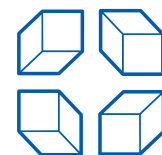


The ICEF North America Workshop - Montréal

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



Hotel Bonaventure Montréal • May 10 - 12, 2015



ICEF
Workshops

Seminar Programme Overview • May 10, 2015

Seminar Room 1 (Room Westmount)		Seminar Room 2 (Room Mont-Royal)		Seminar Room 3 (Room Hampstead)	
11:30 – 1:00	Update on Canada's International Student Programme Melissa Fama , Assistant Director, Citizenship and Immigration Canada (CIC), Canada <i>Audience: Agents</i>				
2:00 – 2:30	How to Maximise Your ICEF Workshop Experience - For Agents Tiffany Egler , Director - Agent Relations, ICEF, Germany <i>Audience: Agents</i>	2:00 – 2:30	How to Maximise Your ICEF Workshop Experience - For Educators & Service Providers Sarah Mines , Sales Director - Canada Caroline Levesque , Business Development Manager, ICEF, Germany <i>Audience: Educators & Service Providers</i>	2:00 – 3:15	The Power of Reviews in Student Recruitment Ross Holmes , Business Development - Online Products, ICEF, Germany <i>Audience: All</i>
2:30 – 3:15	ICEF Agent Services: The ICEF Agent Training Course (IATC) and the ICEF Agency Recognition Programme (IAS) Stephanie Zimmermann , Senior Agent Relationship Manager, ICEF, Germany <i>Audience: All</i>	2:30 – 3:15	The ICEF Agent Barometer 2014 - North America Findings Ian Cann , Sales Director - USA, ICEF, Germany <i>Audience: Educators & Service Providers</i>		
3:15 – 4:00	How to Generate More International Direct Enquiries from Your Online Presence Philippe Taza , CEO, Higher Education Marketing, Canada <i>Audience: Educators & Service Providers</i>	3:15 – 4:00	What Now? Challenges of the Foreign Education Sector in Russia and its Short-Term and Long-Term Perspectives Anna Ryzhova , Chair of AREA Board, Association of Russian Educational Advisors (AREA), Russia <i>Audience: Educators & Service Providers</i>	3:15 – 4:00	Recruitment from Turkey: Trends and Tips for Canadian Institutions Turkan Ibis , Manager, Canadian Cultural Center, Turkey <i>Audience: Educators & Service Providers</i>
4:00 – 4:45	Strategic Risk Management in International Student Recruitment Pamela Barrett , Director, Barton Carlyle, United Kingdom <i>Audience: Educators & Service Providers</i>	4:00 – 4:45	The Study Abroad Market in Ukraine: Challenges and Opportunities Gautham Kolluri , Director, CIP STUDYABROAD.UA, Founder Member, AIEEA Iryna Kobets , Director, ICEA, Founder Member, AIEEA, Ukraine <i>Audience: Educators & Service Providers</i>	4:00 – 4:45	5 Ways Your Agency Could be Falling Behind with Technology Nicolas Miller , CEO, Edvisor.io, Canada <i>Audience: Agents</i>
4:45 – 5:30	Engaging Relationships – Best Practices in Sustainable Recruitment Partnerships Uri Carnat , Director of Client Relations and Business Development, IDP Education, Canada <i>Audience: Educators & Service Providers</i>	4:45 – 5:30	Recruiting from Nigeria: Market Trends and Future Potential Felix Olugbenga Adedayo , FAB Consulting Nig.Ltd, Nigeria <i>Audience: Educators & Service Providers</i>	4:45 – 5:30	Study in Canada Information Session Geneviève Gougeon , Brand Manager, Edu-Canada, Department of Foreign Affairs, Trade and Development Canada (DFATD), Canada <i>Audience: Agents</i>
5:30 – 6:15	Creating a Comprehensive Multi Channel Marketing and Recruitment Strategy Mike Henniger , Vice President - Sales & Marketing ICEF, Germany <i>Audience: Educators & Service Providers</i>	5:30 – 6:15	Recruitment from South Asian Countries. A Market Review with Special Focus on Pakistan, Bangladesh and Sri Lanka Syed Azhar Husnain Abidi , CEO, Falcon Education and Consultancy Services (Pvt.) Limited, Pakistan <i>Audience: Educators & Service Providers</i>	5:30 – 6:15	Useful Tools and Updates from National Associations Geneviève Gougeon , Brand Manager, Edu-Canada, Department of Foreign Affairs, Trade and Development Canada (DFATD), Canada <i>Audience: Agents</i>
6:15 – 7:00	Markets of the Future for Canada and the USA Samuel Vetrak , Founder and CEO, StudentMarketing Ltd., Austria <i>Audience: Educators & Service Providers</i>	6:15 – 7:00	Trends in the Vietnamese Market - How to Best Work with Vietnamese Agencies Quynh Nhu Vu , Vice Director, AIT - Phuong Anh International Education Consultancy and Training Company Limited, Vietnam <i>Audience: Educators & Service Providers</i>	6:15 – 6:45	The Canada Course for Education Agents (CCEA) Sarah Mines , Sales Director - Canada, ICEF, Germany Charbel Moreno , Manager of International Affairs & Marketing, Languages Canada, Canada <i>Audience: Agents</i>
				6:45 – 7:00	The US Agent Training Course (USATC) Tiffany Egler , Director - Agent Relations, ICEF, Germany <i>Audience: Agents</i>

