



**International  
House**  
World Organisation



# **IH Directors' Conference 2024**

Split, Croatia

#IHDirConf2024



# Welcome Note from Josip Sobin

## Dear Colleagues

It is difficult to find the right words to express my excitement about hosting you in my hometown.

Split is a very peculiar city, rich in history and character. There is something in the air here – a combination of salt carried by the sea breeze from the beautiful Adriatic, a scent of lavender coming from the islands in the south and just a hint of mountain air rolling down from the north. When supplemented with the bright yellow explosion of brnistra – a plant commonly known as “broom” (in old Greek aspalathos, from which the name of the city was derived), Split is a delight for all senses. You may or may not notice it during your visit, but the air does something to us who are exposed to it our entire lives. It turns even the strongest global citizens such as myself into what we call “local patriots”, with our allegiance belonging only to our city and no other place or country.

The Directors' Conference has a special meaning to me. It was during my attendance of the 2018 DC in Sofia as a sponsor that I had the chance to meet an amazing group of people, a lot of whom I have the privilege of calling friends these days. The moment I came back home from the Sofia DC, I started the application process to affiliate. Then there was Catania in 2019, my first DC as an IH school. It was an amazing event supported by an even more amazing team from IH Giga. The 2020 and 2021 events were a symbol of both our struggle and our resilience; Madrid a symbol of perseverance.



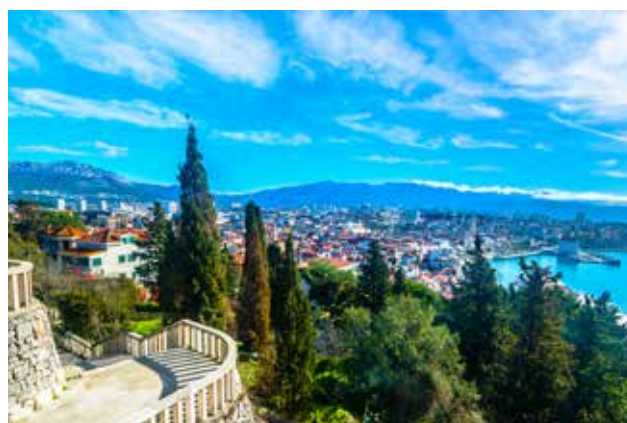
Unfortunately, I was unable to attend the 2023 event in London, but it holds an equally important place in my heart – this is when you gave me a double chance to prove myself, by electing me as your representative on the Board and choosing Split as your 2024 destination.

It is a great honour to have such an amazing group of individuals in my hometown! I hope you will enjoy your time here at least as much as I enjoyed my time at previous events and that you will create some memories that last for a lifetime.

Oh yeah, and do a bit of work at the same time. 😊

Yours truly,

**Josip Sobin**  
**Jantar - IH Split CEO**



# A message from the Board

As acting Chair of the IHWO Board, and on behalf of my fellow Directors and Board Members, it's a pleasure to welcome you to the 2024 International House Directors' Conference Split.

Working closely with conference host Josip, Emma and her talented IHWO team have put together a terrific line up of speakers, presentations and social functions for all of us to learn, grow, share and improve all aspects of our courses and service offering. This annual opportunity to come together is both essential and invaluable as we continue to lead the education industry in language learning and teacher training programmes.

For the past 16 months, the IHWO Board has benefited greatly from the hard work, vision and direction of Peter Hayes. Under Pete's admirable leadership, we have worked closely together to evolve and grow International House, especially through the significant changes the association encountered these past few years. Of note, were our 3-day strategic planning meetings, held last November in Berlin. As a result of which, we introduced our Vision, Mission and Core Values.

**Vision:** Bringing the world together through language.

**Mission:** We ensure quality language education and training by empowering affiliates to grow, innovate, and excel.

## Core Values:

- **Commit to Quality:** We are dedicated to ensuring that excellence is at the forefront of everything we do.
- **Embrace EDIB:** We are building a strong, inclusive community that values and celebrates diversity and equity.
- **Collaborate and Share:** We believe we are stronger together and harness the power and knowledge of our global network to achieve the remarkable.
- **Innovate and Transform:** We create an environment to inspire innovation, embrace change, and constantly push boundaries to transform challenges into opportunities.
- **Cultivate Curiosity:** We promote a culture where curiosity is the driving force behind personal and professional growth.

We thank you, Pete, for your talent, contribution, time and guidance these past 16 months. You will be greatly missed by all of your fellow Board members.

There are two positions now open for the IHWO Board, so please consider joining us; we look forward to working together as we continue to ensure the success of this organisation.

Enjoy your time in Split and the opportunity to be together again.

## Tim Eckenfels



**Tim Eckenfels**  
CEO of International House  
Sydney Training Services



**Mark Rendell**  
CEO of International  
House London



**Alejandra Garcia Nieto**  
Director of International  
House Querétaro



**Sieglinde Wolkan**  
Managing Director of  
International House  
Milan & San Donato



**Josip Sobin**  
CEO of International  
House Split



**Marco Faldetta**  
Director of International  
House Palermo  
Language Centre



**Emma Hoyle**  
Managing Director



**Samantha Grainger**  
IH Trust

# IHWO Introduction

## Dobrodošli u Split! Welcome to Split!

This magical island is a special location for our 2024 IH Directors' Conference. The next few days are an opportunity to meet new colleagues, connect with old friends, collaborate on ideas, find innovative solutions together and take advantage of the value of being part of our amazing global network.

We have a wonderful line-up of speakers covering a range of themes: AI & Innovation, Sales & Marketing, Leadership, Collaboration and EDIB. The sessions aim to inspire, motivate and encourage you to reflect on your own businesses. They include Leela Bassi, Arctic Survivor and Founder of Above & Beyond Resilience, who will communicate her empowering and inspirational message, reminding us that we have the power to overcome obstacles, embrace diversity, drive innovation, and make a positive impact on the world around us. Marianna Amy Crestani's group coaching experience presents practical strategies to develop transversal collaboration, trigger trust and accountability, accelerate inclusion and mutual understanding. Renowned Croatian TV personality and trivia enthusiast, Morana Zibar, will provide us with thought-provoking perspectives about underrated knowledge and underestimated skills. And John Rogosic will explore the transformative potential of artificial intelligence on operational, administrative, marketing, and strategic aspects of educational institutions. We, of course, will learn from the expertise of our colleagues about topics from Erasmus+ projects to innovation.

In 2023 we lost our much-loved friend and greatly admired colleague, Mihai Gânj. In honour of his contribution to the IH network and his dedication to innovation, we are launching the Mihai Laurențiu Gânj Award for Innovation.

