

ICEF Seminars & Industry Presentations • ICEF Berlin • November 3, 2019

	Bellevue	Charlottenburg I / II	Tegel	Dahlem	Glienicke	Tiergarten	Köpenick I / II	Köpenick III	Charlottenburg III	Schöneberg		
14:00 - 14:30	How to Maximise Your ICEF Event Experience - for Agents Tiffany Egler , Director Agent Relations, ICEF, Germany <i>Audience: Agents</i>	How to Maximise Your ICEF Event Experience - for Providers Nick Stevenson , Business Development Manager EMEA Robin Garcha , Business Development Manager Canada, ICEF, Germany <i>Audience: Providers</i>	Brazilian International Education: Overview by Geographic Regions, Considering the Cultural Differences and Needs Maura Leão , CEO, Yázigi Travel and YOUNIVERSE & President, BELTA - Brazilian Education & Language Travel Association, Brazil <i>Audience: Providers</i>	Educational Guardianship Explained Yasemin Wigglesworth , Executive Officer, Association for the Education & Guardianship of International Students (AEGIS), UK <i>Audience: All</i>	Study or Work in Germany: an Integrated Approach to the German Job and Study Abroad Markets Dr. Matthias Jung , Chairman, Professional Association for German as a Foreign or Second Language (FaDaF), Germany <i>Audience: Agents</i>	The Maltese Islands – An Educational Hub Immersed in a Vibrant Mediterranean Lifestyle James Perry , CEO, English Language Teaching Organisations Malta (FELTOM), Malta <i>Audience: Agents</i>	Germany's Higher Education Sector. Focus on Private Universities and the Pros and Cons Wassim El Kadhi , Business Development Director, University of Applied Sciences Europe, Germany <i>Audience: Agents</i>	Fast-Tracking Your Students' Careers Through Hospitality and Culinary Education. Alumni Stories from Glion, Les Roches and École Ducasse Pete Shemilt , Chief Marketing and Enrolment Officer, Sommet Education, Switzerland <i>Audience: All</i>	Latin America as an Emerging Study Destination Marcela Wolff , Director Business Development - Latin America, ICEF, Germany <i>Audience: All</i>	10:00 - 15:00 ALTO Annual General Meeting and Professional Development Seminar (for members only)	14:00 - 14:30	
14:30 - 15:00		Language Travel – the German Market and Quality Approach Prof. Dr. Britta Bergemann , Board Member, Fachverband Deutscher Sprachreise Veranstalter (FDSV), Germany <i>Audience: Providers</i>	Competition in a Digital Era: Strategic Cooperation with Russian Universities Olga Krylova , Head of Int'l Office, Marina Kozak , Director of Education & Training Advisory Centre, HSE University, Russia <i>Audience: All</i>		Make Canada the Destination of Choice for Your Students! Bonnie McKie , Executive Director, CAPS-I, Canada Andrew Champagne , Specialist, Marketing and Recruitment, CiCan, Canada Diego Sanchez , Manager, International Marketing, Languages Canada, Canada <i>Audience: Agents</i>				14:30 - 15:00			
15:00 - 15:30	Marketing Your Education Agency Made Simple Magdy Attalla , Regional Director, BHMS Business & Hotel Management School, Switzerland <i>Audience: Agents</i>	Conversion: Understand it. Fix it. Improve it. Mark Pettitt , Founder, Edified, Australia <i>Audience: Providers</i>	How to Recruit Students from Sweden and Norway Johan Asplund , CEO / Founder, DreamStudies, Sweden <i>Audience: Providers</i>	The Role of Quality Purpose-Built Student Accommodation and Campus Solutions Under one Roof! Martyn Duguid , Chief Operating Officer, The Stay Club, UK <i>Audience: Agents</i>	Rethinking Old Ways David Fougere , Chief Operating Officer, Kaplan International Languages, UK Freek Vermeulen , Chair - Strategy and Entrepreneurship Department, London Business School, UK <i>Audience: All</i>		ICEF Agent Training and the Agency Recognition Programme Shannon Wolff , Agent Relations Manager, ICEF, Germany <i>Audience: All</i>	GUS Canada and Beyond: Your Internationalisation Partner Connecting the World Through Language Programmes, Partnerships and Higher Education Cyndi McLeod , CEO, Diana Mockute , Director, Business Development and Partnerships, Global University Systems, Canada <i>Audience: All</i>	Pathway to Your Permant Residency in Germany – an Outlook on Job Perspectives Annette Friedl , Owner and Director, ISL Language School, Germany <i>Audience: Agents</i>		15:00 - 15:30	
