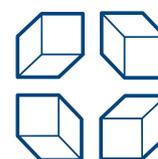


ICEF Beijing Workshop

For international educators and student recruitment agents from China and other Asian countries



ICEF
Workshops



Grand Millennium Beijing • October 10 - 12, 2018

Seminar Programme • October 10, 2018

	Fortune 2	Fortune 5
14:00 – 14:45	<p>How to Maximise your ICEF Workshop Experience - for Agents</p> <p>Albert An, Director China, ICEF, China</p> <p><i>Audience: Agents</i></p>	<p>How to Maximise your ICEF Workshop Experience - for Educators</p> <p>Nick Stevenson, Business Development Manager EMEA, Rachel Durcan, Business Development Manager USA, ICEF, Germany</p> <p><i>Audience: Providers</i></p>
14:45 – 15:30	<p>An Update on the Study Abroad Market in China and the Chinese Education Agent Course (CEAC)</p> <p>Peng Sang, Director, BOSSA, China</p> <p><i>Audience: All</i></p>	<p>ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme</p> <p>Isabel Vogt, Vice President Events & Logistics, ICEF, Germany</p> <p><i>Audience: All</i></p>
15:30 – 16:15	<p>#BoundlessPossible - Explore why Students Study in Australia's Northern Territory</p> <p>Lisa Dunbar, Acting Director, StudyNT, Australia</p> <p><i>Audience: All</i></p>	<p>Young Learners - Students and Parents Want Something Different</p> <p>David Ganly, Managing Director, Future Learning Language School, Ireland</p> <p><i>Audience: All</i></p>
16:15 – 17:00	<p>Taking a Parallel Approach in Recruitment-Related Marketing in China</p> <p>Cecilia Fan, Managing Consultant & Publisher, China Higher Ed, China</p> <p><i>Audience: Providers</i></p>	<p>Canadian High Schools - Ranked Best Destination for High School Students</p> <p>Lisa Williamson, Marketing & Communications Coordinator, Canadian Association of Public Schools - International (CAPS-I), Canada</p> <p><i>Audience: Agents</i></p>
17:00 – 17:30	Coffee Break	
17:30 – 18:15	<p>Trends in China's Study Abroad Market - the Student Perspective</p> <p>Fang (Evamaría) Huang, Director of Global Development Center (US and Canada Region), JJI Overseas Education Consulting & Services, China</p> <p><i>Audience: Providers</i></p>	<p>High School Education in the US</p> <p>Dr. Kevin Merges, Executive Director of Global Education Programmes, Rutgers Preparatory School, USA</p> <p><i>Audience: Agents</i></p>
18:15 – 19:00	<p>Rethinking Marketing and Recruitment</p> <p>Mike Henniger, Vice President Sales & Marketing, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>Trends in US Community Colleges</p> <p>Dr. Shouan Pan, Chancellor, Seattle Colleges, USA</p> <p><i>Audience: Agents</i></p>

How to Maximise your ICEF Workshop Experience - for Agents

Albert An

Room: Fortune 2

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 Workshops in general and the ICEF Beijing Workshop in particular.

The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and contracts
- How to maximise your working relationship with providers

► Speaker



Albert An
*Director China,
ICEF,
China*

Albert An started the ICEF China office in 1999 and has since been closely working with various education factors in the Greater China region. He worked as the China Representative of the British Tourist Authority before joining ICEF.

Being part of the operation team of every ICEF Workshop in China, Albert An has helped many education agents and providers find their ideal business partners.

Albert An loves to work in the education field and is a strong believer that education is the key to a better world.

How to Maximise your ICEF Workshop Experience - for Educators

Nick Stevenson & Rachel Durcan

Room: Fortune 5

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 Workshops in general and the ICEF Beijing Workshop in particular.

The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and agent contracts
- 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, 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.

More recently he was International Sales Manager at Inline Marketing, a supplier of marketing & logistics services to language schools.



