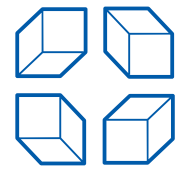


The ICEF Berlin Workshop

and Work & Travel

Connecting international educators and work & travel professionals with the world's best agents



ICEF

Connect. Recruit. Grow.



Hotel InterContinental, Berlin • Nov 02 – 04, 2014

ICEF Seminars • November 02, 2014

	Room: Bellevue	Room: Charlottenburg I / II	
14:00 - 15:00	<p>How to Maximise Your ICEF Workshop Experience - for Providers</p> <p>Harald Kreiner, Director - Business Development EMEA, ICEF, Germany</p> <p>Audience: Providers</p>	<p>How to Maximise Your ICEF Workshop Experience - for Agents</p> <p>Tiffany Egler, Director - Agent Relations, ICEF, Germany</p> <p>Audience: Agents</p>	14:00 - 15:00
15:00 - 16:00	<p>Get More out of Your Agents - An In-Depth Presentation about Working with Agents for Educators and Providers</p> <p>Jeroen Bastiaansen, Senior Study Advisor, Study Globe, Netherlands</p> <p>Audience: Providers</p>	<p>ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency Recognition Programme</p> <p>Mirna Hodzic, Agent Relations Manager, ICEF, Germany</p> <p>Audience: All</p>	15:00 - 15:30
		<p>Improving Negotiations Between Agents and Education Providers</p> <p>Lorenzo Mule' Stagno, Owner & Dean, Malta School of Business, Malta</p> <p>Audience: All</p>	15:30 - 16:00
16:00 - 17:00	<p>Developing a Brand to Take on the World - Why Should the Devil Have the Best Tunes?</p> <p>Martin Bojam, Managing Partner, 360 Education, United Kingdom</p> <p>Audience: Providers</p>	<p>Student Safety Aspects in Education Travel</p> <p>Dave Grimstead, Director, Child-Safe International, Sue Harris, Chief Inspector, ABLS Accreditation, United Kingdom</p> <p>Audience: All</p>	16:00 - 17:00
17:00 - 18:00	<p>Understanding Risk and Reward in International Student Recruitment and Marketing</p> <p>Pamela Barrett, Director, Barton Carlyle, United Kingdom</p> <p>Audience: Providers</p>	<p>Latest Trends in Social and Digital Media Strategy</p> <p>Christopher Price, CEO & Principal Advisor, Adventus Education, Sri Lanka / United Kingdom Tony Lee, Founder, Global Campus, United Kingdom</p> <p>Audience: All</p>	17:00 - 18:00
18:00 - 19:00	<p>Expert Panel: The Future of Agents, Schools and Online Bookings</p> <p>Rod Hearps, ICEF, Germany, Mauricio Pucci, Education HiFy, Australia, Jean-Marc Alberola, Bridge, USA, Fay Drewry, Cactus Worldwide, UK, Nicolas Miller, Edvisor.io, Canada</p> <p>Audience: All</p>	<p>The ICEF i-graduate Agent Barometer 2014</p> <p>William Archer, CEO, i-graduate, United Kingdom</p> <p>Audience: All</p>	18:00 - 19:00

ICEF Seminars • November 02, 2014

	Room: Charlottenburg III	Room: Koepenick I / II	
14:00 - 15:00	<p>English Yourself in Cyprus! Antigoni Kapodistria, Tourism Officer, Cyprus Tourism Organisation, Cyprus Audience: Agents</p>	<p>Global – The New International Germán Fernandez-Rodríguez, Global Head of Business Development, Hult, United Kingdom Audience: All</p>	14:00 - 15:00
15:00 - 16:00	<p>What do Agents Need to Know about Australia? Sue Blundell, Executive Director, English Australia, Mel Koumides, Deputy National Chair, ACPET, Michaela Kruschina, Business Development Manager, Austrade, Australia Audience: All</p>	<p>EF Education First - 50 Years in Education Anders Ahlund, President - International Sales & Marketing, EF, Switzerland Audience: Agents</p>	15:00 - 15:30
		<p>The TOEFL® Test: Give Your Students the Best Chance to Succeed Timothy Kryaninko, Academic Relations Specialist, Educational Testing Service, USA Audience: Agents</p>	15:30 - 16:00
16:00 - 17:00	<p>Australia - Student Visa Programme: An Overview of Australia's Student Visa Requirements, Including Recent Changes Leah Nichles, Chief Migration Officer, Australian Embassy Berlin Germany Audience: All</p>	<p>What's New at Tamwood – Vocational Work and Study Programmes, New Summer Camps, New Promise of Value Tamsin Plaxton, President & Managing Director, Tamwood International, Canada Audience: Agents</p>	16:00 - 16:30
			16:30 - 17:00
17:00 - 17:30	<p>The Surge in Employment and Education Opportunities in all Things Digital: Keeping Ahead of the Digital Boom Simon Costain, Sales & Marketing Manager, RedHill Education, Australia Audience: All</p>	<p>Global Education Systems – Education on a Truly Global Scale Komil Mamajanov, Director of International Strategy, Global University Systems, United Kingdom Audience: All</p>	17:00 - 18:00
<p>Bucksmore HomelinguA: Courses for Juniors and Adults in a Teacher's Home Matt Tighe, Company Manager, Bucksmore Education Oxford International Education Group, United Kingdom Audience: Agents</p>			
17:30 - 18:30			
18:30 - 19:00	<p>Effective Communications for Student Recruitment Joanna Turner, Marketing Director, Degrees Ahead, United Kingdom Audience: All</p>	<p>Concordia University Chicago – Inspiring Leaders Since 1864 Max Etingen, VP - International, Concordia University Chicago, USA Audience: All</p>	18:00 - 19:00

ICEF Seminars • November 02, 2014

	Room: Koepenick III	Room: Tegel	
14:00 - 15:00	Access to University Via a University Foundation Programme Keith Broomer , Programme Director, TRC Colleges, United Kingdom Audience: Agents	The Swiss Market and its Diversity Mark Winkler , Founder & CEO, Media Touristik AG, Switzerland Audience: Providers	14:00 - 14:30
		The German Language Travel Market – Why it Matters Elke Platz-Waury , Member of the Independent Academic Advisory Board of the FDSV, Fachverband Deutscher Sprachreiseveranstalter, Germany Audience: Providers	14:30 - 15:00
15:00 - 15:30	Educational Opportunities for International Students in Azerbaijan Nicolas Tzenios , Director, TRC Colleges, United Kingdom Audience: Agents	How to Best Work with Brazilian Agents Carlos Robles , Director, BELTA - Brazilian Educational & Language Travel Association, Brazil Audience: Providers	15:00 - 15:30
15:30 - 16:30	Aiming High with Equals Sarah Aitken , Executive Director, Equals, United Kingdom Audience: All	Mexico and Student Exchange: Striving Towards a Region of Knowledge Joshua Tripp , Executive Director, Lamat, Mexico Audience: Providers	15:30 - 16:00
		Recent Market Research Results: Colombia, Russia and Japan Amy Rogers , UK ELT Marketing Manager, British Council, United Kingdom Audience: Providers	16:00 - 17:00
16:30 - 17:30	Education in Spain: Unique Features & Student Visa Fernando León Caicoya , ICEX - Spanish Foreign Trade Institute, Spain Miguel Garcia Caraballo , Spanish Embassy in Berlin, Germany Sara Corres Armendáriz , Ministry of Employment & Social Security, Spain Audience: All		
17:30 - 18:00	Learn Spanish in Málaga - Costa del Sol Sara Quintero , Product Manager, Málaga City Council, Natalia Boveda , Promotion Executive, Málaga - Costa del Sol Tourist Board, Spain Audience: All	How to Make Profit in 2015? Samuel Vetrak , Founder & CEO, StudentMarketing Ltd., Austria Audience: Providers	17:00 - 18:00
18:00 - 19:00	Education of Excellence in the South of Spain: Opportunities with the Universidad de Málaga Pedro Farías Batlle , Vice President for Communication & International Relations, Universidad de Málaga, Spain Audience: All	Tier 4: An Update for Agents and Practical Tips of How to Maximise the Chances of a Successful UK Visa Application Mark Taylor , Executive Director, The Taylor Partnership Ltd, United Kingdom Audience: Agents	18:00 - 19:00

