

Seminar

Booklet introduction

A welcome
from IALC Vice
President for
Marketing
Robin Adams



In the past few years, we have endeavored to provide meaningful opportunities for professional development as an important part of the IALC Workshop experience. On April 19 in Bologna, we are again very pleased to bring you a list of engaging speakers. Given the importance of technological innovation at this stage of the lifecycle of the study abroad industry, we wanted to facilitate presentations that highlight digital solutions that enhance the speed and efficiency with which schools and agents can work together. The newly launched www.ialc.org has a number of features to help front line counsellors access critical details about IALC destinations, programs and schools. In addition, we are also pleased to present Nicolas Miller from Edvisor who will demonstrate their B2B booking platform and the unique plug in feature connecting www.ialc.org to edvisor.io.

Our goal is not only to create a digital environment where schools and agents can collaborate, but also, to foster discussion about how agents and schools can adapt to the new landscape of digital sales and marketing.

Ms. Elena Saura Ramos, a digital communications analyst, will give a presentation on Demand Generation and Sales Funnel Management. Hopefully, the details and data from outside our industry will help us get a closer understanding of how to best manage digital marketing in the context

of the Study Abroad industry.

Ultimately, we need to understand the end consumer better if we are to improve our businesses. Therefore, IALC members have supported ground-breaking research into the student experience. To help bring the data generated by IALC schools and compiled by StudentMarketing, Patrick Pavlacic of StudentMarketing will present an overview of important insights revealed in the "IALC 2018 Research Report: Perfecting the student experience."

Finally, we hope to gain even deeper market insights through Jackie Kassteen's presentation on trends and disappearing market segments. Jackie Kassteen's presentation "Lost & Found: The Adult Language Student will aim to explore what has happened to the professional adult student and possible re-engagement strategies.

We hope that through these presentations from key stakeholders inside and outside of our industry IALC Member schools and Agents will gain valuable knowledge about critical developments in our industry. Our goal is to provide you with opportunities to engage with these latest developments in an effort to equip you with the data needed to make the best business decisions.

Robin Adams
IALC Vice President for Marketing,

A message
from **Edvisor**
Edvisor

Edvisor is the leading technology provider to the international education industry. Edvisor helps schools, agents, and service providers collaborate in real-time, to access current pricing and marketing materials, keep track of students, issue beautiful quotes, and send instant enrollments; all in one simple system. Edvisor works with over 500 schools and thousands of agents, enabling connections that save time and let you grow your businesses.

To celebrate our partnership with IALC, we at Edvisor would like to share our insights on how technology is transforming international education. We are excited to host a range of speakers, presenting ideas on how to jump-start your digital marketing and boost your technological savvy.

Nicolas Miller
CEO of Edvisor

Seminar programme

The IALC study travel seminar afternoon 2018 sponsored by Edvisor

Thursday 19 April, 14.00 – 18.00, Royal Hotel Carlton

Time	Topic	Room
14:00 – 14:10	Welcome: Introduction to the IALC study travel seminar afternoon sponsored by Edvisor	Giove
14:10 – 14:55	Digital Marketing: Online Monitoring: What it is and why you should perform it	Giove
15:00 – 15:30	Ground-breaking research: The Launch of the IALC 2018 Research Report: Perfecting the student experience	Giove
15.30 - 16.00	Coffee break	Giove
16:00 – 16:30	Market insight: Trends and Disappearing Market Segments	Giove
16:30 – 17:15	Expert analysis: Lost & Found: The Adult Language Student	Giove
17:15 – 18:00	Ed Tech Innovations: Recruit More Students, Cheaper and Faster	Giove

Introduction to the IALC study travel seminar afternoon sponsored by Edvisor

Time: 14.00 - 14.10

Presenter: IALC vice-president for marketing Robin Adams and founder and CEO of Edvisor Nicolas Miller

Description: An integral part of our IALC Workshop is our seminar programme and we kick off this year's study travel seminar afternoon sponsored by Edvisor with an introduction from IALC vice-president for marketing Robin Adams and founder and CEO of Edvisor Nicolas Miller.

Digital marketing: Online Monitoring: What it is and why you should perform it

Time: 14.10 – 14.55

Presenter: Elena Saura Ramos, Digital Communications Analyst and Reputation Manager

Description: **Digital Transformation** allows everyone to access to online reputation and performances data regarding our business activities. Join **Online Monitoring: What it is and why you should perform it** to discover the news trends in Digital Analysis and how you can integrate them in your daily basis work.

Ground-breaking research: The launch of the IALC 2018 Research Report: Perfecting the student experience

Time: 15.00 - 15.30

Presenter: Patrik Pavlacic, StudentMarketing

Description: Join us for the launch and release of our **IALC 2018 Research Report: Perfecting the student experience**, a follow up report to **The IALC 2017 Research Report: Student expectations, experiences and satisfaction**. Both reports were the result of an online survey of over 4,700 students and one of the first systematic attempts to measure the student experience at a global level. This second report will delve deeper than its predecessor in its analyses of the experience of students in IALC schools by measuring levels of student fulfilment.

