

**ICEF**

Connect. Recruit. Grow.

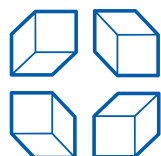
## ICEF Student Recruitment Solutions



**Agent**

*Thank you ICEF for the opportunity to grow my business and to build more relationships with great organisations.*

**Elizabeth Alarcon, YES Youth Exchange System, Ecuador**



# ICEF

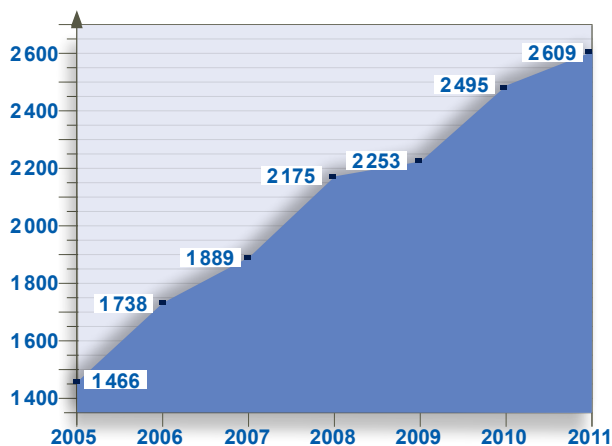
Connect. Recruit. Grow.

ICEF connects educators, student recruitment agents and service providers to key markets and networks worldwide, helping them achieve results in growing international student enrolments.

## Our Clients

Since 1991 ICEF has counted as clients thousands of **educators** (universities, colleges, vocational institutions, secondary schools, boarding schools, language schools) and quality student recruitment **agents** (study abroad advisors and agencies, student recruiters, educational consultants) from across the globe. We also welcome to our events **service providers** who complement international education such as test services, student accommodation providers, insurance providers, publishers, Internet providers, as well as tour operators and tourist boards.

ICEF Client Growth



**Educator**

*I find ICEF to be a very efficient and convenient way to meet agents from a variety of countries. If I had to travel to meet every agent in their office, it would take me weeks, not to mention the travel expenses and visa hassles.*

**Ken Gardner, Vancouver English Centre, Canada**

## 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**  
the industry's premier educator/agent networking events
- **ICEF Marketing and Sponsorship**  
the most effective way to reach important multipliers dealing with hundreds of thousands of students and young travellers
- **The ICEF Online Workshop**  
the Internet platform connecting agents, educators and service providers
- **ICEF Enquiry Generation**  
the websites where educators generate enquiries from over 600 000 student visitors around the world
- **The ICEF Agent Training Course (IATC)**  
the practical training course for agency-based student counsellors designed to support excellence and professional standards in international education

## 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	✓	✓	✓
Keep current with market trends	✓	✓	✓
Promote your brand within the international education marketplace	✓	✓	✓
Attend productive and effective workshops	✓	✓	✓
Access productive online network	✓	✓	✓
Access resources and professional training	✓	✓	✓

# ICEF Workshops

Meet quality student recruitment agents

Networking events connecting international educators with carefully screened quality agents

ICEF Workshops connect educators with 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.

Visit [www.icef.com](http://www.icef.com) for detailed information and participation statistics of every event.

## Educator

*When I book an ICEF Workshop, I always know I'm spending my marketing budget wisely!*

**Nicole Kennedy, Studio Cambridge, United Kingdom**



## Service Provider

*Every year I am amazed by the quality of agents and educators from all around the world at ICEF Workshops. I have been able to talk and deal with organisations in markets that are traditionally hard for me to reach.*

**Ross Mason, InternationalStudentInsurance.com, USA**

## Agent

*ICEF events are a really good opportunity to find new partners and consolidate existing relationships. It's very important for the education business.*

**Yuri Zverev, Contour-Lamn / Education & Travel Company, Belarus**

## Marketing & Sponsorship at ICEF Workshops

ICEF marketing and sponsorship opportunities provide significant international exposure for your organisation, increasing your brand visibility and networking potential.

Around 5 000 industry professionals attend ICEF events annually. Booking a marketing and sponsorship item is an efficient and cost-effective way to get your message to these important multipliers dealing with hundreds of thousands of international students and young travellers every year.

With **platinum, gold and silver sponsorship packages**, participants benefit from a number of branding opportunities ranging from catalogue adverts to your logo on the workshop bags. Each package includes a number of options, with the platinum package providing the most comprehensive coverage.

