

The ICEF Latin America Workshop

For international educators and student recruitment agents from all over Latin America



Grand Hyatt São Paulo, São Paulo • September 24 – 26, 2015



ICEF

Connect. Recruit. Grow.

The ICEF Latin America Workshop Seminar Programme • Thursday September 24, 2015

	Seminar Room I		Seminar Room II
14:00 – 14:45	How to Maximise your ICEF Workshop Experience - for Agents Karin Flores , Account Manager Latin America, ICEF, Brazil <i>Audience: Agents</i>	14:00 – 14:45	How to Maximise your ICEF Workshop Experience - for Providers Isabel Vogt , Vice President Events & Logistics, ICEF, Germany <i>Audience: Educators & Service Providers</i>
14:45 – 15:15	Why Study in New Zealand? Ana Azevedo , Market Development Manager, Education New Zealand, Brazil <i>Audience: Agents</i>	14:45 – 15:15	ICEF Agent Training and the ICEF Agency Recognition Programme Tiffany Egler , Director Agent Relations, ICEF, Germany <i>Audience: All</i>
15:15 – 16:00	Studying in the UK Tom Poole , Communications and Knowledge Coordinator, British Council, United Kingdom <i>Audience: Agents</i>	15:15 – 16:00	Study Abroad Trends from Argentina: 2015 Gustavo Viale , CEO, InterWay Educational Consultancy, Argentina <i>Audience: Educators & Service Providers</i>
16:00 – 16:45	Reforms in Student Immigration Permission in Ireland Richard McHugh , Head of Business and Programme Development, Griffith College Dublin, Ireland <i>Audience: Agents</i>	16:00 – 16:45	Mexico and Student Exchange: Striving Towards a Region of Knowledge Joshua Tripp , Executive Director, Lamat, Mexico <i>Audience: Educators & Service Providers</i>
16:45 – 17:30	Study in Canada Information Session Jaqueline Aguilar , Regional International Education Officer for the Americas, Trade and Development Canada (DFATD), Canada <i>Audience: Agents</i>	16:45 – 17:30	The Brazilian Market in 2015 and Working with Brazilian Agents Carlos Robles , Emeritus Adviser, BELTA - Brazilian Educational & Language Travel Association, Brazil <i>Audience: Educators & Service Providers</i>
17:30 – 18:15	Education Opportunities in the U.S. Andrew Gately , Commercial Officer, U.S. Embassy Brazil, Brazil <i>Audience: Agents</i>	17:30 – 18:15	The Study Abroad Market in Ecuador Oliver Ricardo Dávila Rosero , Managing Director, Estudios Internacionales WEA (World Education Access) Cia. Ltda., Ecuador <i>Audience: Educators & Service Providers</i>
18:15 – 19:00	Study in Spain Elvira Marcos Salazar , Tourism Consul, Tourspain, Brazil <i>Audience: Agents</i>	18:15 – 19:00	Insights from the 2015 IALC Industry Research Report: Why Customers Use Agents and How to Win More Customers for you and your Independent Language School Partners Jan Capper , Executive Director, IALC - International Association of Language Centres, United Kingdom <i>Audience: All</i>

How to Maximise your ICEF Workshop Experience - for Agents

Karin Flores

Seminar Room: Seminar Room I

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 Latin America Workshop in particular. The session will cover the following topics:

- * Preparations prior to the workshop
- * Workshop parameters and how to maximise your time during the event
- * Post-workshop follow-up
- * How to maximise your working relationship with educators.

► Speaker



Karin Flores,
Account Manager Latin America
*ICEF,
Brazil*

Karin Florez is ICEF's Latin America Account Manager. Her job is to help organise a successful ICEF Latin America Workshop, recruit the top Brazilian and Latin American agents to ICEF's events around the world and to introduce Latin American and especially Brazilian educators to our ICEF workshops as the Brazil inbound market grows.

Karin holds a Marketing Degree from ESPM (Escola Sup. de Prop. e Marketing) as well as a Post Graduate Degree in "Planning and Marketing in Tourism/Events" from SENAC. She held various job positions in a number of industries (Chemical, Architecture, US Chamber of Commerce Visa Department, Consulting, Real Estate, Software, Licensing) before joining the New Zealand General Consulate in São Paulo where she worked for 8 years as a Visa/Consular officer and as a Business Development Associate in charge of promoting New Zealand education within Brazil. As such she has a first hand knowledge of our industry and specifically event organisation, not only from the Brazilian agent side but also from a foreign education provider perspective.