Seminar Room 1 (Room Westmount)

11:30 - 1:00

Update on Canada's International Student Programme

Melissa Fama

Audience: Agents

► Session description

Citizenship and Immigration Canada will provide an update on recent initiatives related to international students, including:

- Trends related to the international student movement in Canada
- Study permit processing
- Recent service improvements
- Policy and programme updates

► Speaker

Melissa Fama

*Assistant Director,
Citizenship and Immigration Canada (CIC),
Canada*

Melissa Fama is an Assistant Director at Citizenship and Immigration Canada and has worked exclusively on International Student Program policy since 2007.

She has held previous positions in both policy and communications and Industry Canada and the Department of Foreign Affairs, Trade and Development.

Melissa holds a B.A. (Honours) in philosophy from the University of Waterloo and a M.A. in philosophy from the University of Ottawa.

2:00 - 2:30

How to Maximise 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 - Montréal 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



Tiffany Egler

*Director - Agent Relations,
ICEF,
Germany*

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

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

Seminar Room 1 (Room Westmount)

2:30 - 3:15

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

Stephanie Zimmermann

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



Stephanie Zimmermann
*Senior Agent Relationship Manager,
ICEF,
Germany*

Stephanie joined ICEF in 2006 through an internship programme while completing her Masters degree in Germany. In 2007 she accepted a full time role as a Project Manager in the Agents Department and has since May 2011 held the position of Senior Agent Relationship Manager.

Stephanie's role includes connecting multinational student recruitment agents with international educators at ICEF events. In addition, she is responsible for building and managing a wide range of agent relationships and advising agents as to which ICEF Workshops will provide them with educator contacts to fit their student profiles and demand.

3:15 - 4:00

How to Generate More International Direct Enquiries from Your Online Presence

Philippe Taza

Audience: Educators & Service Providers

► Session description

This session will provide a basic introduction to online lead generation strategy and tactics for schools who wish to increase the number of direct student enquiries that they generate from their website, social media and other direct marketing activities. Cost effective and practical, these digital marketing techniques can be adopted and implemented by institutions and will improve direct enquiry production from your existing online presence.

Philippe Taza, CEO of Higher Education Marketing, will review current best practices in online lead generation and present examples and insights into:

- Website design
- Search engine optimization
- Pay per click marketing
- Content marketing
- Social media marketing and
- Analytics tracking

that will directly impact and improve a school's international student lead generation capabilities and recruitment performance.

The session is intended for educational managers and marketers who are responsible for meeting recruitment targets for private high schools, language schools, colleges and universities.

