ICEF
Connect. Recruit. Grow.

ICEF Student Recruitment Solutions

Educator

"I would highly recommend that any education institution, who wants to make valuable contacts and increase their enrolments, attends an ICEF Workshop. The quality and quantity of agents is outstanding."
Sheila Balluck, LITE College, United Kingdom

Service Provider

"ICEF provides us with a great way to make new contacts, get more involved and gain increased access to the international education industry."
Joel Wilson, The Diversified Group (Banking Services), USA

Connect. Recruit. Grow.

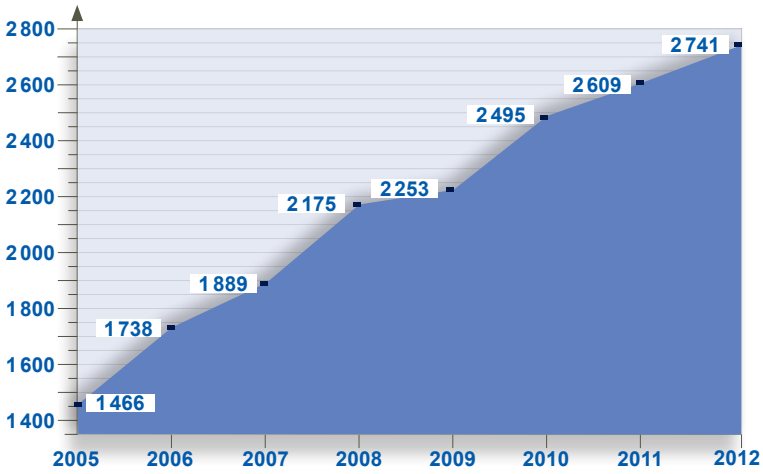
ICEF connects educators, education agents, work and travel professionals, and industry service providers to key markets and networks worldwide, supporting the growth and development of international education and global student mobility. Through ICEF's various services, education institutions are able to achieve results and efficiencies in growing international student enrolments.

Our Clients

Since 1991, thousands of educators (universities, colleges, vocational institutions, secondary/boarding schools, language schools), service providers (test services, student accommodation providers, insurance companies, tourist boards) and student recruitment agents (study abroad advisors, student recruiters, educational consultants) have chosen ICEF for their international student recruitment needs.

ICEF Client Growth

Number of unique clients



Benefits

	Educator	Agent	Service Provider
Easily develop worldwide partnerships	✓	✓	✓
Increase student enrolments	✓	✓	
Expand and diversify recruitment reach	✓	✓	
Improve student quality	✓		
Broaden and diversify product portfolio of different study options		✓	
Grow sales and diversify customer base	✓		✓
Maximise time, effort and budget	✓	✓	✓
Strengthen existing business relationships	✓	✓	✓
Promote brand within the international education marketplace	✓	✓	✓
Attend productive and effective workshops	✓	✓	✓
Keep up with market trends	✓	✓	✓
Access resources and professional training	✓	✓	✓

Our Solutions

ICEF offers a range of solutions designed to help our clients achieve real results in their marketing and student recruitment initiatives.

These include

- **ICEF Workshops:** B2B events in all key world student markets, connecting international educators, agents, and service providers as well as work and travel professionals.
- **ICEF Monitor (www.icefmonitor.com):** A business development and market intelligence resource delivering news, research and commentary for international student recruitment.
- **The ICEF Agency Recognition Programme:** Recognising ICEF-screened and vetted student recruitment agencies, providing quality assurance for educators.
- **The ICEF Agent Training:** Including the ICEF Agent Training Course (IATC) and the Canada Course for Education Agents (CCEA). Practical, professional training courses for agency-based international student recruitment counsellors.
- **The ICEF Education Fund:** Providing donations and support for selected causes, giving young people around the world access to education.
- **ICEF Marketing and Sponsorship:** Guaranteed exposure and branding to key decision makers in international education and language travel markets.
- **Internet Course Finders:** Websites enabling educators to promote their institutions to over 600,000 international student visitors.

Agent

"ICEF Workshops are the most efficient way to meet qualified educators, keep up with the industry's developments and offer the best products to our students."
Eliana Gleide Vieira Silva, Best Way Intercâmbios, Brazil

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

ICEF Workshops

ICEF Workshops are three day networking forums occurring annually across the globe; these events bring together international educators, screened student recruitment agents and education industry service providers. ICEF Workshops are renowned for exceptional organisation, rigorous quality assurance, and measurable returns.

