

IH Directors' Conference 2019 – Outline Programme

Saturday 4th May

Time	Event
09.00 – 14.30	City Tour with light lunch Depart Baia Verde and return to Baia Verde
14.00 – 18.00	Conference Registration Open
15.00 – 17.00	IH Study Abroad Group Meeting - VERGA B Annual meeting of the IH Study Abroad group of schools. (Schools are officially categorised as Study Abroad if they pay the annual fee, are listed as IH Study Abroad Brochure, meet the IH Study Abroad Charter and therefore can attend and vote).
15.00 – 17.00	How to Sell More Courses (workshop for IH Community Schools and others not attending the SA Group Meeting) - SALA CONGRESSI Nicola Lutz
19.00 – 23.00	Welcome Reception and Dinner at the Baia Verde



Sunday 5th May

Time	Event
08.30 – 09.00	Registration
08.30 – 18.00	Exhibitors exhibiting all day for conference delegates to talk to in breaks and meet with during sessions
09.00 – 09.45	IH World Lucy Horsefield, COO, IHWO
09.45 – 10.30	Re-examine, reassemble, repackage – giving more of our clients more of what they want Monica Green, Executive Director, IHWO
10.30 – 10.40	IH World Foundation Beccy Wigglesworth, IH World Foundation Manager
10.40 – 11.10	Refreshment Break and Exhibition
11.10 – 13.15	Workshop - Change and Transformation of Business through Teams Carlos Escario
13.15 – 14.45	Lunch and Exhibition
14.45 – 15.15	Your Students Today... Leaders of Tomorrow Palmina La Rosa, IH Catania
15.15 – 16.15	Discussion groups with IHWO Board members
16.15 – 16.45	Refreshment Break and Exhibition
16.45 - 17.15	IHWO Marketing Giuliana Faldetta, Brand Engagement and Marketing Coordinator, IHWO
17.15– 17.45	Marketing to Seniors Rosie Burke, IH Sabadell
Buses depart - 18:45	Optional Sicilian Dinner – FULL



Monday 6th May

Time	Event	
09.00 – 18.00	Exhibitors exhibiting all day for conference delegates to talk to in breaks and meet with during sessions	
09.00 – 09.30	How to grow your business: 3 examples for adding new products and services Marios Molfetas and Henry Tolley, Language Cert	
09.30 – 10.00	IHWO Teacher Training Shaun Wilden, Academic Head of Training and Development, IHWO	
10.00 – 11.00	Think by Design: Human-Centred Research Rupert Daniels, CUP	
11.00 – 11.30	Refreshment Break and Exhibition	
11.30 – 12.20	Endings Beccy Wigglesworth, Director Member Services and Client Experience, IHWO	
12.20 – 13.00	IHWO Online Language Learning Provision and Case Studies Lucy Horsefield, IHWO	
13.00 – 14.30	Lunch and Exhibition	
Room	Sala Congressi	Sala Verga B
14.30 – 15.00	Crisis over Christmas - how reading a teach yourself guide to social media helped replace a key customer Peter Hayes, IH Manchester	Mini PDIs: moving appraisals beyond people Pat Durden and Jenny Holden, IH Palermo Language Centre
15.00 – 15.30	Teacher training in the 21st century – is CELTA still relevant? Nick Beer, Cambridge English Assessment	Recruitment Tips Beccy Wigglesworth and Marta Robles Villarino, IHWO
15.30 – 16.00	Refreshment Break and Exhibition	
16.00 – 17.00	Teacher Training Centres Meeting Special interest group meeting for IH teacher training centres (of all languages) focusing on the commercial aspects of teacher training and how we can promote IH activities and collaborate.	Optional meetings for non TT schools
18.15 – 20.15 Aperitivo and Charity Event at IH Catania (Buses depart 17.45)		
Free evening – choice of various restaurants Option to book for dinner in Catania from 20.30 (at delegates own expense)		