ICEF Seminars • November 02, 2014

	Room: Tiergarten I / II	Room: Tiergarten III	
14:00 - 14:30	<p>Academic and Career Pathways in Germany – Land of Opportunities</p> <p>Mary Ye Myint, Study Counselling Officer, Department of Admissions and University Networks, EURASIA Institute for International Education, Germany</p> <p>Audience: Agents</p>	<p>IALC Presents: Marketing Languages other than English</p> <p>Jan Capper, Executive Director, International Association of Language Centres (IALC), United Kingdom</p> <p>Audience: Agents</p>	14:00 - 14:30
14:30 - 15:00	<p>Build Your Education Agency</p> <p>Amanda Fritz, Coordinator, Partnered Allianz Global Education (PAGE), Australia</p> <p>Audience: All</p>	<p>The True American English Experience</p> <p>Susan Berger, Executive Director - International Marketing, American English Experience, USA</p> <p>Audience: Agents</p>	14:30 - 15:00
15:00 - 15:30	<p>Franklin Online High School – Delivering an American Educational Experience to Students Around the World. How will Internet Based High Schools Change Your Business Model?</p> <p>David Hooser, President of Franklin Virtual High School Program, Student Management Group - SMG, USA</p> <p>Audience: Agents</p>	<p>Language Studies and Event Tourism – How the Presence of International Events Affect the Italian Language Market</p> <p>Sanda Stevanovic, Managing Director, Cinzia Galano, Marketing Manager, Scuola Leonardo da Vinci SRL, Italy</p> <p>Audience: All</p>	15:00 - 16:00
15:30 - 16:00	<p>CourseFinders – A Website to Help Students Find Their Perfect Language Course, from ICEF GmbH</p> <p>Ross Holmes, Business Development - Online Products, ICEF, Germany</p> <p>Audience: All</p>		
16:00 - 16:30	<p>The End of the Mom and Pop Shop Era for Language Schools and Agencies – Why You Need to Transform Your Organisation and How</p> <p>Chris Musial, Marketing Director, International Language Institute (ILI), Canada</p> <p>Audience: All</p>	<p>The Student Journey from a School's Perspective</p> <p>Spencer Fordham, Managing Director, Capital School of English, United Kingdom</p> <p>Audience: Agents</p>	16:00 - 16:30
16:30 - 17:00	<p>Canadian High Schools – Excellence & Opportunity in Education</p> <p>Bonnie McKie, Executive Director, Robert Porkka, President, Canadian Association of Public Schools - International (CAPS-I), Canada</p> <p>Audience: Agents</p>	<p>The IB Diploma and the New IBCC Diploma with Extra BTEC Certificates at Berlin Brandenburg International School</p> <p>Whitney Sterling, Head of Boarding School, Berlin Brandenburg International School, Germany</p> <p>Audience: Agents</p>	16:30 - 17:00
17:00 - 17:30	<p>Study in Canada Information Session</p> <p>Thilo Lenz, Public Affairs & Education Officer, Canadian Embassy Berlin, Germany</p> <p>Audience: Agents</p>	<p>Pre-College Programmes for High School Students: A Critical Head-Start for High School Students Planning to Go to College (Home or Abroad)</p> <p>Mike Sirowitz, Director of Programs & Operations, Summer Study Programs, USA</p> <p>Audience: Agents</p>	17:00 - 17:30
17:30 - 18:00	<p>Update to the Canada Course for Education Agents</p> <p>Tiffany Egler, ICEF, Germany Gonzalo Peralta, Languages Canada, Canada</p> <p>Audience: Agents</p>	<p>A Unique & Innovative Boarding High School Opportunity in the United States</p> <p>Glenn Drew, Executive Director & General Counsel, American Hebrew Academy, USA</p> <p>Audience: Agents</p>	17:30 - 18:00
18:00 - 19:00	<p>Combination of Sports and Education: Define Success #Attacklife</p> <p>Jose M. Fernandez, CEO, Greg Norman Champions Golf Academy, USA</p> <p>Audience: All</p>	<p>Now There is a Better Alternative for International Payments!</p> <p>Brent Hobson, Head of Global Sales, StudyPay, United Kingdom</p> <p>Audience: All</p>	18:00 - 19:00

14:00 - 15:00

How to Maximise Your ICEF Workshop Experience - for Providers

Harald Kreiner

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 Workshops in general and the ICEF Berlin 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



Harald Kreiner,
*Director - Business Development EMEA,
ICEF,
Germany*

Harald is the Director of Business Development at ICEF, the industry leader in connecting international educators with student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments.

Harald works closely with education providers from all over the world and in all sectors (university, vocation, secondary, language) to find the most cost effective and efficient way of meeting international student recruitment goals. Through a consultative approach, Harald has successfully assisted education associations and hundreds of educators to access new markets and increase student enrolments.

Before joining ICEF, Harald worked in various marketing roles at Pioneer Investments (Ireland), Swarovski (Austria) and L'Oréal (Germany). His first experience in the world of international student recruitment was with the online marketing platform Internet Course Finders.

15:00 - 16:00

Get More out of Your Agents - An In-Depth Presentation about Working with Agents for Educators and Providers

Jeroen Bastiaansen

Topic: Marketing & Recruitment

Audience: Providers

► Session description

Ever wondered on how to make your agents work harder and better for you? Ever questioned which strategy to use in cooperation with your agent markets or have you been trying to figure out which agent is the best?

This presentation will give you an in-depth insight into these questions by providing examples and best practices, do's and don'ts.

Whether you are new to working with agents or if you have been in the industry for a while and you already have experience in dealing with agents, this is a great way to improve yourself as during the presentation I will demonstrate on how you can get the most out of your agents and build better, long-lasting relationships.

► Speaker



Jeroen Bastiaansen,
*Senior Study Advisor,
Study Globe,
Netherlands*

Jeroen Bastiaansen completed his master degree in organisation studies, based on the development of organisations. After working for the Dutch Embassy in Yemen he got involved in the education and work & travel industry. He has been part of this industry for nearly 10 years.

At the moment Jeroen is owner and director of multiple agency brands with a diverse range of products and services.

Furthermore Jeroen is a board member of EAQA (European Association of Quality Agencies).

16:00 - 17:00

Developing a Brand to Take on the World - Why Should the Devil Have the Best Tunes?

Martin Bojam

Topic: Marketing & Recruitment

Audience: Providers

► Session description

Welcome to a world where education is fully engaged with the market – and needs to recognise the fact. Competition is everywhere, and to survive and prosper institutions need to adopt the tools of the market – research, brand development, marketing communications, and measurement, amongst them. We all recognise that there is more to education than just making money and running a business, and some may fight shy of singing the tunes of the market – but if we fail to approach matters in a business-like manner, we may well fail to achieve anything.

This session provides an overview of market developments and then focuses on creating a brand and using it to take on the world.

► Speaker



Martin Bojam,
*Managing Partner,
360 Education,
United Kingdom*

Martin Bojam, a regular speaker at ICEF, has over 15 years' experience in the education sector and works across the spectrum of British and international education, from universities, FE Colleges and business schools to independent schools and organisations such as the British Council, CASE and AMBA. He has collaborated with many industry bodies, and has spoken at many of their conferences, in the UK and elsewhere.

Martin started his career in fmcg marketing before moving to work in a number of marketing and advertising agencies, specialising in strategically based solutions to communications problems. He has considerable experience in the market research and consultancy fields. Now Managing Partner of 360 Education, Martin leads a team providing market research, brand development and marketing communications services for education institutions of all kinds on a global basis.

17:00 - 18:00

Understanding Risk and Reward in International Student Recruitment and Marketing

Pamela Barrett

Topic: Marketing & Recruitment

Audience: Providers

► Session description

Are you managing risk effectively? If not, what does that mean for the sustainability of your international student recruitment and marketing strategy? In this session we will consider patterns of risk and reward in international student recruitment and marketing. In this fresh perspective on strategy development we will explore how to map, manage and mitigate risk at a strategic level.

The session focusses on how an understanding of risk can improve the effectiveness of your international student recruitment and marketing programme for your target markets.

► Speaker



Pamela Barrett,
*Director,
Barton Carlyle,
United Kingdom*

Pamela is an experienced international education consultant, having worked in senior positions in the UK, USA, and South East Asia. Pamela has more than 25 years' experience in global education issues in higher education institutions and organisations worldwide. Over the past 8 years, Pamela has delivered training and consulting projects in the UK, North America, Australia and Europe through her company, Barton Carlyle, which is based in Scotland.

An Associate with KPMG, one of the global "Big Four" audit and advisory firms; Pamela operates as an international education expert providing insight for KPMG clients in the UK, Ireland and Australia. Previously Education Attaché in Washington DC for the British Council, Pamela worked in Malaysia and the USA to represent the bilateral relationship in education. Pamela has also represented i-graduate in North America for the ISB international student satisfaction survey and is an expert in the international student experience. A member of NAFSA: Association of International Educators, EAIE, NAGAP, AIR, Pamela has published articles on international student recruitment and marketing, retention and the student experience.

Room: Bellevue

18:00 - 19:00

Expert Panel: The Future of Agents, Schools and Online Bookings

Rod Hearps, Mauricio Pucci, Jean-Marc Alberola, Fay Drewry & Nicolas Miller

Topic: Marketing & Recruitment

Audience: All

► Session description

What are the latest online developments set to affect agents and schools? What's happening with regard to commoditisation, disintermediation, reviews & rankings? What's all this talk about Global Distribution Systems? Is the language travel industry ready for a GDS? Can GDS's revolutionise the language travel industry, just as Amadeus, Galileo & Sabre revolutionised the mainstream travel industry? Who will be the winners and who will be the losers?

Join this expert panel discussion, with time for Q&A.

► Speakers



Rod Hearps,
Vice President Asia Pacific,
ICEF,
Germany

Rod started recruiting international students via the internet as an agent in 1994, just after the World Wide Web was commercialised. He was a pioneer of commercial online student enquiry generation services from 2003. He has also acted as Marketing Manager and Principal of an Australian ELICOS College. He is currently Vice President Asia Pacific at ICEF GmbH.



Mauricio Pucci,
Director,
Education HiFy,
Australia

Mauricio has worked as an education agent for 18 years. Information Planet started in 1996, and now boasts 36 offices across 13 countries in Latin America and Europe. Mauricio has recently created a new company called Education HiFy, offering a product he believes will revolutionise the language travel industry.



