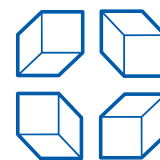


The ICEF Berlin Workshop

Connecting international educators and work & travel professionals with the world's best agents



The ICEF Berlin Workshop • Berlin, October 28 - 30, 2012



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF BERLIN WORKSHOP 2011

Seven years of growth sees the largest ICEF Berlin ever



One of the meeting halls at the ICEF Berlin Workshop

For the seventh consecutive year, the ICEF Berlin Workshop has grown, this year by 7% over 2010, proving itself to be the **world's largest and most international education-focussed networking event**.

International educators from **508 institutions, 26 work and travel organisations, 70 exhibitors and 913 agents** travelled to Berlin for two and a half days of networking. In total, **1941 participants from 94 countries** pre-scheduled **21391 meetings**. *"My schedule was full and not one appointment was missed! I made some amazing connections"*, said Alan Whittemore of Cheshire Academy in the US.

The ICEF Berlin Workshop provides the **most comprehensive access to agents from all over the world**, giving educators the chance to expand their recruitment networks in both their key markets and in new countries and regions. *"The ICEF Berlin Workshop is essential for our school. It is the best way to meet our partners and establish new relationships"*, said Odile Migieu of Cork Language Centre International in Ireland. Toni Lynch from Toorak College in Australia also commented, *"I heard about ICEF from a colleague and now I am hooked! It has been invaluable!"*

Being able to meet a range of international institutions (university/vocational 19%, language schools 63%, secondary/boarding/high schools 16%, multi-sectoral 2%) in one location is also very important to agents. *"Although the workshop has become very large, it didn't affect the quality of the event. There was an excellent international mixture and gave us the opportunity to meet so many schools from around the world under one roof – it's a very efficient way to do business"*, said Olga Govor of Latvian agency, Meridian Group.

In its third year as part of the Berlin Workshop, the **Work and Travel Zone (WTZ) continued to grow**, with more organisations than last year. Showcasing international sellers of work and travel, the WTZ gave participants the opportunity to meet providers of apprenticeship, internship, volunteer, au pair and gap programmes.



An educator-agent meeting

The ICEF Berlin Workshop always offers a **comprehensive seminar and presentation programme** on registration day. This year, 39 seminars/presentations were held and included topics ranging from the results of the ICEF Agent Barometer, online marketing, entrepreneurship and innovation, and finding the most suitable agencies for your institution. In addition to the seminar programme, various associations, including ALTO, GAELA, FELCA, IALC and AREA utilised this day to hold their annual meetings.



The live band at the ICEF Berlin Party

The workshop is well known for the **many opportunities for participants to extend their relationships beyond the workshop halls**. Social gatherings and break times enable participants to have additional discussions and connect with each other on an informal level. Known as the industry social event of the year, the ICEF Berlin Party - which included dinner, a live band and a DJ - was once again thoroughly enjoyed by all participants.

At the end of the workshop, participants were able to **join a number of post-event receptions and FAM Tours**. Selected agents visited some of their partner institutions in Europe, including visits to campuses in Germany, Austria, Spain and Belgium.

The 2012 [ICEF Berlin Workshop](#) and [Work & Travel Zone at ICEF Berlin](#), will take place in Hotel InterContinental, Berlin from October 28 - 30.

For more information on ICEF events go to www.icef.com or contact Korinne Algie at communications@icef.com