The Directors' Conference prioritises collaboration and connection. We have a range of social events to not only strengthen



our professional and personal relationships, but also to introduce you to the wonders of this enchanting coastal city. On Sunday there will be a walking tour of Split followed by our opening dinner on the poolside terrace of the Radisson Blu Hotel, Split. On Monday evening we'll hop aboard a private boat to see the city from the water, explore the postcard-perfect islands and enjoy aperitifs at sunset. On Tuesday we'll gather for the annual charity auction, hosted by the IH World Foundation. The conference will close in style as we sample traditional Croatian cuisine at renowned local restaurant, Kastil Slanica, for the gala dinner.

A huge thank you to Josip and the IH Split team for the effort and dedication they have put into making this conference a success. Working with them has been a real pleasure and the conference will be a testament to their hard work and passion for their city.

Throughout the conference, you will be able to liaise with representatives from several key partners of International House. Thank you to all our partners and sponsors for their support – they make our conferences possible.

Enjoy the next few days, these annual conferences are precious moments to see our IH colleagues face-to-face and forge connections that will last a lifetime.

Best wishes,

**Emma, Belle, Giuliana, Shaun, Katja,  
Marta, Karolina, Imogen and Monet**

**The IH World team**



# About Split and Croatia

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Croatia, a nation etched by the Adriatic's embrace, boasts a past as rich as its turquoise waters. From Roman amphitheatres to medieval walled towns, Croatia whispers tales of empires risen and fallen. Its political history, a tapestry woven with periods of independence, shared crowns, and socialist federation, culminated in a hard-won independence in the early 1990s. Today, Croatia stands as a vibrant democracy, eager to share its cultural heritage and natural beauty with curious explorers.

The capital city, Split, is bursting with character, the buzzing streets are a beautiful blend of tradition and modern life. On the shores of the Adriatic Sea, you will soon see why this city is so popular with tourists from around the world. We are lucky to be avoiding the crowds

with our conference taking place at the very beginning of high season – take advantage of the emptier beaches, sights, restaurants and bars. Our hosts invite us to enjoy a local's perspective and dive into Dalmatian culture and history with the city walking tour on Sunday, the sunset boat tour on Monday and the traditional Croatian dinner on Wednesday. Make the most of these unique experiences!

## ***Ugodan boravak!***



# IHWO Team



## Emma Hoyle

*Managing Director*

[emma.hoyle@ihworld.com](mailto:emma.hoyle@ihworld.com)

**Ask me about...** IHWO strategy, operations and all things IH



## Belle Dowber Hawkins

*Director of Operations and Member Services*

[belle@ihworld.com](mailto:belle@ihworld.com)

**Ask me about...** IH Quality Inspections, promoting Teacher Training courses on IH Teach English and member services



## Giuliana Faldetta

*Brand Engagement and Marketing Manager*

[giuliana.faldetta@ihworld.com](mailto:giuliana.faldetta@ihworld.com)

**Ask me about...** Marketing, IH branding, social media, sponsorship and Study Abroad



## Shaun Wilden

*OTTI Manager and IHWO Innovation Advisor*

[shaun.wilden@ihworld.com](mailto:shaun.wilden@ihworld.com)

**Ask me about...** Teacher Training, IH OTTI courses, AMT conference, innovation

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# IHWO Team (continued)



## Imogen Key

*Digital Marketing Executive*

[imogen.key@ihworld.com](mailto:imogen.key@ihworld.com)

**Ask me about...** Digital content, the IH websites, mailing lists and social media



## Katja Preston

*Assessment & Training Coordinator*

[katja.preston@ihworld.com](mailto:katja.preston@ihworld.com)

**Ask me about...** IHWO Assessment Unit, IHOTTI enrolment, and running IHWO Teacher Training courses



## Karolina Meena

*Financial Controller*

[karolina.meena@ihworld.com](mailto:karolina.meena@ihworld.com)

**Ask me about...** Payments, affiliation fees and IHWO accounts



## Marta Robles Villarino

*Senior Membership Services and Marketing Executive*

[marta.roblesvillarino@ihworld.com](mailto:marta.roblesvillarino@ihworld.com)

(On maternity leave from May 2024)



## Monet Blanchard

*Membership Services & Marketing Executive*

[monet.blanchard@ihworld.com](mailto:monet.blanchard@ihworld.com)

**Ask me about...** Member services, IH World News and IH Teach English



## Estelle Héluin

*IH Languages Coordinator*

[ihlanguages@ihworld.com](mailto:ihlanguages@ihworld.com)

**Ask me about...** Support for French teachers and advisors for other languages and Google site

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# IHWO Team (continued)



## Lucie Cotterill

*IH Director of Studies Coordinator*

[ihwodoscoordinator@ihworld.com](mailto:ihwodoscoordinator@ihworld.com)

**Ask me about...** Academic management



## Fari Greenaway

*Inspections and Quality Coordinator*

[fari@ihworld.com](mailto:fari@ihworld.com)

**Ask me about...** inspections and reports



## Xana de Nagy

*YL Coordinator*

[IHWOYLAdvisor@ihworld.com](mailto:IHWOYLAdvisor@ihworld.com)

**Ask me about...** Young learners and teenagers, the new IH online course for YLs and teens



## Hannah Youell

*Diversity & Inclusion Coordinator*


[hannah.youell@ihworld.com](mailto:hannah.youell@ihworld.com)

**Ask me about...** EDIB and the Celebration of Diversity webinars

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# IHWO Team (continued)

## IHWO Language Advisors

### Arabic:

Wessam Sayed

[IHWOWarabicAdvisor@ihworld.com](mailto:IHWOWarabicAdvisor@ihworld.com)

### French:

Estelle Héloüin

[ihlanguages@ihworld.com](mailto:ihlanguages@ihworld.com)

### German:

Anette Igel

[IHWOWGermanAdvisor@ihworld.com](mailto:IHWOWGermanAdvisor@ihworld.com)

### Italian:

Chiara Passantino

[IHWOWItalianAdvisor@ihworld.com](mailto:IHWOWItalianAdvisor@ihworld.com)

### Ukrainian and Russian:

Victoria Agronskiy

[IHWORusUkrAdvisor@ihworld.com](mailto:IHWORusUkrAdvisor@ihworld.com)