Jean-Marc Alberola,
President,
Bridge,
USA

Jean-Marc is President of Bridge, a comprehensive provider of language and education services including corporate language training, teacher training, study abroad, and university pathway programmes. Jean-Marc has over 25 years' experience in the language industry and serves on the IALC Executive Board as Vice President - Marketing.



Fay Drewry,
Managing Director,
Cactus Worldwide,
United Kingdom

Fay is the MD for Cactus Worldwide, an internet based language education agency, and foreign language provider which helps over 10,000 people learn 30 languages, across 200 destinations every year. Fay has worked in the language education industry for 13 years, was previously the MD for The Language Gallery, and is also a Trinity examiner and Cambridge CELTA assessor.



Nicolas Miller,
CEO,
Edvisor.io,
Canada

Nicolas is CEO of Edvisor.io: a technology startup from Vancouver that helps education agencies stay organized, spend less time on data entry, and increase sales. Edvisor.io launched 5 months ago and already powers 250+ agents in Latin America and Europe.

Nicolas has 10 years experience in information and web technologies. He previously founded Miovision Technologies, a \$60M software company in Waterloo.

14:00 - 15:00

How to Maximise Your ICEF Workshop 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 Workshops in general and the ICEF Berlin 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



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 Agent Relations 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 the company's agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional recruitment agents worldwide.

15:00 - 15:30

ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency Recognition Programme

Mirna Hodzic

Topic: Agent Certification

Audience: All

► Session description

The IATC (ICEF Agent Training Course) 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.

After taking the training course, agents have the possibility to sit an official assessment at selected ICEF Workshops or online. Participants who complete the IATC assessment successfully will be issued a certificate, certifying them as ICEF Trained Agent Counsellors (ITAC). Agencies with at least one ITAC on their staff will be featured in an agency locator on ICEF's website.

This session will give you an introduction about the IATC, its content and how to take the training course.

Being a recognised ICEF Agent is considered as an indicator of quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The ICEF Agent status is renewed through ongoing quality assurance screening and reference checks. Educators and service providers are welcome to join the session.

► Speaker



Mirna Hodzic,
*Agent Relations Manager,
ICEF,
Germany*

Mirna joined ICEF in 2008 as a student, accepting a full time role as Project Manager in the Agents Department in 2010. Since May 2011, she exercises the position of Agent Relationship Manager, recruiting quality agents for ICEF Workshops.

As a native Bosnian who has lived and gained language skills in the US, Germany and Spain, Mirna holds responsibility for agents from Spain, the Balkans and Eastern Europe.

15:30 - 16:00

Improving Negotiations Between Agents and Education Providers

Lorenzo Mule' Stagno

Topic: Marketing & Recruitment

Audience: All

► Session description

In many cases, when Agents and Education Providers embark on a long-term relationship, an amount of negotiation takes place.

Some negotiation can happen before the actual agreement, but many times, during the relationship, a number of situations arise that warrant a strong element of negotiation. Often, the main or only item of negotiation ends up being the commission.

The factors underpinning such negotiations will be discussed during the talk, together with some practical techniques that can assist both Agents and Education Providers in attaining superior objectives and better results.

► Speaker



Lorenzo Mule' Stagno,
*Owner & Dean,
Malta School of Business,
Malta*

Lorenzo Mule' Stagno, the owner and dean of Malta Business School, holds an MBA (2004) from Grenoble, France, and a teaching degree from the University of Malta.

He has led workshops and seminars for the last 9 years in a range of business subjects to various executives and managers. Besides in Malta, Lorenzo has delivered talks and lectures at various educational institutions and other organisations in the UK, Germany, South Africa, Belgium and UAE.

Lorenzo's presentation style is generally interactive, interspersed with a good dose of humour.

16:00 - 17:00

Student Safety Aspects in Education Travel

Dave Grimstead & Sue Harris

Topic: Student Care

Audience: All

► Session description

Find out from leading experts how you can develop safer organisations and how you can provide assurance that your organisation is committed to, and achieves, the best standards of safety for young people participating in educational travel.

Learn about the commitment made by ICEF Education Fund to safe travel, how it will help build safer organisations and how you can access this valuable resource. <http://www.icef.com/education-fund/international/travel-safe-international.html>

Travel is a competitive market place and how providers create a safe environment for young people studying abroad is becoming an essential element in who people choose to travel with.

► Speakers



Dave Grimstead,
*Director,
Child-Safe International,
United Kingdom*

Dave was a Senior Detective for 30 years with a UK Police Force and a specialist in the protection of young people. Dave became Director of Child-Safe International in 2014 and is committed to using his extensive safeguarding expertise to support the youth and student travel industry in achieving exceptional standards of safety for young people. Dave has managed a range of residential educational programmes and provided specialist safeguarding consultancy for leading providers in the sector.



Sue Harris,
*Chief Inspector,
ABLS Accreditation,
United Kingdom*

Sue became ABLIS Chief Inspector in 2011. Sue has over 25 years' experience as an ELT teacher, trainer, senior manager and consultant. She has worked with leading language providers in the UK. Having been involved for many years in courses for students under 18, Sue has particular expertise in, and commitment to, promoting best practice in junior welfare provision.

17:00 - 18:00

Latest Trends in Social and Digital Media Strategy

Christopher Price & Tony Lee

Topic: Marketing & Recruitment

Audience: All

► Session description

In this session we will be discussing the latest in Search Engine Marketing and utilising brand terms in Google, the use of Facebook advertising both in desktop and mobile, and then exploring the use of mobile app's in the student recruitment, conversion and retention life cycle followed by a brief look at gamification and crowd sourcing for education marketing and recruitment.

► Speakers



Christopher Price,
CEO & Principal Advisor,
Adventus Education,
Sri Lanka / United Kingdom

Chris Price is a highly experienced international education professional with 20 years experience of internationalisation, teaching, marketing and recruitment in Higher and Further Education. Educated in both the UK and USA, he has a Bachelor's degree in International Politics and History, a Postgraduate Diploma in Marketing, and is a Fellow of the Chartered Institute of Marketing (FCIM) and a member of the Academy of Marketing.

Chris held several international leadership positions in international education including on the Steering Committee and Board of the EAIE Marketing and Recruitment Professional Section, the international committee of NAGAP, representing London based universities in the British Universities International Officers Association and several other leadership positions. He is also a regular speaker at international education conferences including NAFSA, British Council, Canadian Bureau for International Education, DAAD, Dutch Higher Education Network for International Marketing, ICEF, Education New Zealand, and many others.



Tony Lee,
Founder,
Global Campus,
United Kingdom

Anthony Lee has 17 years experience promoting and marketing to youth audiences. He was involved in one of the world's first TV to web enterprises (achieving nomination for a Digital Emmie Award in Cannes). Anthony was the marketing manager for a UK youth based TV channel, Tony became the commercial manager of OEPLC overseeing the international rollout of this media organisation and having created and managed two previous start up companies he became the runner up in Channel 4s National search for an internet entrepreneur on the E millionaire show. Tony was one of the founders of University Choice TV and went on to create Global Campus. He is currently retained by INTO university partnerships developing digital and social media strategies for 18 high profile University brands, including Oregon State, UEA and City University. Tony also conducts digital marketing training for the European Association of International Educators and the British Council.

18:00 - 19:00

The ICEF i-graduate Agent Barometer 2014

William Archer

Topic: Market Intelligence

Audience: All

► Session description

This session will reveal the latest results from the 2014 Agent Barometer. In this presentation we reveal year-on-year comparisons of the attractiveness of international study destinations as perceived by agents recruiting across all types of study programmes, noting trends across 6 years of this study.

It will also reveal the things that matter most to agents in the agent-institution relationship.

► Speaker



William Archer,
CEO,
i-graduate,
United Kingdom

i-graduate founder Will Archer directs the world's largest study of student opinion. Reporting in confidence to universities across the globe, his team benchmarks student and stakeholder perceptions using proprietary survey instruments adopted by governments and 800 universities across 5 continents. Will worked previously for 15 years as an adviser to multinational corporations on international recruitment, researching and recruiting talent across Asia, Africa, North America and Europe.

In 2005 he founded i-graduate, with the goal of improving the education experience for students and educators worldwide. An alumnus of London Business School and a member of the University of Oxford, Will is a trustee and board member of HECSU and a fellow of the Royal Society of Arts.

Room: Charlottenburg III

14:00 - 15:00

English Yourself in Cyprus!

Antigoni Kapodistria

Topic: Industry Presentation

Audience: Agents

► Session description

The presentation will include an overview of Cyprus with major emphasis on the advantages choosing the destination for English Learning.

Moreover, information will be given by the colleges and institutions from Cyprus who will participate along with the CTO for this purpose.

► Speaker



Antigoni Kapodistria,
*Tourism Officer,
Cyprus Tourism
Organisation,
Cyprus*

Antigoni has a background in tourism and business studies from Austria and the US and is currently employed by the National Tourism Organisation of Cyprus.

She has worked for 10 years in the Marketing department of CTO as a desk officer for various overseas markets and also as the officer in charge of publications and audiovisuals of the Organisation.

Antigoni is currently placed with the Department of Strategy of CTO. Her previous duties in this department were related to the regional aspect of tourism development with her involvement with the regional bodies responsible for the preparation and implementation of the tourism strategy of Cyprus at the local level. She is now in charge of the development and marketing of Learning English and Weddings in Cyprus' special interest tourism products as well as the coordination of the development of projects fostering sustainability in the Cypriot tourist industry in collaboration with external and internal partners.

