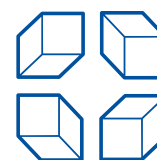


# The ICEF Moscow Workshop

The leading event for international student recruitment in Russia, Eastern Europe, Central Asia and the Caucasus



The Ritz-Carlton, Moscow • March 25 - 27, 2011



**ICEF**

Connect. Recruit. Grow.

## REPORT FROM THE ICEF MOSCOW WORKSHOP

### Moscow Sold Out—24% More Educators at Largest Ever ICEF Event in Russia

Held from March 26–28, the 2010 ICEF Moscow Workshop sold out this year and seeing a **24% increase** in the number of educators attending. The event featured **357 participants** representing **266 organisations** and **32 countries**. This included **148 representatives** from educational institutions around the world along with **191 top-quality agents** from Russia, Eastern Europe, Central Asia, and the Caucasus.

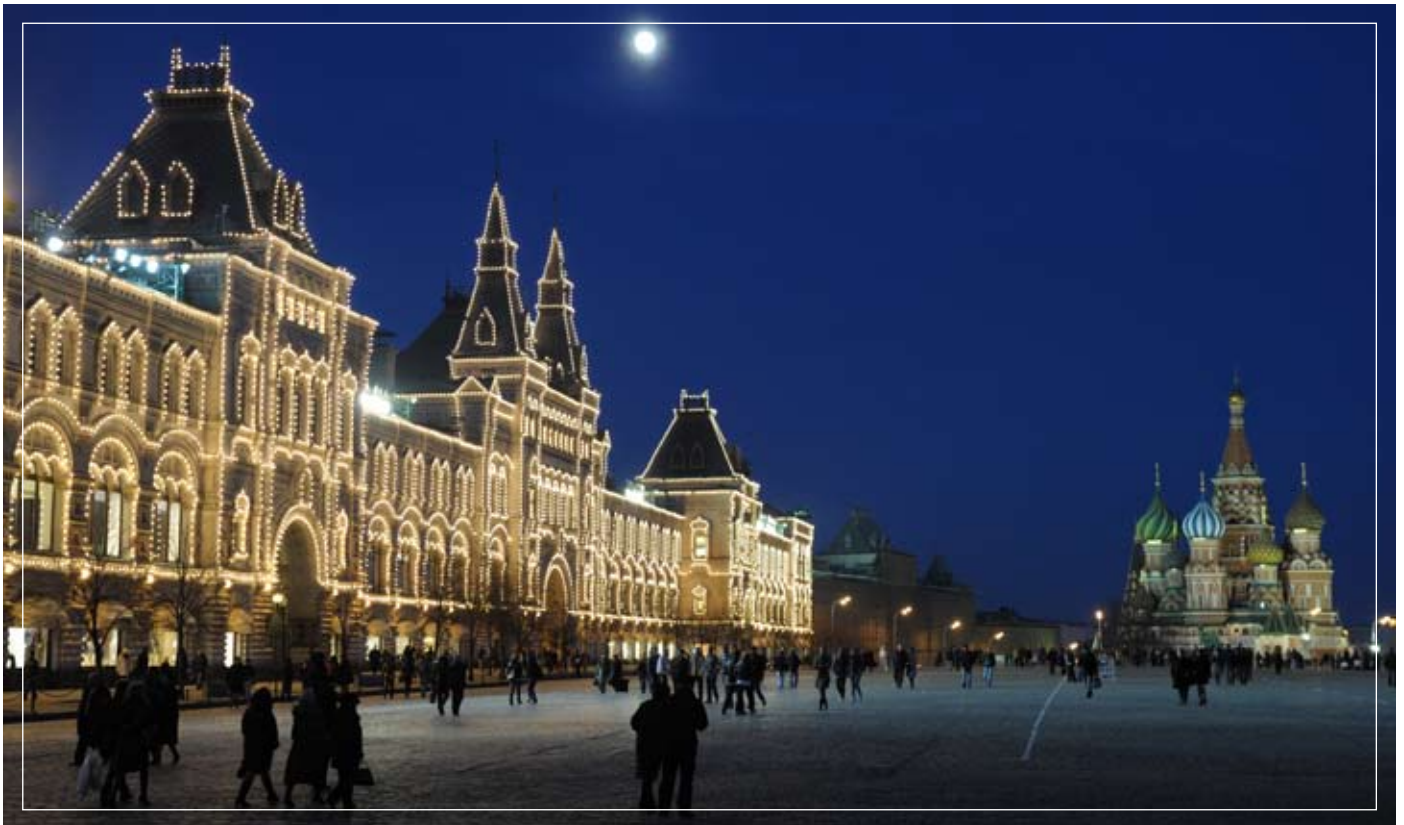


During the workshop's two and a half days, educators held 4,300 pre-scheduled meetings with carefully-screened agents from all parts of Russia and a further 11 countries in the region: Ukraine, Belarus, Kyrgyz Republic, Latvia, Armenia, Azerbaijan, Georgia, Kazakhstan, Moldova, Tajikistan, and Uzbekistan. *"This was a fantastic opportunity to meet great agents from all over Russia,"* said Angela Baxter of ELS Language Centers (USA). *"It made my job so much easier and allowed me to cut travel costs".* Patricia Turkmenoglu of Yasar University (Turkey) added, *"We now have many new leads!"*



Agents saw a broad range of educators at the event. Shakhnoza Sharipova of BCC, an agency in Uzbekistan said, *“We had the opportunity to meet with our current partners and also establish relationships with many different educators from Australia, New Zealand, Canada, Spain, Germany, and the US.”*

The Moscow seminar programme covered a range of timely topics, including: cross-cultural awareness, student mobility trends for 2010, and responses to current challenges in the education industry. Dariya Yakyamseva of Russian agency PrimaVera said *“On the whole the seminar programme covered some interesting and important issues for us.”*



Informal networking is an important part of ICEF events as it allows participants to strengthen bonds and get to know partners in a more relaxed setting. In Moscow participants enjoyed a number of social networking opportunities including a welcome reception, dinner and jazz band, and a city tour at the completion of the workshop.

► **The 2011 ICEF Moscow Workshop** will be held from March 25–27.