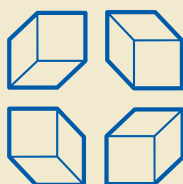


Meet quality higher education -focussed student recruitment agents from all over the world



Global Workshop



ICEF

Connect. Recruit. Grow.

Supported by



The ICEF Higher Education Workshop

Four Seasons Hotel Dublin

September 8 - 10, 2012



www.icef.com



Exclusive Higher Education Event

The **ICEF Higher Education Workshop** is a **specialised recruitment event** for officially accredited international higher education institutions, education related service providers and tertiary-focussed student recruitment agents from all over the world.

An integral factor in the success of this workshop is that all **agents undergo rigorous pre-screening** and must demonstrate competence and focus in sending students to higher education institutions.

The fifth annual Higher Education Workshop in Copenhagen (2011), enabled 69 educators to hold **over 1600 pre-scheduled meetings** with 107 of the highest quality, tertiary-focussed recruitment agents from 39 countries around the globe.

In 2012, the ICEF Higher Education Workshop will take place in Dublin, immediately prior to the Annual Conference of the European Association for International Education (**EAIE**), also to be held in Ireland's capital city.

At the workshop, educators have the opportunity to hold up to **26 pre-scheduled, one-to-one business appointments**. In addition, educators may also meet with other institutions to discuss exchange programmes, twinning arrangements and joint ventures.

Make the most of your time in Ireland by attending two world-class events, the ICEF Higher Education Workshop and the EAIE Conference.

Participation Benefits

- Increase international student enrolments and diversify student nationality mix
- Improve student quality by working with agents on specific enrolment criteria
- Easily develop worldwide networks of student recruitment agents who specialise in higher education
- Meet with other universities to discuss exchange programmes
- Maintain existing contacts and promotional networks
- Obtain market intelligence on latest developments
- Maximise your time, effort and marketing / recruitment budget
- Benefit from time and location synergies of EAIE Conference

The Venue

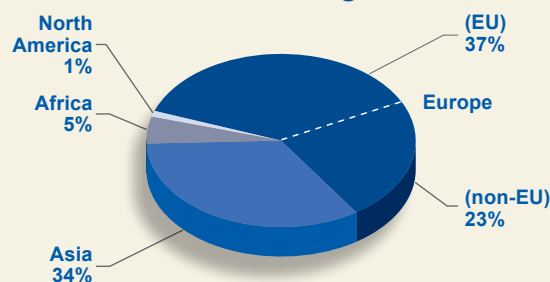
The ICEF Higher Education Workshop is hosted at the **Four Seasons Hotel Dublin**. The hotel combines traditional Irish and contemporary architecture, creating a calm environment, perfect for business or leisure.

The Four Seasons offers one of Ireland's most sophisticated venues for high-tech business events, corporate meetings or luxurious private receptions, making it an ideal venue for our Higher Education Workshop.

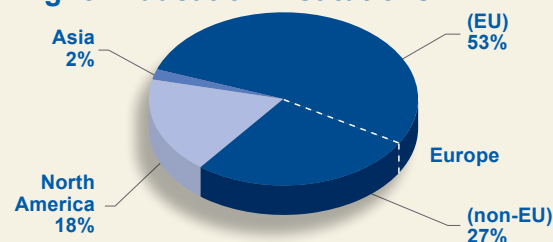
Statistics Copenhagen 2011

- **201** participants representing **151** organisations from **48** countries and **4** continents
- **69** educators representing **56** education institutions from **23** countries
- **107** agents representing **82** agencies from **39** countries
- **24** exhibitors representing **12** organisations from **8** countries
- **1643** pre-scheduled meetings during **2** days

Student Recruitment Agents



Higher Education Institutions





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

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** 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, which offer **valuable social networking opportunities** in a relaxed atmosphere.

Saturday, September 08, 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

Sunday, September 09, 2012

- 08.00 Workshop hall opens, light breakfast
- 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 - 14.30 Lunch
- 14.30 - 16.00** **Business appointments (3 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00** **Business appointments (3 x 30 minutes each)**
- 20.00 - 23.00 Evening dinner reception

Monday, September 10, 2012

- 08.00 Workshop hall opens, light breakfast
- 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 - 14.30 Lunch
- 14.30 - 16.00** **Business appointments (3 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

The agent partnerships that I made at the workshop were extremely valuable and the opportunity to network internationally is a key component to establishing new markets.

Mark D. Rentz, Arizona State University, USA

The ICEF Workshop in Copenhagen was fantastic! I met some great contacts and will certainly be back for future events.

Richard Rothwell, AIU London, UK

This was our second time at the ICEF Higher Education Workshop and once again it was top-class. We had the opportunity to capitalise on the contacts we made last year and introduce our programmes to potential new partners.

Celestine Rowland, Galway Business School (GCI Group), Ireland

This workshop was very valuable for us to meet agents whose focus on undergraduate and post-graduate programmes has been pre-established.

Nadia Ramseier, Algonquin College of Applied Arts and Technology, Canada

Fantastic event organisation with great atmosphere - we made valuable contacts.

Maja Hoffmann, Hochschule Bremen, Germany

This Workshop was highly focussed on tertiary education with many quality international agents.

Thierry Kirschstein, United International Business Schools of Switzerland AG, Spain

There was a very good selection of agents at the workshop - we were able to network and establish partnerships with quality agents.

Muhammad Anis Ur Rehman, Asia Pacific (UCTI), Malaysia

Attendee ratings Copenhagen 2011





Meet quality higher education - focussed student recruitment agents from all over the world

Appointment System

The **successful 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 26 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**. Organisations with two representatives can double their effectiveness by scheduling simultaneous meetings.
2. During the workshop, **additional meetings** and schedule adjustments can be made through personal contact or via a message delivery system.

Participation Deliverables

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. Hotel reservation forms offering preferential rates for ICEF participants
4. City, venue and leisure programme information
5. Access to targeted marketing and sponsorship opportunities

At the workshop:

6. Exclusive use of your own meeting table throughout the event
7. A copy of the Agent Catalogue
8. An entry in - and a copy of - the *Educator & Exhibitor Catalogue*
9. Access to market intelligence seminars
10. Participation in workshop meals, refreshment breaks and evening functions
11. Opportunity to offer and promote FAM tours and receptions

Register online: www.icef.com/he

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** with carefully screened, high-quality student recruitment **agents** at two and a half day networking forums devoted to achieving **results** and **growing international student enrolments**. ICEF Workshops are renowned for their organisation, quality controls and sophistication, and occur annually across the globe.

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