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

Rachel has worked in the international student recruitment and education exchange industry for over 14 years holding various management positions at private and public companies. Rachel managed the business development team at Alliance Abroad Group, a J-1 visa sponsor company for student exchange programmes. In 2013 Rachel joined Adtalem Global Education, one of the largest publicly held, international higher education organisations in North America, and was responsible for developing a \$4M agency recruitment channel.

In January 2018, Rachel joined ICEF as Business Development Manager and enjoys helping educators and service providers with their international student recruitment and marketing strategies.

An Update on the Study Abroad Market in China and the Chinese Education Agent Course (CEAC)

Peng Sang

Room: Fortune 2

Audience: All

► **Session description**

Mr. Peng Sang, Director of Beijing Overseas Study Service Association will share his insight in the booming study-abroad market in China and advise overseas educators on how to select and work with education agents in cities of different tiers. He will also update the audience on the development and achievements of the Chinese Education Agent Course (CEAC) - what we have done in the past four years, as well as BOSSA's plans on the promotion of the CEAC course.

► **Speaker**



Peng Sang
*Director,
BOSSA,
China*

From 2010 Mr Peng Sang is serving as the acting president of the Beijing Overseas Study Service Association, also known as BOSSA. His fundamental responsibility is to oversee a membership of nearly 70 study abroad companies' sector management and services, as well as to assist the Ministry of Education's International Cooperation and Exchange Division and Beijing Municipal Education Commission. Other duties include engaging in studying market statistics, handling complaints, and conducting industry assessments.

From 2008 to 2010 Mr Peng Sang served as the Secretary General of Beijing Overseas Study Service Association. He was responsible for the daily work of the Association under the leadership of its president. From 1996 to 2008 he worked in the International Affairs Administration at Beijing Municipal Commission of the Education Office of International Cooperation and Exchanges. During his tenure Mr Peng Sang has been responsible for: Sino-foreign cooperative education services, affairs of expatriate children in international schools, affairs for children in international schools of foreign embassies' personnel, affairs of students who are self-funded for study abroad service agency, and affairs of Chinese international promotion.

From 1984 to 1996 he has served as Foreign Affairs Administrator at Beijing Higher Education Authority. During his tenure he was responsible for all foreign affairs of foreign students in Beijing.

ICEF Agent Services: ICEF Agent Training and Agency Recognition Programme

Isabel Vogt

Room: Fortune 5

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 course is available online and free of charge to agency student counsellors in a self-paced modular format.
- 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 Canada Course supports professional development for agents specializing in Canada as a study destination.
- The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents' knowledge and standards of practice in their work with both institutions and 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. It will provide agents with a profound knowledge of the benefits and organisation of the Irish education system.
- The ICEF Agent Status (IAS) is recognised as an indicator of agent quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The IAS is renewed through ongoing quality assurance screening and reference checks.

Educators and service providers are welcome to join the session.

► Speaker



Isabel Vogt
*Vice President Events & Logistics,
ICEF,
Germany*

Isabel Vogt is Vice President of Events & Logistics at ICEF, offering a range of solutions designed to help educators, agents and service providers achieve real results in their marketing and student recruitment initiatives.

Isabel holds a Master's degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996.

During her time at ICEF she has organised agent workshops, student fairs and HE conferences in over 30 countries around the world.

#BoundlessPossible - Explore why Students Study in Australia's Northern Territory

Lisa Dunbar

Room: Fortune 2

Audience: All

► Session description

Australia's Northern Territory is Australia's gateway to Asia with direct flights from Darwin to Shenzhen, Dili, Denpasar, and Singapore. Darwin is a warm, friendly cosmopolitan city that offers students a positive safe experience with good opportunities to learn about Australian culture and gain valuable Australian work experience.

Join us to learn about the Northern Territory's education institutions, the study options and lifestyle that your students will enjoy.

► Speaker



Lisa Dunbar
*Acting Director,
StudyNT,
Australia*

Lisa Dunbar is a highly experienced specialist communications and marketing consultant with over 15 years' experience across domestic and international markets in Australia and the United Kingdom. Having been employed in global business and government agencies, Lisa has a thorough understanding of doing business in the ever-changing marketing and education fields.

