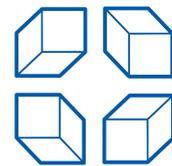


# The ICEF North America Workshop - Miami

Exclusively for educators from the US and Canada and international student recruitment agents focused on North America



Loews Miami Beach Hotel • December 08 - 10, 2014



## ICEF

Connect. Recruit. Grow.

## Seminar program overview • December 08, 2014

Seminar Room 1		Seminar Room 2		Seminar Room 3	
2:00 – 2:30	<p>How to Maximize Your ICEF Workshop Experience - For Agents <b>Tiffany Egler</b>, Director, Agent Relations, ICEF, Germany</p> <p><i>Audience: Agents</i></p>	2:00 – 2:30	<p>How to Maximize Your ICEF Workshop Experience - For Providers <b>Ian Cann</b>, Business Development Manager, ICEF, USA</p> <p><i>Audience: Providers</i></p>	2:00 – 2:30	<p>EnglishUSA: We're all about IEPs! <b>Ann Aldrich</b>, Interim Executive Director, EnglishUSA, USA</p> <p><i>Audience: All</i></p>
2:30 – 3:00	<p>The US Agent Training Course (USATC) <b>Marius Badde</b>, CEO, ICEF, Germany</p> <p><i>Audience: All</i></p>	2:30 – 3:00	<p>CourseFinders - A Website to Help Students Find Their Perfect Language Course, from ICEF GmbH <b>Ross Holmes</b>, Business Development - Online Products, ICEF, Germany</p> <p><i>Audience: All</i></p>	2:30 – 3:00	<p>U.S. Department of Commerce Services for International Student Recruitment <b>Amy Ryan</b>, Senior International Trade Specialist, U.S. Department of Commerce/U.S. Commercial Service, USA</p> <p><i>Audience: All</i></p>
3:00 – 3:45	<p>Build, Manage and Make Your Agent Relationships Profitable <b>Pushpinder Bhatia</b>, CEO and Managing Director, PAC Asia Services Pvt. Ltd., India; <b>Mark Lucas</b>, CEO, iae Global, Australia</p> <p><i>Audience: Providers</i></p>	3:00 – 3:45	<p>Markets of the Future for the USA and Canada <b>Samuel Vetrak</b>, Founder and CEO, Student Marketing Ltd, Austria</p> <p><i>Audience: Providers</i></p>	3:00 – 3:45	<p>Study in Canada Information Session <b>Geneviève Gougeon</b>, Brand Manager, Edu-Canada, Department of Foreign Affairs, Trade and Development Canada (DFATD), Canada</p> <p><i>Audience: Agents</i></p>
3:45 – 4:30	<p>Basic Elements of an Effective Agent Agreement for Institutions <b>Chris Price</b>, CEO and Principal Advisor, Adventus Education, Sri Lanka / United Kingdom; <b>John Duque</b>, Managing Director, Agent Management Solutions, USA</p> <p><i>Audience: Providers</i></p>	3:45 – 4:30	<p>Using a Data-Driven Communication Strategy for International Student Recruitment in Asia <b>Brandon Lee</b>, Head of Business Development, EASYUNI, Malaysia</p> <p><i>Audience: Providers</i></p>	3:45 – 4:30	<p>Useful Tools and Updates from the Government of Canada and National Associations <b>Charbel Moreno</b>, Manager of International Affairs &amp; Marketing, Languages Canada, Canada</p> <p><i>Audience: Agents</i></p>
4:30 – 5:15	<p>U.S. Visa Policy <b>Tony Edson</b>, Former Deputy Assistant Secretary of State for Visa Affairs (retired), US Department of State, USA</p> <p><i>Audience: All</i></p>	4:30 – 5:15	<p>Recruiting from Turkey: Market Trends and Future Potential <b>Aslihan Ozenc</b>, Owner - ASBA Education Consulting, Turkey; <b>Lorie Lee</b>, Director of International Business Development, Guard.me, Canada</p> <p><i>Audience: Providers</i></p>	4:30 – 5:15	<p>Agency-Based Recruitment: Standards and Best Practice <b>Jennifer R. Wright</b>, Associate Director for Certification and Operations, American International Recruitment Council (AIRC), USA</p> <p><i>Audience: All</i></p>
5:15 – 6:00	<p>Strategic Risk Management in International Student Recruitment <b>Pamela Barrett</b>, Director, Barton Carlyle, United Kingdom</p> <p><i>Audience: Providers</i></p>	5:15 – 6:00	<p>Student Recruitment Opportunities in Mexico <b>Michael Smith</b>, President, Enlace Internacional, Mexico</p> <p><i>Audience: Providers</i></p>	5:15 – 6:00	<p>Lessons Learned from Producing the NACAC International Student Recruitment Agencies Guide <b>Eddie West</b>, Director of International Initiatives, National Association for College Admission Counseling (NACAC), USA</p> <p><i>Audience: All</i></p>
6:00 – 7:00	<p>Expert Panel: The Future of Agents, Schools and Online Bookings Chair: <b>Jean-Marc Alberola</b>, President, Bridge, USA; Panel: <b>Rod Hearps</b>, VP Asia Pacific, ICEF, Germany; <b>Nicolas Miller</b>, CEO, Edvisor.io, Canada; <b>Barbara Tassa</b>, Founder, PassportEDU.com, USA; <b>Mauricio Pucci</b>, Director, EducationHify, Australia</p> <p><i>Audience: All</i></p>	6:00 – 7:00	<p>America's Top Sending Markets: Trends in International Student Mobility and Effective Recruitment Techniques <b>Jacqueline Kassteen</b>, Director, ICEF Monitor, Germany</p> <p><i>Audience: Providers</i></p>	6:00 – 7:00	<p>Working with Community Colleges Can Increase Your Student Base! <b>Zepur Solakian</b>, Executive Director &amp; President, Center for Global Advancement of Community Colleges (CGACC); <b>Eddie West</b>, Director of International Initiatives, National Association for College Admission Counseling (NACAC), USA</p> <p><i>Audience: All</i></p>

