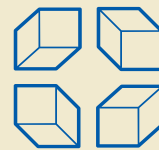




Meet quality student recruitment agents from all over Latin America



**ICEF**  
Connect. Recruit. Grow.

## The ICEF Latin America Workshop

Royal Tulip São Conrado Beach Hotel Rio de Janeiro  
September 19 - 21, 2012

Supported by





## Why ICEF Latin America?

- Focussed exclusively on Latin America
- Access over 180 pre-screened, quality Latin American agents
- Largest agent networking event of its kind in Latin America

## The key to Latin America

The **ICEF Latin America Workshop** is the largest and most professional international recruitment networking event focussed on this important region. In its third year, Rio de Janeiro provided the stunning location for the event, with **27% growth over the previous year**.

Held from September 28 - 30, the workshop welcomed **152 educators from 14 countries** to hold **over 3400 pre-scheduled meetings** with **182 quality agents from 12 countries throughout Latin America**.

The 2012 ICEF Latin America Workshop will take place once again in Rio de Janeiro, the main cultural hub in Brazil with many of the most famous landmarks.

This workshop provides an excellent opportunity for international educators to consolidate existing partnerships as well as establish new ones with quality, screened student recruitment **agents from all over Latin America**. Reflecting the market size, approximately half the agents at this event will come from Brazil.

In addition to formal business meetings, further contacts can be made at lunches, coffee breaks and evening functions, which provide **valuable informal networking opportunities**.

Participants may also attend and benefit from seminars where industry experts share valuable insights on the **latest trends affecting student mobility and recruitment** in Latin America.

**Personal contact is key in establishing lasting business relationships** in Latin America. The ICEF Latin America Workshop is a must for educators wanting to connect and build long-term relationships with quality agents from this region.

## 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

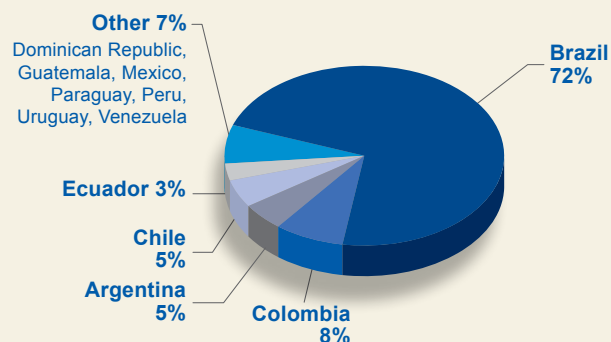
## The Venue

The ICEF Latin America Workshop is hosted at the Royal Tulip São Conrado Beach Hotel Rio de Janeiro. Located in front of São Conrado beach, the hotel offers a wide range of exceptional business and pleasure facilities. All 418 of the hotel guest rooms have a balcony, ocean views, and high speed internet access. The hotel offers world-class meeting rooms, a large leisure area, with two tennis courts, swimming pool and a fully equipped gym with modern equipment. Catering to the needs of business-focussed guests, the Royal Tulip Rio de Janeiro hotel provides a superb setting for our Latin America event.

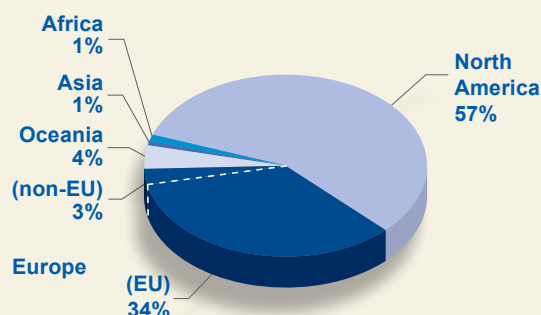
## Statistics 2011

- **373** participants representing **279** organisations from **28** countries and **6** continents
- **152** educators representing **127** education institutions from **14** countries
- **182** agents representing **131** agencies from **12** countries
- **27** exhibitors representing **16** organisations from **10** countries
- **3459** pre-scheduled meetings during **2** days

### Agent Demographics



### Educator Demographics





Find more 2011 testimonials, photos and videos on [www.icef.com/latin-america](http://www.icef.com/latin-america)

## Workshop Programme

The event enables educators to hold pre-scheduled **one-to-one business appointments** with relevant and quality student recruitment agents, as well as with other educators and service providers. These appointments are **30 minutes** each 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.

### Wednesday, September 19, 2012

13.00 - 19.00	Registration of participants
<b>14.00 - 15.00</b>	<b>Introductory seminars: "How to maximise your ICEF Workshop experience"</b>
<b>15.00 - 19.00</b>	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Thursday, September 20, 2012

08.00	Workshop hall opens, welcome refreshments
<b>09.00 - 11.00</b>	<b>Business appointments (4 x 30 minutes)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business appointments (3 x 30 minutes)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business appointments (4 x 30 minutes)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 19.00</b>	<b>Business appointments (5 x 30 minutes)</b>
20.00 - 24.00	Evening dinner reception and dance

### Friday, September 21, 2012

08.30	Workshop hall opens, welcome refreshments
<b>09.00 - 11.00</b>	<b>Business appointments (4 x 30 minutes)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business appointments (3 x 30 minutes)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business appointments (4 x 30 minutes)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 18.00</b>	<b>Business appointments (3 x 30 minutes)</b>
18.00	Workshop hall closes

## Participant Feedback 2011

*The variety and large number of countries represented by agents at the workshop made this event a great success. It was even better than last year!*

**Jonathan Quinn, Centre of English Studies, Ireland**

*The overall organisation of the event was excellent. The appointment scheduling system was also outstanding and all the features were very useful.*

**Ioanna Exarchou, European University for Management Studies, Switzerland**

*This event offered us many opportunities to meet new business partners and renew existing relationships. I believe that we will be able to diversify our international student enrolments as we are now well-informed about the Latin American market.*

**Lyn Malaugh, Kelston Boys High School, New Zealand**

*We thought the location, São Conrado, was great and the evening reception was excellent! It helped solidify relationships with agents and the dancers were fantastic!*

**Whitney Sterling, Berlin Brandenburg International School, Germany**

*From the entertainment, to agent quality, this workshop has been superb! I came to this event with the goal to make new relationships - my expectations have been exceeded!*

**Chris McGary, Foxcroft Academy, USA**

*Well done ICEF! Once again you have delivered good quality agents with great mix of nationalities.*

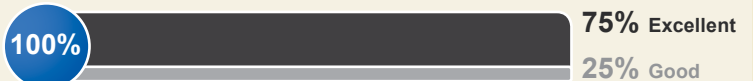
**Valery Cullen, Cork English College, Ireland**

*It was a very well organised event and the quality of the agents was fantastic.*

**Anthea Kolitsas, Grant MacEwan University, Canada**

## Attendee Ratings 2011

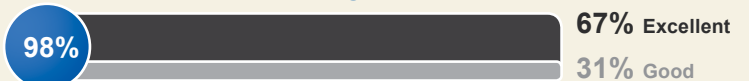
### Programme organisation



### Total event rating



### Reinforcement of existing contacts



### Quantity of new contacts





Meet quality student recruitment agents from all over Latin America

## 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 30 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

Register online:  
[www.icef.com/latin-america](http://www.icef.com/latin-america)

## Marketing & Sponsorship Opportunities

### Give your organisation a higher profile during the event

Email [marketing@icef.com](mailto: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](mailto: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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