► Speaker



Philippe Taza
*CEO,
Higher Education Marketing,
Canada*

Philippe Taza has worked in higher education marketing and recruitment since 2001. He began his higher ed career as a recruitment officer at a private college in Vancouver, BC. Advancing into recruitment management, he developed his skills in online marketing and trained in web analytics to more effectively manage marketing performance. In 2008, Philippe founded Higher Education Marketing, a digital marketing agency dedicated to helping colleges and universities market themselves online, offering expertise and services in lead generation, web design, content development, branding, PPC, SEO, social media and analytics.

Seminar Room 1 (Room Westmount)

4:00 - 4:45

Strategic Risk Management in International Student Recruitment

Pamela Barrett

Audience: Educators & Service 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.

4:45 - 5:30

Engaging Relationships – Best Practices in Sustainable Recruitment Partnerships

Uri Carnat

Audience: Educators & Service Providers

► Session description

With up to half of all international students using the professional services of an education agent, and with the private and public-sector use of external recruiters an established and growing trend, successful relationships between schools and their agent partners are key drivers in meeting institutional (and consequently national) recruitment targets, in number, diversity and quality of students.

Transcending numerical targets, however, the first moral priority and prime motivator of both parties in a healthy school-agent relationship is the commitment to the success and well-being of individual students. Schools and agencies engaged in relationship best practices further recognize that a thriving partnership means a joint approach to this student success as the key driver of all mutual long-term viability.

Drawing on the experiences of the private and public sectors, agents and schools, this presentation addresses the foundations and cornerstones of relationship management in the context of international recruitment. As well as these broad concepts, it also looks at specific examples in the agent-school relationship life cycle.

Some of these examples include: pivotal contract clauses; mutual onboarding methodologies; negotiations over cascading data processing; systems supervision; ongoing personnel and interpersonal alignment; shared strategic planning; dispute prevention and resolution procedures, and the shared flexibility required to jointly manage continuing geopolitical shifts.

► Speaker



Uri Carnat
*Director of Client Relations and
Business Development,
IDP Education,
Canada*

Uri Carnat is the Director of Client Relations and Business Development (Canada) for IDP Education, responsible for overseeing IDP activity and growth in Canada, including secondary and post-secondary student-recruitment partnerships and the IDP co-owned IELTS exam. With 89 offices in 31 countries, IDP is the world's largest student recruitment organization, having assisted more than 400,000 international students with their educational journeys. IDP also conducts 150 student-recruitment events per year, is a co-convener of the AIEC, conducts ongoing research into international student buyer behaviour, and hosts 10,000 students per year at language schools in South-East Asia. Before moving to IDP, Uri ran 12 private language centres in Canada and the US. Born in Halifax, Nova Scotia and educated in Montréal, Québec, he has 10+ years of leadership experience in international education, with a background in operations and financial management, recruitment, and student services.

Seminar Room 1 (Room Westmount)

5:30 - 6:15

Creating a Comprehensive Multi Channel Marketing and Recruitment Strategy

Mike Henniger

Audience: Educators & Service Providers

► Session description

This seminar will outline key strategies to increase your brand's reach and ensure that student interaction with your brand is a positive one. Recruitment events, agents, digital marketing and social media channels are all common strategies being used to reach students but are they being properly integrated? More and more potential students are approaching information gathering as a treasure hunt. They look for clues of where they should study at an agent's office, online, on your Facebook page etc.

This seminar will explore ways to make sure that students are finding the information they want and in a manner that they are comfortable with. Social media, communication strategies, and creating brand ambassadors will be examined.

► Speaker



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.

6:15 - 7:00

Markets of the Future for Canada and the USA

Samuel Vetrak

Audience: Educators & Service Providers

► Session description

During last year's session, Samuel Vetrak, the founder and CEO of StudentMarketing, revealed the most promising English language travel, K-12 and Higher Education markets for Canadian and US educational institutions. Did you miss it or are just looking for an update? We have good news then.

Join Samuel's session at this year's ICEF North America in Montréal, where he will demonstrate which source markets were the biggest contributors for Canadian and US providers and whether there have been any recent shifts in source market performance that you should consider in 2015 and later on when targeting international students.

