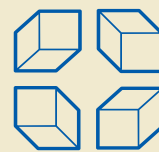




Meet quality student recruitment agents from China and other Asian countries



**ICEF**

Connect. Recruit. Grow.

## The ICEF Asia Workshop

Grand Millennium Beijing

October 10 - 12, 2012

Event partner



Supported by





## Why ICEF Asia?

- Access pre-screened, quality agents from all over Asia
- Focussed exclusively on China and Asia
- Largest agent networking event of its kind in Asia

## Access Asia's largest markets

The **ICEF Asia Workshop**, the largest pan-Asia agent networking event of its kind, hosted **400 participants** in 2011. In total, **120 education institutions** from 20 countries held over 3400 pre-scheduled meetings with **193 of the best and most professional agents** from 16 countries across Asia.

China remains the largest sender of international students in the world. In 2011, **China accounted for 58% of the agents** at the event. Focussing on Asia, the workshop also hosted the best and most professional **agents from 15 additional countries** (Taiwan, Vietnam, Hong Kong, Nepal, India, Bangladesh, Indonesia, Malaysia, Mongolia, Myanmar, Pakistan, Singapore, Japan, South Korea and Thailand).

The ICEF Asia Workshop has an **inbound / outbound focus**. This means that at the workshop, international educators are able to meet with both quality ICEF-screened agents and other international institutions to **discuss exchange programmes and joint ventures**.

In addition to conducting productive business appointments, participants may also attend **various seminars**. These seminars cover a wide range of topics, providing **valuable information on international education trends**.

The ICEF Asia Workshop is a must-attend for international institutions wanting to **build strong relationships in China and all around Asia**, with both agents and education providers.

## Why ICEF Workshops?

- Meet the world's best agents in one place - Save time and money
- Two and a half days of business meetings and social networking
- Maintain existing relationships and develop new agent networks
- Obtain market intelligence on latest industry news and developments
- Promote your brand within the international education industry

## The Venue

The ICEF Asia Workshop is hosted at the **Grand Millennium Beijing**, situated in the heart of city's financial and business district.

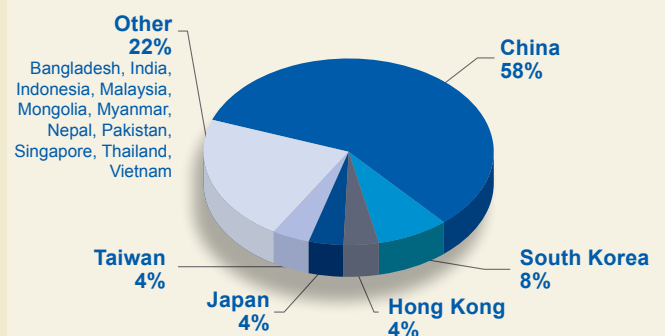
Renowned for service, the Grand Millennium Beijing provides hotel-wide broadband internet access, the **latest in business & conference facilities**, spa & fitness amenities and numerous international restaurants.

The hotel is also a short distance to the Imperial Palace and Tiananmen Square and is only a 25 minute drive to the Beijing Capital Airport.

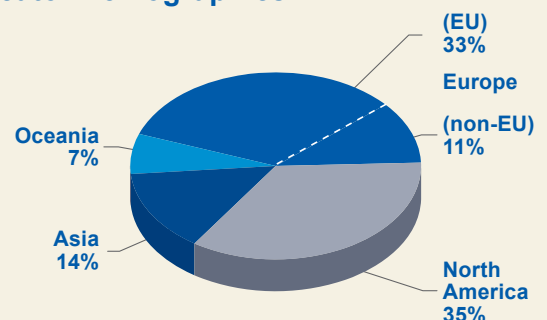
## Statistics 2011

- **400** participants representing **278** organisations from **33** countries and **4** continents
- **167** educators representing **120** education institutions from **20** countries
- **193** agents representing **140** agencies from **16** countries
- **24** exhibitors representing **12** organisations from **6** countries
- **3406** pre-scheduled meetings during **2** days

### Agent Demographics



### Educator Demographics





Find more 2011 testimonials, photos and videos on [www.icef.com/asia](http://www.icef.com/asia)

## Workshop Programme

The event enables educators to hold pre-scheduled **one-to-one business appointments** with relevant, quality student recruitment agents, as well as with other educators and service providers. These appointments are **30 minutes** each and serve the dual objectives of meeting with new contacts and/or maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions.