Lisa possesses a sound knowledge of trade, investment, international engagement, and international education marketing and event management strategy. Lisa has formal qualifications of a Bachelor of Science (Health Marketing), Master Public Relations and International Certificate of Engagement (IAP2).

Lisa has lived in the Northern Territory for four years having previously spent time living in Western Australia and Queensland.

Young Learners - Students and Parents Want Something Different

David Ganly

Room: Fortune 5

Audience: All

► Session description

Today's students and parents have increased expectations when choosing a language programme. We also have to consider that the needs of students are constantly changing and in this current climate, there is a profound attraction to learning with and through the latest technologies.

The traditional general English programme is widely available and it is those who can offer something different, exciting and innovative who will attract the young learners who are growing up in this digital and tech savvy era.

This session explains how technology enhanced learning and an effective and carefully planned activity programme can attract new and maintain existing students.

► Speaker



David Ganly
*Managing Director,
Future Learning Language School,
Ireland*

David has served as an Engineering and Computer Science teacher for over 10 years, graduating from University of Limerick he also holds a Master's of Science in Technology and Learning from Trinity College Dublin. David is the founder of Future Learning Language School, 2013.

Throughout his secondary teaching career he has been involved in a range of national and international ICT related projects. David continues to provide advice to school principals, board of managements and parents' councils on the introduction of modern technology.

Now firmly leading the technology enhanced approach in the English language sector with Future Learning, David continues to be involved with second level education with the introduction of Computer Science as a senior cycle subject in Ireland.

Having worked in both sectors David believes the language sector can learn a lot from state education systems and vice versa.

Taking a Parallel Approach in Recruitment-Related Marketing in China

Cecilia Fan

Room: Fortune 2

Audience: Providers

► Session description

The marketing and recruitment environment is undoubtedly complex in China. How would education providers identify suitable channels and methods to effectively increase their recruitment results and brand awareness in such a competitive environment?

Ms. Cecilia Fan will present some of the key elements for overseas education providers to consider when planning and conducting marketing and brand-building activities in China, in particular in adopting a parallel approach towards both B2C and B2B marketing and branding, addressing common questions regarding social media channels in China, marketing through recruitment agents and other education platforms.

► Speaker



Cecilia Fan
*Managing Consultant & Publisher,
China Higher Ed,
China*

Cecilia Fan has over 20 years' experience in business consulting and 10 years working in the education sector.

Cecilia is the founder of China Higher Ed (CHE), an international education platform and service provider with a China focus, reaching 4,000+ education providers and service providers outside China, as well as 1,700 in China. Cecilia has worked on a number of projects with foreign universities in the US and Australia, including UNSW, Edith Cowan, University of Queensland, Macquarie University, Swinburne and DeVry Group in an advisory role. Cecilia is also an advisor for the Victoria Curriculum Assessment Authority (VCAA), that oversees international high school VCE offshore programmes.

Cecilia is currently commuting between Australia and China and is a regular speaker at international conferences.

Canadian High Schools - Ranked Best Destination for High School Students

Lisa Williamson

Room: Fortune 5

Audience: Agents

► Session description

Canadian public schools enrol almost 40,000 international students each year. The opportunity to be immersed in English, French or have a bilingual experience while living and learning makes Canada a unique destination.

This presentation will provide insights as to why agents ranked Canada the 'best destination for high school students' in the 2017 ICEF Agent Barometer. Agents will also learn about the many specialized educational programmes offered in Canadian high schools and resources available to assist in identifying a programme best-suited to a student's goals and interests.

The Canadian Association of Public Schools - International is a non-profit association of 130 public school districts offering English / French programmes from elementary to high school.

► Speaker



Lisa Williamson

*Marketing & Communications Coordinator,
Canadian Association of Public Schools - International (CAPS-I),
Canada*

Lisa is the Marketing and Communications Coordinator for the Canadian Association of Public Schools – International (CAPS-I) since August of 2017 bringing over 14 years of International Education experience in the public K – 12 sector.