# Seminar Room 1

2:00 - 2:30

## How to Maximize your ICEF Workshop Experience - for Agents

**Tiffany Egler**

**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 North America Workshop - Miami in particular. The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximize your time during the event
- Post-workshop follow-up
- How to maximize 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 Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

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

2:30 - 3:00

## The US Agent Training Course (USATC)

**Markus Badde**

**Audience: All**

### ► Session description

This session details the new US Agent Training Course (USATC), available online and free of charge as of January 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 course begins with a background on the US (history, geography, culture etc) and why it is the world's leading study destination, then proceeds to detail the education system and what options it offers to international students. Topics include how to choose an institution, costs of studying, financial aid, how to apply, how to prepare, student visa and work possibilities, ethics, legalities and much more. Course participants can take an optional examination to become US Course Graduates (USCGs). USCGs will be listed on icef.com

### ► Speaker



**Markus Badde,**  
*CEO,  
ICEF,  
Germany*

Markus Badde has a background in journalism and publishing, having studied at CELSA (Sorbonne University – Paris IV) and worked in the media and communications sector in France during the 1980's before co-founding ICEF in 1991. After that, Markus held various senior marketing positions over eight years at Cisco Systems, the world leader in Internet networking.

Before re-joining ICEF in 2004, Markus spent two years as Business Development Director at ICWE GmbH, organizer of events such as StudyWorld, Expolingua Berlin, the EAIE Exhibition, and Online Educa Berlin, the largest international e-learning conference. He is a member of NAFSA, the EAIE and other international associations and presents regularly on topics related to international education. Markus speaks eight languages fluently and is at home nearly anywhere in the world.

# Seminar Room 1

3:00 - 3:45

## Build, Manage and Make Your Agent Relationships Profitable

**Pushpinder Bhatia & Mark Lucas**

**Audience: Providers**

### ► Session description

This session looks at the challenges around developing and managing effective, high level relationships between agents and institutes. Whilst a growing number of Institutes from the US are working with education agencies, in reality, not many have been able to translate agreements from a signature on a dotted line into actual student recruitment that generates real income and profit for the institution or for their agent partners. Focusing on identifying and characterizing the key aspects that make agent / institution relationships work, the session will end with an 'Open Discussion' forum to discuss actual cases / issues of institutes in this critical area.

