

## IPSEF Dubai 2014

The Conference Centre  
Knowledge Village  
Media City  
Dubai



Supported by KHDA and DIAC

Knowledge Partners:  
ISC : Parthenon : GL

**23<sup>rd</sup> & 24<sup>th</sup> September – Conference sessions**  
**25<sup>th</sup> September – School visits**

**Conference Chair: Jonathan Hughes-D’Aeth, Headmaster, Repton School Dubai**

### Day One

- 09.30**                    **Opening and Welcome by Keynote Speaker**  
**Dr Abdulla Al Karam**  
Chairman of the Board of Directors and Director General of the **Knowledge and Human Development Authority (KHDA)**
- 10.00**                    **The Changing Face of International Schools: historical growth, current overview and future prospects.**  
This presentation will provide an analysis of the global international school market with a special focus on the Middle East (Western Asia). The ISC Research online system ([www.isc-r.com](http://www.isc-r.com)) has comprehensive data on more than 7,100 English-medium international schools and provides a wide range of analytical tools, access to current international school news and archives and information about school groups, school associations and international events.  
**Richard Gaskell**  
Director of International Schools, **ISC Research Ltd**
- 10.30**                    **Refreshment Break**
- 11.00**                    **Pricing Regulation of K-12 Schools**  
We will discuss pricing regulations of the K-12 sector exploring how fees impact operators and investors as well as their importance in effecting school choice for parents. The session will specifically explore the impact of regulations on the sector in Dubai and present case studies of best practice fee regulation from Parthenon’s work in over 50 cities globally. The session will also explain how different fee regulations could affect the sector in Dubai and the greater region.  
**Ashwin Assomull**  
Partner, **The Parthenon Group**

- 11.25**                    **Regulatory & Licensing Processes – A Key Element To Successfully Setting Up A New School**  
 Setting up a new school in the region requires navigating the regulatory and investment landscapes; which tend to be interdependent.  
 This presentation will:
- Outline the steps required to navigate the regulatory landscape taking into account investor interests
  - Highlight the key bodies the school developer must consult in order to successfully set up a new school
- Sajida Hassan Shroff**  
 Managing Director, **Altamont Group** (Education Advisory & Corporate Finance)
- 11.55**                    **Over a Decade Investing in Education: From Early Years to Higher Education**  
 Jose will talk about the companies investments in the education sector over the past 10 years and how they have helped these organisations to expand organically and made acquisitions in several regions.  
**Jose Rodriguez**  
 Director, **Sovereign Capital**
- 12.25**                    **Q&A**
- 12.35-1.30**              **Lunch & networking**
- Project Management and School Design**  
**How to deliver your project on time and on budget**
- 1.30**                    **Educational Design in a Changing World**  
**Hannah Lawson**, Design Director, **John McAslan + Partners**,  
**Fanos Panayides**, Director, **John McAslan + Partners**
- 2.10**                    **The Importance of School and Campus Design - Lessons Learned for Second or Multiple Campuses**
- Setting up a new school in Dubai**
1. Have a passion for educating young minds
  2. Write such and academic plan in keeping with all the requirements of the KHDA, so as to set up a school with International standards
  3. Set up a school with a difference:
    - Where children will play and learn
    - Where thinking will be made visible
    - Where children will be allowed to bloom with a team of teachers who will nurture them
    - Where the young minds will not be stifled but allowed to discover for themselves
  4. A school where the student, teacher and parent will work together
  5. Set up a school with the state of the art infrastructure, concentrating on one or two special features on offer, like:
    - A specially designed language lab to enhance listening and speaking skills in Arabic, French, Hindi and English
    - A state of the art library
    - Learning centres
    - A free will learning programme
- Richard Monteiro**  
 Principal, **Bilva Indian School**, Al Qusais, Dubai