Lisa recently completed her Master of Business Administration from Royal Roads University specializing in International Business and Innovation. Lisa currently resides in Vancouver, British Columbia with her husband and four children and is an avid outdoor enthusiast enjoying the beautiful surrounding mountains skiing and hiking and dragon boating in the lakes and ocean.

Trends in China's Study Abroad Market - the Student Perspective

Fang (Evamaria) Huang

Room: Fortune 2

Audience: Providers

► Session description

This session will showcase China's study abroad market trends through the latest student survey data.

It will be analysed through the following aspects: student application, family/student development, overseas study and future employment opportunities.

► Speaker



Fang (Evamaria) Huang

*Director of Global Development Center (US and Canada Region),
JLL Overseas Education Consulting & Services,
China*

Evamaria joined JLL in 2010 and is now the Director of Global Development Center (for the US and Canada Region) at JLL. Evamaria is mainly responsible for partnership management for the US and Canada region, including partner education provider promotion, and new partnership development.

She works closely with education providers from the US and Canada and in all sectors (university, vocation, secondary, language) to find the most suitable way to achieve their goals. She also worked as a liaison officer connecting between UK institutions and Chinese students and solved problems for Chinese students all the way from the application process until the students leave China to pursue overseas study in the UK.

High School Education in the US

Dr. Kevin Merges

Room: Fortune 5

Audience: Agents

► Session description

This session will focus on American High Schools. We will discuss the range of options available while studying in the United States. There are different types of schools (parochial, private, and public) and programmes available to international students.

We will talk about AP, IB, and state curricula. There will also be a discussion of the transitions from elementary to secondary, secondary to college/university, pathways to secondary, and other possible entry points for students. We will discuss the I20 process at each level. There will be sufficient time dedicated to answering the questions from the audience.

► Speaker



Dr. Kevin Merges

*Executive Director of Global Education Programmes,
Rutgers Preparatory School,
USA*

Kevin Merges has been working in international education for over 10 years. He serves as the treasurer of Study New Jersey, a group of educational institutions in New Jersey.

Dr. Merges is the President of the New Jersey Chapter of the Fulbright Association and a Director of the NGO/DPI Executive Committee at the United Nations. Additionally, he serves as the K-12 representative to NAFSA Region X, New York and New Jersey. In the past, he was a Global Ambassador for the National Association of Independent Schools.

Rethinking Marketing and Recruitment

Mike Henniger

Room: Fortune 2

Audience: Providers

► Session description

This session explores best-case practice in marketing to international students. Traditional marketing techniques in education often fail to differentiate one programme or institution from another.

During this presentation, participants will learn what type of information students are really looking for. Case studies will be examined to see how some education institutions are standing out from the noise and getting themselves noticed in a positive way.

► Speaker



Mike Henniger
*Vice President Sales & Marketing,
ICEF,
Germany*

Mike Henniger is the VP Sales and Marketing for ICEF and has previously held senior positions in the language, vocational and post-secondary sectors.

Mike has been actively involved in the marketing and recruitment sphere in international education for more than 15 years and is a regular presenter and panellist at international education conferences.

Mike specializes in cross media marketing, brand advocacy, social media strategies and effectively using agents to maximise international student recruitment.

Trends in US Community Colleges

Dr. Shouan Pan

Room: Fortune 5

Audience: Agents

► Session description

If you currently work with some of the 1,150 community colleges in the USA - or are considering to start - please come and learn about nationwide trends that are impacting this large part of higher education.

Community colleges award bachelors' degrees, enroll high school aged students and offer many other traditional and non-traditional types of programmes...All at very affordable tuition costs. Come and learn!

► Speaker



Dr. Shouan Pan
Chancellor,
Seattle Colleges,
USA

Dr. Shouan Pan was born, raised and received his bachelor's degree in China.

He attended graduate school in the USA and continued his career in higher education, holding various administrative roles at prestigious universities and colleges in the USA. For the past two years, he has served as Chancellor of the Seattle Colleges, the largest higher education institution in the State of Washington, enrolling approximately 50,000 students and 3,500 international students.