### Spanish:

David Martínez Barraza

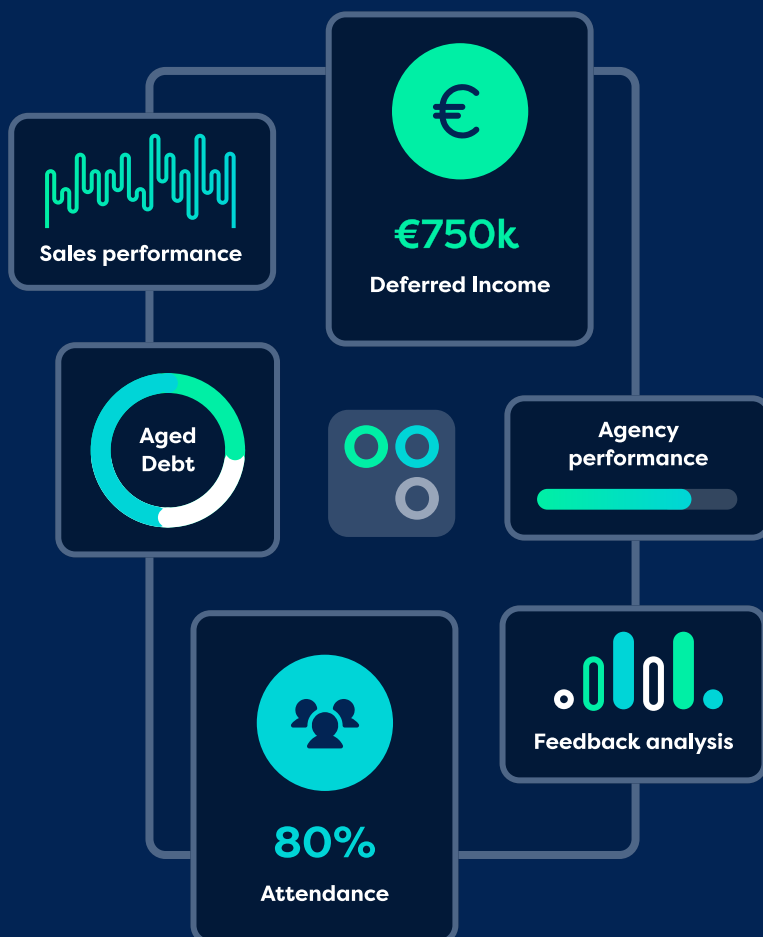
[IHWOWSpanishAdvisor@ihworld.com](mailto:IHWOWSpanishAdvisor@ihworld.com)

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# Sunday 19<sup>th</sup> May

## Split guided tour

<b>13.00</b>	Buses depart from Radisson Blu Hotel
<b>13.15</b>	Panoramic tour around the city (open-top bus)
<b>14.15</b>	Walking tour inside Diocletian Palace
<b>15.30</b>	Free time in Split
<b>17.00</b>	Buses depart to return to the hotel

**18.00** **Drinks reception and opening dinner on the outside pool terrace at Radisson Blu Hotel**

*Dress code: smart casual*

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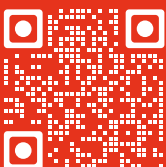
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# Monday 20<sup>th</sup> May

<b>08.30</b>	<b>Registration</b> – Bring your items for the charity auction
<b>09.15</b>	<b>Welcome</b> Emma Hoyle, IHWO and Josip Sobin, IH Split
<b>09.30</b>	<b>Empowering Educators in the Digital Age: Embracing the Quiz Nerd Mentality</b> Morana Zibar
<b>10.00</b>	<b>Shaping the Future: Emerging Trends and Markets in Language Education and Student Mobility</b> Ivana Bartosik
<b>10.50</b>	<b>Opportunities and News from LanguageCert</b> Henry Tolley, Global Sales Director and Lucy Horsefield, Head of UK, Ireland & Malta
<b>11.00</b>	<b>Refreshments &amp; Visit Exhibitors</b>
<b>11.30</b>	<b>Generating Solutions Together: A Group Coaching Experience</b> Marianna Amy Crestani
<b>13.00</b>	<b>Lunch &amp; Visit Exhibitors</b>

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# Monday 20<sup>th</sup> May (continued)

<p><b>14.15</b>     <b>IH Mexico Think Lab</b> Martha Fernandez, IH Cuernavaca and Ariel Lopez, IH Mexico City</p>	<p><b>The AISLi Project, Future Skills Agency</b> Palmina La Rosa, IH Catania</p>
<p><b>14.45</b>     <b>IH Sydney Training Services, Moving Forward in 2024</b> Tim Eckenfels and Fernando Passarelli, IH Sydney Training Services</p>	<p><b>How Does Your IH School Compare to Others? How to Use Benchmark Information to Improve Your Marketing Strategy</b> Jasmina Milošević</p>
<p><b>15.15</b>     <b>Our Digital Future: 5 Things You Need to Know</b> Ian Johnstone, Vice President, Partnerships, Avallain</p>	
<p><b>15.25</b>     <b>Refreshments &amp; Visit Exhibitors</b></p>	
<p><b>15.55</b>     <b>Diversity and Inclusion at IHWO: An Update</b> Emma Hoyle and Hannah Youell, IHWO</p>	
<p><b>16.05</b>     <b>The Wellbeing of Educational Leaders</b> Hannah Youell, IHWO</p>	

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# Monday 20<sup>th</sup> May (continued)

**17.00**      **Group Picture!**

**18.00**      **Split Boat Trip with drinks and nibbles**

Meet in the hotel lobby

*Dress code: smart casual*

**21.30**      **Free evening in Split centre**



# Tuesday 21<sup>st</sup> May

- |       |  |
|-------|--|
| 09.00 | <b>Cambridge Exam Centres Meeting and Update</b><br>Lead by Monica Green, IH Torres Vedras and Lisbon  |
| 09.40 | <b>Friend or Foe? Teacher Attitudes to Artificial Intelligence</b><br>Frédéric Borne Sogno, Trinity College London, Regional Director, Europe East & West            |
| 09.50 | <b>Quality Assurance for Affiliate Success: Have Your Say About the Changes and Improvements to the IHWO Inspection Scheme</b><br>Lead by Belle Dowber-Hawkins, IHWO |
| 10.50 | <b>Refreshments &amp; Visit Exhibitors</b>   |
| 11.20 | <b>Navigating The Future of English Learning with Generative AI: Opportunities &amp; Risks</b><br>Adrian Peel, GEL, GELnet Product Manager                           |
| 11.30 | <b>Integrating AI into School Operations: Enhancing Efficiency and Engagement</b><br>John Rogosic<br><i>Bring your laptop to make the most of the interactions!</i>  |
| 13.00 | <b>Lunch &amp; Visit Exhibitors</b>  |



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# Tuesday 21<sup>st</sup> May (continued)