- 2.30**                    **Title TBC**  
**Mansoor Ahmed MAS, MSc**  
Director, Development Solutions, Healthcare, Education, Public Private Partnership (PPP),  
Valuation & Advisory Services, **Colliers International**
- 2.50**                    **Sleep walking into a recruitment crisis**  
The issue of quality staff will exercise all International schools. However, the proliferation of  
new British curriculum schools being set up around the world is making things that much  
harder. How will we cope in 2016, when the numbers required will be even greater?  
**Ian Hunt**  
Managing Director, **Gabbitas**
- 3.10**                    **Refreshment Break**
- How to Develop a Successful School or Group of Schools**
- 3.30**                    **Title TBC**  
**Bernard West**  
CEO, **Tadrees Holdings**
- 3.50**                    **The Development of a C21 Educational Technology Platform**  
The presenter will take you on a journey of the development of a technology platform for  
the students in a new IB Candidate school in the Northern Emirate of Ajman. It highlights the  
need for education to provide a more individualised learning experience for our future  
learners and leaders. During the presentation, the speaker will engage the audience in how  
their specific technology model was used and why.  
**Anthony Cashin**  
Director, **Ajman Academy**
- 4.10**                    **Embracing technology to transform Education!**  
Education has evolved over the millennia, but in no period has it changed as much as it has  
in the past half-century. Propelled by the rise of the modern knowledge-based economy and  
rapid increases in the pace of technological advancement, education has become an  
egalitarian pillar of society, far more so than in the past. My talk will revolve around how  
schools can embrace technology to transform almost every aspect of a child’s learning and  
development experience based on global case studies and my own insights and observations  
as an educator, soft skills, technology expert and innovator. I will present to you the “NEW  
CLASSROOM” where teachers, parents and students all interact in different planes, where  
carrying heavy bags will be a thing of the past, where manually prepared reports and testing  
processes will be replaced by swipes and gestures, and where writing will be a skill to be  
taught then a necessity to survive, completely in line with the world we function in, rather  
than the past that we as educators, or our parents grew up in. I will quote “real life”  
examples of the same across the world and propose methods, tools and a framework where  
education is in-step with technology, than otherwise.  
**Imran O Kazmi**  
Strategist, **Meritorious Education Network FZ-LLC**
- 4.30**                    **New School, New Jurisdiction, New Relationships with Stakeholders and Regulators –  
Through the Looking Glass at a Group of Successful Schools**  
**Robert Walls**  
Regional Finance Director Middle East and Southeast Asia, **Nord Anglia Education**

4.50 **KEYNOTE : How to develop international schools in an ever-changing market place - an interview with :  
Rosamund Marshall  
CEO, Taaleem**

5.20 **Q&A and Conference Review**

5.30 **Conference Close & Drinks Reception**

## **Day Two**

**Conference Chair: Jonathan Hughes-D'Aeth, Headmaster, Repton School Dubai**

09.00 **Opening Keynote and welcome speaker  
Borderless Higher Education and Student Mobility:  
Case of Dubai International Academic City  
Dr Ayoub Kazim  
Managing Director, Dubai Knowledge Village and Dubai International Academic City  
Education Cluster, TECOM Investments**

**Update Bulletin on Growth and trends In HE and FE**

09.30 **The Road to Higher Education: Trends in International Student Mobility**  
One of the primary reasons parents enroll their children in top international and private schools is to smooth their entry into higher education. At the same time, university leaders increasingly view attracting a diverse population of qualified international students as a priority.

This session will provide an update on recent trends in international student mobility, with a focus on countries in the Middle East as well as others around the world with growing numbers of students aspiring to international postsecondary opportunities. We will examine patterns in student search behavior and preferences, academic performance, score sends, applications, and enrollment.

The College Board is a not-for-profit organization that connects students to university success and opportunity. Each year, the College Board helps more than seven million students in 180 countries prepare for a successful transition to university through programs and services in college readiness, including the SAT and the Advanced Placement Program.