► 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 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).

Seminar Room 2 (Room Mont-Royal)

2:00 - 2:30

How to Maximise Your ICEF Workshop Experience - For Educators & Service Providers

Sarah Mines & Caroline Levesque

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 North America Workshop - Montréal 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

► Speakers



Sarah Mines
Sales Director - Canada,
ICEF, Germany



Caroline Levesque
Business Development Manager,
ICEF, Germany

Sarah Mines is a leading authority on international education trends in Canada, with over 15 years' experience in marketing and partnership building. Most recently, Sarah was promoted to Director of Sales for ICEF Canada, where she has been working since 2011. As part of her mandate, Sarah works closely with key industry partners and educational institutions to help them achieve their internationalization goals and put Canada on the map. Prior to her role at ICEF, Sarah was the Marketing Manager for BCCIE, where she was involved in advancing British Columbia's international education interests in key markets. Although based out of Vancouver, Sarah can most often be found travelling the world and has visited over 60 countries.

Caroline brings with her 8 years of experience in communication, marketing and student recruitment. Since she joined ICEF in 2011, she has been working with public and private high schools, colleges, universities and language schools in Eastern Canada, helping them increase their international student enrolments through agents. In her role, she is also developing new relationships with service providers and working closely with Canadian associations active in international education. Previously, she worked in marketing and student recruitment at the Institut français – University of Regina. Caroline speaks French, English and Spanish and holds a Bachelor's degree from the Université de Montréal and a Master's in Human Resource Management from the University of Regina.

2:30 - 3:15

The ICEF Agent Barometer 2014 - North America Findings

Ian Cann

Audience: Educators & Service Providers

► Session description

The ICEF Agent Barometer is an annual survey of over 1000 ICEF-screened agents from 104 countries. This seminar will present the latest results from the 2014 Barometer, with a particular focus on those results most relevant to US and Canadian educators. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by agents recruiting for a range of study programmes.

We will also share:

- Where agents plan to send students in 2015
- What agents' concerns are for the year ahead
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for the agents they work with

The results provided will help educators to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively to agents worldwide.

► Speaker



Ian Cann
Sales Director - USA,
ICEF,
Germany

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.

Seminar Room 2 (Room Mont-Royal)

3:15 - 4:00

What Now? Challenges of the Foreign Education Sector in Russia and its Short-Term and Long-Term Perspectives

Anna Ryzhova

Audience: Educators & Service Providers

► Session description

You will be given information about the recent changes in Russian student mobility within the last year, caused by the changes in the economical and political situation of the country and based on the recent research made by the Association of Russian Education Advisors (AREA).

The possible scenarios will be discussed. The final part of the presentation will be devoted to the current structure of the agent sector of the international education market in Russia, its peculiarities and successful techniques used by agents to facilitate the marketing efforts of their partner educational institutions.

► Speaker



Anna Ryzhova
*Chair of AREA Board,
Association of Russian Educational
Advisors (AREA),
Russia*

The presentation is prepared by Anna Ryzhova, the Board member of the Association of Russian Education Advisors (AREA), whose personal experience in the field of international education is fifteen years as the agency owner in Russia and in Canada as well as the co-founder of WEFC (World Education Fair Canada) Inc.

Ms. Ryzhova is a graduate of professional training programs - IATC and Canada Course. In the years of 199-2001 she was a Research Officer at the Russian Academy of Science, the Institute of Complex Social Researches. In the year of 2003 Ms. Ryzhova was granted a PhD degree in the field of Foreign Economy (Russian Academy of Economics, named after G. V. Plekhanov), the post-graduate paper was devoted to the «Position of Russian Federation in international labor market».

4:00 - 4:45

The Study Abroad Market in Ukraine: Challenges and Opportunities

Gautham Kolluri & Iryna Kobets

Audience: Educators & Service Providers

► Session description

The session will discuss current market potential for the following programmes:

- ESL - Short-term English Courses (Juniors, Adults, Academic Pathway Programmes)
- Boarding Schools
- Undergraduate Studies
- Post-graduate Studies

Furthermore the session will provide feedback from Ukrainian agents on the new Express Entry Programme.