15:30 - 16:00			Quality Trends and Market Shifts in the MENA Region Meriam Bader , Head of External Affairs, The Oval Office for Studies and Research, Egypt Arwa Tayem Due-Gundersen , Marketing Manager, UK & EU, Yes Atlas, Saudi Arabia Chair: Nabil Najd , Manager MENA Region, ICEF, Germany <i>Audience: Providers</i>	Expatrio's View on the Next Decade's International Student Journey and Visa Prerequisites in Germany Alex Ruthemeier , Co-Founder, Expatrio, Germany <i>Audience: Agents</i>		Canada's Colleges and Institutes: An Education for Employment Bonnie McKie , Executive Director, CAPS-I, Canada Andrew Champagne , Specialist, Marketing and Recruitment, CiCan, Canada Diego Sanchez , Manager, International Marketing, Languages Canada, Canada <i>Audience: Agents</i>			The New IALC Quote Generator – Powered by Edvisor! Robin Adams , President, CES North America, Canada Maria Izvyekova , Global Sales Director, Edvisor, Canada <i>Audience: All</i>		15:30 - 16:00	
16:00 - 16:30	More Engaging Classrooms and More Effective Marketing - VR and AR in the Classroom and the Agency Office Ross Holmes , Executive Director - Digital Services, ICEF, Germany <i>Audience: All</i>	Are Women's Organisations and Events Helpful or Harmful to Our Industry? Ella Tyler , Managing Director, Mountlands Language School & Co-Founder, Lead5050, UK Tamsin Plaxton , Co-Founder, Tamwood International College & Representative of GlowEd, Canada Dr. Gabriela Ardito , Founder & CEO, VCE International, Argentina Thom Jones , Director, Brock Solutions Agency, UK Pete Jackson , Managing Director, Stafford House, UK <i>Audience: All</i>		Decision Factors in Booking an Educational Travel Programme Peter Lahiff , Academic Director, Future Learning, UK <i>Audience: All</i>	Studying in Germany - Exclusive Insights Into Obstacles and How to Overcome Them Jonas Marggraf , Managing Director, Fintiba GmbH, Germany <i>Audience: All</i>		Unlocking the Potential of the Private Sector Stuart Bannerman , Director International, London South Bank University, UK <i>Audience: All</i>		Creating Bright Futures: Skills for Tomorrow's Careers Alex Fitsner , Regional Director (West), CATS Colleges, UK <i>Audience: Agents</i>	Where Is the UK ELT Market Headed? Jodie Gray , Director of Strategic Development, English UK, UK Patrik Pavlacic , Head of Research, BONARD, Austria <i>Audience: All</i>		16:00 - 16:30
16:30 - 17:00			State of the Market in India Soni Khanna , AVP- Media and Communication, The Chopras Global, India <i>Audience: Providers</i>	The Importance of Accommodation in Student Wellbeing Julia Harnischfeger , Operations Director, GSA, Germany <i>Audience: All</i>	'Bildungsurlaub' – Still Scared? Thomas Roth , Owner, Language Peps, Germany <i>Audience: Providers</i>		The Inside Scoop: Risk Management and Travel Safety Tips for Your International Students Susanne Hendrickson , Director of Sales, StudyInsured, Canada <i>Audience: Providers</i>				16:30 - 17:00	