### ► Speakers



**Pushpinder Bhatia, CEO and Managing Director, PAC Asia Services Pvt. Ltd., India**

Pushpinder Bhatia is an entrepreneur with 15 years experience in International Education & Student Mobility. He is a Permanent Resident of Australia but living in India for the past few years. He is a proud

Graduate of Said Business School, University of Oxford, UK. He runs a successful company called PAC Asia Services Pvt. Ltd and represents over 250 institutes from the USA, Canada, Australia, UK, and New Zealand with offices in India, Nepal, Sri Lanka and Bangladesh. He has recently launched his new online venture mapmystudy.com, an innovative online platform which allows students to map their education destination and program of choice. He has presented at many forums on student outcomes, employability and innovations in the education industry. He has also written for the EAIE Forum magazine and has assisted many international institutes in developing their marketing and recruitment strategies. Pushpinder is an active member of AIRC (American International Recruitment Council), EAIE and NAFSA and in India he is a member of the prestigious CII – YI (Young Indian Association).

### **Mark Lucas, CEO, iae Global, Australia**



Mark Lucas established iae GLOBAL in partnership with OJ Kim of iae EDUHOUSE in January 2006. iae GLOBAL is one of the world's leading international education recruitment and marketing consultancies with over 80 offices in 18 countries in the network recruiting in excess of 20,000 students per year to institutions around the world. With a

career in education spanning 32 years, Mark completed his teaching qualification from the NCAE - University of Newcastle and has taught high school, college and ESL in Australia and Japan. Prior to iae GLOBAL, Mark was the founding director and CEO of Technos Language and Commerce College (TLCC) – a private English language and pathway college for international students in Sydney. In 2001, TLCC merged with Aspect Education Holdings, a UK-based education group with 20 colleges in seven countries. Mark was the Managing Director and Australian shareholder of Aspect Education in Australia until March 2005.

Mark has been active in the private export education sector and was a director of and past Chair of the Australian Council for Private Education and Training, a former convener of the Affiliation of International Education Peak Bodies and a founding member of the Commonwealth Government Contribution Review Panel in Canberra. He is currently a board member (Agent representative) of AIRC as well as NSW government International Education Task Force.

3:45 - 4:30

## Basic Elements of an Effective Agent Agreement for Institutions

**Chris Price & John Duque**

**Audience: Providers**

### ► Session description

Countless numbers of U.S. 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 highly experienced international education professional with 20 years experience of internationalization, 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.



**John Duque, Managing Director, Agent Management Solutions, USA**

John Duque is the founding director of Agent Management Solutions, LLC, a consulting company. He holds an M.B.A. degree from University of Miami and a TESOL Diploma from the University of British Columbia, Canada. His experience in the education industry expands over 20 years as an instructor, administrator, recruiter, marketer and business consultant. He has been a frequent guest speaker at conferences, including NAFSA Region VII, FAIE, and FCIE.

# Seminar Room 1

4:30 - 5:15

## U.S. Visa Policy

**Tony Edson**

**Audience: All**

### ► Session description

A discussion of student and exchange visitor visa processing from the point of view of a retired senior consular officer with the US Department of State.

Legal issues will be briefly touched upon, but most discussion will focus on the thinking of consular officers as they evaluate an application and decide whether to grant or deny the visa. Strategies for effectively preparing applicants for a successful interview will also be discussed.

### ► Speaker



**Tony Edson,**  
*Consultant and former Deputy Assistant Secretary of State for Visa Services, USA*

Stephen Anthony "Tony" Edson is currently the Principal at SAEEdson, LLC, a consulting firm specializing in homeland security, immigration and visa and border management business process support. Mr. Edson is also a Principal with Deep Water Point, a consulting firm specializing in assisting companies navigate the federal market.

Mr. Edson brings to this consulting practice the experience gained overseas with the Department of State over a 28 year career that culminated in his time after 9/11 as Deputy Assistant Secretary of State for Visa Services. In addition to senior policy jobs with the Department of State in Washington, DC, Mr. Edson served abroad in Japan, India, Thailand and Indonesia and has extensive travel and living experience throughout Asia. Mr. Edson speaks Japanese and Indonesian and has a BA from the University of Kansas in East Asian Language and Culture, in addition to a Masters in Management from Kellogg and Wharton through their international program hosted at Chulalongkorn University in Bangkok, Thailand and an MS in National Security Strategy from the National War College in Washington, DC.

5:15 - 6:00

## Strategic Risk Management in International Student Recruitment

**Pamela Barrett**

**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 program 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 organizations 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.

