

FUTURE TAIWAN Professional Development Seminar

第一屆 亞洲專業教育研討會 – 台灣未來

The FIRST Taiwan Professional Development Seminar will help participants develop strategies to increase international student enrollments. The seminar will start by looking at the global student mobility landscape and examine where students are coming from and where they are going to. The seminar will then discuss factors that impact a student's decision on where they will study. Participants will learn which types of marketing and recruitment, international admissions, and student services are critical to ensure students come and stay at your school.

The goal of this seminar is to inform your institution on how to attract international students!
此研討會的主要目的為培訓及幫助台灣校方如何改革並成功招收國際學生！

KEY ITEMS COVERED 四大主題

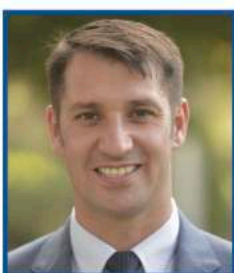
- **International student mobility data** 全球國際學生流動總覽
- **Taiwan as a study destination** 將台灣變成熱門留學國家
- **Keys to attracting international students** 吸引國際學生的重要關鍵
- **What makes a successful international programme** 如何規劃成功的國際課綱

ABOUT ICEF 關於ICEF

Since its launch in 1991, ICEF has evolved into a dynamic global leader that impacts thousands of educators, service providers and carefully screened student recruitment agents each year. Along the way, we have established a strong mandate to identify and share international student recruitment market intelligence, agent training programmes and educator professional development.

自1991年起ICEF已成為全球公認的教育服務領導者。每年為全球各校及教育服務業者提供細緻且專業的教育與招生橋梁。現今擁有全球領先的教育市場情報、培訓課程及協助全球學校專業發展。

PRESENTER 主講人



ICEF的行銷業務副總裁有逾十五年全球國際教育的行銷與招生經驗。一直以來皆專注在協助許多學校做全球招生策略規劃與實踐。每年國際重大教育會議皆能看到他上台演講與分享。MIKE的專長為綜合媒體行銷、品牌創建、社群媒體策略運用及成功為全球各校招收優秀的國際學生。



and Sales for ICEF and has previously worked in the vocational and post secondary sectors. She has 15 years of experience in the marketing and recruitment sphere in Asia and is a regular presenter and speaker at international conferences. Mike specialises in cross media marketing strategies and effectively using agents to increase student recruitment.