How to Maximise your ICEF Workshop Experience - for Providers

Isabel Vogt

Seminar Room: Seminar Room II

Audience: Educators and Service 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 Latin America Workshop in particular. The session will cover the following topics:

- * Preparations prior to the workshop
- * Workshop parameters and how to maximise your time during the event
- * Post-workshop follow-up
- * How to maximise your working relationship with agents.

► Speaker



Isabel Vogt,
VP, Events & Logistics
ICEF,
Germany

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

Isabel holds a Master's degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996. During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.

Why Study in New Zealand?

Ana Azevedo

Seminar Room: Seminar Room I

Audience: Agents

► Session description

More than stunning nature and extreme sports, New Zealand offers quality of life in a modern country that has technology as the driver of its economy. All combined with a high quality education system!

This seminar will present the internationally recognised degrees and pathways to education and professional development that have attracted a consistently higher number of international students in the last years.

► Speaker



Ana Azevedo,
*Market Development Manager,
Education New Zealand,
Brazil*

Ana Azevedo is the Market Development Manager for Education New Zealand in Brazil. Based at the New Zealand Consulate in Sao Paulo, Ana is responsible for the promotion of New Zealand education in Brazil, market intelligence, government relation and business development in the education area.

ICEF Agent Training and the ICEF Agency Recognition Programme

Tiffany Egler

Seminar Room: Seminar Room II

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 which was launched in May 2010. 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 (CCEA) was created by the Department of Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education (CCIE). The course supports professional development for agents specialising in Canada.
- The USA Agent Training Course (USATC) will be available as of spring 2015. The 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 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



Tiffany Egler,
Director Agent Relations,
ICEF,
Germany

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

During her 15 year tenure at ICEF, Tiffany has overseen the successful organisation of most of our agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional study abroad agents worldwide.

Studying in the UK

Tom Poole

Seminar Room: Seminar Room I

Audience: Agents

► Session description

The UK is the home of the English language and each year, over 600,000 students learn English in the UK. The British Council's quality assurance scheme has been running since 1982 and students can choose from over 550 quality English language centres.

This session will give education agents vital information about studying English in the UK. We will explore the options available to students and discuss the benefits of studying at a British Council accredited centre. We will also inform agents about the services available to them to help them work with UK English language centres. This includes our agent training programme which aims to provide support to continually develop the quality and effectiveness of agents representing UK education.

► Speaker



Tom Poole
*Communications and Knowledge Coordinator,
British Council,
United Kingdom*

Tom Poole is the British Council's Services for International Education Marketing Account Manager, ELT Sector. Tom joined the British Council in 2007 and has worked on the Chevening Scholarships scheme, the UK government's international awards scheme aimed at developing global leaders and the British Council's quality assurance scheme for language institutions, Accreditation UK. Tom graduated with a degree in Drama from University of Hull and holds a PRINCE2® Practitioner certificate in Project Management alongside the APM Introductory Certificate in Project Management. As British Council's Services for International Education Marketing Account Manager, ELT Sector, Tom promotes British Council marketing opportunities and engages with UK institutions and agents at overseas workshops and exhibitions. Tom has a keen interest in cats and Manchester United.

Study Abroad Trends from Argentina: 2015

Gustavo Viale

Seminar Room: Seminar Room II

Audience: Educators & Service Providers

► Session description

The session will provide an overview of current study abroad trends in Argentina describing its educational system and cultural Argentine background impact. We will look at student preferences and expectations when studying overseas giving a clear perspective for your successful recruitment considering the current facts in the region.

► Speakers



Gustavo Viale,
*CEO,
InterWay Educational Consultancy,
Argentina*

Gustavo Viale is CEO of InterWay Educational Consultancy in Buenos Aires, Argentina. Interway works mostly with executives who wish to improve their language and communication skills for business purposes and study abroad.

He is also director at English Way School of English, located in the west of the Greater Buenos Aires region, and has been delivering English courses to local students for 24 years.

Reforms in Student Immigration Permission in Ireland

Richard McHugh

Seminar Room: Seminar Room I

Audience: Agents

► Session description

This presentation sets out the latest reforms in immigration permission in Ireland and what these reforms mean to prospective students looking for a work study visa. The chief aim of the presentation is to provide accurate information to agents on the reforms so that this can be communicated to students.

The session format will be a presentation followed by a Q&A.