17:00 - 17:30	Measuring Digital Marketing Success Through the Enrolment Journey Philippe Taza , CEO, Higher Education Marketing, Canada <i>Audience: All</i>	The ICEF Agent Barometer 2019 Tiffany Egler , Director Agent Relations, Rachel Durcan , Business Development Manager USA, ICEF, Germany <i>Audience: All</i>	Innovation on Student Recruitment in Latin America Mauricio Espinosa , President, AMTE - Asociación Mexicana de Turismo Educativo, Mexico Joshua Tripp , CEO & Founder, Tripp International Group, Mexico <i>Audience: Providers</i>	The Importance of Creating the Right Media Strategy to Attract More International Students Florian Schäfer , Director - ICEF Media, ICEF, Germany <i>Audience: Providers</i>	Innovation in Global Education: The BAU Global University Partners Programme Dr. Sean Cox , Director of Academic Affairs & International Programmes, BAU Global, Turkey <i>Audience: All</i>			Innovative Corporate & Industry Partnership Driving Student Success Dr. Sky Zheng , Managing Director of Transnational Education, Cyndi McLeod , CEO, Global University Systems, Canada, Ehsan Safdari , Managing Director, Toronto School of Management, Canada <i>Audience: Agents</i>	Empowering Agents to Deliver a First Class Student Experience Nandita Patkar , Associate Director, Digital Performance, Study Group, UK <i>Audience: Agents</i>	Masterclass: Preparing Students for Top Universities Entry and for Competitive Courses Yasmin Sarwar , Chief Academic Officer, Oxford International College, UK <i>Audience: Agents</i>		17:00 - 17:30
17:30 - 18:00							Paving the Way to German Universities Elsabet Capdevila , Director International Sales, Julia Schoenfeld , Project Manager University Placement Carl Duisberg Centren, Germany <i>Audience: Agents</i>				17:30 - 18:00	
18:00 - 18:30	The Importance of Social Responsibility in International Education Rod Harp , Vice President Asia Pacific, ICEF, Germany <i>Audience: All</i>	Brexit – the Language Sector Reaction Jane Dancaster , Trustee, English UK, UK David O'Grady , CEO, Marketing English in Ireland, Ireland James Perry , CEO, FELTOM, Malta Paolo Barilari , President, FELCA, International Pina Foti , President, IALCA, Italy Craig Riggs , Editor, ICEF Monitor Chair: Henry Tolley , Head of Business Development, LanguageCert, International <i>Audience: All</i>	Student Recruitment in Sub-Saharan Africa: Student Counsellors Share Their Experience! Allan K. Muteti , Founder & Managing Director, Hoscon Education, Kenya Adedamola Oloketuyi , Founder & Senior Managing Partner, AOC Schengen Limited, Nigeria Cheick Konaté , Co-Founder & CEO, ICILA, Mali Zaheera Peerbocus , Director, Consultancy Point Ltd, Mauritius Chair: Landry Niagne , Agent Relationship Manager, ICEF, Germany <i>Audience: Providers</i>	Global Student Mobility - Focus on Links Between Australia and Latin America Mark Falvo , Vice President, International, Laureate International Universities, Australia <i>Audience: All</i>	The Best Partner to Support Your Growth Tim Edwards , Executive Director - Regional Marketing, Shorelight, USA <i>Audience: Agents</i>			Study in Germany – The Pathway to Successful Careers Alexander Zeitelhack , Associate Dean, Berlin School of Business and Innovation (BSBI), Germany <i>Audience: Agents</i>	A True Pathway for International Students to Become Doctors in the USA Steve Cusumano , Director of International Operations, St. George's University, USA <i>Audience: All</i>	Super-size Your Recruitment Into UK Universities Simon Bradbury , Pro Vice-Chancellor International/Dean of Arts, Design and Humanities, De Montfort University, UK <i>Audience: Agents</i>		18:00 - 18:30
18:30 - 19:00						The Door Is Open! Career & Migration Opportunities in Adelaide Australia Jodie McDonald , Communications and Engagement Manager, StudyAdelaide, Australia <i>Audience: Agents</i>					18:30 - 19:00	

Marketing & Recruitment

Industry Presentation

Careers & Skills

Student Experience & Welfare

Market Intelligence

Professional Development