15:00 - 16:00

What do Agents Need to Know about Australia?

Sue Blundell, Mel Koumides & Michaela Kruschina

Topic: Market Intelligence

Audience: All

► Session description

Australia is a popular destination for international students, with more than 410,000 students from 193 countries studying in Australia in 2013. Find out why so many students choose Australia and what you need to know as an agent to help them achieve their ambition to study in Australia. This session aims to provide essential information for agents who may be new to Australia as a study destination, as well as a valuable update on recent developments that will be relevant to agents who have more experience in sending students to Australia. Whether you are new or experienced, come along and find out what you need to know about Australia as a study destination for your students.



Sue Blundell,
Executive Director, English Australia, Australia

Sue is responsible for the leadership of English Australia and reports directly to the English Australia Chair and English Australia Board. Prior to her appointment as Executive Director (in 2002), Sue worked in the international English language industry for over 20 years, both overseas and in Australia, as an educator, marketer and manager. She has a wealth of experience across all aspects of the international education and language travel industry. Sue is also the immediate past Convenor of the Global Alliance of Education and Language Associations (GAELA), a member of the DIBP Education Visa Consultative Committee, a member of the NSW International Education Advisory Board, and the education sector representative on ATEC's Backpacker & Youth Tourism Advisory Panel. Sue was presented with the IEAA Excellence in Leadership in International Education Award in 2011.



Michaela Kruschina,
Business Development Manager, Austrade, Australia

The Australian Trade Commission (Austrade) is the Australian Government's trade, investment and education promotion agency with over 50 offices worldwide. Michaela works in the Austrade Frankfurt office which not only covers Germany but Austria and Switzerland as well.

Michaela's main focus is on the promotion of Australian education in these markets with other areas of responsibility being within the Advanced Manufacturing Services and Technology sector. Michaela has a diploma in Economics and foreign languages.



Mel Koumides,
Deputy National Chair, ACPET, Australia

Room: Charlottenburg III

16:00 - 17:00

Australia - Student Visa Programme: An Overview of Australia's Student Visa Requirements, Including Recent Changes

Leah Nichles

Topic: Visa

Audience: All

► Session description

An overview of Australia's student visa requirements, including recent changes. Opportunity for questions and answers.

► Speaker

Leah Nichles,
*Chief Migration Officer,
Australian Embassy Berlin
Germany*

Leah Nichles is Chief Migration Officer in the Australian Embassy in Berlin.

She manages the Australian migration programme for western Europe with teams in Berlin, Madrid, Vienna and Tel Aviv.

Leah has worked with the Department of Immigration and Border Protection for twenty years in settlement and multicultural policy, Status Resolution, Corporate Operations, Settlement and Multicultural Affairs programme implementation. She was PMO in Santiago (Chile) managing the Australian migration programme for all of Latin America.

Leah has a Bachelor of Social Work and started her career as a community development worker in 1983, working in inner-city Brisbane.

17:00 - 17:30

The Surge in Employment and Education Opportunities in all Things Digital: Keeping Ahead of the Digital Boom

Simon Costain

Topic: Industry Presentation

Audience: All

► Session description

Digital media is one of the biggest and most exciting growth areas within the employment and education sectors. Rapid advances in technology and our increased access to the mobile digital world have given rise to an enormous range of new jobs and opportunities.

80% of the jobs 5 years from now have not been invented yet, so how can students and employees prepare for a career that is not yet known?

This talk will highlight trends and insights within the world of digital media, as well as the educational outcomes all people should be considerate of as digital skills become increasingly essential to a prospective employee's skill set across many traditional fields.

► Speaker



Simon Costain,
*Sales & Marketing Manager,
RedHill Education,
Australia*

The last 10 years of Simon's career has been dedicated to the education and travel sector. With experience in corporate training, experiential education through voluntourism, student marketing and personal student coaching, Simon aims to develop the potential within the world's student body. Simon recently switched his focus to the world of creative digital media as the Marketing Manager of The Academy of Information Technology in Sydney.

Simon has been promoting the explosive job growth opportunities, and accompanying skills sets needed for those looking to launch their career in the world of digital media.

Room: Charlottenburg III

17:30 - 18:30

Bucksmore Homelinguia: Courses for Juniors and Adults in a Teacher's Home

Matt Tighe

Topic: Industry Presentation

Audience: Agents

► Session description

A one to one English course in the home of your teacher is the most effective way to learn a language quickly. The Homelinguia team hand picks teachers who can offer: comfortable and relaxed learning environments, high quality teaching standards and an experience of British life.

Our British Council accredited one to one English language courses are intensive, fun and effective. They allow you to totally immerse yourself in the English language and culture and achieve great results.

► Speaker



Matt Tighe,
*Company Manager,
Bucksmore Education,
Oxford International Education Group,
United Kingdom*

Matt joined Bucksmore Education four years ago and now looks after both the summer programmes and the new home tuition programmes.

He studied English at Magdalene College, Cambridge University and also spent a year at the Judge Business School in Cambridge.

The original plan was to travel and teach abroad but he was hijacked by Bucksmore Education and hasn't been able to escape since as the Bucksmore brand gets bigger and better every year.

18:30 - 19:00

Effective Communications for Student Recruitment

Joanna Turner

Topic: Marketing & Recruitment

Audience: All

► Session description

Recent research shows that students use websites as the first point of contact for institutions, once they have made contact students prefer email for ongoing communications and students have specific information needs. Website and email content is therefore really important for student recruitment.

This seminar addresses how we need to communicate with students using these mediums and if we get it right how enrolments can increase. We look at how to adopt a proactive approach and move away from the traditional reactive approach, why relationship development is important and how to use content to engage today's students.

► Speaker



Joanna Turner,
*Marketing Director,
Degrees Ahead,
United Kingdom*

Joanna has been involved in international education as an advisor to students and a marketing consultant to universities. Joanna has extensive experience in advising students, parents and careers advisors on studying overseas.

This experience, alongside research into the requirements of today's students to enable informed decisions, has given Joanna the resources to develop effective communication strategies for potential students. She has worked with universities and colleges across the globe in developing effective marketing strategies. Her current focus is on how proactive communications with students can impact on enrolments.

Room: Koepenick I/II

14:00 - 15:00

Global – The New International

Germán Fernandez-Rodríguez

Topic: Industry Presentation

Audience: All

► **Session description**

Being International is already taken for granted and not a differentiator anymore. We can see that there is a trend for Higher Education institutions trying to be global. What is the real meaning of being truly global? How is this achieved? What strategy needs to be followed in recruiting, campus presence, class profile, faculty profile, branding, corporate connections, communication, programme content, soft skills, operations?

We will share examples of different players following this and best practices with a special focus on Hult.

► **Speaker**



Germán Fernandez-Rodríguez,
*Global Head of Business Development,
Hult,
United Kingdom*

Germán Fernández is in charge of the global strategy with agents and partners and supports all the regional BD teams. He has over 10 years of work experience in the International Education sector having worked in Recruiting and Marketing for Hult and also for his family businesses in Spain, London Thames Language Services and Almeria Spanish School where he experienced being an educator and also an agent.

Germán holds a BA with Honors from Queen Mary, University of London, an MA in Modern English Language from University College London and an MBA from Hult Boston with rotations to Dubai and Shanghai.

15:00 - 15:30

EF Education First - 50 Years in Education

Anders Ahlund

Topic: Industry Presentation

Audience: Agents

► **Session description**

EF Education started in 1965 as an organizer of summer language camps on the south coast of England, for Swedish teenagers. 50 years later the company has grown to the largest organization in the field, with recruitment offices in more than 55 countries, partnerships in an additional 60 countries and over 300 schools around the world, with programmes for most segments of the Educational market.

In this presentation we will briefly look back at the history but more importantly give you a summary of all the programmes we are offering at the moment and of course present the news for 2015.

► **Speaker**



Anders Ahlund,
*President - International Sales &
Marketing,
EF,
Switzerland*

Anders Ahlund has been with the EF group for almost 25 years. After a few years as Financial Manager he has held different senior management positions within finance, operations, sales and marketing as well as general management, for several divisions and in a number of countries. Anders has been based in Lucerne, Vienna, Zurich, Stockholm, Boston, Amsterdam, Madrid, Barcelona, Nice and Dubai. Since 5 years the base is Dubai and Zurich, where he is in charge of the MENA regional hub, business development/expansion and the worldwide agent network.

Born 1967 in Sweden. BA in finance and accounting at University of Vaxjo. Joined EF Education First 1991. Previously he worked for Ikea and he also ran his own business within work environment.

Room: Koepenick I/II

15:30 - 16:30

The TOEFL® Test: Give Your Students the Best Chance to Succeed

Timothy Kryaninko

Topic: Industry Presentation

Audience: Agents

► Session description

ETS, the global leader in educational assessments, develops and administers the most respected English language test, the TOEFL® test. More than 9,000 institutions in over 130 countries, including the top universities in Australia, Canada, UK and U.S., use TOEFL scores to make decisions about their applicant's English proficiency making TOEFL the most widely accepted test. The TOEFL Family of Assessments – TOEFL iBT®, TOEFL® ITP, TOEFL Junior® and TOEFL® Primary™ - learn why more students reach more institutions with the TOEFL test, visit www.ets.org/toefl

► Speaker



Timothy Kryaninko,
*Academic Relations Specialist,
Educational Testing Service,
USA*

Timothy has been working as an Academic Relations Specialist for ETS Global since April 2014 and acts as the contact for students and universities regarding the TOEFL iBT® und GRE® Test in Germany.

