

**ICEF**

Connect. Recruit. Grow.

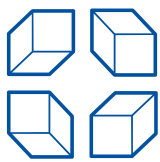
## **ICEF Student Recruitment Solutions**



**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

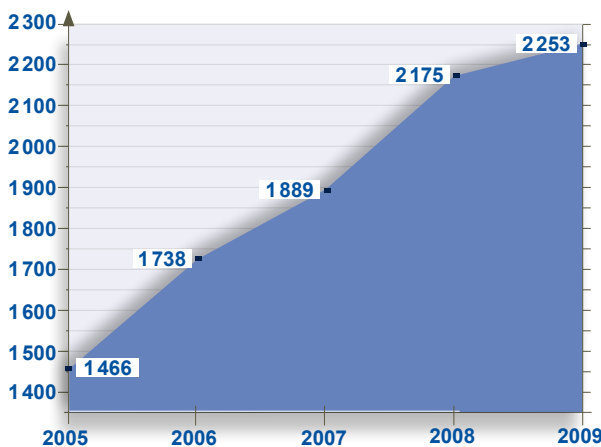
Connect. Recruit. Grow.

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 Educator Clients**



**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
- **The ICEF Online Workshop**  
the Internet platform connecting agents, educators, service providers and students
- **ICEF Marketing and Sponsorship**  
the most effective way to reach important multipliers dealing with hundreds of thousands of students and young travellers
- **Internet Course Finders**  
the websites where educators promote their institutions to over 600 000 student visitors around the world

## 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 with quality student recruitment agents

Networking events connecting international educators with carefully screened quality agents

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 in ten locations 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-Lam / Education & Travel Company, Belarus**



## Global Workshops

For educators and agents from all over the world

### The ICEF Berlin Workshop Berlin, Germany, November

including the Work & Travel Zone  
Connecting international educators with the world's best agents

### The ICEF Higher Education Workshop\* Paris, France, September

Higher education-focused student recruitment agents from all over the world

### The ICEF China Workshop Beijing, China, October

Student recruitment agents from China, Asia and the rest of the world

## Regional Workshops

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

### The ICEF Latin America Workshop São Paulo, Brazil, September

Student recruitment agents from all over Latin America

### The ICEF Moscow Workshop Moscow, Russia, March

Student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus

### The ICEF Japan Workshop Tokyo, Japan, March

Student recruitment agents from all over Japan

### The ICEF Middle East & Africa Workshop Dubai, UAE, February

Student recruitment agents from the Middle East, Africa, Turkey and South Asia

## Destination Workshops

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

### The Australia New Zealand Agent Workshop\* Melbourne, AUS, April

Student recruitment agents from around the world sending students to Australia and New Zealand

### The ICEF North America Workshop\* Toronto, Canada, May

Student recruitment agents from around the world sending students to Canada and the US

### The ICEF North America Workshop\* Miami, USA, December

Student recruitment agents from around the world sending students to the US and Canada

\* The locations of these events change annually within Europe, North America and Australia/New Zealand

## 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 with ICEF 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.

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



Branded delegate neckcord



Branded workshop bag



Exhibition booth

# The ICEF Online Workshop

The ICEF Online Workshop is the most comprehensive collaborative Internet platform for the international education industry. It enables educators and service providers to find, create new partnerships and work more effectively with over 1200 quality, ICEF screened agents in over 110 countries. The ICEF Online Workshop is also the most efficient follow up tool for interacting with ICEF Workshop participants once each event concludes. Bridging both business and social networking, the ICEF Online Workshop enables individuals and organisations to build contacts, relationships and sales channels in a forward-thinking and cost-effective manner.

## 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. We are excited to be members of the ICEF Online Workshop. It's no longer necessary for us to travel great distances to meet prospective agents and develop relationships.*

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

## 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 profile



## Internet Course Finders Websites

The Internet Course Finders websites give educators the opportunity to promote their institutions to a large number of students around the world. On the Language Course Finder, Boarding School Finder and Hotel School Finder, institutions showcase their courses through individual profiles. Standard profiles are free of charge (name, address, telephone, fax). They can be upgraded for higher impact to include: an email contact form, a homepage link, a logo, five photos and an institutional profile in twenty-seven languages, maximising your global exposure.

**www.language-learning.net – over 10 000 language schools**

In 2009 over **254 000 potential students** visited the site and performed 808 384 searches for language courses around the world.

**www.boarding-school-finder.com – over 3 000 boarding schools**

In 2009 over **296 700 potential students** visited the site and performed 1 625 645 searches for boarding schools around the world.

**www.hotel-school-finder.com – over 600 hospitality schools**

In 2009 around **43 000 potential students** visited the site and performed 437 414 searches for tourism, hotel management and culinary courses around the world.

### ICEF MAIN OFFICE

Am Hofgarten 9,  
53113 Bonn, Germany  
Tel +49 228 201 190  
Fax +49 228 201 19 44  
[info@icef.com](mailto:info@icef.com)

### ICEF ASIA PACIFIC

P.O. Box 194, 25 Witches Chase,  
North Tamborine, QLD, 4272, Australia  
Tel +61 7 5545 2912  
Fax +61 7 5545 4147  
[icefasiapacific@icef.com](mailto:icefasiapacific@icef.com)

### ICEF BRAZIL

Al. Casa Branca, 799 / 93C,  
01408-001 São Paulo, SP,  
Brazil  
Tel +55 11 3064 5714  
[icefbrazil@icef.com](mailto:icefbrazil@icef.com)

### ICEF CANADA

220 Atlas Avenue,  
Toronto, ON, M6C 3P7, Canada  
Tel +1 416 671 6644  
Fax +1 416 657 1426  
[icefcanada@icef.com](mailto:icefcanada@icef.com)

### ICEF CHINA

Suite 1203, Building 13, Jianwai SOHO,  
NO. 39 Dongsanhuan zhonglu,  
Chaoyang, Beijing, 100022, China  
Tel +86 10 5869 9075  
Fax +86 10 5869 6490  
[icefchina@icef.com](mailto:icefchina@icef.com)

### ICEF UK

11 Woodland Road,  
Weston-super-Mare, BS23 4HF, UK  
Tel +44 1934 641 938  
Fax +44 1934 628 995  
[icefuk@icef.com](mailto:icefuk@icef.com)

### ICEF USA

556 Mercedes Avenue,  
Pasadena, CA, 91107, USA  
Tel +1 626 796 3655  
Fax +1 626 602 3950  
[icefusa@icef.com](mailto:icefusa@icef.com)



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