► Speaker



Richard McHugh,
*Head of Business and Programme Development,
Griffith College Dublin,
Ireland*

Richard McHugh has been involved in the private education sector for over 12 years. He started as an English language teacher and taught extensively in both Ireland and Italy. After a period of 5 years teaching, Richard joined Griffith College as the College's Quality Assurance Officer in 2008. His current role is as Head of Business and Programme Development for English Language at Griffith College.

Mexico and Student Exchange: Striving Towards a Region of Knowledge

Joshua Tripp

Seminar Room: Seminar Room II

Audience: Educators & Service Providers

► Session description

Mexico is a large developing nation with enormous potential for growth in the educational travel market. The Federal Government has pledged to grow international collaboration programmes in education and internships nearly 10 fold in the next four years.

Groups like the Mexican Association of Educational Tourism (AMTE) are leading the charge sending students, graduates and post-graduates on language, year-abroad (high school and post-secondary) and full 4-year university programmes. Come see what the future holds in the Mexican Educational Travel Market.

► Speaker



Joshua Tripp
*Executive Director,
Lamat,
Mexico*

Joshua Tripp is the Executive Director of LAMAT, studied International Relations at Instituto Tecnológico Autónomo de México (ITAM) in Mexico City and also specialised in Mexican History and Archeology at the National School of Anthropology and History (ENAH). Joshua has worked in International Education for fifteen 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 Group, a group of companies that develop different touristic products worldwide. He is also the Vice President of the Federation of the Experiment in International Living (Federation EIL) and the Vice President of AMTE - Asociación Mexicana Turismo Educativo.

Study In Canada Information Session

Jaqueline Aguilar

Seminar Room: Seminar Room I

Audience: Agents

► Session description

Come and get the latest information on Canada as a top study destination from the Government of Canada.

The information presented will be of interest to agents in international education who seek facts, resources and other information to promote Canada to students and parents. The session will cover several key topics such as characteristics for each level of study; average costs for international students; student visas, and a better idea of what it's like to study, live and work as a student in Canada.

► Speaker



Jaqueline Aguilar,
*Regional Education Trade Commissioner for the Americas,
Foreign Affairs, Trade and Development Canada (DFATD),
Brazil*

Jaqueline Aguilar is the Regional Education Trade Commissioner for the Americas at the International Education Division at DFATD. She is responsible to provide support to the Canadian Embassies and Consulates in the region and offer strategic advice and guidance in the areas of education promotion, scholarships and academic relations. Jaqueline Aguilar has a wealth of experience in education promotion having worked in the field over the past 14 years at the Canadian Consulate Office in Sao Paulo and with the Canadian Education Centre network.

The Brazilian Market in 2015 and Working with Brazilian Agents

Carlos Robles

Seminar Room: Seminar Room II

Audience: Educators & Service Providers

► Session description

Partnering with agents leads to better enrollment results. An overview of a cultural aspect behind this statement will help the educators to understand better the Brazilian market. Data from the Marketing Research of the Brazilian Market will also be discussed.

Educators will learn why partnering with quality Brazilian agents is an effective way to increasing the quantity and quality of their international enrollments.

► Speaker



Carlos Robles,
*Emeritus Adviser,
BELTA - Brazilian Educational & Language Travel Association,
Brazil*

Carlos Robles was born in Brazil. He has an MA in Applied Linguistics from the Federal University of Minas Gerais, Brazil as well as a BA in English and French and a BA in Fine Arts. Carlos is a former President of Belta, Brazil in addition to being a New Zealand Specialist Agent and Member of Tesol International. He is also Past Chair of Tesol Awards Committee and a Braz-Tesol former director and teacher trainer. Carlos was also a Scholar in-residence at Daytona State College on a Fulbright fellowship. Carlos is presently director and founder of IEP Brazil Agency for Intercultural Education in Latin America, based in Belo Horizonte, Brazil and is pursuing a PhD in International Education with the University of Auckland, New Zealand.

Education Opportunities in the U.S.

Andrew Gately

Seminar Room: Seminar Room I

Audience: Agents

► Session description

Learn about the benefits of studying in the United States and the processes to obtain student visas. This joint presentation by the Department of State and the U.S. Commercial Service will provide information on obtaining a student visa, introduce how the U.S. government can introduce agents interested in locating U.S. educational opportunities for their clients. The U.S. Commercial Service is the only section of the U.S. government authorized to act as a liaison introducing U.S. schools to study agents worldwide. The Commercial Service's 107 offices throughout the United States maintain relationships with universities, colleges, prep schools, language schools and other educational institutions. While our U.S. Embassy-based offices in 71 countries maintain relationships with study agents and study fair organizers.