<p><b>14.15</b>      <b>Project Governance Practices - Better Manage Project Work In Your Language School</b> Patrick Creed</p>	<p><b>The Success of our Sales and Marketing Journey</b> Tim Eckenfels and Fernando Passarelli, IH Sydney Training Services</p>
<p><b>14.55</b>      <b>Enhance Transnational Collaboration Through Erasmus+ Programme</b> Josip Sobin, IH Split</p>	<p><b>Study Abroad Meeting</b> IHWO Update and Committee Election</p>
<p><b>15.25</b>      <b>Refreshments &amp; Visit Exhibitors</b></p>	
<p><b>15.55</b>      <b>Green Standard Schools Study Materials</b> Jonathan Dykes, IH Bogotá   Medellín   Barranquilla   Riviera Maya   Belfast</p>	<p><b>Study Abroad Meeting</b></p>
<p><b>16.15</b>      <b>Developing Responsible Global Citizens - Curriculum Builder</b> Simon Harris, IH Sofia</p>	
<p><b>16.35</b>      <b>Next Generation Placement Tests</b> Josip Sobin, IH Split</p>	
<p><b>17.00</b>      <b>Charity Auction</b> HELP is a non-profit association dedicated to improving the lives of young people in Split through two programmes. One programme is Info Center for Youth, a unit that works with people under the age of 30, aiming to increase their quality of life, empower them to adopt responsible behaviour and promote civic engagement. The other programme is Damage Prevention which promotes the mobility of young people across Europe and delivers informal education to help young people become more competitive in the labour market. The Damage Prevention unit works with young people with addiction problems. The association was founded in 1992 and now operates through more than 100 volunteers.</p> <p>Introduced by Tim Eckenfels, IHWO Foundation. Compered by Katja Preston, IHWO</p> <p><i>Dress code: casual</i></p>	
<p><b>Free evening</b></p>	

# Wednesday 22<sup>nd</sup> May

**09.00**     **How Many Teams Does it Take to Change a Light Bulb?**  
Duncan Foord

**09.40**     **Cloud, Platforms and AI - Are You Ready?**  
Brett Talbot, CEO, Schoolworks

**09.50**     **IHWO Update: Enhancing Support & Expanding Horizons**  
IHWO Team

**11.10**     **Refreshments & Visit Exhibitors**

**IH members only**

**11.40**     **Governance & Finance**

**11.50**     **AGM**

**Business Meeting & Discussion**

**Plaques & Anniversaries**

**13.10**     **Lunch & Visit Exhibitors**

**14.25**     **Unlocking Business Intelligence: The Future of Computer Intelligence in Transformative Management**

Alina Gânj, IH Bucharest

**14.55**     **Sydney 2025**

**15.10**     **Unbreakable - A Story of Grit & Growth**

Leela Bassi

**16.10**     **The Mihai Laurențiu Gânj Award for Innovation**

**16.30**     **Thank yous and close**

**18.30**     **Gala Dinner at Kaštil Slanica**

Buses leaving at 18.30 from the Radisson Blu entrance

Coming back to the hotel, buses will leave at 10.30, 11.30 and 12.30

*Dress code: formal*

# Full Session Information



## **Empowering Educators in the Digital Age: Embracing the Quiz Nerd Mentality**

Morana Zibar

In an increasingly digital world, where information is readily available at our fingertips, the value of general knowledge might seem diminished. However, renowned TV personality and trivia enthusiast Morana Zibar, known for her appearances on the popular quiz show “Potjera” (The Chase), challenges this notion. In her enlightening talk, Morana shares her journey to becoming a quiz nerd and explores why embracing this identity is not only beneficial but essential in the digital era. She emphasises the enduring importance of general knowledge and the vital role educators play in cultivating curiosity and intellect. Join us as we delve into how educators can nurture the quiz nerd mentality among students, equipping them with the skills and mindset necessary to thrive in the ever-evolving digital landscape.

*Morana Zibar was born in 1977 in Zagreb. In 2002, she graduated in Croatian and English Language and Literature at the Faculty of Humanities and Social Sciences at the University of Zagreb, where later she also earned a master's degree in Comparative Literature. Since 2007, she has worked as a freelance translator, proofreader, and content writer. As a passionate foodie and wine connoisseur, she occasionally participates in organising or moderating various events, workshops, or tours related to food and drink. After publicly proving her enthusiasm for trivia on numerous pub quizzes and as a competitor in almost all TV quizzes broadcast in Croatia, in 2013 she was hired as one of the chasers in HRT's Potjera (The Chase). A mother of a 12-year-old daughter, she is very happy when she manages to turn her passions – quizzes, gastronomy, and travel – into business projects.*



## **Shaping the Future: Emerging Trends and Markets in Language Education and Student Mobility**

Ivana Bartosik

In 2023, novel trends emerged in language learning, with some evolving gradually and others spurred by the pandemic. Additionally, the overall sector recovery has been uneven across destinations and source markets, requiring language centres to continually adapt to a dynamic environment. This presentation will scrutinise the evolving landscape of English language teaching alongside the increasing prominence of other languages (French, Spanish and others) being taught in new destinations and more locally. Leveraging BONARD's expertise in international education, Ivana will delve into emerging source markets and trends in language learning. Furthermore, it will examine the profile of students opting for language study abroad or locally and strategies to effectively attract them.

*Ivana Bartosik, PhD is an International Education Director at BONARD and joined the BONARD team in 2017. She specialises in bespoke market reports applying both qualitative and quantitative methodologies. Over the course of six years, she has worked on numerous projects for associations, education agencies and individual education providers providing data-driven guidance.*



## Full Session Information (continued)



### Generating Solutions Together: A Group Coaching Experience

Marianna Amy Crestani

How can you develop transversal collaboration, trigger trust and accountability, accelerate inclusion and mutual understanding and also find practical solutions to day-to-day challenges?

This 90-minute experiential session enables you to experience exactly this!

Combining principles of action learning with coaching techniques you will engage in a 5-step process aimed at helping a peer solve a practical challenge.

More specifically, this group coaching process will enable you to practice skills like listening, asking open-ended questions, building rapport, summarising and reflecting and staying focused.

Last but not least, you will enjoy the possibility that the process gives to share insight, find time to think, appreciate the help of others and maintain accountability of action!