# Seminar Room 1

6:00 - 7:00

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

**Jean-Marc Alberola, Rod Hearps, Nicolas Miller, Barbara Tassa & Mauricio Pucci**

**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



**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 programs. Jean-Marc has over 25 years' experience in the language industry and serves on the IALC Executive Board as Vice President - Marketing.



**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.



**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.



**Barbara Tassa,**  
*Founder,*  
*PassportEDU.com,*  
*USA*

Barbara founded PassportEDU.com, a San Francisco based edutech startup, to simplify international student recruiting. The PassportEDU software platform coordinates student applications online. Agents save time submitting student applications and education institutions increase international student enrollments. Barbara has a passion for connecting people and has spent the last 5 years building, launching, and scaling web products in the international education field.



**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.

## Seminar Room 2

2:00 - 2:30

### How to Maximize your ICEF Workshop Experience - for Providers

**Ian Cann**

**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 North America Workshop - Miami in particular. The session will cover the following topics:

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

#### ► Speaker



**Ian Cann,**  
*Business Development Manager,  
ICEF,  
USA*

In 2009, ICEF was pleased to announce Ian's appointment as Business Development Manager for the USA, serving new customers in a rapidly growing market. Ian strives to assist those educators who are new to ICEF Workshops, and those who are new to the agent process as a whole. Previously, Ian was involved in international education as a sales and operations representative for BMI Media (Salão do Estudante/Expo Estudante) based in Salvador, Brazil. He gained a wealth of experience in the global student recruitment industry, and especially the Latin American international student market.

Prior to this, Ian was based in London, working for IPC Media (Time Inc.) on some of the most popular magazines and websites in Britain.

Ian gained a Bachelor of Arts with Honours in Philosophy from the University of Leeds in the UK in 2005. He speaks English, Dutch, Portuguese, and some rusty French and Spanish. He currently divides his time between London and Barcelona, with frequent visits to the USA.

2:30 - 3:00

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

**Ross Holmes**

**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.

## Seminar Room 2

3:00 - 3:45

### Markets of the Future for the USA and Canada

#### Samuel Vetrak

**Audience: Providers**

##### ► Session description

Which markets are best for international student recruitment? And what is the most effective approach to ensure success for US and Canadian institutions in these areas?

Samuel Vetrak, CEO of StudentMarketing and renowned industry strategist for international student recruitment, will identify the best source markets of international students for US and Canadian institutions, while also sharing marketing experience and proven techniques you should be familiar with when developing long- and short-term strategies to capitalise on these markets.

##### ► Speaker



**Samuel Vetrak,**  
*Founder and CEO,  
Student Marketing 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 organizations to succeed in the international youth travel market (strategies, policies, solutions).

3:45 - 4:30

### Using a Data-Driven Communication Strategy for International Student Recruitment in Asia

#### Brandon Lee

**Audience: Providers**

##### ► Session description

easyuni.com is Asia's largest university comparison website with more than 250,000 registered users. We constantly monitor student behaviors, precisely in Asia, and present our findings to Higher Education Institution (HEI) marketers to ensure that their communication strategy is exactly in line with the current trends.

Recently, we have gone one step ahead and included data collected by student pulse - an international research study by the iGraduate Group that examines the awareness, perceptions and drivers of choice for prospective international students in established and emerging markets around the world. This session will include current data and trends in Asian students and share actionable measures that HEI marketers should consider taking. Be there to change the way you acquire and recruit students from Asia.

##### ► Speaker



**Brandon Lee,**  
*Head of Business Development,  
EASYUNI,  
Malaysia*

Brandon is Head of Global Business Development for easyuni Group, Asia's leading and fastest growing higher education student portal connecting millions of students to universities around the world. Brandon has more than 10 years of experience in global advertising, digital marketing and business development in the advertising industry and including serving as VP, Global Marketing for Photobook Worldwide, where he managed all marketing and business development efforts for the group globally.

Brandon's role in easyuni sees him developing the business for the group into markets such as USA, UK, Australia and New Zealand, as well as expanding the group's penetration to non-institutional customers. Brandon has traveled extensively and is especially strong in the South East Asian region focused in countries such as Malaysia, Singapore, Indonesia, Thailand and Vietnam.