He received his Bachelor's degree in Philosophy and Literature from West Virginia University and a Masters in Social Sciences from Humboldt University. He has had several years of experience in the education sector, including 2 years teaching in the English language preparatory department of Bosphorus University in Istanbul, and 3 years with Language Direct, an online-based language school, where he held the position of Educational Coordinator.

16:30 - 17:00

What's New at Tamwood – Vocational Work and Study Programmes, New Summer Camps, New Promise of Value

Tamsin Plaxton

Topic: Industry Presentation

Audience: Agents

► Session description

Just as your students' needs are changing and the world is changing, so too Tamwood is changing. Come and learn about our new Career College offering a work and study programme for international students in hospitality, tourism and customer service.

Learn about our new teen global learner programme, about our new Winter Conservation Volunteer Project and the new direction we are taking with respect to promise of value to our customers.

► Speaker



Tamsin Plaxton,
*President & Managing Director,
Tamwood International,
Canada*

Tamsin Plaxton is a founding partner in Tamwood which operates 4 companies in Canada and the USA offering adult English training, summer and winter camps for juniors, vocational training and work experience programmes.

Room: Koepenick I/II

17:00 - 18:00

Global Education Systems – Education on a Truly Global Scale

Komil Mamajanov

Topic: Industry Presentation

Audience: All

► Session description

Global University Systems (GUS) is a new umbrella of prestigious owned brands and partners providing you and your students with an unparalleled array of sales and study options in every field. With programmes starting from junior programmes through to postgraduate, professional and executive education, we provide an unprecedented range of options for you to offer your student base.

Currently the group has over 1,000 employees across the world, 9 global brands, 10 campuses across 3 continents, 13 regional offices and over 50,000 students worldwide.

► Speaker



Komil Mamajanov,
*Director of International Strategy,
Global University Systems,
United Kingdom*

Komil Mamajanov is responsible for the development and implementation of Global University Systems' international student recruitment strategy globally. He works with public and private sector organisations to recruit top talent helping to develop collaborative partnerships with academic partners.

He holds an MBA from Grenoble Graduate School of Business (GGSB) and has over 10 years' international business experience working in commercial and business development roles.

He has successfully launched Global University Systems' wholly owned brand - Interactive – an award winning online platform and was involved in the integration and turnaround of Finance and Business Trading (FBT).

18:00 - 19:00

Concordia University Chicago - Inspiring Leaders Since 1864

Max Etingen

Topic: Industry Presentation

Audience: All

► Session description

Concordia University Chicago (CUC) is proud to provide students around the world with an outstanding education, which encompasses tradition and academic innovation. Our history of excellence has turned Concordia-Chicago into a byword for the highest standards of teaching.

With a wide portfolio of programmes to choose from, students will be able to select a degree that corresponds to their personal and professional goals. We put students first, making our programmes as flexible and personally relevant as possible. How they learn is up to them: study on campus in Chicago, on campus in London or study online from anywhere in the world. Either way, they'll become part of a vibrant student body, working towards success with the help of expert academics.

► Speaker



Max Etingen,
*VP - International,
Concordia University Chicago,
USA*

Max Etingen is responsible for Global University Systems' global marketing initiatives and its entire marketing mix, including online, offline and direct marketing initiatives. Max holds a Bachelor Degree from Schulich School of Business at York University, Canada, and has also studied at the City University of Hong Kong.

Leading Global University Systems' International Development Team, Max oversees a team of over 300 student advisors, business developers and marketers, as well as over 13 international representative offices, and an extensive network of corporate partners and agents around the world.

Room: Koepenick III

14:00 - 15:00

Access to University Via a University Foundation Programme

Keith Broomer

Topic: Industry Presentation

Audience: Agents

► Session description

This seminar will cover the development and philosophy of the University Foundation Programme for international students, content, assessments and degree pathways. It will also cover the types of delivery available and organisations offering such programmes.

► Speaker



Keith Broomer,
*Programme Director,
TRC Colleges,
United Kingdom*

Keith Broomer MA(Ed), has extensive teaching and managerial experience in both the state and international sectors which over the last 20 years has extended to setting up and operating foundation programmes for main UK group and overseas clients.

He has also worked in Singapore and UAE on contracts as well as being an educational agent in Africa and other territories. Therefore he is well placed to encompass the whole scene regarding University Foundation Programmes.

15:00 - 15:30

Educational Opportunities for International Students in Azerbaijan

Nicolas Tzenios

Topic: Industry Presentation

Audience: Agents

► Session description

This seminar will outline the Azerbaijani education system and the opportunities that are available for international students to study in this emerging education market at all levels. Particular focus will be on the programmes that are conducted in an English language medium.

The seminar will also touch on the living environment and the country generally.

► Speaker

Nicolas Tzenios,
*Director,
TRC Colleges,
United Kingdom*

Nicolas Tzenios is the former Vice Chancellor of Kursk State University (KSMU) and is credited with internationalising the university's programmes which are delivered in the English medium. He latterly formed TRC which is the exclusive international recruitment arm for KSMU and has placed several thousand international students there over the last 15 years. Due to this success TRC now has the same arrangement with Azerbaijan State Medical University.

He is therefore well placed to present this seminar on Azerbaijan and will be assisted by Prof. Dr. Seyidova Gular, Dean of Foreign Students at AMU.

Room: Koepenick III

15:30 - 16:30

Aiming High with Eaquals

Sarah Aitken

Topic: Industry Presentation

Audience: All

► Session description

Eaquals accreditation is the gold standard for language centres and a highly-respected badge of excellence. Membership of Eaquals enables language schools to stand out to learners, sponsors and agents and to demonstrate that they have achieved the highest international standards.

Eaquals membership brings more than just another inspection. We work in partnership with our members and provide ongoing expert support for continuous development.

Come and hear how Eaquals can help your language centre to become even better and how Eaquals' quality standards guarantee an excellent learning experience for your language students.

► Speaker



Sarah Aitken,
*Executive Director,
Eaquals,
United Kingdom*

Sarah Aitken has extensive experience of the international language education sector in both academic management and business development. Sarah has worked with Eaquals since 2001, first as Principal of an Eaquals-accredited language centre, then as an inspector, and now as Executive Director. She has overall responsibility for Eaquals development and services, including accreditation, training and consultancy.

Eaquals is a world leader in accreditation for language teaching organisations that exists to promote quality. It has Accredited Members in over 30 countries, and Associate Members include national quality assurance bodies, language examination providers and cultural organisations.

16:30 - 17:30

Education in Spain: Unique Features and Student Visa

Fernando León Caicoya, Miguel García Caraballo & Sara Corres Armendáriz

Topic: Market Intelligence & Visa

Audience: All

► Session description

A broad view of Spain's education system with a special focus on new Spanish legislation that opens new opportunities for international students. Additionally, the session will provide an overview of the improvements regarding the student visa issuance, which will make studying in Spain an even more attractive option. Representatives from the three Ministries involved in Study in Spain will be present: 1. ICEX Spain Trade & Investment, 2. Ministry of Education, Culture & Sports, 3. Ministry of Employment and Social Security, International Mobility Office. Topics: 1. Spain: Your partner in Europe. The Study in Spain Programme, 2. Unique features of Spanish education, 3. Attracting talent: Spain's news on visa issuance processes for international students.

► Speakers



Fernando León Caicoya, *Responsible for the Study in Spain Programme, ICEX - Spanish Foreign Trade Institute, Spain*

Fernando León is Department Manager of the Study in Spain Programme in ICEX. LL.M. Master of Law from Universidad Complutense de Madrid and Master in Foreign Trade and MBA from Instituto de Empresa (IE).



Miguel García Caraballo, *Education Advisor of the Embassy of Spain in Berlin, Germany*

Miguel García Caraballo is a graduate in Economics and Business Administration from the Complutense University in Madrid. He accomplished a Master in Applied Linguistics for Spanish as a Foreign Language at the Nebrija University in Madrid. He taught German at several schools and in the UNED (Spanish Open University) for more than 20 years, he works now for the Spanish Education, Culture and Sports Ministry as an education advisor in the field of international cooperation, first in Madrid, now in its Berlin office.

Sara Corres Armendáriz,
*Assistant Deputy Director,
Ministry of Employment and Social Security,
Spain*

Room: Koepenick III

17:30 - 18:00

Learn Spanish in Málaga - Costa del Sol

Sara Quintero & Natalia Boveda

Topic: Industry Presentation

Audience: All

► Session description

Málaga is one of the top destinations chosen by people from different countries to learn Spanish. The province has fine weather all year round, tons of cultural offerings and leisure activities, and the best language schools. The number of students who come to Málaga to learn Spanish or improve their language skills has increased exponentially over the past years. To cope with rising demand, the Málaga-Costa del Sol Tourist Board has established a special department to deal with language tourism.

With its privileged location by the Mediterranean Sea, its charm and outstanding facilities, its people and lifestyle, and the quality of its schools, the Costa del Sol is bound to rank at the top of the language learning industry.

► Speakers



Sara Quintero,
*Product Manager,
Málaga City Council,
Spain*

Sara is the Language Tourism Department Product Manager in Málaga City Council since March 2014. She has a Degree in Tourism and is a graduate in Business Administration and Management from the University of Málaga. Languages spoken (other than English): Spanish, French, Italian and German. She has experience of over 15 years in different areas of the tourism sector.



