



IH Study Abroad Event 2024

17th and 18th May
Split, Croatia

#IHSAAEvent2024



**International
House**
World Organisation

Dobrodošli u Split!

Welcome to Split!

“On behalf of IHWO, it brings me immense joy to welcome each and every one of you to this beautiful city. Split, with its rich history and captivating charm, is the perfect setting for our event. I hope you take a moment to breathe in the sea breeze, marvel at the scenery, and immerse yourselves in all this city has to offer. These next few days are not just about work; they're about forging connections and creating memories. Let's make this event unforgettable!”

– Emma Hoyle, Managing Director, IH World

Our event features an impressive lineup of speakers, covering AI, marketing, IHWO updates, and insurance opportunities. After the talks, we'll have interactive workshop meeting sessions where you can delve deeper into the topics discussed, share your experiences, and collaborate on innovative solutions.

But it's not just about work - our social events promise to be equally captivating. On Friday, we'll visit the Medieval Fortress of Klis for breathtaking views over the Split valley and a Game of Thrones tour. Then, we'll explore Stella Croatica, offering a glimpse into Dalmatia's natural, cultural, and gastronomic heritage, followed by a welcome drinks reception at the Radisson Blu Hotel's outdoor pool terrace. Saturday evening's highlight will be a lovely meal on the South Terrace, with the Adriatic sea providing a stunning backdrop for our gathering.

Throughout the conference, connect with representatives from key partners of International House: we're delighted to have guard.me supporting us, joining our discussions. Nicola Lutz from No Fluff and Study Travel will provide valuable insights about our educational sector.

Embrace the spirit of collaboration, innovation, and networking that defines International House during these few days. Our events are more than business; they're about building lasting relationships between agents and the IH community.

Best wishes,

Emma, Giuliana, Hannah, and the entire IH World team

Study Abroad With IH

Bringing the world together through language



Discover the difference with study abroad programmes from International House schools, where excellence is not just a standard, but a commitment. With highly qualified teachers, small class sizes, and student-centered lessons, we empower students to thrive in a communicative and supportive environment. When you choose to work with International House, you're not just partnering with a language school – you're joining a global community dedicated to fostering meaningful connections and fostering a deeper understanding of the world.