Market insight: Trends and disappearing market segments

Time: 16:00 – 16:30

Presenter: Patrik Pavlacic, StudentMarketing

Description: A rise in Juniors/school groups, young adults and 50s+: what has happened to the professional adult, an analysis of the trends and disappearing market segments from Patrik Pavlacic, head of research at StudentMarketing.

Expert analysis: Lost & Found: The Adult Language Student

Time: 16:30 - 17:15

Presenter: Jackie Kassteen, Jackfruit Marketing & FruitFame.com

Description: Language schools will no doubt have enjoyed the rise of the junior market, as teens and school groups have been giving enrolments a welcome boost in recent years. Moreover, young adults continue to show interest in improving their English for professional reasons, meanwhile the 50+ market is experiencing a bit of a reawakening. But where have all the adults gone? The 30-50 year olds have dwindled in years, with schools feeling the sting of love lost and wondering how to get them back.

Join us in Bologna for a lively, eye-opening session led by Jacqueline Kassteen, Founder and Managing Director of Jackfruit Marketing and FruitFame.com. Jacqueline will take attendees through a number of techniques to reclaim this student segment including marketing messages that actually work and innovative business strategies.

Innovation: Ed Tech Innovations: Recruit More Students, Cheaper and Faster

Time: 17:15 – 18:00

Presenter: Nicolas Miller, Edvisor

Description: Fueled by technology, the world is becoming smaller every day, and students are keen to explore options globally. Through the exclusive partnership between IALC and Edvisor, both schools and agents are offered a platform to simplify collaboration. Edvisor connects agents and schools directly, making enrolments, quotes and pricing as easy as a click.

But what if you could do more? What if you could use modern technology to generate a steady stream of qualified leads to your business? That's what automation can do for you today. Join this seminar for inspiration on how to create your own workflows to improve efficiency and drive sales

Biographies



Robin Adams, IALC Vice-President for Marketing & President and Managing Director of Global Village English Centres

As the son of a diplomat, Robin grew up in different countries and attended international schools in Austria and Germany. He has certificates in TEFL, a Bachelor of Arts, Honours English from the University of Victoria, Canada and a Master of Education from the University of Sheffield, England. Robin first developed a passion for the language industry teaching in Korea and Germany and has been involved in Educational Marketing since 2001. He is currently the President and Managing Director of Global Village English Centres and looks forward to learning from and building on the successes of his predecessors at IALC. He is married with two children and his hobbies include karate, languages and travel.



Nicolas Miller, CEO, Edvisor

Nicolas Miller is CEO of Edvisor, a technology company founded in Vancouver, Canada, to improve the way schools and agents share information. Edvisor is the leading technology provider to the international education industry. Edvisor helps schools, agents, and service providers collaborate in real-time, to access current pricing and marketing materials, keep track of students, issue beautiful quotes, and send instant enrollments, all in one simple system. Edvisor works with over 500 schools and thousands of agents, enabling connections that save time and let you grow your businesses.



Elena Saura Ramos, Digital Communications Analyst and Reputation Manager

Elena Saura Ramos is a Digital and Social Media professional specialized in Analysis, Insight and Online Reputation. She has 8 years of experience working internationally in the Culture industry and in-house Museums as Digital Education Officer and in Digital Agencies as Analyst. Elena is now responsible of the Data Competence Center of the Communications Digital Hub in Enel, focused on

enabling data driven initiatives in response to business needs requiring data modelling, algorithms development and advanced analytics. She regularly participates as Lecturer and Speaker in Digital Communication Research Master Courses. She believes that companies need to get smarter about using the information they collect. That is why she is committed to use data to inform successful strategies and enhance customer experiences.



Jackie Kassteen, Owner and Managing Director of Jackfruit Marketing

Jackfruit Marketing is a boutique consultancy, project management and training company specialising in recruitment and retention strategies, online and offline marketing techniques, agencies, social media, alumni, product development, competitive analysis and research. FruitFame.com is a one-of-a-kind, award-winning platform dedicated to storytelling. Jackie has given plenaries, masterclasses and in-house training on 3 continents for audiences as large as 1500 people. Jackie launched both companies in 14 months and prior to entrepreneurship, she launched ICEF Monitor and ran it for 4.5 years.



Patrik Pavlacic, Head of Research, StudentMarketing

Patrik Pavlacic is the Head of Research at StudentMarketing, global specialists in market research and strategic business development for the international education sector and a UNWTO Affiliate Member. Patrik's primary focus and expertise lies in global-scale data collection, trend analysis and interpretation, and data-driven market expansion strategies. He has produced or contributed to over 50 research projects for governments, associations, investors and individual educational institutions. Since 2011, he has led the company's team of in-house and in-field researchers. Patrik regularly presents at conferences and has been interviewed by many publications. He is a member of ESOMAR World Research.