Natalia Boveda,
*Promotion Executive,
Málaga - Costa del Sol Tourist Board,
Spain*

With 15 years of experience in the Travel and Tourism Industry, Natalia has been working in the promotion of her destination, Málaga and the Costa del Sol, since 2004.

After obtaining a Communications Degree in Spain, she moved to New York where she lived and worked for six years. She obtained a Hospitality Management Degree from Monroe College, NY, and worked as a Sales Manager for the leading company of hotel reservations in JFK, La Guardia, and Newark airports. Back in Spain, she has been for 10 years a Promotion Executive for the the City of Málaga and the Costa del Sol Tourist Boards, where she is fully dedicated working on two of her passions: travelling around the world and promoting her birthplace (attending workshops, roadshows, seminars, trade shows, etc.)

18:00 - 19:00

Education of Excellence in the South of Spain: Opportunities with the Universidad de Málaga

Pedro Farías Batlle

Topic: Industry Presentation

Audience: All

► Session description

In a highly competitive market, attracting students is not only based on academic excellence, it is something else. You need to offer an experience that requires coordination among public and private institutions (Townhall, economic and social agents, etc.). How can we unify the efforts of all these actors in a joint strategy? How can we offer education, technology, and culture, in a quality-driven environment, to make students' experiences fully satisfying? The strategy of the Universidad de Málaga and its International Centre for Spanish is a paradigmatic case.

► Speaker



Pedro Farías Batlle,
*Vice President for Communication
and International Relations,
Universidad de Málaga,
Spain*

Professor Farías is an expert in Business and Institutional Communication. He has lectured extensively in several European Universities. He is the Executive Secretary of Communication of all the Spanish Universities at CRUE and founder member of the UNESCO-UMA Communication Chair.

As Vice President for Communication and International Relations he leads the strategy for international expansion of the Universidad de Málaga.

Room: Tegel

14:00 - 14:30

The Swiss Market and its Diversity

Mark Winkler

Topic: Market Intelligence

Audience: Providers

► Session description

The Swiss Market is a unique market. Although only eight million people live in Switzerland, the Swiss Market is one of the strongest for certain countries.

It's not an easy market for marketing, because the three parts of Switzerland (German part, French part and Italian part) have different needs. Swiss are very keen in taking exams. In the last years, there is a growing market for volunteering and internship.

► Speaker



Mark Winkler,
*Founder & CEO,
Media Touristik AG,
Switzerland*

Mark Winkler founded Media Touristik AG in 1985. The company is one of the leading company's on the Swiss Language Travel Market.

Media Touristik AG operates with different brands on the Swiss Market:

- b to b: globo-study in Zurich
- b to c: Linguista in Zurich, Basel, Aarau, Winterthur, Bern
- praktikum.ch in Zurich is specialised for internship and volunteering
- follow me in Bern is specialised in juniors.

Between 2004-2014 Mark Winkler was president of SALTA, The Swiss Association of Language Travel Agents.

14:30 - 15:00

The German Language Travel Market – Why it Matters

Elke Platz-Waury

Topic: Market Intelligence

Audience: Providers

► Session description

The presentation will focus on an analysis of the German market for Language Travel. Starting with a short description of the main characteristics of language travel, a general overview will lead to the more specific results of market research, presenting the situation in 2013 and comparing it with the situation in 2012.

Moreover, the main advantages of employing tour operators and agents specializing in language travel will be focused on, paying special attention to the positive effects of language courses abroad as well as the necessity of quality control.

► Speaker



Prof. Dr. Elke Platz-Waury,
*Member of the Independent Academic
Advisory Board of the FDSV,
Fachverband Deutscher
Sprachreiseveranstalter,
Germany*

Professor Elke Platz-Waury has studied English, French, Pedagogics and Ethnology at universities in Germany, Scotland and France. From 1980 to 2006 she had a chair of Applied Languages and Cross-cultural Studies at Heilbronn University of Applied Sciences, focusing on ESP as well as cross-cultural aspects of the Anglophone and Francophone worlds.

She has been a member of the Academic Advisory Board of the FDSV for many years and is auditor for the DIN CERTCO organisation for quality control of language travel.

Room: Tegel

15:00 - 15:30

How to Best Work with Brazilian Agents

Carlos Robles

Topic: Market Intelligence

Audience: 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,
*Director,
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 the 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.

15:30 - 16:00

Mexico and Student Exchange: Striving Towards a Region of Knowledge

Joshua Tripp

Topic: Market Intelligence

Audience: 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).

16:00 - 17:00

Recent Market Research Results: Colombia, Russia and Japan

Amy Rogers

Topic: Market Intelligence

Audience: Providers

► Session description

The British Council will present the findings of their recent English language market reports on Colombia, Japan and Russia. Produced in partnership with English UK, our reports aim to support the British Council-accredited UK English language sector in understanding overseas markets for opportunities in English language provision and in recruiting students from overseas to UK English language programmes.

This session will provide educators with an overview of the English language markets in Colombia, Japan and Russia. We will explore the make-up of the outbound student markets, discuss the opportunities in each of these key markets and look at the recommendations made in each report.

Our report series focuses on key English language markets, and will assist providers in building closer connections with potential students and their influencers, partners and study abroad agents.

The British Council is committed to supporting the quality provision that the UK English language sector provides to overseas partners and students, and promoting the value of the UK English language provision.

► Speaker



Amy Rogers,
*UK ELT Marketing Manager,
British Council,
United Kingdom*

Amy Rogers is the British Council's UK ELT Marketing Manager. She joined the British Council in 2006 and has worked on governance projects in Northern Ireland and the British Council's quality assurance scheme for language institutions, Accreditation UK. Amy graduated with a degree in Business Management from University of Newcastle-upon-Tyne, she gained the CELTA qualification in 2009, and the Chartered Institute of Marketing Certificate in 2011. She started her career in ELT as a teacher for Cultura Inglesa, Sao Paulo before moving back to the UK to join the British Council. As UK ELT Marketing Manager, Amy engages with UK institutions and education agents at overseas workshops and exhibitions, and manages relationships with UK ELT stakeholders.

17:00 - 18:00

How to Make Profit in 2015?

Samuel Vetrak

Topic: Market Intelligence

Audience: Providers

► Session description

What steps should a business take to break through in the coming year? What knowledge is critical to providers' success in 2015?

We live in a mature industry that features only 2% annual growth. Businesses often struggle with fierce competition and low margins. Several strong markets are in political unrest and under-performing. All making it difficult to succeed without effective approaches.

Samuel Vetrak, CEO of StudentMarketing and renowned industry strategist for international student recruitment, will share the newest marketing data and talk about techniques that deliver double-digit annual growth. The session will include the most recent and pertinent market intelligence on preferred programmes, source markets, price levels, and booking channels (this information will be made available to attendees of the session only, and will not be publicised online).

► Speaker



Samuel Vetrak,
*Founder & CEO,
StudentMarketing Ltd.,
Austria*

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specializing in the global youth, student and educational travel market.

The company, a United Nations World Tourism Organization (UNWTO) Affiliate Member, also a member of the prestigious international research association ESOMAR (Samuel Vetrak), provides comprehensive insights on the global student mobility patterns and market trends, and helps organisations to succeed in the international youth travel market (strategies, policies, solutions).

18:00 - 19:00

Tier 4: An Update for Agents and Practical Tips of How to Maximise the Chances of a Successful UK Visa Application

Mark Taylor

Topic: Visa

Audience: Agents

► Session description

There have been changes to UK immigration law this year that will have an impact on Tier 4 applications.

The seminar will identify those changes, their impact and demonstrate that making student applications to the UK does not have to be onerous. The seminar will give practical guidance, using real examples to show how to avoid the pitfalls and ensure that only those applications that are likely to succeed are submitted.

► Speaker



Mark Taylor,
*Executive Director,
The Taylor Partnership Ltd,
United Kingdom*

Mark Taylor is the Executive Director of The Taylor Partnership - a UK based legal firm specialising in visas and immigration.

Mark is a recognised expert in the UK's Points Based System and has extensive experience in Tier 1 Investors/Entrepreneurs; Tier 2 work permits and Tier 4 students - acting for a large number of educational institutions throughout the UK.

He has a reputation of delivering seminars that make what can be a dull subject interesting!

14:00 - 14:30

Academic and Career Pathways in Germany – Land of Opportunities

Mary Ye Myint

Topic: Industry Presentation

Audience: Agents

► Session description

Germany offers students and professionals extraordinary perspectives for personal development in one of the world's strongest economies.

The EURASIA Institute for International Education in Berlin runs a range of pathways to facilitate such career development including Undergraduate and Postgraduate / Foundation and Summer School.

Learn about the potential benefits for motivated candidates, the formal requirements as well as some innovative edubusiness opportunities.

► Speaker



Mary Ye Myint,
Study Counselling Officer, Department of Admissions and University Networks, EURASIA Institute for International Education, Germany

Mary Ye Myint is currently working at EURASIA Institute Berlin for the Admissions, University Networks and Study Counselling department. She has studied worked and lived in Germany, the UK, the Netherlands and Japan.

Her main focus in the last years have been foreign education systems and integration of foreign students and workforce in Amsterdam and Berlin. She has also been giving training on foreign education systems and teaches bilingual children in performance and acrobatics.

