working closely with schools and agents, Maria focuses on automating sales and establishing new and improved business development practices to grow sales for both sides.
Where Is the UK ELT Market Headed?
Jodie Gray & Patrik Pavlacic

Topic: Market Intelligence
Audience: All

► Session description
This session will comprise a deep dive into the UK English language provider market and guide you through the UK’s English language teaching landscape, analysing market structure, year-on-year developments and regional characteristics. Patrik Pavlacic will dive into the UK ELT market with a specific focus on which regions of the UK are trending among adult and junior students. He will also explore the agent perspective on the popularity of the various UK destinations. The session will include a unique analysis of the performance of chain and independent schools across the UK. How do chains and independents see the future outlook for UK ELT?

Following the presentation, Jodie Gray will chair a panel of industry professionals. The panel will include a representative from a chain provider, an independent provider and an education agency to share their insights on the UK ELT market and consolidation.

► Speakers

Jodie Gray
Director of Strategic Development, English UK, UK

As director of strategic development, Jodie works closely with the chief executive of English UK to establish and review key strategic priorities for the association and translate them into an actionable plan. Jodie first joined English UK in 2007 and has worked in the international education industry for 13 years, in market development, business development, and strategic development. In 2017 Jodie was seconded to the Department for International Trade’s education sector team as the specialist for English language training.

Patrik Pavlacic
Head of Research, BONARD, Austria

Patrik is the head of research at BONARD, a market intelligence and strategic development company and a member of ESOMAR World Research. Patrik’s primary focus and expertise lies in global-scale data collection (quantitative research), trend analysis and interpretation, and data-driven market expansion strategies. Over the past ten years, he has produced or contributed to over 65 bespoke research projects for governments, associations, investors and individual educational institutions.

Empowering Agents to Deliver a First Class Student Experience
Nandita Patkar

Topic: Industry Presentation
Audience: Agents

► Session description
In this session we will look at how Study Group are utilising online support tools like their sector leading agent portal along with online training to ensure agents are given the skills, support and tools to deliver first class student experience.

The session will also cover Social Media, SEO, Marketing Automation, Nurturing and Conversion.

► Speaker

Nandita Patkar
Associate Director, Digital Performance, Study Group, UK

Nandita has a Master of Arts in Anthropology of Conflict, Violence and Conciliation - University of Sussex (2009).

She is a digital leader with +9 years of multi-market, multi-channel digital strategy experience across demand generation and conversion. Demonstrable experience of ROI positive digital performance marketing leadership at media agencies and in-house across a diverse portfolio of top global brands including Apple, LEGO, BBC World Service, Aberdeen Asset Management, World Gold Council and Pfizer.

On the strength of high NPS and brilliant client testimonials, she was nominated for Google Women in Search Award (2015) for consistent digital leadership.

She is also a specialist with digital marketing experience of +6 years focusing on the education sector leading the digital strategy for diverse businesses and products including higher education, professional education, language courses and online/blended courses.

Nandita is now the Global Associate Director of Digital Performance for Study Group managing global strategy and performance across the customer journey through digital channels – Paid, Organic/ SEO and Content, Social, Email, and UX, Testing and Web Optimisation.
A True Pathway for International Students to Become Doctors in the USA

Steve Cusumano

Topic: Industry Presentation
Audience: All

Session description

Students of non-US citizenship have an extraordinarily difficult time of getting into a US medical school (only 1.3% of spaces in US med schools are occupied by international students).

St. George’s University (SGU) in Grenada, West Indies has approximately the same number of international students as all US universities combined, and 85% of SGU’s international students attain the desired outcome: a US medical residency.

This session will address the factors that make SGU the best choice for an international student whose goal is to practice medicine in the US and will detail the international student’s path: from application and enrolment, to excelling in their course, to graduation, and finally to US residency placement.

Speaker

Steve Cusumano
Director of International Operations, St. George’s University, USA

Steve Cusumano is the Director of International Operations for St. George’s University. Steve runs a global team and is responsible for all operations outside of the US.

Prior to joining SGU, Steve was a Senior Management Reporting Analyst for Shearman & Sterling, LLP and a Senior Associate at Klein, Liebman & Gresen, LLC, both based in New York.
ALTO Presents: Revenue Is Vanity, Profit Is Sanity and Cash Is King

Alan Miltz

Topic: Professional Development

Audience: All

► Session description

Alan Miltz has changed the way in which banks and businesses review financial performance. His analysis techniques are used in over 30 countries by leading banks, businesses and accounting firms. He will show you how to implement his acclaimed Process and put your business on the path to financial and business excellence.