# Seminar Room 2

4:30 - 5:15

## Recruiting from Turkey: Market Trends and Future Potential

**Aslihan Ozenc & Lorie Lee**

**Audience: Providers**

### ► Session description

Most of us know that Turkey is an important source country of international students. Find out what the trends are and how to tap into this important market. Get strategies for recruiting Turkish students and tips for working with Turkish agents.

Presented by a Turkish agent and a former school director.

### ► Speakers



**Aslihan Ozenc,**  
*Owner,*  
*ASBA Education Consulting,*  
*Turkey*

Aslihan Ozenc is an agent with many years of experience in the international education field. She has 22 years in the recruitment of international students.

She has a dual degree in Economics and Management from West Georgia State University.

Aslihan started academic advising and counseling in 1992. In 1996, she started ASBA Educational Consulting and has been advising thousands of students to go abroad for their academic and summer programs. She has worked with universities to establish their recruitment and marketing strategies in Turkey. For the past 4 years she has also been working with Turkish universities for their internationalization.

Aslihan has been a NAFSA member and presenter for over 15 years. She is also the past president and founding member of UED, as well as a YEDAD member.



**Lorie Lee,**  
*Director of International*  
*Business Development,*  
*guard.me International Insurance,*  
*Canada*

Lorie Lee has over twenty-five years of experience in International Education. She is both an educator and entrepreneur.

She has owned a private ESL school for twenty years. During that time, she marketed her school in Turkey and also worked with Turkish agents and students.

She is currently the Director of International Business Development for Guard.me International Insurance, winners of the 2013 and 2014 UED Award for Best Travel Insurance in Turkey.

5:15 - 6:00

## Student Recruitment Opportunities in Mexico

**Michael Smith**

**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 programs 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 programs.

Come see what the future holds in the Mexican Educational Travel Market.

### ► Speaker



**Michael Smith,**  
*President,*  
*Enlace Internacional,*  
*Mexico*

Michael Smith has over 13 years of international experience in internship and professional training programs sending university students, graduates and young professionals from Mexico on varying programs in the United States and Canada. His companies, Enlace Internacional based in Mexico City and more recently his startup, Bridges Exchange LLC from Oregon, are responsible for thousands of young people traveling abroad. Michael was born and was educated in the United States holding a bachelors degree in Political Science with a minor in Spanish from Sonoma State University in Northern California and participated in an education abroad program doing his final year of undergraduate study at the Universidad Iberoamericana in Mexico City. Mr. Smith has dual nationality; Mexican and United States and resides in Mexico City with his wife and two children.

**6:00 - 7:00**

---

## **America's Top Sending Markets: Trends in International Student Mobility and Effective Recruitment Techniques**

**Jacqueline Kassteen**

**Audience: Providers**

---

### ▶ Session description

This presentation will take you through America's top 10 sending markets plus 4 emerging markets, highlighting the biggest trends in each one as well as the latest shifts in enrollment patterns and the implications they might have on your marketing and recruitment efforts.

Attendees will discover the most effective recruiting tactics per country, encompassing agencies, marketing techniques and messages, social media, competitors, partnerships, and new product offerings.

The session will also review the evolution of marketing trends over the years, how that applies to your brand today, and reveal the one crucial marketing technique you'll need to differentiate yourself in the years ahead.

### ▶ Speaker



**Jacqueline Kassteen,**  
*Director,  
ICEF Monitor,  
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.

# Seminar Room 3

**2:00 - 2:30**

**EnglishUSA: We're all about IEPs!**

**Ann Aldrich**

**Audience: All**

► **Session description**

Since its founding in 1986, EnglishUSA – the American Association of Intensive English Programs – has become the largest and most important IEP membership organization in the US. Our mission is to provide support, standards and advocacy for our members – and for non-members as well. This presentation will outline key issues, trends and challenges facing the organization and the IEP community; the services we provide for our members; and our vision to be the recognized voice of IEPs in the USA. It will also highlight the value of EnglishUSA programs for agents and opportunities available for companies that provide services for IEPs.

► **Speaker**



**Ann Aldrich,**  
*Interim Executive Director,*  
*EnglishUSA,*  
*USA*

Ann Aldrich is concurrently serving as Interim Executive Director for EnglishUSA and as Secretary. As VP for Outreach, she was part of the team that created the current structure and identity of the annual Professional Development Conference. Ann recently retired after fifteen years as Marketing and Recruiting Coordinator for the English Language Center at Drexel University in Philadelphia, PA. Before that, she spent nearly twenty years in the advertising industry and several more in events planning. Fluent in Spanish, Ann earned her BA from Middlebury College and MSEd from the University of Pennsylvania.