14:30 - 15:00

Build Your Education Agency

Amanda Fritz

Topic: Industry Presentation

Audience: All

► Session description

Allianz Global Assistance (AGA) has recently launched a global strategy to help select international education agents build their business by working with an AGA approved partnering group of 'best in class' service suppliers.

This presentation will highlight the following:

1. The opportunity for quality education agents to build their education agency in association with AGA
 2. The value of partnering with 'best in class' Australian service suppliers
 3. Building Australia as the best destination for your international students
 4. Free tools and resources for approved agents
 5. Helping international students achieve their dream
- Agents wanting to grow their business should attend.

► Speaker



Amanda Fritz,
Coordinator, Partnered Allianz Global Education (PAGE), Australia

Amanda has 15 years experience working with International students.

This has primarily involved working in Overseas Student Health Cover (OSHC) as the National Manager and Western Australia State Manager for Allianz Global Assistance, and six years in Homestay Management with the Australian Homestay Network (AHN).

Amanda is a firm believer in the quality of Australian education and the benefits that an Australian education experience can bring to an international student.

As such, she is always working to ensure the delivery of services for her groups create a positive and memorable experience for all students studying within Australian education institutions.

15:00 - 15:30

Franklin Online High School – Delivering an American Educational Experience to Students Around the World. How will Internet Based High Schools Change Your Business Model?

David Hooser

Topic: Industry Presentation

Audience: Agents

► **Session description**

FVHS is a global academic leader that offers a variety of high school completion and college preparation solutions on a best-cost provider basis, to students via the Internet. This presentation will feature how the interactive education programmes are going to be the norm in just a matter of years...Are you ready for it?

Online & Blended High School Features:

- Pre-departure AYP assessment & preparation
- Course/credit recovery programmes
- Independent study programmes
- ESL & language test preparation programmes
- ACT/SAT preparation programmes
- Dual Diploma/American High School Graduation programmes.

► **Speaker**



David Hooser,
President of Franklin Virtual High School Program, Student Management Group - SMG, USA

Mr. Hooser spent the first 13 years of his career as an electronics executive, with companies like Advanced Micro Devices and Motorola. He left corporate America to join web services start-up in 1996. After a successful acquisition in 1999, and several other successful start-up ventures, he shifted his sights on enhancing practical access to education, by leveraging the world-wide-web.

Mr. Hooser has been in digital learning since 2006 and launched its branded online American school programme, Franklin Virtual High School (FVHS) in 2009. FVHS is leveraging the Internet to deliver solutions to those needing a comprehensive, cost-effective and innovative way to complete a high school, prepare for college, or complete trade specific adult learning programmes. FVHS is now offering courses, including a fully accredited grades 9-12 American high school graduation programme, to students in over 50 countries.

15:30 - 16:00

CourseFinders - A Website to Help Students Find Their Perfect Language Course, from ICEF GmbH

Ross Holmes

Topic: Industry Presentation

Audience: All

► **Session description**

ICEF's CourseFinders for Languages is introduced and explained.

This presentation takes you through the key features of the website for recruitment agents, schools and students and explains how you can get involved and receive some free student enquiries. This presentation is best for schools offering language courses.

► **Speaker**



Ross Holmes,
Business Development - Online Products, ICEF, Germany

Ross spent 6 years based in Brazil with BMI Media organising student fairs in Latin America. He then returned to his native UK and worked for GB Mag, a media-channel reaching international students studying at UK universities.

He has now joined ICEF and is developing CourseFinders.com, a consumer-facing website that allows students to find and compare language schools around the world using peer reviews.

16:00 - 16:30

The End of the Mom and Pop Shop Era for Language Schools and Agencies – Why You Need to Transform Your Organisation and How

Chris Musial

Topic: Marketing & Recruitment

Audience: All

► Session description

In a mature and globalised education marketplace one-school wonders and single location agencies run by their passionate founders are finding it increasingly difficult to operate – and thrive – in the face of multi-location, multinational school and agency conglomerates.

The thought-provoking End of the Mom and Pop Shop Era explores changes in our industry over the past five decades, why the current trends are irreversible, and provides seminar participants with a checklist on how to make the transformation into a larger more competitive organisation.

► Speaker



Chris Musial,
*Marketing Director,
International Language Institute (ILI),
Canada*

Chris Musial has been in the international education industry since the late 1970s and is a veteran ICEF Workshop participant. As the Marketing Director of the school his father founded in the 1980s Chris has witnessed the transformation of the international education industry over the past four decades and shares the benefit of his experience with the ICEF community.

16:30 - 17:00

Canadian High Schools – Excellence & Opportunity in Education

Bonnie McKie & Robert Porkka

Topic: Market Intelligence

Audience: Agents

► Session description

Canadian public schools are the destination of choice for almost 40,000 international students each year. This presentation will use research and student testimonials to help agents better understand why a Canadian high school experience is so highly sought after and recognized around the globe. 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 100 public school districts offering English/French programmes from elementary to high school.

► Speakers



Bonnie McKie,
*Executive Director,
Canadian Association of Public Schools
- International (CAPS-I),
Canada*

Bonnie McKie is the Executive Director of CAPS-I, representing almost 90 public school boards across Canada. In addition to her work with the national association, Bonnie has held management positions within International Education Departments of school boards in British Columbia and Alberta for over 10 years.



Robert Porkka,
*President,
Canadian Association of Public Schools
- International (CAPS-I),
Canada*

Rob Porkka is a founding member of the Canadian Association of Public Schools International (CAPS-I) and is currently serving as the national president of the nearly 100 school board member association. In addition, Mr. Porkka is the Director of the International Education Department and founder of Red Deer Public Schools International Student Programme. Mr. Porkka, who was born in Red Deer, Alberta, Canada speaks four languages to various degrees and has worked overseas in Germany and the Netherlands for a five year period. Mr. Porkka has been a teacher and administrator in Red Deer Public Schools for over 35 years.

17:00 - 17:30

Study in Canada Information Session

Thilo Lenz

Topic: Market Intelligence

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



Thilo Lenz,
*Public Affairs & Education Officer,
Canadian Embassy Berlin,
Germany*

Thilo Lenz is a Public Affairs and Education Officer at the Embassy of Canada in Berlin where he is responsible for Education Marketing, Student Mobility and Academic Relations.

Prior to joining the Embassy, Thilo worked for online agencies in Hamburg and Düsseldorf.

He studied History, Political Science and Geography at Freiburg, Ottawa and Hamburg Universities and holds an M.A. degree from the University of Hamburg.

17:30 - 18:00

Update to the Canada Course for Education Agents (CCEA)

Tiffany Egler & Gonzalo Peralta

Topic: Agent Certification

Audience: Agents

► Session description

Learn about updates to the Canada Course for Education Agents, an online course designed for education agents advising families about study opportunities in Canada.

The Canada Course, produced by Foreign Affairs, Trade and Development Canada in cooperation with ICEF and the Canadian Consortium for International Education (CCIE), provides high quality, current, and comprehensive information about Canada as a study destination. It enables agents to study via self-paced modules on topics such as the overall study environment in Canada; the different regions of Canada; Canadian education options and levels of study, including language study and the differences and synergies between colleges and universities; the type of credentials that can be achieved; resources for students wanting to know about visas and immigration rules in Canada; as well as how to prepare students coming to Canada. Participants will be able to take the Canada Course Examination upon completing the course and receive a designation as a Canada Course Graduate (CCG) upon successful completion of the exam.

► Speakers



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 Agent Relations 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 the company's agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional recruitment agents worldwide.



Gonzalo Peralta, Executive Director,
Languages Canada, Canada

Gonzalo Peralta is the Executive Director of Languages Canada, representing nearly 200 accredited English and French language programmes across the country. Gonzalo has held various positions in the language industry, from linguistic, operational, human resources and training and development positions to marketing, financial and executive management roles. Among his previous positions are: President and CEO of The BabelFish Corporation, Consultant with Convivium Corporation, and President of Living Language Services Inc., as well as numerous board and advisory positions with such organisations as CAPLS and CICF.

18:00 - 19:00

**Combination of Sports and Education:
Define Success #Attacklife**

Jose M. Fernandez

Topic: Industry Presentation

Audience: All

► **Session description**

At the Greg Norman Champions Golf Academy, we take education one step further and combine high intensive golf training with our educational path in the classroom. In this seminar, you will learn the power of combining sports with education and you will see why it is so important for both to be present.

At GNCGA, we combine both academics and intensive golf training to create better people both on the golf course and in the classroom. By creating better students through our sports and education programme, we create an environment in which scholarship opportunities to prestigious US Colleges are attainable. Our main goal is for our students to receive scholarships to American universities where they will create a pathway to succeed and most importantly attack life!

► **Speaker**



Jose M. Fernandez,
*CEO,
Greg Norman Champions Golf Academy,
USA*

Born in Veracruz, Mexico, December 2nd 1973.

Born and raised into a family that worked in the Hospitality Business and lived life through the philosophy of accommodating others. As a junior golfer, he played for the national team in Mexico. He then worked for the family hotels for 15 years and then transitioned into the golf business.

Currently, Mr. Fernandez is the CEO of Greg Norman Champions Golf Academy located in North Myrtle Beach, South Carolina USA. He is a highly experienced international business professional and has been in the golf industry for over 5 years. Educated in Spain, Mexico and the US he holds a Bachelor's degree in Civil Engineering. Jose has held positions at Hotel Villa del Mar, Hotel Villas Dali and Greg Norman Champions Golf Academy. He has spoken at numerous golf and hospitality seminars.

