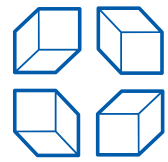


# The ICEF China Workshop

The leading event for international student recruitment in China, Asia and the rest of the world



Grand Millennium Beijing • October 12 - 14, 2011



**ICEF**

Connect. Recruit. Grow.

## REPORT FROM THE ICEF CHINA WORKSHOP BEIJING 2010

### Dramatic growth at the ICEF China Workshop



*An educator - agent meeting*

The 2010 ICEF China Workshop recorded **dramatic growth in overall attendance (20%)**, educator registrations (27%), and agent participation (22%) over the previous year. Held October 13 - 15 in Beijing, the event hosted **165 educators** representing **118 institutions** in **25 countries** and **184 quality student recruitment agents** from China, India, Taiwan, Nepal, Mongolia, South Korea, and 26 other countries around the world.

Participant satisfaction was high at the workshop with 96% of attendees rating the event as good or excellent, the highest possible categories. Tony Leeth of Brighton Institute of Technology in Australia said, *“The organisation was excellent. I had a full schedule of appointments. The event provided a solid foundation for establishing and developing agent relationships”*.

In total over **3100 pre-scheduled meetings** took place during the workshop between educators, agents and service providers. The agents at the event were thoroughly pre-screened and of the highest quality. *“I found the agents to be well qualified. I think our organisation will be able to forge great relationships as a result of the contacts made here”* said Dionne Butler of California Baptist University, USA.

Agents were also impressed by the range of educators at the workshop (universities and vocational 51%, language schools 26%, secondary, boarding and high schools 19%, multi-sectoral 4%). Sumon Talukder of SSBCL Group in Bangladesh said, *“The workshop was a great place to meet new educators and expand our network”*.



*The ICEF China Workshop in Beijing*

Participants at the ICEF China Workshop attended a number of seminars on registration day. Topics included: Study in Canada - A training session for education consultants; The Agent - Educator Relationship – what’s changing; and an introduction to the ICEF Agent Training Course (IATC). Heike Kerber of Abroad Study 4 U in South Korea found the seminars beneficial, commenting that “*they were very useful*”. A full list of seminars can be found [▶ here](#).



*Participants get to know each other at the Welcome Reception*

Informal networking opportunities allow participants to strengthen relationships and get to know partners in a relaxed setting. Reflecting this, the workshop provided a number of social networking opportunities at mealtimes, breaks, receptions, and an optional trip to the Great Wall at the completion of the event. William Trevillien of Chinese agency Beijing WZT Overseas Education and Consulting Service stated: “*I always find the evening reception to be a great networking opportunity*”.

The 2011 [ICEF China Workshop](#) will take place in Grand Millennium Beijing from October 12 - 14.

If you require further information please contact Korinne Algie at [kalgie@icef.com](mailto:kalgie@icef.com) or Sara Azad at [sazad@icef.com](mailto:sazad@icef.com)