Tuesday 7th May

Time	Event
09.00 – 16.30	Exhibitors exhibiting all day for conference delegates to talk to in breaks and meet with during sessions
09.00 – 09.30	Job applications in 2030: Preparing our students for future uncertainties Jane Forrest, Pearson
09.30 – 10.15	The 5 most important questions every IH Director should ask on a yearly, monthly, and weekly basis to ensure a healthy, sustainable business Simon Harris and Yoana Ivanova, IH Sofia
10.15 – 10.30	Finance Report and IHWO Corporate Matters
10.30	AGM
10.40 – 11.00	Board member election
11.00 – 11.30	Refreshment Break and Exhibition
11.30 – 12.15	Board Feedback from Board Forum Session
12.15 – 13.00	Business Meeting and discussion session
13.00 – 14.15	Lunch and Exhibition
14.15 – 15.15	Business Meeting and discussion session
15.15 – 15.30	IH Directors' Conference Sydney 2020
15.30 – 16.00	Refreshment Break and Exhibition
16.00 – 17.30	Closing Plenary - Positive Education Simon Ward
19.30 – 23.00	Gala Dinner at Palazzo Biscari Bus leaves at 19.00



Speaker Abstracts and Bios

Saturday 5th May

Saturday afternoon workshop for Community Schools/those not attending the IH Study Abroad Group Meeting.

Sell More Courses

Nicola Lutz, No Fluff

'Selling' is just matching the right course to the right potential client. We will look at how local schools can convert more enquiries to enrolments, no matter where the leads come from, no matter which course and no matter what your existing 'sales' skills. Let's check up on what are you doing now, and how we can tweak it, and how you can become comfortable with 'selling' from the standpoint of 'helping', no pushiness.

We will, together, look at what a sales funnel is, and what your existing sales process is, with a view to increasing enrolments, maintaining clients, creating 'ambassadors' and keeping your sales funnel full so your business runs more smoothly and you can share your courses with as many people as possible. This will involve your participation so bring paper, pens and an honest outlook.



Nicola has been selling since she was five years old and she has been training salespeople for 23 years. She is a languages graduate, a proud Director of a media company in international education and a trained coach and mentor.

Nicola has trained salespeople with no experience through to CEOs and has created teams from many nationalities. She believes good customer journeys equal increased sales. She is great at creating sales processes that work in practice and believes selling is fun, and simpler than most people believe.

Nicola set up NoFluff for the pure satisfaction of helping sales grow and businesses flourish and grew outbound sales calls tenfold with her first client within one week. She shows teams how to break targets down. And hit them.



Sunday 5th May

IH World

Lucy Horsefield, IHWO

In this session I will update you on projects and initiatives undertaken by International House World Organisation in the past year, in the context of our overall strategy. We'll also look ahead to planned activities for 2019/2020. I will update you on the trends within our network (based on our last membership survey) as well as looking at what is happening globally across our industry. I promise to use the 'B' word as little as possible!

Re-examine, reassemble, repackage – giving more of our clients more of what they want

Monica Green, IHWO

We all know what makes us IH – highly principled pedagogy, a genuine desire for student success and a vision of real quality. We all also know how difficult it is to distinguish what we offer from the competition. Could the answers lie in our IH DNA? In this workshop we'll examine our IH beliefs and explore ways of using the concepts we hold dear to develop courses that will give us that edge. Are you in?

Change and Transformation of Business through Teams (Opening workshop)

Carlos Escario - Entrepreneur, Global Executive, Management Consultant, Speaker, Author and Executive Coach

Speed of transformation in industries and organizations has never been so extraordinary. To successfully execute ahead of the transformation wave, leaders need to embark themselves and their teams in a journey of inner conquer, sculpt outstanding cohesion and integration and chisel the heart of legendary organizational cultures.



Carlos serves as an Adjunct Professor at IESE Business School and is also involved with a number of educational institutions including the University of Notre Dame (USA), the University International Strategy at CEU Cardenal Herrera, San Telmo International Institute, Basque Culinary Center, and the EDEM Entrepreneurship School. Escario is partner and faculty at GLP (Global Leadership Program), a consortium of global corporations based in Asia, Europe and North America.