► Speaker



Andrew Gately,
*Commercial Officer,
U.S. Embassy Brazil,
Brazil*

Andrew Gately is a Commercial Officer at the US Embassy in Brasília. He has been working to support U.S. education since 2009. Prior to arriving in Brazil, Mr. Gately worked in Miami from 2011 to 2013, he represented the Department of Commerce at the ICEF Miami conference in each of those years. Also, while in Miami, Mr. Gately helped to found StudyFlorida, the state's official international education consortium. Mr. Gately also previously served at the US Consulate in Guangzhou, China.

The Study Abroad Market in Ecuador

Oliver Ricardo Dávila Rosero

Seminar Room: Seminar Room II

Audience: Educators & Service Providers

► Session description

This presentation will provide you with an overview about the current status, opportunities and challenges of the Ecuadorian education market facing international education.

► Speakers



Oliver Ricardo Dávila Rosero,
Managing Director,
Estudios Internacionales WEA (World Education Access) Cia. Ltda.,
Ecuador

Ricardo Davila graduated from the Central University of Ecuador in the area of Finance and Business Administration. In 1985 he founded the Cambridge Language Institute in Ecuador, which currently has 3 centers in the country that operate successfully in different parts of country, all certified as official test preparation centers for the University of Cambridge.

In 2006 he started a new project, a Bilingual Elementary School under the license and the name of Cambridge Integral. In 2007, with his partner Ricardo Toscano they started "World Education Access", a company entirely dedicated to promote and market programs to study abroad that is now a proud member of COICEC that brings together the most serious and important companies of this industry in Ecuador.

Study in Spain

Elvira Marcos Salazar

Seminar Room: Seminar Room I

Audience: Agents

► Session description

Why study in Spain?

If you're thinking of extending your education and living in a unique and different culture, we highly recommend a stay in Spain, in southern Europe. Students coming here will be able to enjoy a first-class competitive educational system that enjoys international recognition. Whatever the field of interest (Humanities, Arts, Sciences, Engineering, Architecture...), they'll find their area of study and a qualified teaching staff in both public and private institutions.

One of the main reasons for choosing Spain for a study trip is the language. Spanish is the second most widely spoken language in the world. When mastered, students will be able to include on their curriculum a language that is official in 21 countries and that will enable them to communicate with around 495 million people.

Spain is the country that receives the highest number of students from the Erasmus programme, the most important student mobility initiative in the European Union. This means we are a destination exceptionally accustomed to welcoming foreign students. You'll find a notable international and multicultural atmosphere in its university cities, and you'll be able to choose from a range of accommodation options (hotels, apartments, flat sharing, residences, halls of residences, as a paying guest...) for your students.

► Speaker



Elvira Marcos Salazar,
*Tourism Consul,
Tourspain,
Brazil*

Elvira Marcos runs the Spanish Tourist Board in Brazil since January 2012. She started working in Tourspain in 2007, in different top positions, until she became Deputy Director of Strategic Planning and Market Internationalization in 2010. She acted as temporary Director of the Spanish Tourist Office in Lisbon in 2010. Graduated in Political Science and Administration at the Universidad Complutense of Madrid, and also completed a post grad in Ibero-American Studies at the same university.

Insights from the 2015 IALC Industry Research Report: Why Customers Use Agents and How to Win More Customers for you and your Independent Language School Partners

Jan Capper

Seminar Room: Seminar Room II

Audience: All

► Session description

Drawing on the substantial industry research commissioned and published by IALC in 2015, we look at the reasons why customers book through agencies and how agencies that work with independent language schools can market these more effectively.

► Speaker



Jan Capper,
*Executive Director,
IALC - International Association of Language Centres,
United Kingdom*

Jan Capper is Executive Director of the International Association of Language Centres (IALC), a global network of leading independent language centres that teach the language of their country. A graduate of German and French, she began her career in the travel industry before becoming marketing director for the Pitman School of English in London. In 1994 she moved to Berlin to work in a similar role for GLS Sprachenzentrum. She has since worked as a translator, copywriter, journalist and marketing consultant, and holds the Chartered Institute of Marketing Diploma. She has managed the IALC Secretariat since 1996 and is currently Co-convenor of the Global Alliance of Education and Language Associations (GAELA).