**2:30 - 3:00**

**U.S. Department of Commerce Services for International Student Recruitment**

**Amy Ryan**

**Audience: All**

► **Session description**

A representative from the U.S. Commercial Service, a division of the U.S. Department of Commerce, will present about the variety of programs they offer that assist U.S. educational institutions and Intensive English Programs with their international recruitment. Commerce's education specialists can assist institutions with locating agents, meeting high school/university guidance counselors, and potential partner universities in the 77 countries where they have offices.

► **Speaker**

**Amy Ryan,**  
*Senior International Trade Specialist,*  
*U.S. Department of Commerce/U.S. Commercial Service,*  
*USA*

Amy Ryan is currently a Senior International Trade Specialist for the U.S. Department of Commerce/U.S. Commercial Service in Atlanta, where she has been since October of 2007. She has worked for Commerce since August of 2000. In her current position, Ms. Ryan assists Georgia companies with exporting and helps Georgia educational institutions with their international student recruitment. Ms. Ryan serves on the Executive Committee of Study Georgia as its Government Liaison. Besides the education sector, she also covers the following sectors: building products, energy, and environmental technologies.

# Seminar Room 3

3:00 - 3:45

## Study in Canada Information Session

### Geneviève Gougeon

**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; and a better idea of what it's like to study, live and work as a student in Canada. We will also discuss the Government of Canada's activities abroad that are of interest to agents, including an overview of recent changes related to international students coming to study in Canada and for consultants advising students. The session will close with a Q&A session.

#### ► Speaker



**Geneviève Gougeon,**  
*Brand Manager, Edu-Canada,  
Department of Foreign Affairs,  
Trade and Development (DFATD),  
Canada*

Genevieve is responsible for developing and managing the Education Brand for Canada for the Department of Foreign Affairs, Trade and Development (DFATD) since 2007, in collaboration with Canada's provincial and territorial governments. She oversees the deployment of the promotional campaign managed by Canadian embassies around the world including traditional media and new media. Genevieve has a Masters degree in international studies from the University of Montreal and a Bachelor of Business Administration from the University of Quebec in Montreal. She worked for four years at International College as head of recruitment and international mobility. Before that, she was director of the Quebec Network for the Canadian Education Centre where she participated in the development of a strategy for the recruitment of international students from many schools of Quebec. She has organized and given numerous information sessions and training on various aspects related to branding, promotion and recruitment as well as hosting international students.

3:45 - 4:30

## Useful Tools and Updates from the Government of Canada and National Associations

### Charbel Moreno

**Audience: Agents**

#### ► Session description

Join representatives of 4 national associations and the Government of Canada as they share useful information on tools and updates for agents. Hear about the key facts and updates to the Canada Course for Education Agents; learn about key online tools and resources for studies in Canada, study permits and other useful resources to benefit agents in their daily work of advising students and parents. The session will close with an interactive Q&A session hosted by the Government of Canada and the participating Canadian association representatives.

Associations represented: CBIE, CAPSI, CAIS, Languages Canada.

Moderator: Geneviève Gougeon, Brand Manager, Edu-Canada, Department of Foreign Affairs, Trade and Development (DFATD) Canada.

#### ► Speaker



**Charbel Moreno,**  
*Manager of International Affairs &  
Marketing,  
Languages Canada,  
Canada*

Originally from Toluca, Mexico, Charbel has a bachelor's degree in Communications and a Master's degree in Administration specialized in Marketing. He is currently enrolled at the University of Toronto studying for a certificate in Digital Marketing Management. Charbel has over 10 years of experience working for the education sector putting in place marketing strategies, events, giving presentations and building public relations. He speaks Spanish, English and French. His hobbies are food, playing soccer, movies and music. He loves all kinds of animals, especially dogs.

# Seminar Room 3

4:30 - 5:15

## Agency-Based Recruitment: Standards and Best Practice

**Jennifer R. Wright**

**Audience: All**

### ► Session description

This session will provide information on the standards and certification process developed by institutional and agency members of the American International Recruitment Council (AIRC). Learn how the AIRC Standards can be used as a tool to strengthen agency readiness for AIRC certification and improve general business practice for approaching the U.S. market. For educators, the standards can be used as a tool to preliminarily screen agents and evaluate the ongoing partnership. A step-by-step guide to the AIRC Certification process will be outlined for the audience to understand how it differs from other agency screening and standards body processes.

