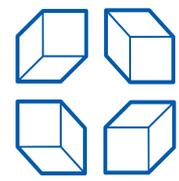


The ICEF Higher Education Workshop

A targeted higher education workshop, connecting HE institutions and the best tertiary-focussed education agents from around the world



Hilton Glasgow • September 12 - 14, 2015



ICEF

Connect. Recruit. Grow.

Seminar programme • September 12, 2015

	Seminar Room 1 (Tweed / Tay)	Seminar Room 2 (Clyde)
14:00 – 14:45	<p>How to Maximise your ICEF Workshop Experience - for Educators</p> <p>Harald Kreiner, Director - Business Development EMEA, ICEF, Germany</p> <p><i>Audience: Educators & Service Providers</i></p>	<p>How to Maximise your ICEF Workshop Experience - for Agents</p> <p>Isabel Vogt, Vice President - Events & Logistics, ICEF, Germany</p> <p><i>Audience: Agents</i></p>
14:45 – 15:30	<p>Effective Communications for Student Recruitment</p> <p>Joanna Turner, Marketing Director, Degrees Ahead, United Kingdom</p> <p><i>Audience: All</i></p>	<p>ICEF Agent Training and the ICEF Agency Recognition Programme (IAS)</p> <p>Mirna Hodzic, Agent Relations Manager, ICEF, Germany</p> <p><i>Audience: All</i></p>
15:30 – 16:15	<p>Market Diversification and the Strategic Risk Implications</p> <p>Pamela Barrett, Director, Barton Carlyle, United Kingdom</p> <p><i>Audience: Educators & Service Providers</i></p>	<p>Study Opportunities in the UK</p> <p>Juhanie Cheung, Account Manager, Helen Obaje, Professional Development Manager Agents, British Council, United Kingdom</p> <p><i>Audience: Agents</i></p>
16:15 – 17:00	<p>Best Markets for 2016: Higher Education Recruitment and Techniques to be Used There</p> <p>Samuel Vetrak, Founder and CEO, StudentMarketing Ltd., Austria</p> <p><i>Audience: Educators & Service Providers</i></p>	<p>Studying and Post Study Work in the UK – the Myths and the Truth</p> <p>Mark Taylor, Executive Director, The Taylor Partnership Ltd, United Kingdom</p> <p><i>Audience: Agents</i></p>
17:00 – 17:30	<i>Coffee Break</i>	
17:30 – 18:15	<p>Elements of an Effective Agent Agreement for Institutions</p> <p>Chris Price, CEO and Principal Advisor, Adventus Education, Sri Lanka / United Kingdom Mike Henniger, Vice President - Sales & Marketing ICEF, Germany</p> <p><i>Audience: Educators & Service Providers</i></p>	<p>The Evolving Online Higher Education Landscape and What it Means for You</p> <p>Jeffrey McCafferty, Vice President, Strategic Planning, American Public University System (APUS), USA</p> <p><i>Audience: All</i></p>
18:15 – 19:00	<p>Where Are the Students? Mobile Technology, Big Data and Market Penetration</p> <p>Dr. Duleep Deosthale, Co-Founder & Vice President, Admission Table, USA</p> <p><i>Audience: Educators & Service Providers</i></p>	<p>Does Disruption Mean Extinction? Looking Beyond Our Industry for Inspiration, Trends and Forecasts</p> <p>Jacqueline Kassteen, Director - ICEF Monitor, ICEF, Germany</p> <p><i>Audience: All</i></p>

How to Maximise your ICEF Workshop Experience - for Educators

Harald Kreiner

Seminar Room 1 (Tweed / Tay)

Audience: Educators & Service Providers

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Higher Education Workshop in particular. The session will cover the following topics:

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

How to Maximise your ICEF Workshop Experience - for Agents

Isabel Vogt

Seminar Room 2 (Clyde)

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 Higher Education Workshop in particular. The session will cover the following topics:

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

► Speaker



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

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

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

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

Effective Communications for Student Recruitment

Joanna Turner

Seminar Room 1 (Tweed / Tay)

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.

ICEF Agent Training and the ICEF Agency Recognition Programme (IAS)

Mirna Hodzic

Seminar Room 2 (Clyde)

Audience: All

► Session description

This session will provide you with an introduction to ICEF's agent training courses as well as its agency recognition programme:

- The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors which was launched in May 2010. The course is available online and free of charge to agency student counsellors in a self-paced modular format.
- The Canada Course for Education Agents (CCEA) was created by the Department of Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education Marketing (CCIEM). The course supports professional development for agents specialising in Canada.
- The USA Agent Training Course (USATC) will be available as of spring 2015. The USATC is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents' knowledge and standards of practice in their work with both institutions and students.
- The ICEF Agent Status (IAS) is recognised as an indicator of agent quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The IAS is renewed through ongoing quality assurance screening and reference checks.