70+

Years of
Excellence in
Language
Teaching



50+ Study
Abroad Locations
Worldwide



Commitment
to Quality



Wide Range of
Programmes &
Courses



Celebrating
Diversity &
Equity



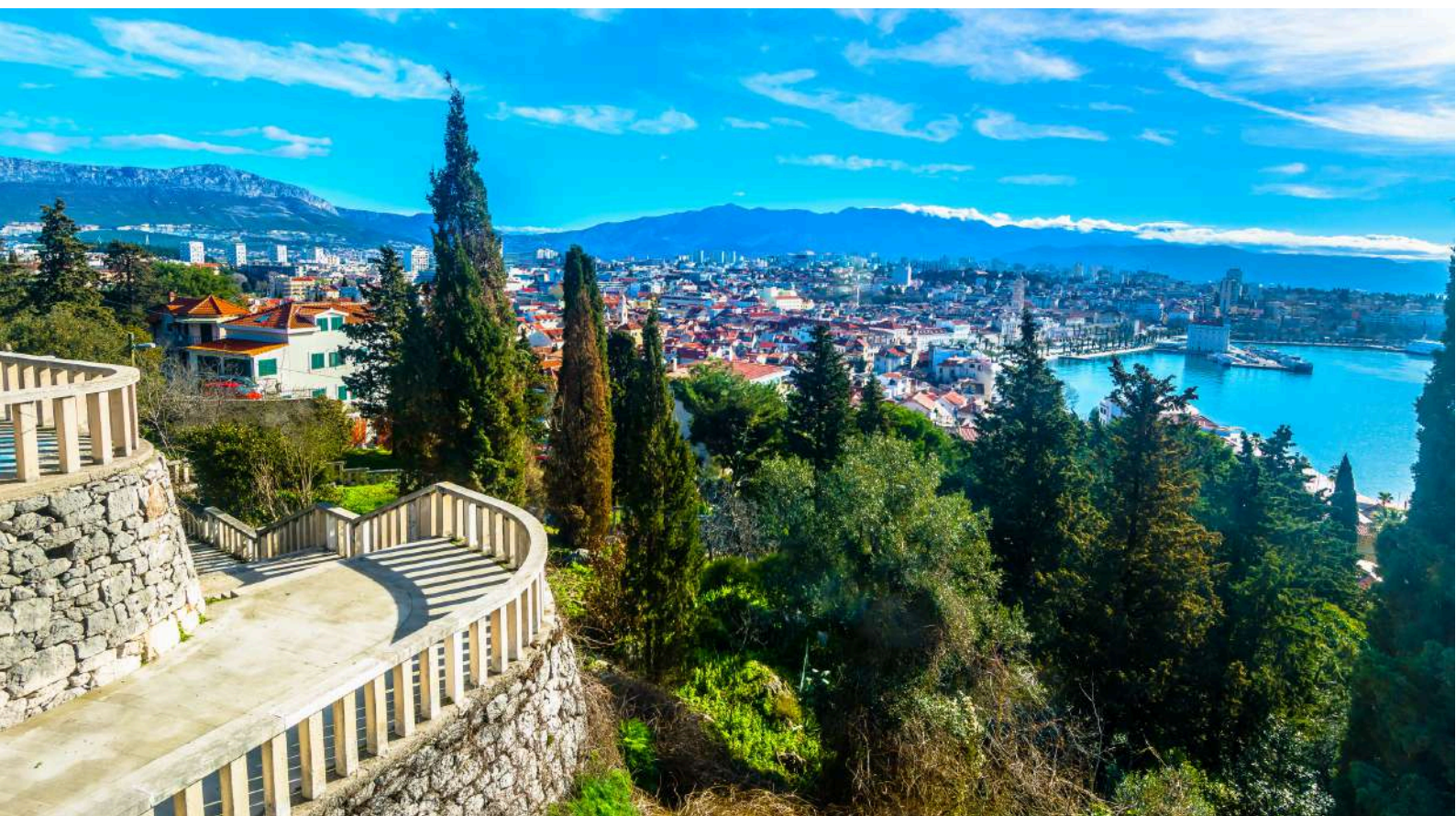
Six
Languages

ihworld.info/StudyAbroad

Conference Schedule

Friday 17th May

16:00-19:00	Medieval Fortress of Klis and Stella Croatica by bus We will leave the hotel at 16:00 and start by visiting the Medieval Fortress of Klis, here we'll enjoy spectacular views over the Split valley and get into character with a Game of Thrones tour. Next, we will visit Stella Croatica, an experience centre which provides true insight into the natural, cultural and gastronomic heritage of Dalmatia. We will visit the mansion, the beautiful gardens. The tour will last 3 hrs from 16:00 – 19:00. We will then return to the Radisson Blu hotel for our welcome drinks reception.
19:00-20:00	Welcome drinks reception with nibbles on the outside pool terrace at the Radisson Blu Hotel
20:00	Free evening



Conference Schedule

Saturday 18th May, Ballroom at Radisson Blu Hotel

8:45	Registration
9:00-9:10	Welcome and IHWO Updates Emma Hoyle, IHWO
9:10-10:05	Easy Ways to Use ChatGPT to Make Life Easier in Marketing and Sales Nicola Lutz, No Fluff
10:05-10:25	Supporting Schools and Agencies: GuardMe International Insurance Solutions for Student-Related Challenges Nicoletta Pinto and Michelle Brown, Guard.me Int. Insurance
10:25-11:15	8 Seconds to Inspire: Engaging Gen Z with Study Abroad Opportunities Jasmina Milošević, Creation Corner
11:15-11:35	Coffee break
11:35-13:10	Meetings
13:10-14:30	Lunch break
14:30-16:05	Meetings
16:05-16:25	Coffee break
16:25-18:25	Meetings
19:30	Dinner on the South Terrace at the Radisson Blu Hotel. Dress code: smart casual

Session Information

Easy ways to use ChatGPT to make life easier in marketing and sales

Nicola Lutz, No Fluff

Dive into the innovative world of ChatGPT with Nicola Lutz, who unlocks the secrets of using ChatGPT (and friends..) not just as a tool, but as a partner in the noble quest of helping schools and education agents soar to new heights in student enrolment.