*Marianna Amy Crestani is TCO International's Head of Coaching Practice and leads a team of over 50 executive coaches spread all over the world. In her work, Marianna actively integrates coaching with the facilitation and the consultancy practices in TCO International. She is a PCC coach by The International Coach Federation and completed her first coach-training in the UK with CO-ACTIVE becoming a CO-ACTIVE coach in 2017. Since then she has specialised in individual and group systemic coaching, in the neuroscience of change processes and in a number of psychometric and personality questionnaires.*

*Marianna is also head of TCO's Coaching Academy aimed at onboarding and developing the network of coaches she works with. Marianna has coached both High Potentials and Senior Executives from organisations like FCA BANK, Comau, CNHI, Chiesi, Campari, Essilor Luxottica, Gi Group, PWC, Vailant, Rockwool, etc. Marianna also delivers training programmes on Emotional Intelligence and leadership development.*

*Marianna has developed TCO's Global Players coaching process aimed at professionals moving across cultures and roles.*

[www.tco-international.com](http://www.tco-international.com)



# Full Session Information (continued)

## **IH Mexico Think Lab**

Martha Fernandez, IH Cuernavaca and  
Ariel Lopez, IH Mexico City

Creating an innovation mindset in these new ever-changing times is essential if we are to achieve the business transformations we are looking for in order to develop.

In this workshop we will analyse ways to generate new ideas and new business ventures making use of our business and especially human talents.

## **IH Sydney Training Services, Moving Forward in 2024**

Tim Eckenfels and Fernando Passarelli,  
IH Sydney Training Services

In the past year, IH Sydney Training Services has achieved goals set out and presented at the 2023 IH Directors' Conference in London. The global education industry is facing challenging times. Government policy and decisions throughout the world are redefining the education landscape. As a leader in the Australian international education industry, the company is at a pivotal moment as it continues to expand its course and programme offering and looks at both consolidation and expansion throughout the company.



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# Full Session Information (continued)

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## How Does Your IH School Compare to Others? How to Use Benchmark Information to Improve Your Marketing Strategy

Jasmina Milošević

Discover how comparing your IH school to others can illuminate pathways to not only enhance your marketing strategies but also elevate your overall market position. Learn how to harness benchmark data effectively, which enables you to identify strengths, pinpoint areas for improvement, and optimise your marketing efforts for greater impact and enrolment success.

*Jasmina Milošević is the CEO of Creation Corner, a digital marketing agency working with educational institutions. Holding a Bachelor's degree in English Language and Literature, Jasmina began her career teaching the English language to all ages and levels, gaining invaluable insights into educational dynamics. This experience was pivotal, leading her to transition into digital marketing, where her passion for content creation came to the forefront.*

*Identifying a niche for her expertise, she founded Creation Corner – a marketing agency dedicated to crafting tailored digital marketing strategies for educational institutions, especially foreign language schools. Creation Corner is renowned for its commitment to bridging the gap between traditional education values and modern marketing needs, ensuring schools not only expand their visibility but also enhance their overall market engagement and growth.*

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## Future Skills Agency Launch - Life Competencies and Coaching

Palmina La Rosa, IH Catania

The AISLi project, Future Skills Agency, was recently launched with the aim of integrating skills for life and coaching into mainstream education. With learners at the heart of the project, the intention is to empower them and guide them towards taking ownership of their future successes. Future skills represent an area of growing interest, both educational and commercial. There is clear evidence of this in the plethora of publications related to 21st century skills. Coaching techniques are the key to enhancing learning. This session will show how AISLi is leading the way by setting up a national project for lifelong learning in Italy in the school curriculum in a systematic way.

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## The Wellbeing of Educational Leaders

Hannah Youell, IHWO

Better, Connected. Wellbeing and stress management for educational leaders

Language teaching and international education is a vibrant and exciting sector to be a part of; however managing a busy school can sometimes leave leaders and their teams feeling stressed, burnt out and disconnected – does this sound familiar?

In this talk we will explore the neuroscience of stress including how it manifests in our minds and bodies, and how this can impact our work and our health. We will identify industry-specific triggers and explore strategies that can be tailored to you and your team, promoting wellbeing, happiness and resilience to benefit you at work and beyond.

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# Full Session Information (continued)



## **Integrating AI into School Operations: Enhancing Efficiency and Engagement**

John Rogosic

This presentation will explore the transformative potential of artificial intelligence on operational, administrative, marketing, and strategic aspects of educational institutions. Participants will explore AI-driven tools that automate administrative duties, support school leadership, and refine marketing approaches to more effectively reach and engage potential students. Everyone from executive-level teams to support staff can apply the power of AI in

order to improve their efficiency and outcomes. An interactive demonstration will highlight the practical benefits of AI applications in real-time. Attendees will leave with actionable insights on adopting AI technologies to boost operational efficiency and enhance student engagement in their institutions.

*John is a passionate educator and innovator, who believes that new technologies have the power to shape our lives in a positive way. Having completed his university studies at the Massachusetts Institute of Technology (MIT), John holds dual Bachelors of Science degrees in the fields of Comparative Media Studies and Materials Science and Engineering, in addition to a Doctor of Philosophy degree in the field of Materials Science and Engineering. Although his PhD research focused primarily in the area of electrochemistry, John's 15-year teaching career has spanned the fields of biology, chemistry, engineering, design, and robotics. John has recently relocated to Croatia, where he has continued his career in education as founder and principal of the Split International School, an IB World School offering primary and secondary education.*





# Full Session Information (continued)



## Project Governance Practices – Better Manage Project Work in Your Language School

Patrick Creed

While much work and research has been carried out on what project governance is, and how it can be used and developed in different industries, little research has focussed specifically on project governance and governance practices in language training institutes.

While training institutes are involved in projects, working both alone on projects and with international partnerships, the question emerges if these institutes have given real thought to project governance, and how effective any project governance systems are that they have in place, to manage the work that they do.

Are training institutes ready for project work, and are they ready for the challenges involved in designing, delivering and developing the projects they choose to be involved in?

This talk looks to examine project management and identify best practices and approaches to successful delivery of projects in any language training institute.

*Patrick Creed's background is in English Language Teaching and Training in which he has worked since 1994. He has held roles as Teacher, Teacher Trainer, ADoS, DoS and now School Owner and Director having worked in Italy, Greece, Australia, Kenya (volunteer position) and Ireland. He co-wrote the Clockwise Intermediate Teacher Resource Book published by OUP and completed his Delta qualification in 2016. He holds Masters in Ergonomics and Physics, Masters in Renewable Energies and a Masters in Project and Programme Management.*

*He currently runs Bridge Mills Galway Language Centre, an English language school and teacher training institute in Galway, Ireland; it is an EAQUALS and Department of Education Ireland accredited language school.*



# Full Session Information (continued)

## The Success of Our Sales & Marketing Journey

Tim Eckenfels and Fernando Passarelli,  
IH Sydney Training Services

Beginning with our personal and effective relationships with a large overseas and onshore agent network, converting offers to enrolments, ensuring student satisfaction inside and outside the classrooms, IH Sydney Training Services has been highly successful. In this presentation we explore how the use of technology, reports, feedback tools and excellent staff engagement can give every student a unique and fulfilling experience.