**Brian Hartman**  
Director, International K-12 Initiatives, **The College Board**

09.50 **Title TBC  
Danish Kamal Faruqui  
Senior Principal, International Education Practice, The Parthenon Group**

10.10 **A general introduction to the Scholae Mundi Foundation and its educational project and how students can benefit from the variety of projects (title & synopsis to be confirmed)  
David Zokhrabyan  
Founder & CEO, Gitoon**

**Daria will present the student recruitment platform and talk about how this platform could be used by other schools to attract students from Russia and the region (title & synopsis to be confirmed)  
Daria Brodnikovskaya, RVVZ Foundation**

10.30

**Refreshment Break**

11.00

**What are the current trends in course structure and subjects?**

**Panel session with moderator:**

**Prof Raed Awamleh**

Professor of Management, **Middlesex University Dubai**

**A question of Curriculum: The Russian Perspective**

In a recent study done by Pearson Education and published by the BBC, the Russian curriculum took a very strong 8th position in Europe and 13th in the World. That is a very positive fact, given that very little is known globally about it, compared to its US and British counterparts. We here at Synergy are striving to put Russia back on the world map of education. Russian curriculum incorporates decades of academic achievements ranging from literature to business to high-technologies, just to name a few and we are proud to deliver it in the most “internationally colored” education hub in the world – Dubai.

**Zaid Maleh**

Vice Chancellor International, **Synergy University**

**The Future of Education**

**Prof Christopher Abraham**

Head - Dubai Campus, Sr Vice President - Institutional Development, Professor of Leadership and Organizational Behaviour - **S P Jain School of Global Management**

**Degrees for the here and now: How universities are redesigning courses to meet the needs of today's students**

As higher education is more widely available to a growing number of students, universities are having to adapt and respond to the needs of a more diversified student body. This has led to a decline in the more traditional or purely 'academic' subjects, such as philosophy, in many universities. Instead, there is an increase in demand for subjects which more readily lead to a specific profession or career, such as finance and law. This is particularly evident in Dubai where competition for jobs is fierce. In addition, there is an increased demand from both students and employers for courses which include some kind of work placement or internship, and which include a focus on 'soft skills'. This has led to some restructuring of courses to include assessment around work experience.

This talk will present a brief summary of the kind of curriculum design we currently see developing in universities in response to the growing emphasis on employability and career development.

**Dr Lois Smith**

Acting Director, **Middlesex University Dubai**

12.00

**What is an IB Education?**

The aim of the presentation titled "What is an IB Education?" is to present what lies at the heart of an International Baccalaureate education. This presentation will explain the ideals that underpin all IB programmes by describing the IB's educational philosophy. The presentation will explore how the IB programmes aim to develop internationally minded people who, recognizing their common humanity and shared guardianship of the planet, help to create a better and more peaceful world.

The information provided during the session will focus on:

- Focus on learners
- Developing an effective approach to teaching and learning
- Working within global contexts
- Exploring significant content

**Dina Khalaf**

Regional Development Consultant (Middle East), **International Baccalaureate**

Session introduced by: **Greg Watson**, Chief Executive, **GL Education**

- 12.20**                    **Imagination Goes to School, How to Educate Children at a Time of Rapid Social, Political, and Technological Change**  
Schoolchildren today will come of age in a rapidly changing world. As adults, many of us know that the education we received decades ago did not focus on the highly adaptive skill-set necessary to develop our full potential for working and living in the digital age. But educational systems tend to change slowly. What are the themes and mindsets that are most important to develop in our schools and in our students so that they will be the life-long learners who can be the leaders and innovators in the heart of the 21st century? How can educators and schools reform our programs and our practices to embrace creative inquiry while maintaining challenging academic environments? How can we respond to the clarion call from employers and policy-makers to educate a new generation of citizens who are technologically fluent problem-solvers and innovators?  
**Thomas B Farquhar**  
Head of School, **GEMS National Academy**
- 12.40**                    **Q&A**
- 12.50-2.00**            **Lunch and Networking**
- 2.00**                    **Evaluation and Inclusion - Reputation Management**
- Personalised Learning for Success**  
Allen Bird is the recently appointed Director of Education for Fortes Education. He believes in the delivery of high quality, personalised learning to help students achieve academic and individual success.
- He will share his vision for putting data at the heart of a school's approach to teaching and learning.
- Having been in at the launch of a new academy, Allen has faced the challenge of building an assessment strategy from scratch - setting a baseline, tracking progress in order to demonstrate the 'value added', engaging with stakeholders and satisfying the demands of the inspection authorities.
- He is a vocal advocate for the use of a wide range of assessments to build up a complete picture of each student and in the dissemination of this information to where it is most powerful -the teachers, parents and the students themselves.
- Allen Bird**  
Director of Education, **Fortes Education**
- 2.30**                    **Valuable Lessons Learnt**  
The sharing of information pertinent to the establishment of schools in the Gulf covering important issues impacting on the licensing, design, construction and development and operation of schools in the region.  
**Mark Atkins**  
Head of Academics and Education, **Evolvance**; Chief Operating Officer, **Repton International Schools UK**; and Headmaster, **Foremarke Dubai**
- 2.50**                    **Text books. A challenge between international curriculums and local requirements**  
International schools in the region are expanding rapidly. Perhaps the biggest challenge of which is to decide on a curriculum that matches acceptable textbooks with the local requirements.

