

ICEF Miami • Seminars • December 10, 2018

	Seminar Room 1	Seminar Room 2	Seminar Room 3	Seminar Room 4	Seminar Room 5	
2:00 - 2:45	<p>How to Maximize Your ICEF Event Experience - for Agents</p> <p>Tiffany Egler, Director Agent Relations, ICEF, Germany <i>Audience: Agents</i></p>	<p>Vietnamese Parent Investment into US Secondary Education</p> <p>Nam Do, General Director, Nam Anh Education JSC, Vietnam <i>Audience: Providers</i></p>	<p>How to Maximize Your ICEF Event Experience - for Providers</p> <p>Sarah Mines, Director Canada, ICEF, Germany <i>Audience: Providers</i></p>	<p>EnglishUSA: Together We Are IEPs in the USA</p> <p>Cheryl Delk-Le Good, Executive Director, EnglishUSA, USA <i>Audience: All</i></p>	<p>Video Marketing in the Education Industry - Pushing International Student Recruitment to the Next Level</p> <p>Florian Schäfer, Director ICEF Media, ICEF, Germany <i>Audience: Providers</i></p>	2:00 - 2:45
2:45 - 3:30	<p>ICEF Agent Services: US Agent Training Course and Agency Recognition Program</p> <p>Fabiola Martinez Mata, Agent Relationship Manager, ICEF, Germany <i>Audience: All</i></p>	<p>Recruiting from Nigeria</p> <p>Kenneth Odion Ilalokhoin, CEO, Global Networks Educational Services Company, Nigeria <i>Audience: Providers</i></p>	<p>It's Scary Out There: Top 10 Tips for Recruitment Scalability and Sustainability in Volatile Times</p> <p>Pamela Barrett, CEO and Director, Barton Carlyle, United Kingdom Christopher Price, CEO and Principal Advisor, Adventus Education, United Kingdom <i>Audience: Providers</i></p>	<p>Education Pathways in Canada</p> <p>Lisa Williamson, Marketing & Communications Coordinator, Canadian Association of Public Schools - International (CAPS-I), Canada Diego Sanchez, Manager, International Marketing, Languages Canada, Canada <i>Audience: Agents</i></p>	<p>More Engaging Classrooms and More Effective Marketing - Using VR and AR in the Classroom and the Agency Office</p> <p>Dr. Kevin Merges, Executive Director of Global Education Programs & Director of the Innovation Center, Rutgers Preparatory School, USA Ross Holmes, Director Digital Services, ICEF, Germany <i>Audience: All</i></p>	2:45 - 3:30
3:30 - 4:15	<p>The US Community College System and the Opportunity for Agents</p> <p>Zepur Solakian, Executive Director & President, Center for Global Advancement of Community Colleges (CGACC), USA Dr. Jia-Yi Cheng-Levine, Dean, International Affairs & Global Engagement, College of the Canyons, USA <i>Audience: Agents</i></p>	<p>Mobility of Swedish Students - Past, Present and the Future</p> <p>Lena Westman, President & Senior Advisor, Study Abroad, Sweden <i>Audience: Providers</i></p>	<p><i>Platinum Sponsor Presentation:</i> Webster University: Global Footprint of an American Liberal Arts University</p> <p>Samrat Ray Chaudhuri, Director of Global Recruitment, Webster University, USA <i>Audience: All</i></p>	<p>Canada Course for Education Agents</p> <p>Diego Sanchez, Manager, International Marketing, Languages Canada, Canada Sarah Mines, Director Canada, ICEF, Germany <i>Audience: Agents</i></p>	<p>Applying Design Thinking to International Student Recruiting: Creative Problem Solving at its Best</p> <p>Benjamin Waxman, CEO, Patricia Tozzi, Director of Marketing Strategy, Intead, USA <i>Audience: Providers</i></p>	3:30 - 4:15