## Enhance Transnational Collaboration Through Erasmus+ Programme

Josip Sobin, IH Split

The 2021-2027 Erasmus programme period brings many novelties providing new opportunities for language schools: from small projects promoting mobility of staff and students to multi-million euro decentralized projects for innovation development. IH Split brings an overview of all the possibilities and benefits for European schools, along with success stories of other IH schools that recently joined this venture.



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Tours and Activities  
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Teacher Access  
API Integration  
Accounts Integration





# Full Session Information (continued)

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## Green Standard Schools Study Materials

Jonathan Dykes, IH Bogotá | Medellín | Barranquilla | Riviera Maya | Belfast

Most modern course books include a unit called 'Our planet' or something similar, but this is often just one unit from ten, meaning that environmental issues are largely ignored 90% of the time. Our contention is that we can and must do better. Globally, the language teaching industry is working with tens of millions of students each year. If we can make even a small proportion of these students reflect on how they can modify their behaviour to become more environmentally sustainable, the total impact could be really significant.

To help schools introduce environmental issues more frequently into their classes, we have developed a series of detailed lesson plans and other study resources for teachers of English, French, and Spanish. As the development of these study materials was cofinanced by an Erasmus+ project, they are available free of charge to schools and language teachers everywhere.

This talk will show a small selection of the materials we have developed, and explain how you might like to use them.

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## Developing Responsible Global Citizens - Curriculum Builder

Simon Harris, IH Sofia

The Developing Responsible Global Citizens Curriculum Builder is an online tool for quickly designing your own syllabi with an emphasis on topics related to Community, Health, Environment, Diversity and Innovation. The software was designed in a joint Erasmus+ project involving four IH schools and is available free.

<https://drgc-project.eu/>

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## Next Generation Placement Tests

Josip Sobin, IH Split

Originally developed through an Erasmus project, NGPTs were the first placement tests that utilized complex mathematical algorithms commonly used in competitive sports and gaming ranking systems. A year after the project has ended, the development of these tests is taking some interesting turns including implementation in advanced AI systems. What comes next? Machine learning? AI generated test components? Let's see if we can take these tests a step further with fresh and innovative ideas from our network.

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# Full Session Information (continued)



## How Many Teams Does it Take to Change a Light Bulb?

Duncan Ford

We will share and evaluate experiences of what we consider to be examples of successful and unsuccessful teams from our own working contexts. This will help us have a clearer idea of what teams are for and what makes them work or fail, as well as remind ourselves of tools and

mindsets which can help us create and motivate a team, delegate effectively and encourage effective communication. I will facilitate the workshop with the aim of generating critical thought about what teams are for, as well as practical ideas for generating and managing them, particularly in the context of the hybrid workplace and Erasmus type remote team projects. Expect to work in teams in this session!

*Duncan Foord is a Coach and Mentor for ELT. He is the Director of OxfordTEFL, Barcelona. He has 35 years' experience in language teaching, teacher training and school leadership and management. He is the author of 'From English Teacher to Learner Coach' (with Dan Barber, The Round 2014) The Developing Teacher (Delta Publishing, 2009) and The Language Teachers Survival Handbook with Lindsay Clandfield (Its Magazines, 2008). He is lead trainer on the OxfordTEFL Leadership in ELT course.*

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# Full Session Information (continued)

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## **Unlocking Business Intelligence: The Future of Computer Intelligence in Transformative Management**

Alina Gânj, IH Bucharest

I have sought with Mihai to redefine the essence of business intelligence. Our focus has been for the last years on transforming how we and our team approach our business everyday tasks finding the best way to combine computer with human intelligence.

We delved into the crucial question: In the world of business, what truly defines our intelligence as managers?

The term 'intelligence' is a suitcase, packed with varied meanings whether it relates to humans, artificial entities, or entire organisations. Our presentation will show how merging computing expertise with human insight leads to smarter, more efficient organisational structures.

This talk is an intersection of technology, strategy, and innovation, aiming to offer insights and practical solutions for the forward-thinking business professional.

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# Full Session Information (continued)



## Unbreakable, a Story of Grit & Growth

Leela Bassi

Beginning with a journey of self-discovery and leadership, Leela unfolds a story of resilience, determination, and personal growth. From early hardships to facing the extreme conditions of the Arctic Circle, each experience has strengthened her resolve and dedication to authenticity and leadership.

Throughout her journey, Leela highlights the importance of core values such as commitment to quality, embracing diversity and inclusion, collaboration, innovation, and cultivating curiosity. These values are not just abstract concepts but are deeply ingrained in her personal and professional endeavours.

Drawing parallels between her Arctic expedition and corporate experiences, Leela emphasises the significance of adaptability, empathy, accountability, continuous improvement, and environmental responsibility. Each value serves as a guiding principle, driving her actions and shaping her approach to leadership.

As Leela reflects on her journey, she challenges the audience to consider their own values and embrace authenticity in their personal and professional lives. Ultimately, the message is one of empowerment and inspiration, reminding us that we have the power to overcome obstacles, embrace diversity, drive innovation, and make a positive impact on the world around us.

*Leela Bassi is a worldwide trilingual speaker and an overcoming adversity & inclusive leadership expert.*

*After surviving an Arctic Expedition in minus 43 degrees as part of an initiative to challenge how people think about diversity and inclusion, Leela founded her own organisation: Above & Beyond Resilience, speaking on the topics of overcoming adversity which encompass areas such as: Beyond Resilience, Turning Failures into Success, Growth Mindset and Conscious inclusion.*

*Specialist in strategic thinking, compelling communication, planning and execution, Leela achieves extraordinary results including a focus on excellence, a collective commitment, a high degree of autonomy, trust and individual initiative, individual accountability, integrity and humility. Leela leads by example, nurture by leadership and whilst inspiring others has often been referred as a "Gritty Leader".*

*Leela Bassi is a distinguished "Beyond Resilience" thought leader, a Diversity & Inclusion Consultant and a Keynote Speaker who presents in English, French and Italian. She has trained top-level executives throughout the UK, Europe, USA, Asia and Middle East and has equipped the leadership teams both locally and cross-culturally, with winning solutions to the practical challenges leaders face in implementing change. Leela has spoken to leading organisations such as Unilever, Gucci, BT, Ocado, Microsoft, The Body Shop, Takeda Pharmaceutical, and many more to inspire their leaders and their teams to overcome adversity and go above and beyond.*

# IH OTTI course dates

Find all course details, dates and application forms on <https://ihworld.com/teach/ih-online-teacher-training>

