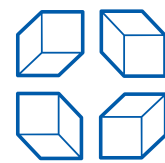


The ICEF Berlin Workshop

The world's leading event for international student recruitment professionals



The ICEF Berlin Workshop • Berlin, October 30 - November 01, 2011



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF BERLIN WORKSHOP 2010

Participant satisfaction high as ICEF Berlin gets bigger and better



The ICEF Berlin Workshop

The ICEF Berlin Workshop **grew by 4%** in 2010, once again making it the largest ever ICEF event. International educators from **485 institutions**, **23 work and travel organisations**, **61 exhibitors** and **837 ICEF-screened agents** from **86 countries** around the world came to Berlin for the 2 and a half day workshop. Overall, 98% of participants rated the event as good or excellent, the highest possible ratings.

During the event over **23 860 pre-scheduled business meetings** took place, 5% more than in 2009. These meetings allowed participants to make new business contacts and also catch up with existing partners. *“As always the ICEF Berlin Workshop provided me with the unmatched opportunity to connect with agents, reconnect with our partners, and establish new relationships”* said Nadine Zerbel of International Language schools of Canada (ILSC).

In its second year, the **Work and Travel Zone** showcased international sellers of work and travel programmes and provided participants with the opportunity to extend their products beyond traditional study courses. Anca Radoi-Bodnarescu of CSB International in the USA said, *“The ICEF experience was refreshing. The event enabled our organisation to meet well prepared agents, enhance our networks and further develop current partnerships”*.

Educators were extremely happy with the quality and range of agents in Berlin. Agents came from all over the world, allowing educators to **expand their recruitment networks** in both their key markets and new areas of interest. Angelika Volkman of the University of California - Irvine Extension in the US said, *“The quality of the agents seems to get better every year! Also the ethnic diversity of agents was very good”*.

Agents were also satisfied with the variety of educators at the workshop (university and vocational 22%, language schools 62%, secondary/boarding/high schools 15%, multi-sectoral 1%). Olena Umerenko of Ukrainian agency Epoch said, *“The workshop gave my company the chance to find the right partners to expand our range of products and services that we offer our clients”*.

Informal networking is an important part of ICEF events. Mealtimes, breaks and social gatherings allow participants to maximise their time through additional informal discussions. The ICEF Berlin Party was the social highlight of the event and included a sit down dinner, live band, DJ, and dancing in the winter garden of the InterContinental.



The band gets the party started at the 2010 ICEF Berlin Workshop

Each year the ICEF Berlin Workshop offers a number of seminars and presentations to both inform and educate participants about important issues, products and services. Topics covered this year included UK Visa Policy; Using Google Analytics - make your website a successful sales tool; and The ICEF Agent Barometer: Exploring International Education Agent Opinion in Turbulent Times. Dilraj S Dhaliwal from Seven Seas Consultants in India said, *“The seminars were great! The speakers and their presentations were excellent!”* A full list of seminars can be found [▶ here](#).



One of a number of seminars at the ICEF Berlin Workshop

The 2011 [ICEF Berlin Workshop](#) and [Work & Travel Zone at ICEF Berlin](#) will take place once again at the Hotel InterContinental, Berlin from October 30 - November 01.

If you require further information please contact Korinne Algie at kalgie@icef.com or Sara Azad at sazad@icef.com