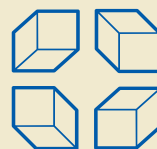




Connecting international educators and work & travel professionals with the world's best agents



ICEF
Connect. Recruit. Grow.

The ICEF Berlin Workshop

InterContinental Berlin
October 28 - 30, 2012

Supported by





Why ICEF Berlin?

- Access pre-screened, quality education agents from over 85 countries
- Largest agent networking event of its kind in the world
- Meet sellers of work and travel, offering a wide range of opportunities abroad

The leading industry event

Renowned as the most important event for international educators, premium agents, work & travel professionals, as well as leading industry service providers, the **ICEF Berlin Workshop** is the world's **largest and most comprehensive** international education-focused networking event of its kind.

In its 17th year, the 2011 ICEF Berlin Workshop hosted **1941 participants from 94 countries and 6 continents**, the most ever at an ICEF event.

International educators had the opportunity to meet **913 top quality agents** from **87 countries** around the world. In total, **21391 pre-scheduled business meetings** were held, with breaks and social occasions allowing participants to conduct further discussions and develop relationships.

In its third year as part of the Berlin Workshop, the **Work and Travel Zone (WTZ) continued to grow**, with 13% more organisations than in 2010. Showcasing international sellers of work and travel, the WTZ gave participants the opportunity to meet providers of apprenticeship, internship, volunteer, au pair and gap programmes.

Each year an extensive **Market Intelligence Seminar** programme and various industry presentations are held on the first day of the workshop. In these seminars, participants gain valuable insight into industry trends and latest research.

The **ICEF Berlin Workshop** is the most **efficient** and **cost-effective** way to meet a large number of top international education professionals face-to-face and in one convenient location.

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 Berlin Workshop is hosted at the five-star **InterContinental Berlin**, where preferential rates apply to event participants.

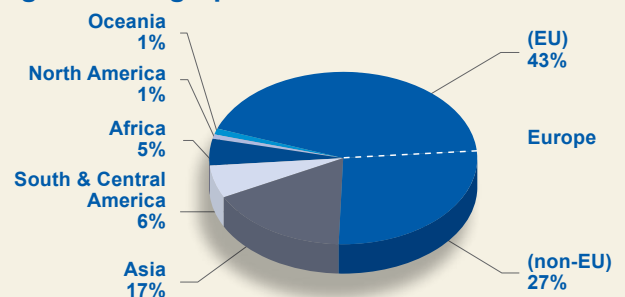
The InterContinental Berlin is located in the centre of the city - only a few minutes from the government quarter, historic centre, shopping districts and the world-famous Kurfürstendamm Boulevard.

With the newest and most innovative business and travel facilities, range of international restaurants, exceptional spa and fitness amenities, the InterContinental Berlin is a premium venue for ICEF's premier event.

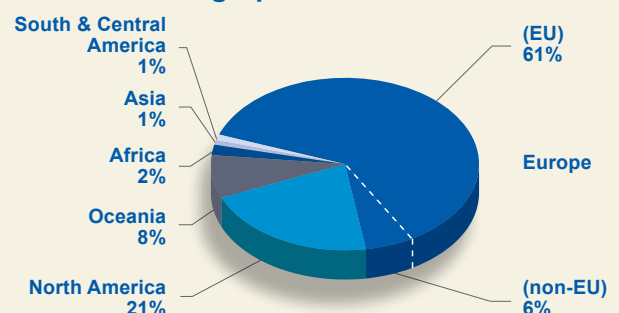
Statistics 2011

- **1941** participants representing **1298** organisations from **94** countries and **6** continents
- **750** educators representing **508** education institutions from **35** countries
- **913** agents representing **668** agencies from **87** countries
- **170** exhibitors representing **70** organisations from **14** countries
- **36** work and travel providers representing **26** organisations from **10** countries
- **21391** pre-scheduled meetings during **2** days

Agent Demographics



Educator Demographics





Find more 2011 testimonials, photos and videos on www.icef.com/berlin

Workshop Programme

The event enables educators and provider of Work & Travel programmes 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 each **25 minutes** in duration 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.

Sunday, October 28, 2012

09.00 - 21.00	Registration of participants
12.00 - 14.00	Networking lunch
14.00 - 15.00	Introductory Seminars: "How to maximise your workshop experience"
15.00 - 19.00	Seminars and industry presentations
19.00 - 21.00	Welcome reception

Monday, October 29, 2012

08.00	Workshop hall opens, light breakfast
08.30 - 11.00	Business appointments (5 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business appointments (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.30	Business appointments (5 x 25 minutes)
16.30 - 17.00	Refreshment break
17.00 - 19.00	Business appointments (4 x 25 minutes)
20.30	The ICEF Berlin Workshop Party

Tuesday, October 30, 2012

08.00	Workshop hall opens, light breakfast
08.30 - 11.00	Business appointments (5 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business appointments (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.30	Business appointments (5 x 25 minutes)
16.30 - 17.00	Refreshment break
17.00 - 18.30	Business appointments (3 x 25 minutes)
18.30	Workshop hall closes

Wednesday, October 31, 2012

Familiarisation Tours

Participant Feedback 2011

The ICEF Berlin Workshop was an excellent investment with an immediate return in quality agent representation (coupled with actual enrolments by day 2) and now forms an integral part of our European marketing strategy.

Sean Tuhakaraina, West Australian Institute of Further Studies, Australia

ICEF events are a great example of efficiency and professionalism. We are always delighted to attend the ICEF Berlin Workshop, it is a must in our marketing calendar.

Nicole Kennedy, Studio Cambridge, United Kingdom

My schedule was full throughout the event and not one appointment was missed! I made some amazing connections.

Alan Whitemore, Cheshire Academy, USA

The ICEF Berlin Workshop was a valuable experience - we made many new contacts and got new ideas for our education programmes. We will be back again next year!

Annette Friedl, ISL Sprachschule / ISL Language School, Germany

I highly recommend ICEF as an integral part of any institution's international strategy. The ICEF Berlin Workshop offers the opportunity to develop a worldwide network of experienced and knowledgeable educational agents.

Patricia Gartland, Coquitlam School District 43, Canada

The ICEF Berlin Workshop is essential for our school. It is the best way to meet our partners and establish new relationships.

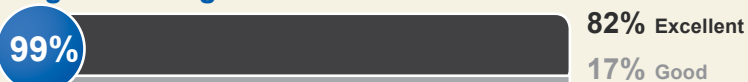
Odile Migieu, Cork Language Centre International, Ireland

The overall organisation of the event and the quality of agents were excellent. The great atmosphere also made it easy to do business.

William Rubinstein, International House Nice, France

Attendee Ratings 2011

Programme organisation



Total event rating



Reinforcement of existing contacts



Quantity of new contacts



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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 33 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
9. Free access to the ICEF Online Workshop, for effective event follow-up and further networking with agents from all over the world for 12 months

Register online:
www.icef.com/berlin

Marketing & Sponsorship Opportunities

Give your organisation a higher profile during the event

Email 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 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



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