This presentation will focus on:

- Local requirements of the international schools in the region
- Features of 21st century students
- Pedagogical factors that make a certain curriculum appealing for decision makers
- Can text books reflect above areas?

**Fahed Al Hussaini**

Regional Director - Middle East and North Africa

International Education

**Cambridge University Press**

**3.10 Q&A**

**3.20 Refreshment break**

**Recruitment Focus :** **Chaired by Neil Ollier,**  
Director of Business Development/ MENA Region, **Edvectus Ltd**

**3.50 Recruiting and Retaining High Quality Staff- Leveraging Internal expertise**  
This workshop will discuss issues related to recruiting high quality staff in the international sector and what structures, systems and PD programmes organisations and schools might put in place to build capacity and sustain improvement.

**Stephen Cox**

International Educator

Deputy Chief Education Officer, **Taaleem**

**4.10 Staffing Squeeze: How Changes in Policy and Economics have Affected Overseas Teacher Supply**  
Industry experts tell us that the number of staff working in international schools by 2020 will need to more than quadruple the number that existed in 2000 and the MENA region is growing faster than other parts of the world. With the growing significance of international schools, many governments in the MENA region are putting in place quality standards for teachers, however, some of these policies are causing the teacher shortage to become more acute as they are at odds with shifting demographics and teacher training initiatives abroad. In this presentation I will review government teacher training policies, demographics and teacher supply trends from the main western teacher markets: US, UK, Canada, New Zealand, Australia and Ireland, and discuss how it may affect the thriving MENA international school market within the coming years.

**Neil Ollier**

Director of Business Development/ MENA Region,

**Edvectus Ltd**

**4.30 Dubai as an International Education Hub: Recruitment, Teacher Training, New Schools, and International Consultancy**  
The challenges and opportunities likely to arise for international education providers based in Dubai. Drawing on experience of recruiting for a wide range of teaching positions throughout the region, Matthew will highlight key concerns over traditional recruitment approaches, as well as pointing to effective models for good practice. Issues of teacher retention will be examined, and potential solutions explored. He will also address a range of common challenges facing educational providers, particularly in schools catering to Emirati nationals, and a range of school improvement approaches that can offset these. Finally, he will discuss the growing significance of Dubai as an international hub for school start-ups throughout the world, and a wide range of international projects, including development projects in the Indian subcontinent and sub-Saharan Africa.

**Matthew Goldie-Scot**

Director, **Carfax Educational Projects**

### **Promoting Excellence in Private Tutoring**

Alexander Nikitch is the founder of the international Carfax Education Group. He played a leading role in establishing The Tutors' Association. The Tutors' Association is an industry-led initiative which seeks to achieve professional recognition for private tutors and to promote best practice in tutoring. Drawing on his experience of establishing Carfax Private Tutors, an agency which operates throughout the world, Alexander will speak on the significance of Private tutoring within the United Arab Emirates, and the need for a professional body for the industry within Dubai and the wider region.

**Alexander Nikitch**

Founder, **Carfax Education Group**

<b>4.50</b>	<b>Q&amp;A</b>
<b>5.00</b>	<b>Summary and Overview</b>
<b>5.10</b>	<b>Conference Close</b>

## **Day Three**

**25<sup>th</sup> September 2014**

**Visits to Schools and HE FE Campus**

**Uptown School  
Foremarke School  
Amity University**