Educators and service providers are welcome to join the session.

► Speaker



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.

Market Diversification and the Strategic Risk Implications

Pamela Barrett

Seminar Room 1 (Tweed / Tay)

Audience: Educators & Service Providers

► Session description

Business as usual in international higher education is no longer an option. Increasing dependence on fewer markets driven by demographic realities requires a more creative, expensive and potentially riskier approach to student recruitment, overseas delivery and partner development.

Growing financial demands on higher education institutions worldwide has led to increased competition among the Big Four (USA, UK, Australia and Canada) for the “best” students. Combine this with increased participation from other countries in Europe and Asia in particular, and a more complex pattern of student decision-making behaviours. The result is that successful international education professionals are operating in a changing, increasingly competitive and highly charged global business.

This seminar will consider these challenges and how a corporate approach to strategic risk management can provide some solutions to market diversification challenges.

► 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.

Study Opportunities in the UK

Juhanie Cheung & Helen Obaje

Seminar Room 2 (Clyde)

Audience: Agents

► Session description

Every HEI now has an ambitious internationalisation strategy and the number of countries with plans to be education hubs grows yearly. This has partly led to unprecedented competition amongst host recruiting countries, not least over the agency channel.

Despite these changes, the UK continues to be a leader in international education and recruitment, and the first choice for many agents and prospective students. But how? And what are the strategic and practical advantages being an agent for the UK? This session will discuss the breadth of opportunity, resources and marketing benefits available to education agents recruiting to the UK.

► Speakers



Juhanie Cheung,
*Account Manager,
British Council,
United Kingdom*

Juhanie is the Account Manager for the British Council Services for International Education Marketing, supporting the marketing, research and recruitment needs of HEI clients from the UK.

His career in international education spans 15 years, including positions as Regional Transnational Education Manager, then Regional Client Relations Manager overseeing the South East Asia region for the British Council.

Previous appointments in East Asia include TNE registrar for Monash University; Director of the Institute of Professional Development; and Marketing Manager for the Australian Graduate School of Management MBA programme.

Juhanie holds a Degree in Accounting and a Masters in Business Law.



Helen Obaje,
*Professional Development Manager Agents,
British Council,
United Kingdom*

Helen delivers the Education UK Certificate for Agents and Education Advisors at the British Council, and the professional development programme for global staff working in International Higher Education, responsible for monitoring and enhancing both the internal and external training through a process of continuous improvement.

Prior to working at the British Council she has worked in a diverse range of education institutions from community education to FE. With an MA in Technology she has focused on developing the use of technology for teaching.

Best Markets for 2016: Higher Education Recruitment and Techniques to be Used There

Samuel Vetrak

Seminar Room 1 (Tweed / Tay)

Audience: Educators & Service Providers

► Session description

Whether you are already active in international student recruitment, or just planning to do so, learn from renowned industry strategist Samuel Vetrak, who will reveal the best source markets in the upcoming marketing season.

In addition, Samuel will put these countries into context with practical guidance for successful education marketing in these countries. The discussion will feature proven tips and tricks on when and how to do marketing, business negotiation customs, strategies for both B2B and B2C.

► Speaker



Samuel Vetrak,
Founder and CEO,
StudentMarketing Ltd.,
Austria

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specialising 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).

Studying and Post Study Work in the UK – the Myths and the Truth

Mark Taylor

Seminar Room 2 (Clyde)

Audience: Agents

▶ **Session description**

This seminar seeks to dispel the myths about the UK immigration system – demonstrating that the UK is “open for business” for overseas students.

Rather than being an obstacle to international students, the UK Points Based System (if properly understood) can offer students very real opportunities to study and work in the UK.

▶ **Speaker**



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

Mark Taylor is the Executive Director of the The Taylor Partnership, a UK law firm that specialises in the UK Points Based System. He acts for a number of prestigious schools throughout the UK and supports students and educational agents worldwide.

He has designed a programme of assisting educational agents through the delivery of training seminars – starting in Hong Kong and Nigeria later this year with a view to extending the programme to other countries next year. Seen as one of the UK’s leading experts on Tier 4 and Tier 2 matters, Mark makes what may appear a dry subject entertaining!

Elements of an Effective Agent Agreement for Institutions

Chris Price & Mike Henniger

Seminar Room 1 (Tweed / Tay)

Audience: Educators & Service Providers

► Session description

Countless numbers of academic institutions are now engaging with recruitment agents from around the world. One vital element in creating a successful business relationship with agents is the creation of an effective “agent agreement”. If your institution has never created one, this session will describe why an agent agreement is so fundamentally important when working with agents.

We will provide the essential components needed in your agreement along with other considerations and advice on how to get your agent agreement successfully off the ground.