Expect to leave this session with a toolkit brimming with easy, practical strategies that bring together the best of both worlds: cutting-edge AI capabilities and the irreplaceable value of human touch. From crafting messages that resonate and connect, to streamlining your processes without losing that personal touch, Nicola will show you how to make ChatGPT work for you, your team, and most importantly, the students you aim to inspire.

So, buckle up and prepare for a journey into the future of marketing and sales, where ethics meet efficiency, and where technology meets tenacity. Because in Nicola's world, it's not just about getting "bums on seats" - it's about making a genuine difference, one student at a time. 🚀

Nicola helps schools and education agents enrol more students - BUT (and it's a big but.. 😏) using methods and techniques that retain our integrity, human-to-human communication and empathy.. but still get the bums on seats.

Holder of the 'Ethical Selling' qualification and a Founding Fellow of the Institute of Sales Professionals, Nicola has been a lover and supporter of international education for 29 years.

Session Information

Supporting Schools and Agencies: GuardMe International Insurance Solutions for Student-Related Challenges

Nicoletta Pinto and Michelle Brown,
Guard.me International Insurance

Explore how insurance safeguards schools and agencies, ensuring support for students during unforeseen circumstances, enhancing safety, and minimizing disruptions to academic pursuits.

Nicoletta Pinto brings extensive experience in business development within the International Education sector. Since 2017, she has held the position of Head of Business Development & Sales Europe at guard.me International Insurance. Before assuming this role, she served as the Area Manager Director at Ideal Education Group from 2008 to 2017.



Michelle Brown, Head of Strategic Partnerships at GuardMe International Insurance, brings 15+ years of leadership in UK universities and a passion for international education. Committed to student safety and well-being, Michelle supports IH schools and agents with tailored insurance solutions. Outside work, she's an avid walker and photographer.



Session Information

8 Seconds to Inspire: Engaging Gen Z with Study Abroad Opportunities

Jasmina Milošević

In an era where the digital native Generation Z has an attention span of approximately 8 seconds, engaging them meaningfully poses a unique challenge, especially in the context of educational opportunities abroad. With compelling narratives, visual storytelling, and interactive content not only can you grab attention but also foster a lasting interest in global education experiences.



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.

Useful Information

HOW TO GET FROM SPLIT AIRPORT TO 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 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 [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 Uber app. In the picture below, you'll find approximate prices for Uber rides from Split Airport to the Radisson Blu Hotel.

Useful Information

HOW TO GET FROM RADISSON BLU HOTEL TO THE CITY CENTRE

Uber

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

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 and the Internet

For calls to Croatia, dial +385.

Roaming charges within EU countries are not applicable.

While almost all hotels, restaurants and cafes 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.

Useful Information

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



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International Insurance

Talk to us about
our worldwide
coverage and multi-
risk insurance policies
with cancellation
options

Digital Doctor Telemedicine

Connect instantly with fully
trained medical advisors and GPs

- 24/7 support via video or phone
- Free with every insurance policy
- Available in 6 languages
- Easy and accessible - no need to download an app

sales@guardme.eu
www.guardme.eu

[Click here to find out more](#)

Useful Information

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 specialities from the adjacent fish market.
- [Villa Spiza](#) – Fresh and flavourful dishes made with local ingredients - the 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.

Become an IH Valued Partner!

The International House network is very much like a big family, and our agents are a vital part of what we do. Our success over the last six decades has been supported through developing close and lasting relationships with agents around the world. We are pleased to officially recognise those partners who work with several IH schools and with whom we have built successful long-term relationships.

Agent benefits:

- Your agency name and logo will appear in the IH Partner Agents' directory on our website
- Prestige of being part of the IH Valued Partner Scheme
- Recognition from IHWO
- Use of the IH Valued Partner logo on their website or materials
- Eligible to attend the annual SA Event
- Eligible to attend the annual IH Lunch at Alphe UK



Thank you to our Partner



Share your conference experience with us!



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#IHSAEvent2024