For more information on workshops, including participant statistics, visit our website at www.icef.com

Global Workshops

For educators, service providers and agents from all over the world

The ICEF Higher Education Workshop, Istanbul, Turkey, Sept 14-16, 2013*
For accredited international higher education institutions and higher education-focussed student recruitment agents from all over the world

The ICEF Berlin Workshop, Berlin, Germany, Nov 03 - 05, 2013
For international educators and student recruitment agents from all over the world

Work & Travel Berlin, Germany, Nov 03 - 05, 2013
The global marketplace for work & travel professionals

* Location changes annually

Regional Workshops

For educators and service providers from all over the world and agents from specific countries and regions

The ICEF Asia Workshop, Beijing, China, Oct 16 - 18, 2013
For international educators and student recruitment agents from China and other Asian countries

The ICEF Latin America Workshop, Grand Hyatt São Paulo, Brazil, Sept 26 - 28, 2013
For international educators and student recruitment agents from all over Latin America

The ICEF Dubai Workshop, Dubai, UAE, Feb 03 - 05, 2014
For international educators and student recruitment agents from the Middle East, Turkey, Africa and South Asia

The ICEF Moscow Workshop, Moscow, Russia, Mar 21 - 23, 2014
For international educators and student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus

Destination Workshops

For educators and service providers from Canada / USA or Australia / New Zealand and agents focused on these study destinations

The ICEF North America Workshop - Miami, USA, Dec 09 - 11, 2013
Exclusively for educators from the US and Canada and international student recruitment agents focused on North America

The Australia New Zealand Agent Workshop, Sydney, Apr 06 - 08, 2014*
Exclusively for educators from New Zealand and Australia and international student recruitment agents focused on these two countries

Work & Travel ANZA, Sydney, Apr 06 - 08, 2014*
The regional marketplace for work & travel and tourism professionals

The ICEF North America Workshop - Vancouver, Canada, May 12 - 14, 2014*
Exclusively for educators from Canada and the US and international student recruitment agents focussed on North America

* Location changes annually

Agent Roadshows

For international educators and selected agents from key markets

The ICEF Japan - Korea Agent Roadshow, Tokyo & Seoul, Feb 25 - 27, 2014
For international educators and student recruitment agents from Japan and Korea

Marketing & Sponsorship with ICEF

The thousands of educators, student recruitment agents and education industry service providers who attend our events annually represent hundreds of thousands of international students and youth travellers. Showcase your product to this massive group of potential customers in an efficient and effective way by booking one of our marketing and sponsorship items.

Increase the visibility of your products and services even further with a powerful combination of sponsorship items including advertising on ICEF Monitor or our platinum, gold and silver sponsorship packages.

For a brochure with our marketing and sponsorship options, please email marketing@icef.com

Branded info point

Branded workshop bag

Branded hotel key card

Sponsor

"We are getting a lot of interest as a result of our sponsorship. ICEF is very good at getting our name out there and promoting our brand."
Robin Ingle, Ingle International (Insurance Services), Canada

ICEF Monitor

ICEF Monitor is a business development and market intelligence resource, which provides critical industry news, research, interviews, best practice tips, and trends to international education professionals. Advertising options are also available to help promote your brand amongst key decision makers in over 140 countries around the world. Read the latest industry news and subscribe for free updates at www.icefmonitor.com

ICEF Agent Training Course

The IATC is an educational course for agents, providing practical training in key professional skills:

- Comprehension of the international education market as a whole, as well as popular destination countries.
- Research methods for analysing and evaluating destination countries and their education systems
- Background and skills for handling students, educators, and governments

For more information on the IATC, please visit: www.icef.com/agent-training

All IATC course participants can take a formal test and earn the professional designation "ICEF Trained Agent Counsellor" (ITAC).

To see the current list of ITACs, please visit: www.icef.com/itacfinder

ICEF Education Fund

ICEF's Education Fund hand-picks promising educational projects and provides crucial support in areas where funding is either difficult to obtain or non-existent.

To find out more about the Education Fund, as well as how you can donate, visit www.icef.com/fund

Canada Course for Education Agents

The Canada Course for Education Agents (CCEA) was created by Foreign Affairs and International Trade Canada (DFAIT) in cooperation with ICEF and the Canadian Consortium for International Education Marketing (CCIEM). The CCEA supports professional development for agents specialising in Canada.

The course provides education agents with:

- An understanding of why Canada is one of the top study destinations in the world
- An overview of the study options available in Canada, including examples of flexibility within the higher education system between programmes and institutions
- Information about how to apply to study, as well as costs and scholarships
- Tips about how to best prepare for living and studying in Canada

For more information on the CCEA, please visit: www.icef.com/ccea

Participants may take the formal examination for the Canada Course and become certified Canada Course Graduates (CCG).

To view the list of current CCGs, please visit: www.icef.com/ccgs

ICEF Enquiry Generation

ICEF's student-focussed sites – including Language Course Finder, Boarding School Finder, Hotel School Finder and HyperStudy – are leaders in their sectors and provide great opportunities for schools to receive enquiries straight to their inbox.

To find out more please visit, www.coursefinders.com

ICEF Agent Recognition Programme

The ICEF Agent Recognition Programme is a rigorous quality assurance procedure, which ensures that all international student recruitment agents participating in ICEF activities are reliable, quality professionals.

For more information, please visit
http://www.icef.com/agent-quality/ias.html

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