► Speakers



Chris Price,
*CEO and Principal Advisor,
Adventus Education,
Sri Lanka / United Kingdom*

Chris Price is a Director and the CEO/Principal Advisor of Adventus Education. He 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 (latterly as the acting co-chair) of the EAIE Marketing and Recruitment Professional Section (for over 10 years), the international committee of the National Association of Graduate Admission Professions (NAGAP), representing London based universities in the British Universities International Officers Association (BULIA) and several other leadership positions.

He is also a regular speaker at international education conferences including NAFSA (USA), British Council, Canadian Bureau for International Education (CBIE), DAAD (Germany), Dutch Higher Education Network for International Marketing (Netherlands), ICEF, Education New Zealand, and many others.



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

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

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

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

The Evolving Online Higher Education Landscape and What it Means for You

Jeffrey McCafferty

Seminar Room 2 (Clyde)

Audience: All

► Session description

The rise of online learning is reshaping global higher education. Increasingly, students are seeking online options in their home country. As online education expands and gains acceptance, other students, wanting the richness and diversity of global education, will choose to have a foreign university come to them.

This theme provides the foundation for a presentation that will focus on:

- Exploring the global online higher education landscape – the students, the providers, the opportunities and challenges; and
- Examining why online learning should matter to you and how you can position yourself, whether you are an agent or provider.

► Speaker



Jeffrey McCafferty,
Vice President, Strategic Planning,
American Public University System (APUS),
USA

Jeffrey McCafferty is the Vice President of Strategic Planning for the accredited American Public University System that educates over 100,000 students in more than 70 countries worldwide through online learning.

He has 25 years of experience in higher education administration and consulting and has written and presented on issues around strategic planning, online higher education markets, and international partnership models.

Where Are the Students? Mobile Technology, Big Data and Market Penetration

Dr. Duleep Deosthale

Seminar Room 1 (Tweed / Tay)

Audience: Educators & Service Providers

► Session description

The current generation of prospective students are frustrating the recruitment efforts of universities. The short attention span, an emphasis on bite sized information, an informal language coupled with a preponderance for the visual over the written word all have become a challenge for current marketing approaches. So how does one respond? It is big data that becomes critical in helping understand the current generation's behavioral patterns and attitudes from the mundane to the complex in order to engage with them.

Furthermore, how does one penetrate into markets to find those elusive gifted students from beyond the select metropolitan destinations which account for a tiny fraction of prospective international students. Recruiting efforts must be scalable and sustainable. Mobile technology gives us the power to engage with a generation on their terms. A generation that has little or no interest in accessing or using desktops or laptops, be it by design and / or by circumstances. The gamification generation is looking beyond and we have to respond appropriately or become obsolete.

► Speaker



Dr. Duleep Deosthale,
*Co-Founder & Vice President,
Admission Table,
USA*

Dr. Duleep Deosthale (PhD, UCLA) is co-Founder & Vice President of the Silicon Valley based Admission Table www.admissiontable.com which uses mobile technology to engage with and help recruit international students for universities around the world.

Admission Table has nearly 3 million prospective students on their community pages and services 75 university partners around the world. He was Dean and Professor of Humanities & Interim Dean School of Business at Manipal International University, Kuala Lumpur, Malaysia and also served as Vice President for International Education for Manipal Global Education (India) where he oversaw all international education initiatives of the Manipal group of universities in India, Dubai, Malaysia, Nepal and Antigua.

Prior to this he was President of the New York based study abroad provider Knowledge Exchange Institute and before that Associate Professor and Dean, International Programs, Marist College, New York. He was an Asst. Professor and Director International Programs, University of Alabama at Birmingham.

Does Disruption Mean Extinction? Looking Beyond Our Industry for Inspiration, Trends and Forecasts

Jacqueline Kassteen

Seminar Room 2 (Clyde)

Audience: All

► Session description

This session begins by reviewing some of the major disruptions in the international education industry, which will enable us to tease out several key trends around international student mobility in top sending and receiving countries. We'll cover areas such as:

- Government regulations and scrutiny
- Economic crisis
- Education and immigration reforms in major markets
- e-Learning and technology
- English-medium programming
- Mergers, closures, acquisitions
- Vertical integration business models.

We then look beyond our industry to get inside the world of tomorrow's consumer in order to ensure that our marketing strategies and techniques remain relevant and cutting edge. We'll review rising trends and share inspiring examples from other industries such as youth travel, hotels, cruises, luxury, technology, finance, etc.

► Speaker



Jacqueline Kassteen,
Director - ICEF Monitor,
ICEF,
Germany

Jacqueline Kassteen has over 15 years of marketing experience in the international education and student travel industries, as well as in publishing, lead generation, retail, and financial services.

She graduated with honors from Rutgers University, and holds a Bachelor of Science degree in Marketing as well as CELTA qualifications for both adults and young learners. Originally from New Jersey, she moved to Europe in 2001, has lived in eight countries, and is now based in London.

Jacqueline joined ICEF in 2011 to launch ICEF Monitor, now the most popular website for international student recruitment.