4:15 - 5:00	<p>Using U.S. Government Resources for Successful Student Recruitment</p> <p>Paul Frost, Commercial Officer & Deputy Team Leader, Global Financial Services Team, U.S. Commercial Service, USA <i>Audience: All</i></p>	<p>Effective Recruitment in Latin America from an Educator Perspective</p> <p>Ana Rocha, Director of International Sales, Harvest English Institute, USA Karin Florez, Account Manager Latin America, ICEF, Germany Akash Amin, Director of International Business Development, Full Sail University, USA Moderator: Ian Cann, Director USA, ICEF, Germany <i>Audience: All</i></p>	<p><i>Platinum Sponsor Presentation:</i> Huge New Revenue Streams for Your Existing Company / Agency</p> <p>Aaron Etingen, CEO & Founder, Global University Systems, United Kingdom <i>Audience: Agents</i></p>	<p>International High School Student Programs Becoming the New Concierge Service</p> <p>Dr. Kevin Merges, Executive Director of Global Education Programs & Director of the Innovation Center, Rutgers Preparatory School, USA Joseph Manning, Assistant Head of School, Fryeburg Academy, USA Kacey Chambers, Director of TFA Global, The First Academy, USA Michael Shaver, Director of International Market Growth, The Association of Boarding Schools, USA Moderator: Jacqueline Yamada, Consultant, ISM Insurance Inc., USA <i>Audience: Providers</i></p>	<p>Canadian Francophone Market: How to Promote Canada and Your Institution as a Francophone Destination</p> <p><i>Marché Francophone Canadien : Comment Promouvoir le Canada et Votre Institution en tant que Destination Francophone</i></p> <p>Monèle Schrot, Director French Programming, Canada <i>Directrice des programmes en langue française, Canada</i> ICEF, Germany <i>Audience: All</i></p>	4:15 - 5:00
5:00 - 5:30	Coffee Break					5:00 - 5:30
5:30 - 6:15	<p>An Empirical Investigation of Factors Affecting International Students' Mobility</p> <p>Dr. Eyad Alfattal, IEP Senior Coordinator, California State University, San Bernardino, USA <i>Audience: All</i></p>	<p>The Diverse Character of the Indian Student Market</p> <p>Sushil Sukhwani, Managing Director, Edwise International, India <i>Audience: Providers</i></p>	<p>Agent Commissions Structures – State of the Field 2018</p> <p>Mike Finnell, Executive Director, AIRC, USA Benjamin Waxman, CEO, Intead, USA Abhijit Zaveri, Managing Director, Career Mosaic, India Bryan Gross, Vice President for Enrollment Management and Marketing, Western New England University, USA <i>Audience: All</i></p>	<p>Successful Student Recruitment from Argentina & Uruguay</p> <p>Gustavo Viale, CEO, InterWay Educational Consultancy, Argentina <i>Audience: Providers</i></p>	<p>The Importance for International Recruiters of Integrated Marketing & Admissions Processes and Systems</p> <p>Holly Rich, Senior Account Manager, Net Natives, United Kingdom <i>Audience: Providers</i></p>	5:30 - 6:15
6:15 - 7:00	<p>How to Promote Service Programs, Internships and Study Abroad Programs as Part of Your Portfolio</p> <p>Kathy Cheng, Development Manager, Agents & Partnerships, Rustic Pathways USA, USA Jason Lubar, Founder & Executive Director, American Collegiate Adventures, USA Mike Henniger, Vice President, Sales & Marketing, ICEF, Germany <i>Audience: Agents</i></p>	<p>The Turkish Study Abroad Market - 2018 Trends</p> <p>Aslihan Ozenc, President, The Association of International Educational Counselors Turkey (UED), Turkey <i>Audience: Providers</i></p>	<p>The Alumni Advantage: Leveraging this Powerful Resource to Enhance Agent Effectiveness</p> <p>Dr. Gretchen Dobson, President, Global Alumni Relations, Managing Director Australia, Academic Assembly, USA <i>Audience: All</i></p>	<p>ICEF Agent Barometer - North America Findings 2018</p> <p>Ian Cann, Director USA, Tiffany Egler, Director Agent Relations, ICEF, Germany <i>Audience: All</i></p>	<p>Mother Nurture - Recruit More Students via Your Website</p> <p>Ross Holmes, Director Digital Services, ICEF, Germany <i>Audience: All</i></p>	6:15 - 7:00