Carlos began his career as an entrepreneur by founding S.L.I. (Integrated Logistics Services) in 1991. With subsidiaries in the UK, Italy, the Netherlands, Belgium, Portugal, Hungary, and the United States, SLI quickly matured into a Spanish powerhouse in the logistics and transportation sector. In 2002, SLI merged with UTI Worldwide, a global logistics organization listed on the NASDAQ with 540 offices and operational centers in 62 countries and 21,000 employees. Escario served in varying capacities and roles as an executive including Vice President of Sales and Marketing for the Europe, North Africa and Middle East region and President of Client Solutions worldwide. His current executive position is Co-Founder and CEO of Tacha.



Escario has completed a research program at Harvard Business School and has been trained in organizational psychology and human engineering design with Richard Bandler and the Robbins Research Institute. He is currently a managing partner at Huete Co.

Carlos holds a degree in Business Administration, MBA at IESE Business School, Master in Marketing at Universidad Rey Juan Carlos and Doctor (PhD) in Strategy and Organizational Transformation at University CEU Cardenal Herrera.

Your Students Today... Leaders of Tomorrow

Palmina La Rosa, IH Catania

In recent years, we've seen more language schools go beyond ELT, creating courses focusing on 21st century skills and leadership. What does it take to create a new course like that and what kind of impact can it have on students?

This session will explore the core principles of coaching and explain why it's so crucial to apply those techniques with teenagers today. You'll learn about the positive effects coaching can have on teens and see some examples, as illustrated by students who participated in IH Giga's new course, "Discovering the Leader in You".

Palmina started her career as a teacher 28 years ago. She founded Giga International House 21 years ago. She holds a Diploma in Educational Management and a Certificate of Merit in NSL Coaching (approved by ICF - International Coach Federation). She is dedicated to pursuing excellence conveying passion and enthusiasm for her work.

IHW0 Marketing

Giuliana Faldetta, Brand Engagement and Marketing Coordinator, IHW0

Since the launch of the IH Brand Guidelines in 2012 the IH brand has become stronger and more utilised across our network. However, as the years have gone by, interpretations and use of the key brand elements have naturally developed and so in this session we will be introducing the new guidance material we have produced to reflect this. We will also be presenting recent work undertaken by the marketing team and sharing the knowledge and insights we have gained from developing our social media and website SEO.

Marketing to Seniors

Rosie Burke, IH Sabadell

At IH Sabadell we are noticing a definite trend in senior classes – although they hate to be called senior. We have been researching how we market these classes and would like to share our knowledge. The senior is often retired, healthy and with travel in mind! Language classes are a must.

Rosie Burke is Director of IH Sabadell. She is also a senior. With two years to retirement she understands this market well. She started her professional life as teacher in IH Sabadell, since then she has worked in teacher training, has run several schools and has worked in Jordan, Brazil and Cairo running short courses for teachers as well as all over Spain.



Monday 6th May

How to grow your business: 3 examples for adding new products and services

Marios Molfetas and Henry Tolley, Language Cert

This session presents how PeopleCert/LanguageCert can help you add more value to your business. **PeopleCert** and its daughter organisation **LanguageCert** are global leaders in the assessment & certification of skills of professionals and learners. They partner with multinational organisations and government bodies, developing market leading exams and delivering them in 200 countries.

Join the session to:

1. Diversify your portfolio, by adding new training programmes (including the new ITIL4 and Prince2 on project management).
2. Learn how we can help you gain business with public authorities and tenders.
3. Find out how partnering with us can increase your student requirement and promote your school through our global network.

Let us help your business grow!

Marios has worked at the University of Warwick, where he served as Business Consultant and Business Development Manager prior to joining PeopleCert. He has extensive experience in the overall PeopleCert training market offering and is leading the language business line. Henry has taught ELT and then worked for exam boards and publishers from Trinity, Cambridge, Pearson, and National Geographic over 26 years. He now leads the Business Development for LanguageCert in all the destination markets.

IHWO Teacher Training

Shaun Wilden, IHWO

Shaun Wilden, Academic Head of Teacher Training and Development will update members on the teacher training and development courses provided by IHWO and the plans for new course development. He will also be highlighting the other services and support offered to schools in this area.

