

The ICEF Higher Education Workshop

The leading event for higher education student recruitment



Four Seasons Hotel Dublin • September 8 - 10, 2012



Connect. Recruit. Grow.

REPORT FROM THE ICEF HIGHER EDUCATION WORKSHOP COPENHAGEN 2011

Satisfaction high at the 2011 ICEF Higher Education Workshop

There was little room for improvement at the **ICEF Higher Education Workshop** this year, with **99% of participants rating it as good or excellent**, the two highest categories. Held from Sept 10 - 12 in Copenhagen, ICEF welcomed 56 international higher education institutions and 107 tertiary-focussed student recruitment agents from 39 countries around the world, to Denmark.

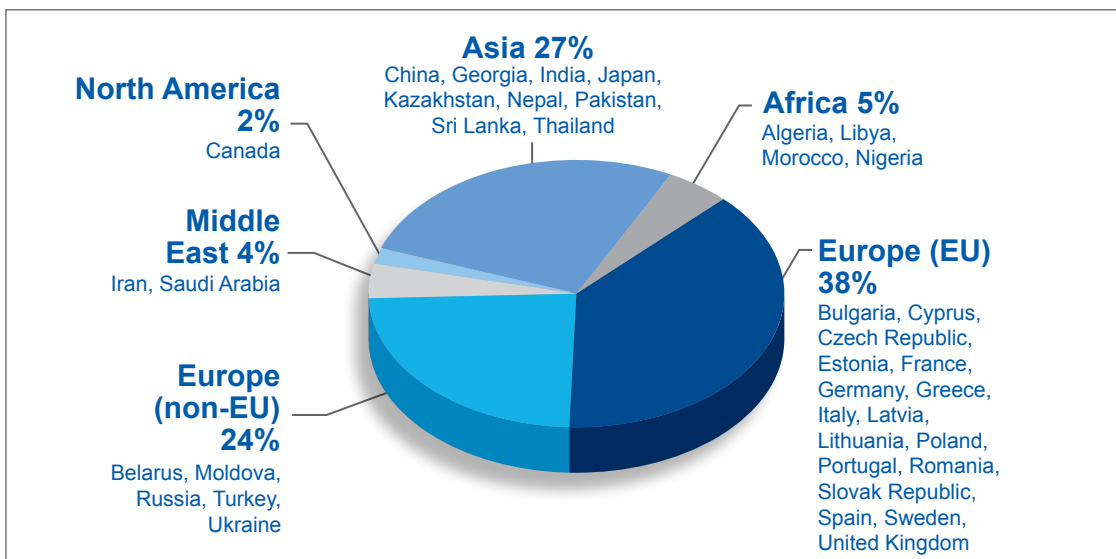
In total, **over 1600 pre-scheduled meetings** took place between educators, higher education-focussed agents and related service providers.



An educator-agent meeting

Educators found their agent meetings to be extremely beneficial, *“The agent partnerships that I made are extremely valuable and the opportunity to network internationally is a key component to building new markets”*, said Mark D. Rentz of Arizona State University in the US.

ICEF Higher Education Workshop 2011 - Agent Demographics:





The meeting hall at the ICEF Higher Education Workshop

Agents were also highly satisfied with the workshop and made the most of the opportunity to meet and **establish partnerships with top international institutions**. Adina Cristescu from Educativa Group in Romania commented, “*The Higher Education Workshop was an amazing experience for me! I managed to speak to my current partners and discuss partnership with some new schools – overall it has been a very productive event for me*”.

Informal networking is an important part of all ICEF events. The evening reception took place at [Moltke's Palace](#), an impressive 18th century mansion, and included dinner, dancing and a relaxed setting for participants to get to know each other socially.

The seminars held on registration day covered a number of important topics, including: higher education in Canada, and in Denmark; institutional branding; and agent relationships and marketing. A full list of seminars can be found at www.icef.com.

In 2012, the [ICEF Higher Education Workshop](#) will take place in Dublin, immediately prior to the Annual Conference of the European Association for International Education ([EAIE](#)), also to be held in Ireland's capital city.

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



Informal networking at the Evening Reception