



ICEF

Connect. Recruit. Grow.

The Work & Travel Zone at ICEF Berlin

Hotel InterContinental, Berlin, November 01 – 03, 2009

An Unprecedented Opportunity for Work & Travel Providers

The Work & Travel Zone is a new feature of the ICEF Berlin Workshop and replaces the ICEF Work & Travel Forum. It is designed for sellers of work & travel products to **gain exposure at the world's leading event** for international student recruitment professionals.

More and more education professionals are expanding their product offerings beyond the traditional education programmes. This is an ideal **opportunity for those whose core business is the provision of work & travel, apprenticeship, internship, volunteer, au pair and / or gap programmes** to access **over 1600 international education professionals**.

The Work & Travel Zone is a dedicated area within the workshop venue where sellers can exhibit and conduct one-to-one business appointments with both educators and agents from all over the world. Attendees can choose to **participate at a table or a booth** and will benefit from all features of the ICEF Berlin Workshop, such as the comprehensive market intelligence seminars and the numerous social networking opportunities. The ICEF version of the eSchedule PRO online appointment scheduler allows sellers to select educators, agents and service providers by country and education sector, ensuring that all meetings are relevant.

Feedback from Work & Travel Providers

ICEF Work & Travel provided a great breadth and depth of access to appropriate business minded contacts in a well orchestrated forum in which participants had both the time and structure to have appropriate meetings. In our several years of attending similar workshops in this sector, the ICEF Work & Travel Forum was the most concrete in terms of business results.

Timothy Wells, INTERNeX Internship Exchange, Canada

The professionalism of the Work & Travel attendees was superb, and the business contacts we made were some of the best we have experienced.

George Hughes, Signature Services Corporation, USA

ICEF's Work & Travel Forum was extremely well organised and run. Next year we will definitely look at attending both the forum and the Berlin workshop.

Rick Jones, Monash Professional Internships, Australia

The mix of buyers was good. Very professional and friendly staff.

Simon Baker, TWIN Group - WorkUK Division, UK

The ICEF Work & Travel Forum was a great event and I'm sure I will take part again. I enjoyed the good organisation and making many business contacts in a short time.

Carmen Kurz, Aupair Family Service - AFS, Germany

This is the second time for me to participate at the ICEF Work & Travel Forum. It's an excellent opportunity to meet lots of agencies from the same industry. We met lots of new contacts and the event was very well organised as usual!

Natacha Nowack, Transnational Interconnection, Ireland

Participation Benefits

- Increase number of placements
- Broaden and diversify nationality mix of placements
- Easily develop networks of important industry multipliers from all over the world
- Maintain existing contacts and promotional networks
- Promote your brand and name recognition within the international education and work & travel industries
- Gain access to the largest and most important networking event for education travel and student recruitment professionals worldwide
- Obtain market intelligence and information on latest developments
- Maximise time, effort and marketing / sales budget



The global market for work & travel professionals

Appointment System

The **industry-leading 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. Meetings can be scheduled with educators, agents and service providers.

1. Prior to the workshop, details of all invited participants are supplied via the ICEF version of the **eSchedule PRO online appointment scheduling system**. Login access is available 24 hours per day from anywhere in the world. 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 or booth throughout the event
7. A copy of the *Agent Catalogue*
8. An entry in – and a copy of – the *Educator & Service Provider 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

How to register?

Register online: www.icef.com/wtz or
Complete the **Work & Travel Zone application form**

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