Think by Design: Human-Centred Research – (Monday guest speaker)

Rupert Daniels, Global Marketing Director for Cambridge University Press

It is said that the average home-buyer makes a decision about the chosen home in about 10 seconds. That's for the largest investment of this person's life. What happens when we make less important decisions? We operate in a constant tension between two systems in our brain: System One is the domain of impulse; System Two is run by the rules of reason and convenience. We all have both, and each dominates at different points. Why do we buy lottery tickets or purchase extended insurance in goods? If we did the math, neither makes sense.

Learn basic principles of Design Thinking and Behavioural Science that will help you understand your staff and your customers better. In this presentation, you will be engaged in hands-on tasks that will familiarize you with basic interview techniques and you will learn how some principles of Behavioural



Science such as choice overload, loss aversion, or negativity bias can be leveraged to nudge customers towards your business or employees towards new ways of working.



Rupert is the Global Marketing Director for Cambridge University Press where he is helping to transform the world's oldest publisher into a digitally enabled content and learning organisation. He is responsible for brand and product marketing, marketing communications as well as market research, design, web and social media. Rupert has over 25 years of inter-disciplinary global experience in general management, sales, media, digital, production, branding and marketing.

Prior to joining Cambridge he held senior marketing and sales positions at Arsenal Football Club and FIFA.

Endings

Becky Wigglesworth, Director Member Services and Client Experience, IHWO

Humans seem to be hard wired to remember endings. We remember how we felt at a last dance; a sad farewell; a triumphant medal at the end of a race; a tired return home; a heartfelt thanks and goodbye. Research into improving customer experience suggests that the 'ending' has a disproportionately significant effect on how good the whole experience is judged.

In this session we will look at how IH schools can improve lots of endings: the end of your placement testing discussion; the end of your lesson; the end of the week; the end of the exam; the end of the course.

IHW Online Language Learning Provision and Case Studies

Lucy Horsefield, COO, IHWO

Since the time of the last conference, we have undertaken a lot of research into online language learning platforms with assistance from Nik Peachey and also looked at what IH schools are doing on a local level. In this session we will share our findings, present IHWO's plans and hear from IH schools who have been delivering online courses successfully.

Crisis over Christmas - how reading a teach yourself guide to social media helped replace a key customer

Peter Hayes, IH Manchester

18 months ago we suddenly needed to replace the revenue provided by our biggest football agent which was c.50% of our total revenue. We realised how vulnerable we had become.

So, we drew up our own social media marketing plan from scratch, using a teach yourself guide, and started on our journey. We went back to basics asking ourselves what was it that our clients (and their



parents) wanted that we provided. We then drew up our key messages, consulting with all our staff and stake holders, and started to post on all our football dedicated social media channels.

It worked surprisingly well and we converted the target number of full academic year bookings and effectively replaced the lost revenue in time to avert any financial impact from the loss of this one key agent. And it didn't cost us anything. We didn't use Google ads or pay for sponsored Facebook campaigns.

In this talk I will illustrate exactly what we did with examples of posts that we made that had the most measured impact, how we began to use Instagram stories to good effect with lists of different members of staff and interns feeding in "on message" media to one central WhatsApp account.

Peter is the owner and co-director of IH Manchester and has been in industry since 1991, starting his English teaching career in Verona, Italy. Over his career he has worked for Bell, ASPECT, Stafford House and Inlingua before setting up his own English language school and football coaching business. The school joined International House in 2014.

Mini PDIs: moving appraisals beyond people

Pat Durden and Jenny Holden, IH Palermo Language Centre

Gauging the general mood in your school isn't always the easiest task, but as directors it's important for us to know how our staff are feeling. IH Palermo have been using this concept for a number of years, allowing everybody's voices to be heard and enabling a culture of continual development. A simple tool, which can really help the school to improve, these mini PDIs are helping us to realise a shared vision for the future of the school and the staff.

Pat established Language Centre Palermo in 1975, officially becoming an IH school in 1984. From its humble beginnings, the school has grown to be at the forefront of English language teaching, training and learning in Western Sicily and is helping to raise the standard of teacher training across the region.