Room: Tiergarten III

14:00 - 14:30

IALC Presents: Marketing Languages other than English

Jan Capper

Topic: Marketing & Recruitment

Audience: Agents

► Session description

While English is the number one language for international communication, it is far from the only foreign language learned – and needed – in the global marketplace. We look at the similarities between marketing English and languages such as Spanish, Russian and Japanese etc, as well as the differences and challenges. We also discuss the advantages for students in learning other languages abroad.

This seminar is designed for agents who want to enhance their student offer with languages other than English. It includes a step-by-step guide to getting started as well as case studies from the different languages represented in IALC in particular Russian and Japanese.

► Speaker



Jan Capper,
*Executive Director,
International Association of Language
Centres (IALC),
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).

14:30 - 15:00

The True American English Experience

Susan Berger

Topic: Industry Presentation

Audience: Agents

► Session description

Starting with an overview of the main destinations for English Learning, an analysis of why AEE should be considered as one of the best destinations for adult students looking for a complete immersion in English language and American Culture.

► Speaker



Susan Berger,
*Executive Director - International Marketing,
American English Experience,
USA*

Susan Berger is a Business Administrator, she has been involved with language schools in Brazil for many years. Susan is specialized in training small business owners in Finance Managing, and is now the Executive Director at AEE and is responsible for International Marketing.

Room: Tiergarten III

15:00 - 16:00

Language Studies and Event Tourism – How the Presence of International Events Affect the Italian Language Market

Sanda Stevanovic & Cinzia Galano

Topic: Market Intelligence

Audience: All

► Session description

It is not so rare to hear that the people use the word “useless” when they speak about the Italian language. Nevertheless, Italy is the country with the greatest number of world heritage sites and the 5th country in the world for number of visitors in 2013. Some of the major cultural and artistic events take place in Italy which is considered the cradle of modern design and the beating heart of the fashion industry. Italy is a host to major international events, such as fairs, workshops and exhibitions which attract millions of tourists driven by different needs and expectations. We will take a closer look to event tourism and how it affects the local businesses and in particular the Italian language market. The discussion will be conducted by analyzing the following case studies: Recurring events; “Milan international furniture fair” and “Venice Biennale” exhibition; Rome Jubelee 2000.

Waiting for Expo Milan 2015: The role of the Italian language schools from “language” to “multitasking service” provider.

Closing: Strategy to improve the efficiency and optimize the resurses in order to meet the specific needs of the “event toursim clients”.

► Speakers



Sanda Stevanovic,
*Managing Director,
Scuola Leonardo da Vinci SRL,
Italy*

Post-graduated in “Linguistic and multimedia sciences”, works as marketing manager and recruitment officer since 2003. From 2004 covers the role of director of studies at Scuola Leonardo da Vinci Milano as well as planning and development manager for Leonardo da Vinci group. Spoken languages: Italian, English, Serbian, French and Spanish.



Cinzia Galano,
*Marketing Manager,
Scuola Leonardo da Vinci SRL,
Italy*

Post-graduated in International Economy and Currency Market, after a few years working at the Sales Office in a major Hotel Company in the UK, Spain and Italy. Occupies the role of marketing manager and client service supervisor at Scuola Leonardo da Vinci Rome since 2003. Spoken languages: Italian, English, Spanish and French.

16:00 - 16:30

The Student Journey from a School’s Perspective

Spencer Fordham

Topic: Student Care

Audience: Agents

► Session description

From year to year we seem to have to look at re-inventing ourselves as schools in order to keep pace with the competition but most importantly trying to keep pace with the expectations of our students.

This presentation will give Agents an in-sight into how a school prepares for the student arrival and how schools are managed to maintain the students’ interest in the programmes for the duration of their stay. This is a must see presentation and is applicable to all those agents who are student focused and have an interest in the whole journey their student makes.

► Speaker



Spencer Fordham,
*Managing Director,
Capital School of English,
United Kingdom*

Co-founder of Capital SE Ltd, Spencer and his wife and fellow Director Paulina Fordham founded Capital 11 years ago and have built the school from the very bottom.

Now one of the most highly accredited centres in the UK, the school has grown to offer not only year round Adult programmes but also offers exciting mini stay programmes throughout the year aimed at International School Groups. Operational within the school both Spencer and his wife have built a very strong reputation, gaining the respect of its partners with whom many they have worked with for a number of years.

Still as student orientated as 11 years ago the school strives for excellence and continues to maintain very exacting standards where Every Student Matters!

Room: Tiergarten III

16:30 - 17:00

The IB Diploma and the New IBCC Diploma with Extra BTEC Certificates at Berlin Brandenburg International School

Whitney Sterling

Topic: Industry Presentation

Audience: Agents

► **Session description**

The head of boarding at BBIS will explain the advantages of the IB Diploma Programme completed in Germany and also of the new IB career certificates Diploma (IBCC) with an extra BTEC certificate in travel and tourism or sports.

A wide range of students can profit from these programmes which are especially unique because they take place in Germany but are held in the English language.

BBIS is the first school in the world to offer all four IB Programmes – PYP, MYP, IB Diploma and IBCC – and BBIS has enhanced the IBCC programme with the British BTEC qualification.

► **Speaker**



Whitney Sterling,
*Head of Boarding School,
Berlin Brandenburg International School,
Germany*

Mr. Whitney Sterling, Head of BBIS Boarding, completed his BA at Yale University and Masters of Education at Hamburg University. A qualified English and German teacher in both the United States and Germany, he gained high school principal certification at the Boston College Lynch School of Education. Whitney Sterling is married and has three children.

17:00 - 17:30

Pre-College Programmes for High School Students: A Critical Head-Start for High School Students Planning to Go to College (Home or Abroad)

Mike Sirowitz

Topic: Industry Presentation

Audience: Agents

► **Session description**

The transition from high school to college has many challenges including the adjustment to a new environment, academics and learning to handle new-found freedom and independence. These are even more challenging if the transition includes a new language and/or culture. Pre-college programmes ease the transition by giving students a “taste” of college while still in an organised and supervised environment.

Pre-college programmes often include language classes, SAT and TOEFL prep, optional transferrable college credits, coordinated travel arrangements, dedicated housing, meals, planned sports, recreational and/or cultural activities every day, evening and weekend, experienced staff and an on-site Programme Director available 24/7.

► **Speaker**



Mike Sirowitz,
*Director of Programmes & Operations,
Summer Study Programs,
USA*

Ever since his first summer as a camp counselor (37 years ago), Mike has dedicated his life to working with teenagers. His tremendous organisational skills, commitment to excellence and passion for what he does are the cornerstone of Summer Study programming.

In addition to handling logistics for all four Summer Study programme locations, Mike spends every summer at Penn State University making sure that “his kids” have the Best Summer Ever!

Room: Tiergarten III

17:30 - 18:00

A Unique & Innovative Boarding High School Opportunity in the United States

Glenn Drew

Topic: Industry Presentation

Audience: Agents

► Session description

The American Hebrew Academy is the only International Jewish College Prep Boarding School in the world. It is an elite boarding school for Jewish families seeking academic excellence in secondary education within the U.S. for boys and girls.

The Academy provides a rigorous academic programme combined with a curriculum that embraces the values, customs, history, culture and practices of the Jewish people together with an emphasis on the arts, athletics and community service.

The Academy offers ESL programmes for international students and support for admission to U.S. universities. Students age 13-19 may study at the Academy for a minimum of one year up to four years. A post high school "gap" year programme is also available.

► Speaker



Glenn Drew,
*Executive Director & General Counsel,
American Hebrew Academy,
USA*

Glenn A. Drew presently serves as Executive Director and General Counsel at the American Hebrew Academy in Greensboro, North Carolina. Mr. Drew is a founding member of the Academy's Board of Trustees and has been the principal most responsible for the development, campus construction and operation of the Academy since it's opening in 2001.

Mr. Drew has practiced law for twenty five years and advises corporate clients on international business matters and high net worth philanthropically minded individuals and families on asset management issues. He holds a Bachelor of Arts degree cum laude from the University of Maryland, a Juris Doctorate degree from the University of Miami and is the recipient of an American Jurisprudence Award for his work in the area of Property law. Mr. Drew speaks frequently on issues of leadership, education ingenuity and communal affairs.

18:00 - 19:00

Now There is a Better Alternative for International Payments!

Brent Hobson

Topic: Industry Presentation

Audience: All

► Session description

Existing models for international payments in Education are based on the outdated wire and correspondent banking solutions created for high value payments. The lack of transparency has resulted in expensive and inefficient international payments that lead to an erosion of profit margins. So what can you do now and in the future to ensure your payment experience with your clients or partners is as transparent and efficient as possible? Changing your payment process can deliver an improvement in the quality and service you receive in addition to protecting and enhancing your bottom line profit.

► Speaker



Brent Hobson,
*Head of Global Sales,
StudyPay,
United Kingdom*

Brent has spent more than 20 years managing global supply chains for both products and services. A key factor in any international trade is the settlement for the deal which involves managing any exposure to foreign exchange or disruptions in the payment. With this background Brent identified similar challenges being faced by the education sector. Together with Neill Harrowell StudyPay was created within Baydonhill to provide a smarter and more efficient way to make international payments.