### ► Speaker



**Jennifer R. Wright,**  
*Associate Director for Certification  
and Operations,  
American International Recruitment  
Council (AIRC),  
USA*

Jennifer R. Wright is the Associate Director for Certification and Operations at the American International Recruitment Council (AIRC). At AIRC she leads all aspects of a certification scheme for international student recruitment organizations and facilitates professional development training for members and others involved in international recruitment. Jennifer has wide experience in international education, managing quality assurance and transnational education projects, developing study abroad, exchange programs and scholarship programs for post-secondary institutions, coordinating international student services for the post-secondary level and developing marketing and recruiting strategies for education abroad. She holds a Master's degree in International Diplomacy and Commerce.

5:15 - 6:00

## Lessons Learned from Producing the NACAC International Student Recruitment Agencies Guide

**Eddie West**

**Audience: All**

### ► Session description

This September the National Association for College Admission Counseling (NACAC) released a new publication for its members: International Student Recruitment Agencies: A Guide for Schools, Colleges and Universities. Using practical examples, the new guide emphasizes the importance of accountability, integrity and transparency among institutions and agencies as they collaborate to support international students. Join this session for a look at lessons learned by the association as it produced the guide, and via the feedback received since its publication. A NACAC official will also speak about the association's future plans to advance best practice in agency-based international student recruitment.

### ► Speaker



**Eddie West,**  
*Director of International Initiatives,  
National Association for College  
Admission Counseling (NACAC),  
USA*

Eddie West serves as the Director of International Initiatives at the National Association for College Admission Counseling (NACAC), supporting admissions and counseling professionals who work with international students transitioning to higher education in the U.S., and with American students aspiring to study overseas. Before joining NACAC he served as Dean of Counseling and International Programs for the Ohlone Community College District in Fremont, California. In this capacity he led Ohlone's international students and study abroad programs, and oversaw its partnerships with overseas schools. Previously he worked in international student outreach and support at California State University, Northridge.

6:00 - 7:00

## Working with Community Colleges Can Increase Your Student Base!

**Zepur Solakian & Eddie West**

**Audience: All**

### ► Session description

A panel of experts consisting of community colleges will share views, and stories of success, failure and best practices. This will be a very interactive session between CGACC, Community Colleges and Agents. We are looking for candid, transparent and strategic discussion on removing hurdles and improving opportunities.

There are many benefits for students to start at community colleges - tuition savings, transfer to great universities that students do not have access to as first time freshmen, and a flexible and user friendly education that supports student success in the US education system.

This session will be great for agents who want to increase their student base, and be active in forming best ways to work with Community Colleges.

### ► Speakers

**Zepur Solakian,**  
*Executive Director & President,*  
*Center for Global Advancement of Community*  
*Colleges (CGACC),*  
*USA*

Zepur is the Co-Founder of CGACC an organization dedicated to elevate, differentiate and communicate the value of Community Colleges Globally through workshops, websites, social media, fairs, conferences programing and 2+2. Prior to CGACC she developed and implemented international initiatives for AACC. She has worked with NGOs and organizations in Turkey, India, Pakistan, Russia, China, Taiwan, Brazil, Peru and the Middle East to establish an American based education for underprivileged children. She has organized and presented many events internationally with speakers such as Denis Waitely, Steven Covey Group, Tom Peters and Deepak Chopra. She was the special consultant for educational projects for Johnson & Johnson Europe and Middle East, Sony International, Pepsi International, DDB, Khaleej Times and Hurriyet Newspaper (Turkey).



**Eddie West,**  
*Director of International Initiatives,*  
*National Association for College*  
*Admission Counseling (NACAC),*  
*USA*

Eddie West serves as the Director of International Initiatives at the National Association for College Admission Counseling (NACAC), supporting admissions and counseling professionals who work with international students transitioning to higher education in the U.S., and with American students aspiring to study overseas. Before joining NACAC he served as Dean of Counseling and International Programs for the Ohlone Community College District in Fremont, California. In this capacity he led Ohlone's international students and study abroad programs, and oversaw its partnerships with overseas schools. Previously he worked in international student outreach and support at California State University, Northridge.