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BRITISH COLUMBIA COUNCIL FOR INTERNATIONAL EDUCATION



**CA+IS**

Canadian Accredited Independent Schools

**caps-i**  
**accp-i**

Canadian Association of Public Schools - International | Association canadienne des écoles publiques - International



**CBIE • BCEI**

Canadian Bureau for International Education | Bureau canadien de l'éducation internationale

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International Association of Language Centres

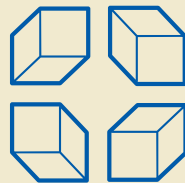
**Study Georgia**



**Study Texas**



Destination Workshop



**ICEF**

Connect. Recruit. Grow.

The ICEF North America Workshop  
Miami

Loews Miami Beach Hotel,  
December 05 - 07, 2011

And introducing ICEF's newest supporter -  
the United States Department of Commerce



A NAFSA  
Global Partner



## Focus on North America

The United States and Canada are top study destinations with broad international appeal across all educational levels. While language study providers and other tertiary institutions have long worked with agents, the practice has only recently gained momentum among universities, particularly in the US.

In 2010, due to this increased demand, a larger-format ICEF North America Workshop in Miami enabled **236** educators from **182** educational institutions throughout the US and Canada to meet with **276** of the best international agents from **54** countries around the world.

All student recruitment agents attending the North America Workshop - Miami undergo **ICEF's selection and screening process**, considered the most stringent in the industry. In addition to 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 are able 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.

The ICEF North America Workshop - Miami is an ideal opportunity for American and Canadian institutions to benefit from a large number of top quality recruiters committed to building lasting partnerships within North America.

## Participation Benefits

- Increase international student enrollments
- Broaden and diversify student nationality mix
- Easily develop networks of student recruitment agents from all over the world
- Improve student quality by working with agents on specific enrollment criteria
- Maintain existing contacts and promotional networks
- Promote your brand within the international education industry
- Obtain market intelligence on latest developments
- Maximize your time and effort, as well as your marketing and recruitment budget

## The Venue

The ICEF North America Workshop - Miami takes place at the Loews Miami Beach Hotel. Located in the "heart" of South Beach, the hotel has recently completed comprehensive renovations. The Loews Hotel in Miami Beach showcases 790 stylish rooms and suites, oceanfront pool, direct beach access, spa and fitness centre, restaurants and bars, and extensive indoor-outdoor conference and function facilities.

Workshop participants enjoy **preferential rates** at the Loews Miami Beach Hotel, but can also choose from a selection of other hotels to meet differing budgets.

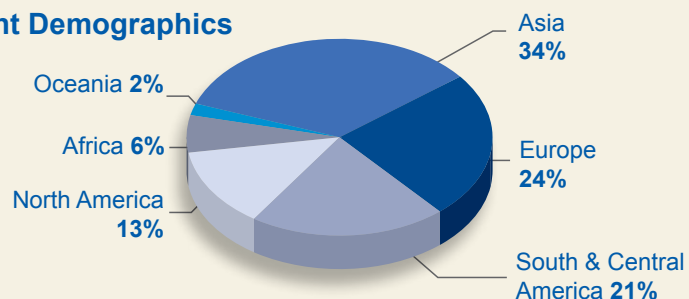
## FAM Tours

A destination-focussed workshop provides associations, regional entities and institutions, the opportunity to host agent familiarization (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.