To request a brochure detailing ICEF's marketing and sponsorship items email: [marketing@icef.com](mailto:marketing@icef.com)

## Global Workshops

For educators and agents from all over the world

**The ICEF Higher Education Workshop, Dublin, Ireland, Sept 08 - 10, 2012\***  
For accredited international higher education institutions and higher education-focussed student recruitment agents from all over the world

**The ICEF Berlin Workshop, Berlin, Germany, Oct 28 - 30, 2012**

For international educators and student recruitment agents from all over the world

**Work & Travel Berlin, Germany, Oct 28 - 30, 2012**

The global marketplace for work & travel professionals

\* Location changes annually

## Regional Workshops

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

**The ICEF Latin America Workshop, Rio de Janeiro, Brazil, Sept 19 - 21, 2012**

For international educators and student recruitment agents from all over Latin America

**The ICEF Asia Workshop, Beijing, China, Oct 10 - 12, 2012**

For international educators and student recruitment agents from China and other Asian countries

**The ICEF Dubai Workshop, Dubai, UAE, Jan 28 - 30, 2013**

For international educators and student recruitment agents from the Middle East, Turkey, Africa and South Asia

**The ICEF Moscow Workshop, Moscow, Russia, Mar 22 - 24, 2013**

For international educators and student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus

## Destination Workshops

For educators from either North America or Australia / New Zealand and agents focussed on these study destinations

**The ICEF North America Workshop - Miami, USA, Dec 02 - 04, 2012**

Exclusively for educators from the US and Canada and international student recruitment agents focussed on North America

**The Australia New Zealand Agent Workshop, Brisbane, Apr 17 - 19, 2013\***

Exclusively for educators from New Zealand and Australia and international student recruitment agents focussed on these two countries

**Work & Travel ANZA, Brisbane, Apr 17 - 19, 2013\***

The regional marketplace for work & travel and tourism professionals

**The ICEF North America Workshop - Toronto, Canada, May 09 - 11, 2013\***

Exclusively for educators from Canada and the US and international student recruitment agents focussed on North America

\* Location changes annually



Exhibition booth



Branded workshop bag



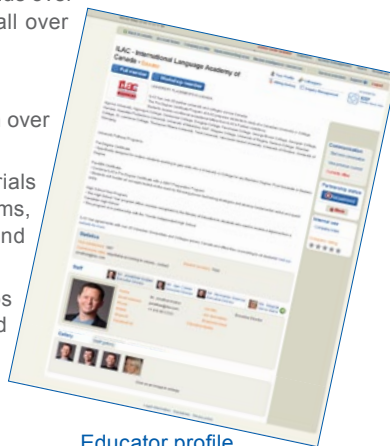
Branded hotel key cards

# The ICEF Online Workshop

FREE with unlimited access for all educators, agents and service providers

The ICEF Online Workshop is the premier online networking platform for the international education and language travel industries. Network with over 2500 education and language travel agents, plus over 1600 education and service providers from all over the world.

- **Connect:** Search, follow-up and partner with over 2500 quality ICEF-screened agents
- **Recruit:** Provide up-to-date marketing materials such as brochures, price lists, enrolment forms, images and videos for agents to order and share with prospective students
- **Grow:** Build and grow contacts, relationships and sales channels in a forward-thinking and cost-effective way



Educator profile

Login or register now at: [www.icef.com](http://www.icef.com)

## Agent

*The ICEF Online Workshop helps me connect and establish links with universities and does not limit us to the workshops we attend. I am sure this platform will become one of the major marketing tools for each institute to promote themselves and their services to agents and students.*

**Richard Lasrado, Education Abroad Counselling Centre, India**

## Educator

*The amazing thing about the ICEF Online Workshop is that we can easily log into the system, search for agents that fit our profile and contact them directly. We have been able to scale back on recruitment travel and speed the agent search process. Via the ICEF Online Workshop we can maintain contact with our agents and nurture our relationships.*

**Priscilla Ferreira, Senior Manager, Graduate Recruitment, Florida International University, USA**

# 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.



**www.language-learning.net** – over 8450 language schools

In 2010 over **221 300 potential students** visited the site and performed over 426000 searches for language courses around the world.

**www.boarding-school-finder.com** – over 2000 boarding schools

In 2010 over **194 000 potential students** visited the site and performed 346000 searches for boarding schools around the world.

**www.hotel-school-finder.com** – over 800 hospitality schools

In 2010 around **32 000 potential students** visited the site and performed 110000 searches for tourism, hotel management and culinary courses around the world.

**www.hyperstudy.com** - delivers international student enquiries directly to your inbox or to your selected agent partners.

Email [sales@icef.com](mailto:sales@icef.com) to get more information on how to generate enquiries

# The ICEF Agent Training Course

The IATC is a practical, professional training course for agency-based student counsellors. It provides counsellors with:

- An understanding of the overall international education market and main destination countries for international students
- The skills and research parameters to analyse destination countries and their education products and processes
- The functional dynamics of dealing with students, education institutions, and governments

For more information visit: [www.icef.com/agent-training](http://www.icef.com/agent-training)

All IATC course participants have the option to take a formal test and earn the professional designation of **ICEF Trained Agent Counsellor (ITAC)**

See the list of ITACs: [www.icef.com/itacfinder](http://www.icef.com/itacfinder)



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