### Wednesday, October 10, 2012

- 13.00 - 19.00 Registration of participants
- 14.00 - 15.00** **Introductory seminars - "How to maximise your ICEF Workshop experience"**
- 15.00 - 19.00** **Seminars**
- 19.00 - 21.00 Welcome reception

### Thursday, October 11, 2012

- 08.00 Workshop hall opens, refreshments
- 09.00 - 11.00** **Business appointments (4 x 30 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business appointments (3 x 30 minutes each)**
- 13.00 - 14.00 Lunch
- 14.00 - 16.00** **Business appointments (4 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 19.00** **Business appointments (5 x 30 minutes each)**
- 20.00 - 23.00 Evening dinner reception

### Friday, October 12, 2012

- 08.00 Workshop hall opens, refreshments
- 09.00 - 11.00** **Business appointments (4 x 30 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business appointments (3 x 30 minutes each)**
- 13.00 - 14.00 Lunch
- 14.00 - 16.00** **Business appointments (4 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00** **Business appointments (3 x 30 minutes each)**
- 18.00 Workshop hall closes

## Participant Feedback 2011

This was my first ICEF Workshop and I have learned a great deal! I have made many contacts, which I'm sure some will give us very positive results.

**James Thomas, Whangaparaoa College, New Zealand**

*Being in one place, the workshop saved us time and money. ICEF does all the hard work finding good agents, making the workshop a great opportunity for any school.*

**Jeanette Taylor, The Trade & Occupational College of Australia**

*The ICEF Asia Workshop allowed us to meet many agents in a short period of time, making it much quicker than travelling between different agent offices.*

**Emma Buckby, London School of Business & Finance, UK**

*Overall this was a great workshop with excellent coordination and location. Thank you for making it so easy for our organisation.*

**Monèle Schrot, Louis Riel School Division, Canada**

*I found the ICEF Asia Workshop very interesting and as always impeccably organised. The meetings were worthwhile, the food was good and everything worked out well.*

**Andrew Mangion, European Centre of English Language Studies, Malta**

*This was my second time at an ICEF Workshop and I found the Asia Workshop very useful. We met with a number of good agencies.*

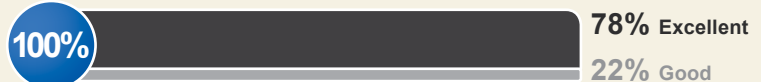
**Shuxiong Feng, Hunan Normal University, China**

*Doing business in China just got easier, thanks to the ICEF Asia Workshop.*

**Julie Fish, Sussex Summer Schools, UK**

## Attendee Ratings 2011

### Programme organisation



### Total event rating



### Reinforcement of existing contacts



### Quantity of new contacts





Meet quality student recruitment agents from China and other Asian countries

## Making Appointments

The **ICEF appointment system** offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. **Up to 30 meetings** can be scheduled with agents, as well as educators and service providers.

1. Prior to the workshop, details of all invited agents, educators and service providers are supplied via the industry leading **eSchedule PRO online appointment scheduling system**.
2. During the workshop, **additional meetings** and schedule adjustments can be made through personal contact or via a message delivery system.

## Participation Includes

### Prior to the workshop:

1. Comprehensive details of invited agents, educators and service providers
2. Access to the eSchedule PRO online appointment scheduling system
3. Preferential hotel rates for ICEF participants

### At the workshop:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the *Educator & Exhibitor Catalogue*
6. Access to seminars
7. Meals, refreshments breaks and an invitation to the evening functions
8. Opportunity to offer and promote FAM tours and receptions

Register online:  
[www.icef.com/asia](http://www.icef.com/asia)

## Marketing & Sponsorship Opportunities

### Give your organisation a higher profile during the event

Email [marketing@icef.com](mailto:marketing@icef.com) for information on the marketing & sponsorship opportunities available (eg. exhibition space, literature display rack, conference bag insert and advertisements in workshop catalogues). Items are strictly limited so early reservations are essential.

Email [seminar@icef.com](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## Organisers

ICEF Workshops connect **educators and service providers** with carefully screened, high-quality student recruitment **agents** at two and a half day networking events.

ICEF Workshops are renowned for their organisation, quality controls and sophistication, and now occur annually in **nine locations** across the globe.

## ICEF Workshop locations



## Contact

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