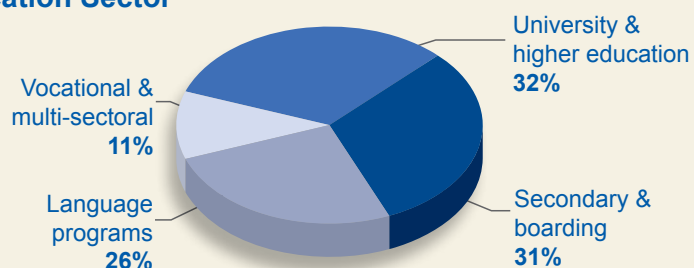
## Demographics 2010

- **566** participants representing **421** organizations from **55** countries and **6** continents
- **236** educators representing **182** education institutions from the US and Canada
- **276** agents representing **210** agencies from **54** countries
- **40** exhibitors representing **28** organizations from **5** countries
- **5544** pre-scheduled meetings during 2 days

### Agent Demographics



### Education Sector





Find more 2010 testimonials, photos and videos on [www.icef.com/miami](http://www.icef.com/miami)

## Workshop Program

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 program also includes meals, refreshment breaks and evening functions, which offer **valuable social networking opportunities**.

### Monday, December 05, 2011

- 13.00 – 19.00 Registration of participants
- 14.00 – 15.00** **Introductory seminars**  
"How to maximize your  
ICEF Workshop experience"
- 15.00 – 19.00** **Seminars**
- 19.00 – 21.00 Welcome reception

### Tuesday, December 06, 2011

- 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/dance reception

### Wednesday, December 07, 2011

- 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)

### Thursday, December 08, 2011

Familiarization tours

## Participant Feedback 2010

*The ICEF North America Workshop - Miami was, by far, the best agent networking event we have ever attended! We had meetings with more than 80 current/prospective agents. We also sponsored the Agent Lounge. This gave us the exposure we were looking for! After the workshop we hosted a FAM Tour. Thirty-seven current and prospective agents attended. It was a great opportunity.*

**Priscilla Ferreira, Florida International University, USA**

*The North America Workshop in Miami was an excellent forum for meeting with quality recruitment agents! Thank you ICEF!*

**Robert Callahan, Thomas College, USA**

*I am sure that this workshop will be beneficial for our school! I had quality meetings with international agencies.*

**Viviane Brassard, École Québec Monde, Canada**

*This was a fantastic workshop. I was amazed at the organization and keen attention to detail. Everything ran very smoothly. The scheduling system was excellent and the opportunity to connect with new partners was great.*

**Shari Sekel, Brock University, Canada**

*Thank you for an excellent workshop. I feel very positive about the contacts I have made and anticipate multiple partnerships as a result.*

**Marilyn J. Martin, Ridley College, Canada**

*The workshop was an exciting opportunity for institutions to meet with agents, especially for those just starting to work with them. The ICEF Workshop will be an event we will continue to attend in the future!*

**Rachel Morales, University of Southern Maine, USA**

*This was my second time at the ICEF North America Workshop in Miami. I enjoyed the opportunities I was presented with. Thank you for the wonderful experience.*

**Laju Nankani, Centralia College, USA**

*This was my first ICEF Workshop and I found it very useful especially in developing new contacts with prospective agent partners. We will definitely consider attending ICEF events in the future.*

**Abe Monzon, Tiffin University, USA**

## Attendee Ratings 2010

Excellent  Good

### Program organization

99% 89% 10%

### Total event rating

99% 76% 23%

### Reinforcement of existing contacts

97% 71% 26%

### Quantity of new contacts

95% 47% 48%



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

## 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. Through profiles uploaded to the scheduling system educators can also see how many students agencies send to their sector. **Up to 30 meetings**, each lasting 25 minutes can be scheduled with agents, as well as with other 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**. Organizations 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 program 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 Catalog*
8. An entry in – and a copy of – the *Educator & Exhibitor Catalog*
9. Access to ICEF 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/miami](http://www.icef.com/miami)

## Marketing & Sponsorship Opportunities

### Give your organization 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, bag insert and advertisements). 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.

## Organizers

ICEF Workshops connect **educators and service providers** with carefully screened, high-quality student recruitment **agents** at two and a half day networking forums devoted to achieving **results and growing international student enrollments**. ICEF Workshops are renowned for their organization, quality controls and sophistication, and occur annually across the globe.

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