## Courses for Academic Managers and Trainers

Course	Duration	Annual start dates
Teacher Training Certificate	10 weeks	Feb, May, Oct
Director of Studies	9 weeks	Feb, May, Oct
Academic Mgmt - Observation & Feedback	6 weeks	May & Nov
Academic Mgmt - Managing Customer Service	6 weeks	Sept
Academic Mgmt - Managing Change	6 weeks	Jan
Academic Mgmt - Performance Management	6 weeks	Jul
Academic Mgmt - Young Learner Centre Management	6 weeks	May
Academic Mgmt - Teams & Communication	6 weeks	Mar
Academic Mgmt - Business Management	6 weeks	Nov

## Courses for Teachers

Course	Duration	Annual start dates
IELTS x1 module	4 weeks	Every month
IELTS Bundle of four modules	4 months	Every month
Content & Lang Integrated Learning	4 weeks	Feb & Jul
Certificate in Online Tutoring	5 weeks	Jan, Mar, Apr, Aug, Oct
Teaching One-to-One	4 weeks	Apr, Jul
Young Learners and Teens	8 weeks	Jan, Feb, Apr, Jul, Sept, Oct
Very Young Learners	10 weeks	Feb, Jun, Oct
Business English Teaching	14 weeks	Feb, May, Oct
Certificate in Advanced Methodology	15 weeks	Feb, May, Oct



# Useful Information

## How to get from Split Airport to the City Centre

You can get from Split Airport to Split city centre by shuttle bus, local bus or a taxi.

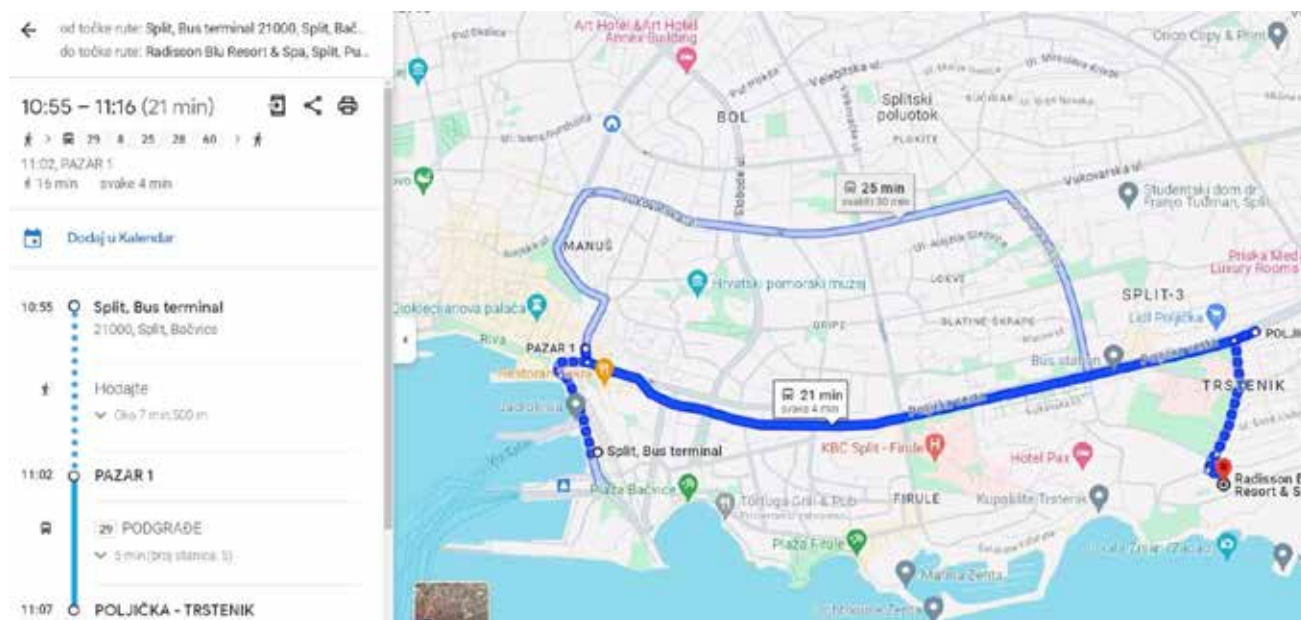
The fastest and most comfortable option to reach Split city centre is by **local taxi** or **Uber**.

The cheapest option is the **local bus (bus line no 37)** or the more convenient **shuttle bus by Pleso Prijevoz**.

### Shuttle Bus

There is a frequent bus service departing from the main arrivals terminal building of Split Airport (SPU) to Split central bus station and just around the corner from the train station and ferry port. The service is run by the local company **Pleso Prijevoz**. A one-way ticket costs 8 euros, and the journey time is 30 minutes. You can buy your ticket online or pay the bus driver.

To get from Split central bus terminal to the Radisson Blu hotel you can either take **Uber** or the **local bus (numbers 29, 8, 25, 28, 60)** going from Pazar.



### Local Bus

There is also a local bus service that takes you from Split Airport to Split city. **Bus number 37** operates on this route. You can find more info on the Promet Split website, and the number 37 bus in particular on their Airport bus line page. This is a suburban public bus, which means it has various stops on the way to Split city centre. The ticket price is 3 euros. You can purchase a ticket from the driver. The journey time is a minimum of 50 minutes, depending on local traffic.

Bus line no 37 terminates at the Sukoisan bus station in Split, not the main bus station. From the local bus station, you can either take another local bus or a taxi to your final destination.

### Uber

An easy and comfortable way to get directly to your hotel is using the Uber app. In the picture below, you'll find approximate prices for Uber rides from Split Airport to the Radisson Blu Hotel.





# Useful Information (continued)

## How to get from the Radisson Blu Hotel to the City Centre

### Uber

An easy and comfortable way to get to the city centre is using the Uber app.

### Local Bus

You also have the option to use the local bus service (Promet Split), conveniently accessible near the hotel. Simply board **buses numbered 60, 3a, 8, 25, or 26, and get off at Pazar stop (Green Market)**. From there, it's just a brief 2-minute walk to reach the Diocletian's Palace and Riva waterfront promenade.