► Speakers



Gautham Kolluri
*Director, CIP STUDYABROAD.UA,
Founder Member - AIEEA, Ukraine*

Gautham Kolluri established the Center of International Programs (CIP) STUDYABROAD TM in 2001 and is a pioneer in the international exchanges, education and recruitment industry of Ukraine. Since October 2014, he is also working for Conestoga College (Canada) as Manager, International Recruitment & Marketing, Europe. As an international student from India, Gautham first arrived in Ukraine in 1993 just after the fall of the Soviet Union. Having survived the chaos of the 90's post Soviet era he gained excellent insight into the country's culture and political background. Gautham Kolluri initiated the formation of AIEEA and is an active founder member. Having lived in India, Ukraine, the UK and the USA, he has an excellent understanding of Asian, Eastern European and Western worlds. His dual role as an agent and an educator provides reliable insights into the market. CIP has 6 offices in Ukraine and has recently expanded to India and Nigeria.



Iryna Kobets
*Director, ICEA,
Founder Member- AIEEA, Ukraine*

Iryna Kobets has developed and enjoyed a long and fruitful career in the international business as an owner of ICEA Agency. She has spent 16 years building a successful career in the sphere of education. Working in this field she completed the "Canada Course for Education Agents (CCEA) on 04 November 2013 and is now a Canada Course Graduate and a course of study offered by Harvard - "Leaders of Learning". Every day Iryna Kobets masters her professional skills, and has an excellent knowledge of what is required for the current day student.

Seminar Room 2 (Room Mont-Royal)

4:45 - 5:30

Recruiting from Nigeria: Market Trends and Future Potential

Felix Olugbenga Adedayo

Audience: Educators & Service Providers

► Session description

Nigeria with a population of over 170 million people and still growing is the most populous black nation in the world. Nigeria could be the world's third most populous country by the end of 21st century according to UN projections. Nigeria has the world's 7th largest oil reserves. Its GDP growth has been around 7% for the last few years as compared to 2.8% in the US in 2012 and less than 1% in the UK. Nigeria is definitely a country with potential, but with insufficient educational institutions to meet the demands of its growing student population. The numbers of universities and higher education institutions in Nigeria cannot meet the required demand of students who are seeking admission into higher education institutions in the country. Every year over one million students normally take the Nigerian university entrance examination (Called JAMB), last year alone, 1.2 million students took and passed this examination, but unfortunately Nigerian universities can only admit 450,000 students, meaning that the remaining students who could not get admission into any of the nation's universities would have to look for admission elsewhere in different countries around the world. Nigeria is today placed third on the list of countries with the highest number of students studying abroad.

Student recruitment marketing in Nigeria is a huge market with great potential.

► Speaker



Felix Olugbenga Adedayo
FAB Consulting Nig.Ltd,
Nigeria

Mr. Felix Adedayo holds an Msc. in Business Information System from Northumbria University, UK. A system analyst with a robust experience in information technology, training, international students recruitment, administration, property finance and management, he has been working on student training, international student recruitment and placement into various universities in the past 14 years.

He has travelled extensively to Australia, USA, United Kingdom, Germany, Cyprus, China, India, Uganda, Sudan, Egypt, Sweden, Netherlands, Spain, Hungary, Malaysia, Singapore, Ukraine, Thailand, Russia, Turkey, Denmark, Norway and Dubai for student recruitment purposes.

5:30 - 6:15

Recruitment from South Asian Countries. A Market Review with Special Focus on Pakistan, Bangladesh and Sri Lanka

Syed Azhar Husnain Abidi

Audience: Educators & Service Providers

► Session description

An increasing number of US and North American Universities are looking towards South Asia for international students with India taking the lead with current figures of more than 113,000 Indian students in the US and almost more than 30% of the entire international students enrolled in Canadian universities. However, there are other potential markets that are unfamiliar and less explored by many key service providers and institutions. This presentation will provide some insight and latest information on tapping these markets with special focus on Pakistan and Bangladesh which will include current market size, country information, the subjects and courses in demand especially areas where government or donor funding and transnational education (TNE) opportunities are available to increase recruitment of potential students. It will suggest international enrollment managers the best possible methods of exploiting these markets and stretch their dollars to maximize recruitment efforts.

