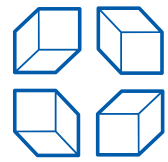


The ICEF Latin America Workshop

Meet quality student recruitment agents from all over Latin America



Royal Tulip São Conrado Beach Hotel Rio de Janeiro • September 19 - 21, 2012



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF LATIN AMERICA WORKSHOP RIO DE JANEIRO 2011

Over 25% growth at the ICEF Latin America Workshop



An educator-agent meeting

Rio de Janeiro provided the stunning location for the third ICEF Latin America Workshop. The first time held outside São Paulo, **the event grew by 27% over the previous year**, reflecting the continued interest in and strength of the Latin American market.

Educators and service providers from 14 countries around the world travelled to Rio for two and a half days of networking with 131 of the best agencies from throughout Brazil and Latin America. In total, **3459 pre-scheduled meeting** took place at the workshop with further relationship building done in break times, social events and outside the workshop hall.



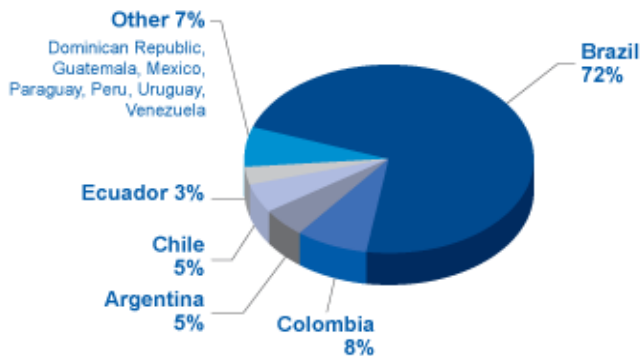
The meeting hall at the ICEF Latin America Workshop

Participants were extremely satisfied, with 99% rating it as good or excellent, the two highest categories. Chris McGary from Foxcroft Academy in the US said, "From the entertainment, to agent quality to the hospitality, this event has been superb! I came to this event with the goal to make new relationships - my expectations have been exceeded!"

For educators being able to **access quality, focussed agents from 12 Latin American countries** in one location was extremely beneficial, "The variety and large number of countries represented by agents at the workshop made this event a great success. It was even better than last year!", commented Jonathan Quinn of Centre of English Studies in Ireland.

Similarly, agents enjoyed being able to **meet a range of institutions from all educational levels** and in all main target countries. Roseli Azevedo from US EdUKation in Brazil said, "This has been the biggest opportunity for Latin American agents to get information about a wide range of programmes offered all over the world. I have participated in many other conferences but the contacts I make at ICEF are the best".

ICEF Latin America Workshop 2011 Agent Demographics:



Rio known for its vibrant culture provided many opportunities for **participants to extend their relationships beyond business meetings**. At the evening reception, participants enjoyed a performance by the Mangueira Samba School, one of the oldest and most famous samba troupes in Rio. In addition, participants hang glided from 520 metres, took in the tourist attractions and visited some great bars and restaurants with local agents.

The 2012 [ICEF Latin America Workshop](#) will take place at the Royal Tulip São Conrado Beach Hotel Rio de Janeiro, Brazil from September 19 - 21.

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



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