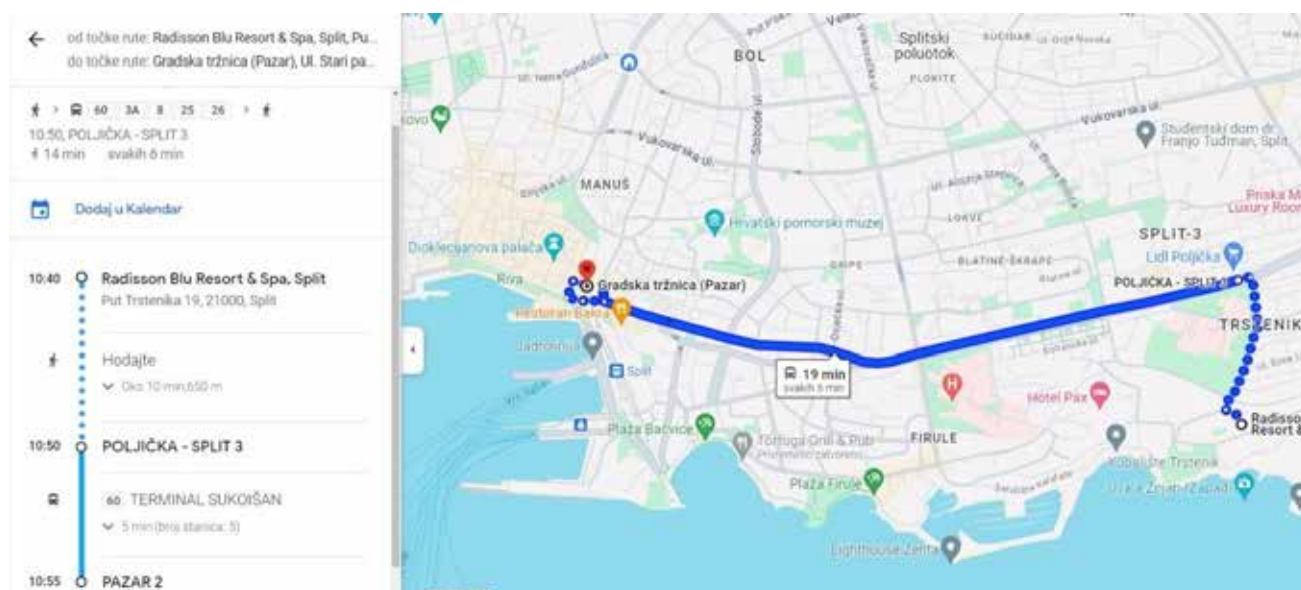
You can purchase a ticket onboard for 2 euros, or using a mobile app or the ticket machine for 1 euro.

### City Bike

Another way that you can get around town is using Split's city bike system. You can register on Nextbike public bike sharing system and use regular or electric bikes, which are conveniently available at numerous locations throughout town.

### Walking

It's a 45-minute walk from the hotel to Riva. You can opt for a pleasant stroll, which takes you along a path that runs almost entirely by the sea.



# Useful Information (continued)

## Emergency Number

**Phone number 112** is the European emergency line, used in all EU Member States. You can dial it directly from any telephone device, regardless of your telecommunications network. The system will automatically connect you to the nearest emergency service.

## Phones & the Internet

For calls to Croatia, dial **+385**.

Roaming charges within EU countries are not applicable.

While almost all hotels, restaurants and cafés provide Wi-Fi, you also have the option to purchase a local SIM card, as various providers (T-Mobile, Telemach, A1) offer tailored packages for tourists.

## Currency

As of January 2023, the currency used in Croatia is the Euro (€).

## Useful Phrases in Croatian

Good morning - **Dobro jutro**

Good day - **Dobar dan**

Good evening - **Dobra večer**

Hi - **Bok/Bog**

Have a nice day - **Ugodan dan**

Please - **Molim vas**

You're welcome - **Nema na čemu**

Thank you - **Hvala**

Excuse me - **Oprostite**





# Useful Information (continued)



## Eating, Drinking and Shopping in Split

### Great Dinner Spots

- **Obrov Street** has a variety of restaurants to satisfy your palate.
- **Corto Maltese** – Fusions of traditional and modern flavours.
- **Pandora Greenbox** – Specialises in plant-based food.
- **Pinku fish&wine** – Michelin-recommended restaurant focused on seafood and wine.
- **DeListeš** – Renowned for serving traditional dishes.
- **Noštromo** – Serves fresh local fish specialties from the adjacent fish market.
- **Villa Spiza** – Fresh and flavourful dishes made with local ingredients – menu changes daily.
- **Misto Street Food Factory** – Dalmatian staples in a street food style.

### Light Bites

- **Ba'će** – Specialises in Balkan region specialties, including ćevapi.
- **Kantun Paulina** – Savoury snack specialties from the Balkan region.
- **ST Burek** – Known for its burek, a traditional pastry dish.
- **Rizzo** – Fresh sandwiches.
- **Salt Gluten-Free House** – Gluten-free menu.
- **O'š Kolač** – Charming pastry shop offering unique treats and desserts.

### Buzzing Bars in the Old Town

- **Ave** – Enjoy aperitifs in the heart of the medieval Old Town.
- **Teak** – A popular bar with a courtyard.
- **Galerija** – A beautiful setting amidst the city walls.

### Souvenir Shopping

- **Get More** – Wonderful little artisan shop selling handcrafted souvenirs.
- **More** – A plastic free and eco-friendly shop selling carefully selected authentic and original handmade Croatian products by local artists, designers and artisans.
- **ForGas** – A shop and gallery selling posters, T-shirts that reflect the Dalmatian lifestyle.
- **Nered** – A charming shop showcasing handmade local products.
- **Nadalina** – Exquisite chocolates and a unique chocolate music record.
- **Aroma Dalmatia, Terrami Shop and Pčelica A-Art** for a wide choice of flavourful offerings including oils, honey, jams, wine, and more.



# International House Directors' Conference Sydney 2025

21 March - 1 April 2025, including optional trips to Hamilton Island and Uluru



## Friday 21 March to Monday 24 March

Optional **Hamilton Island holiday**, 3 nights

## Tuesday 25 March

TBC, Study Abroad Conference, seminars, presentations and social activity

- Optional day trip, **Hunter Valley wine country**

## Wednesday 26 March

**Directors' Conference Sydney 2025** begins!

Location, IH Sydney City George St.

- Registration, seminars, school visits, city walking tour, Welcome Lunch
- Optional **Bridge Climb** or optional tour **Sydney Opera House**
- Evening free time

## Thursday 27 March

All day conference. Location, Fullerton Hotel

- **Sydney Harbour cruise** - drinks, dinner and **Charity Auction**

## Friday 28 March

All day conference. Location, Fullerton Hotel

## Saturday 29 March

Conference and wrap up. Location, IH Sydney City George St.

- Closing dinner, **Sydney Opera House**

## Sunday 30 March to Tuesday 1 April

Optional **Uluru holiday**, 2 nights

## Wednesday 2 April

Travel to Auckland for IALC members

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