► Speaker



Syed Azhar Husnain Abidi
CEO,
Falcon Education and Consultancy
Services (Pvt.) Limited,
Pakistan

Syed Abidi is a Chartered Engineer by profession having graduated from Manchester in the UK and received post-graduation from NCSU, USA. He worked in the industry for more than 15 years in Pakistan and abroad in different capacities where he was involved in managing medium to large industrial projects and had the opportunity of training a work force exceeding 2000 technicians from supervisory level to senior management in the areas of production line management. As an educationist he has more than 20 years of experience in career counselling, education management, training of counselors and advisers, teachers and school managers at different levels. He's a recipient of the "Medal of Excellence" for his services in international education and career counseling from the President of Pakistan.

Syed Abidi is a frequent speaker at national and international conferences and writes regularly as a columnist for The Daily News and Daily JANG. He also appears on TV shows on education as an education analyst. Syed Abidi is a founder member of the Pakistan Institute of Career Counseling (PICC), Chairperson of the Association of Professional Education Consultants of Pakistan (APECOP), a professional member of National Career Development Association (NCDA) USA, American Counseling Association (ACA), Career Development Institute (CDI) UK and the European Association for International Education (EAIE).

Seminar Room 2 (Room Mont-Royal)

6:15 - 7:00

Trends in the Vietnamese Market - How to Best Work with Vietnamese Agencies

Quynh Nhu Vu

Audience: Educators & Service Providers

► **Session description**

With roughly 4,000 students, Vietnam ranks number 12 in sending students to study in Canada in 2013. Known to provide high education quality, reasonable expense and current work/immigration opportunities in Canada, Vietnamese students show more and more interest in this country.

Penetration into the Vietnam market requires patience and strong connections with the locals, as Vietnam is an agent-driven market and word of mouth works effectively. This presentation will give you an overview of the education market in Vietnam and how to best work with Vietnamese agencies.

► **Speaker**



Quynh Nhu Vu
*Vice Director,
AIT - Phuong Anh International Education
Consultancy and Training Company Limited,
Vietnam*

Quynh Nhu Vu has been the Vice Director of an education promotion agency in Vietnam for 8 years. AIT was established in 1997. With her Bachelor's degree in international business and her diverse work experience in foreign investment, tax auditing and enterprise promotion, her background has contributed tremendously to her career in overseas study.

She is a UK Specialist Agent certified by the British Council (distinction certificate) and a New Zealand Specialist Agent certified by Education New Zealand. With her profound knowledge in the Canadian education system and broad network with education institutions in Canada, she has lead the AIT team to become one of the leading agencies in Vietnam in sending students to study in Canada.

Seminar Room 3 (Room Hampstead)

2:00 - 3:15

The Power of Reviews in Student Recruitment Ross Holmes

Audience: All

► Session description

Online consumer reviews have disrupted many industries, particularly the travel industry.

This seminar focuses on the power of reviews in the language travel industry, how this affects student recruitment and discusses how agents and schools can benefit.

The seminar will also showcase Coursefinders.com, a student-facing site from ICEF that utilises student reviews as a central feature.

The presentation is best for providers of language programmes and agents.

► 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.

3:15 - 4:00

Recruitment from Turkey: Trends and Tips for Canadian Institutions

Turkan Ibis

Audience: Educators & Service Providers

► Session description

The Turkish market is not a mystery for Canadians but there is still a lot to learn about Turkish students and their families in order to attract more of them to Canada.

What are the trends and what will be the tips for Canadian institutions who are already active or planning to enter the Turkish market? How can French institutions from Canada improve their chances to recruit Turkish students?