Teacher training in the 21st century – is CELTA still relevant?

Nick Beer, Cambridge English Assessment

In 2016, Cambridge Assessment English undertook a significant piece of research into the motivations and perceptions of 6 different CELTA stakeholder groups: CELTA candidates; people involved in delivering CELTA, CELTA centres, employers of English language teachers, recently qualified teachers who did not take CELTA and potential CELTA candidates, in order to determine where changes could be made to better match CELTA to their needs and expectations to ensure that CELTA remains fit for purpose in the 21st century.

This talk will describe the nature of the research undertaken in 2016, and highlight some of the key findings and their implications.



Nick Beer moved to Italy to teach English after teaching in France, Portugal and the UK. From 1991 he worked for Cambridge University Press, Penguin Books and Bloomsbury. He has worked for Cambridge Assessment English since 2003 and is responsible for business development and marketing in Europe.

Recruitment Tips

Beccy Wigglesworth and Marta Robles Villarino, IHWO

This practical session aims to give tips on recruiting the best talent for your school. It will cover writing good job adverts, what qualities to look for, useful interview questions, safer recruitment, and giving and asking for references.

Tuesday 7th May

Job applications in 2030: Preparing our students for future uncertainties

Jane Forrest, Pearson

By 2030, automation will have taken 800 million jobs and some professions will have all but disappeared. By then, our tech-savvy students will be applying for jobs which currently don't exist. So how do we prepare these students for future uncertainties? This session will look at research findings into the skills that employers will be looking for in the future. This talk will explore the research and discuss practical implications for the classroom.

Jane Forrest started her career as a teacher and later teacher trainer with the British Council in Madrid. From here she moved into the world of ELT publishing where she has held roles in digital publishing, marketing intelligence, research and training. She is currently Global Director of ELT Marketing at Pearson Education. Jane is a strong believer in the role of collaboration across the ELT community in addressing the challenges faced by learners and educators in a changing world.

The 5 most important questions every IH Director should ask on a yearly, monthly, and weekly basis to ensure a healthy, sustainable business

Simon Harris and Yoana Ivanova, IH Sofia

Based on a survey with Directors prior to the conference, "What are the 5 most important questions to ask on a yearly, monthly, weekly and daily basis to ensure a healthy business?" These may include financial, operational and marketing queries such as analysing profit margins, creditor vs debtor ratios, teacher performance, student retention or marketing campaigns' ROI. At the conference, the 5 most popular, important questions will be defined, then presented alongside a concise theory and illustrated through charts and graphs. During the session, participants will briefly evaluate their school's performance based on the 5 questions. Remaining questions will be presented in a flow chart for their future evaluations.

Simon Harris and Yoana Ivanova have spent 10 years managing IH Sofia as a stable, sustainable business. Simon's 25 years in ELT include managing teaching centres in Europe, the Middle East and



Asia. Yoana was a lecturer on Portsmouth University's International Finance Bachelor Degree course for 5 years.

Positive Education – (Closing plenary)
Simon Ward, Educational Psychologist

Positive education has the goal of promoting flourishing within the school community through blending academic learning with character & well-being. This focus aims to promote skills that strengthen relationships, build positive emotions, develop growth mindsets and encourage self-efficacy.

In this presentation, participants will be introduced to a positive psychology framework that brings these ideas together and can be incorporated into the life and work of the school and promote the well-being, resilience and optimal functioning of pupils, staff and the organisation.

Through this approach, School Directors will enhance their understanding of the psychological processes which underpin their own well-being and be introduced to a range of evidence based tools and strategies to help them and their school flourish.



Simon is a Senior Practitioner Educational Psychologist in England where his specialism is positive behaviour and well-being. For a number of years, Simon has been running a variety of projects to develop the attitudes, skills and experiences which allow individuals and organisations to thrive and lead to success and achievement. As a regular trainer, he has delivered seminars on a range of topics including: motivation and learning, positive behaviour management and solution-oriented approaches. Simon is a consultant on the Cambridge Learning Journey for Cambridge University Press.

