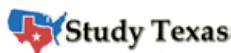


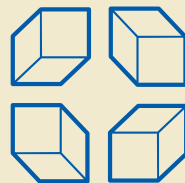
Event partner



Supported by



Destination Workshop



ICEF

Connect. Recruit. Grow.

The ICEF North America Workshop Montréal

In partnership with Languages Canada

Hilton Montréal Bonaventure
April 26 - 28, 2012



A NAFSA Global Advocate



North America - In high demand

Renowned for high quality education and home to many of the world's best institutions, North America continues to be the top study destination for students around the world.

With an impressive **25% growth**, the 2011 ICEF Vancouver Workshop hosted over 600 participants from 55 countries. During the event, **167 Canadian and American education institutions** held pre-scheduled business meetings with **270 agents** from around the world. The event was a huge success with 100% of participants rating it as good or excellent, the two highest categories.

The next **Canada-based ICEF North America event** will be held in **Montréal**. Providing Canadian and American educators with the exclusive opportunity to showcase their programmes, this workshop will host around **300 international agents focused on North America**.

All student recruitment agents attending the ICEF North America Workshop - Montréal undergo ICEF's **thorough selection and screening process** which is considered to be the most stringent in the industry. Along with providing detailed information about their business and references from current educator partners, agents must demonstrate a clear focus on sending students to North America.

Educators have the opportunity to pre-schedule **up to 30 one-to-one business appointments** with agents from all over the world online. The ICEF version of the eSchedule PRO appointment scheduler allows educators to select agents by country and education sector - meaning educators only meet agents that fit with their student recruitment objectives.

FAM Tours

A destination-focused workshop provides associations, regional entities and institutions, the opportunity to host agent familiarisation (FAM) tours. Take advantage of the large number of agents attending the workshop and attract them to visit your institutions and regions. **Effective FAM tours** enable agents to **increase their product knowledge** and bring back first hand experience to potential students.

Participation Benefits

- Increase international student enrolments and diversify student nationality mix
- Easily develop networks of quality student recruitment agents from all over the world
- Improve student quality by working with agents on specific enrolment criteria
- Maintain existing contacts and promotional networks
- Obtain market intelligence on latest developments
- Maximise your time, effort and marketing/recruitment budget

The Venue

The ICEF North America Workshop - Montréal is hosted at the **Hilton Montréal Bonaventure** hotel, located in the heart of downtown Montréal, Canada.

The hotel features 395 beautifully renovated guest rooms, a year-round heated pool, **exceptional business and conference services** and is situated near many of Montréal's most popular attractions. Known locally as the place to host special events, conferences and exhibitions, the Hilton Montréal Bonaventure is an ideal venue for our Canada-based event.

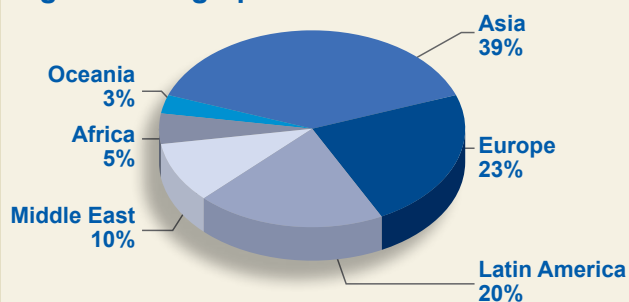
Workshop **participants enjoy preferential rates**, but can also choose from a number of other hotels to meet differing budget requirements.

Statistics Vancouver 2011

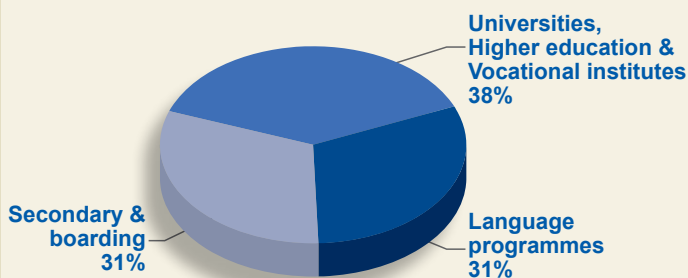
Facts and Figures

- **621** participants representing **439** organisations from **55** countries and **6** continents
- **224** educators representing **167** education institutions from Canada and the US
- **270** agents representing **214** agencies from **53** countries
- **68** exhibitors representing **45** organisations from **8** countries
- **5761** pre-scheduled meetings during **2** days

Agent Demographics



Educator Profile (Canada 60% / USA 40%)





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

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 **25 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.

Thursday, April 26, 2012

Agents arrive in Montréal, some from pre-workshop FAM tours

12.00 - 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

Friday, April 27, 2012

08.00 Workshop hall opens, light breakfast

09.00 - 11.00 **Business appointments (4 x 25 minutes each)**

11.00 - 11.30 Refreshment break

11.30 - 13.00 **Business appointments (3 x 25 minutes each)**

13.00 - 14.00 Lunch

14.00 - 16.00 **Business appointments (4 x 25 minutes each)**

16.00 - 16.30 Refreshment break

16.30 - 19.00 **Business appointments (5 x 25 minutes each)**

20.00 - 24.00 Evening dinner reception and dance

Saturday, April 28, 2012

08.00 Workshop hall opens, light breakfast

09.00 - 11.00 **Business appointments (4 x 25 minutes each)**

11.00 - 11.30 Refreshment break

11.30 - 13.00 **Business appointments (3 x 25 minutes each)**

13.00 - 14.00 Lunch

14.00 - 16.00 **Business appointments (4 x 25 minutes each)**

16.00 - 16.30 Refreshment break

16.30 - 18.00 **Business appointments (3 x 25 minutes each)**

Sunday, April 29, 2012

Familiarisation (FAM) tours continue

Participant Feedback 2011

Agents provide a valuable service to our student recruitment. ICEF's pre-screening of agents ensures we meet with the best agents in the world.

Trevor Cuddy, Concordia University, Canada

I could not have been more pleased with the ICEF Vancouver event. I found it well organised and was impressed with the calibre of agents I met with. I will be a regular participant at your future workshops.

Peter Scanlan, National University - San Diego, USA

This event was a huge success. ICEF's professionalism is admired and appreciated. From the first email announcing the event to the final appointment on the last day, it was first class all the way! See you in Montréal!

Brent Poole, Pembina Trails School Division, Canada

We were very pleased with the workshop and the agents we met. We feel positive about the results.

Tony Vigo, The English Center, USA

This was an excellent, well organised workshop that provided good opportunities to network with educators, agents and vendors. The location was also very good and the social networking events were excellent!

Anne Harris, College of New Caledonia, Canada

Excellent workshop! The agents were very professional and well informed about their business.

James Kelim, University of Texas at San Antonio - Intensive English Program, USA

ICEF Workshops are the right place to be if you want to develop your international marketing network.

Daniel Yang, Vancouver Georgia College, Canada

Attendee ratings Vancouver 2011

Programme organisation

■ Excellent ■ Good

100% **86%** 14%

Total event rating

100% **73%** 27%

Reinforcement of existing contacts

96% **61%** 35%

Quantity of new contacts

94% **45%** 49%



Meet quality student recruitment agents from around the world sending students to Canada and the US

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 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**. 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
12. Free access to the ICEF Online Workshop, for effective event follow-up and further networking with agents from all over the world

How to register?

Register online: www.icef.com/montreal

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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