Alan will enable your organisation to improve cash flow and grow the value of the business through his informative and interactive implementation class.

All participants will be invited to submit their organisation’s Profit and Loss and Balance Sheet prior to the session. Alan will do a free anonymous financial health check and make suggestions to improve cash flow and profitability for two companies that are present at the seminar.

As you can see this session is going to be very practical, you will leave the seminar with tangible tools that you can implement in your organisations immediately and start improving your cash flow!

► Speaker

Alan Miltz
Director,
Pearl Finance,
Australia

Alan Miltz is a global thought leader in financial analysis for business, banks and accountants. Cash Flow Story is his latest innovation in this space that allows individuals to easily analyse and improve business profit, cash and business value.

His executive background ranges from being the founding director of Inmatrix Pty Ltd to also being chairman of Pearl Finance Australia and director of Lempriere Capital.

As a co-author, Alan contributed by writing the financial component of the global best-selling book “Scaling Up” by Verne Harnish.

Masterclass: Preparing Students for Top Universities Entry and for Competitive Courses

Yasmin Sarwar

Topic: Industry Presentation

Audience: Agents

► Session description

Yasmin Sarwar was co-founder of Cardiff 6th Form College and helped it maintain number one ranking in the UK for eight consecutive years before moving to Oxford International College which achieved the best A-level grades in the UK in 2019 thus moving the college to the top ranked spot. Over her career she has developed a unique system that has helped hundreds of students gain entry into Oxford, Cambridge and other Russell Group universities. During the session she will present some of its key elements which include admissions test theory and practice, tackling difficult university interview questions and learning how to demonstrate evidence-based passion for the students chosen subject.

The session will help agents understand how to help students prepare and make the right choices for international high school and university programmes.

► Speaker

Yasmin Sarwar
Chief Academic Officer,
Oxford International College,
UK

Born in Lawas and raised in Kuching, Yasmin Sarwar completed her SPM in Malaysia and continued her education in the UK. Yasmin, who describes herself as an educational entrepreneur, has received many awards including Welsh Asian Business Woman (2015), the Pearson Teaching Award for Science Teacher of the Year and a Pearson Teaching Awards Fellowship (2011). She is regularly invited to share her expertise with government bodies, fellow educators, parents, students, and the general public. Her most recent public talks include addressing the Welsh Assembly (Gorwel) and a TEDx talk (DVLA- Swansea).

Yasmin left Cardiff Sixth Form College in November 2016 and was invited to join the Oxford International College Advisory Board as Chief Education Officer in January 2017. Yasmin is the author of the innovative ‘Strategic Global Pathways’ curriculum, developed for Oxford International College. The curriculum combines programmes for academic excellence, career preparation and personal development. The Strategic Global Pathway curriculum is at the heart of Yasmin’s educational philosophy of combining the best of ‘East and West’. Having implemented Yasmin’s educational strategy, Oxford International College has now climbed to top of the rankings for Sixth Form Colleges in the UK based on 91.2% of students achieving A* and A grades, the best A-level results in 2019.
Super-size Your Recruitment Into UK Universities

Simon Bradbury

Topic: Industry Presentation
Audience: Agents

► Session description
With the growing political uncertainties around Brexit and the UK’s position as a global leader in higher education, how best can you maximise your recruitment opportunities into UK universities? For two consecutive years De Montfort University (DMU) has been the fastest growing recruiter of international students in the UK Higher Education sector.

David Anthonisz is Commercial Director International at DMU. Hear from David how DMU has collaborated with agents to achieve this growth and his tips on how you can super-size your agency’s recruitment into UK universities.

► Speaker
Simon Bradbury
Pro Vice-Chancellor International/Dean of Arts, Design and Humanities, De Montfort University, UK

Simon Bradbury is the Pro VC International / Dean for the Faculty of Arts, Design and Humanities. Simon leads on the strategic direction for international recruitment and partnerships for the university, as well as leadership oversight of the Faculty of Arts, Design & Humanities. Prior to this, he was the Head of the School of Architecture at De Montfort University.

Simon studied Architecture at Churchill College, Cambridge (1st Class Honours) which included a year scholarship to study at the Massachusetts Institute of Technology.

He is an active researcher whose most recent book published by the RIBA, “Better Buildings. Learning from Buildings in Use” reviews the effectiveness of sustainable buildings in relation to design performance.

Before joining DMU he was Head of Architecture and Built Environment at Plymouth University and previously has had over a 15 years in private Architecture practice working in the USA and UK.