► Speaker



Turkan Ibis
*Manager,
Canadian Cultural Center,
Turkey*

Turkan Ibis is the director of the Canadian Cultural and Educational Center in Turkey, the only agency exclusive to Canada since 2008. She also recently published EduLife Canada Magazine in order to inform students, counselors and parents in Turkey about Canadian education opportunities. She holds a Bachelor degree in International Business and Marketing from HEC Montréal and was responsible for information and promotion at Université Laval. She also co-wrote the 'Guide for Immigrants and Foreign Students' published in French, in Canada.

Turkan has lived in Canada for 17 years. She is also a Canadian citizen, speaks French, English and Turkish. She is married and has two daughters.

Seminar Room 3 (Room Hampstead)

4:00 - 4:45

5 Ways Your Agency Could be Falling Behind with Technology

Nicolas Miller

Audience: Agents

► Session description

Technology can give education agencies an incredible competitive advantage. Agencies can save time with automatic workflows, they can increase sales with automated marketing and, perhaps most importantly, they can implement scalable operational systems for rapid growth.

Until recently, little technology has been designed for education abroad. This has forced agencies to use generic tools like Excel, Salesforce, and Google Docs in manual business processes.

In this session we'll look at 5 simple ways agencies are using technology to gain a competitive edge by:

- automatically capturing student information from the internet
- creating dynamic quotes and invoices online
- managing multiple offices, sales processes, and staff remotely
- tracking student progress through a sales pipeline
- using business statistics to make informed business decisions.

► Speaker



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.

4:45 - 5:30

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 key characteristics for all levels 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 present 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 Canada (DFATD),
Canada

Geneviève is responsible since 2007 for developing and managing the Education Brand for Canada for Department of Foreign Affairs, Trade and Development (DFATD) in collaboration with the provinces and territories. She oversees the deployment of the promotional campaign managed by the Canadian missions around the world including traditional media and new media.

Geneviève has a Master's degree in International Studies from the University of Montréal and a Bachelor of Business Administration from the University of Québec in Montréal.

She worked for four years at International College as head of recruitment and international mobility. Before that, she was director of the Québec Network for the Canadian Education Centre where she participated in the development of strategy for the recruitment of international students from many schools of Québec. 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.

Seminar Room 3 (Room Hampstead)

5:30 - 6:15

Useful Tools and Updates from National Associations

Geneviève Gougeon

Audience: Agents

► Session description

Join this moderated learning session as CBIE, CAPS-I, CAIS, Languages Canada share information on key online tools and resources for studies in Canada. The session will close with an interactive Q&A session including nine provincial associations and governments.

Organisations represented: CBIE, CAPSI, CAIS, Languages Canada, BCCIE, MCIE, EduNova, and the provincial governments of Alberta and New Brunswick.

Moderator: Geneviève Gougeon, Brand Manager, Edu-Canada, Foreign Affairs, Trade and Development Canada.

► Speaker



Geneviève Gougeon
*Brand Manager, Edu-Canada,
Department of Foreign Affairs, Trade and
Development Canada (DFATD),
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6:15 - 6:45

The Canada Course for Education Agents (CCEA)

Sarah Mines & Charbel Moreno

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



Sarah Mines
*Sales Director - Canada,
ICEF, Germany*



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

Sarah Mines is a leading authority on international education trends in Canada, with over 15 years' experience in marketing and partnership building. Most recently, Sarah was promoted to Director of Sales for ICEF Canada, where she has been working since 2011. As part of her mandate, Sarah works closely with key industry partners and educational institutions to help them achieve their internationalization goals and put Canada on the map. Prior to her role at ICEF, Sarah was the Marketing Manager for BCCIE, where she was involved in advancing British Columbia's international education interests in key markets. Although based out of Vancouver, Sarah can most often be found travelling the world and has visited over 60 countries.

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 (Room Hampstead)

6:45 - 7:00

The US Agent Training Course (USATC)

Tiffany Egler

Audience: Agents

► Session description

This session details the new US Agent Training Course (USATC), available online and free of charge 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 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



Tiffany Egler
*Director - Agent Relations,
ICEF,
Germany*

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

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