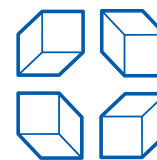


The ICEF Moscow Workshop

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



The Ritz-Carlton, Moscow • March 23 – 25, 2012



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF MOSCOW WORKSHOP 2011

Strong 15% growth at the largest ever ICEF Moscow Workshop



An educator-agent meeting

The number of workshop participants at the 2011 ICEF Moscow Workshop grew by 15%, making it the largest ever to date. With an **18% increase in the number of educators** at the event, the Moscow Workshop continues to reflect the strength of this important student market. Held from March 25 - 27, representatives from **124 educational institutions** around the world met with **220 quality agents** from Russia, Eastern Europe, Central Asia and the Caucasus. Overall, 96% of the participants rated the event as good or excellent, the two highest categories.

During the workshop educators held **4939 pre-scheduled meetings** with strictly-screened agents from all parts of Russia and an additional eight countries in the region (Ukraine, Belarus, Uzbekistan, Kyrgyz Republic, Georgia, Kazakhstan, Latvia and Moldova). Educators were impressed with the quality of the agents at the event. Almir Krupic of DID Deutsch Institute in Germany said, *“this workshop was a great opportunity for me to meet with existing partners, refresh contacts with very good agents and establish new business relationships”*. Kathie Kwilinski of South Seattle Community College in USA also commented, *“as a first time participant, I found the agents to be very well prepared and with a clear focus”*.

Agents were also pleased with the **broad range of educators** represented at the event (Universities & vocational 28%, Language schools 56%, Secondary/Boarding/High Schools 14%, Multi-sector 2%). Leon Musikhin of World of Education in Russia commented, *“this workshop enabled me to establish professional relationships with education providers and to discuss their education programmes in detail”*.



Informal networking

The workshop provided participants with a **large number of informal networking opportunities** at mealtimes, breaks and receptions. The dinner reception was the highlight of the social programme, with participants enjoying a live band and dance performance by a Russian folk group. Daria Novoselova of VAGANTES - International Center of Education and Tourism in Russia commented, *“I was satisfied with the workshop and especially enjoyed the traditional Russian dancing”*.



Participants enjoy a traditional live band and dance performance

The seminars held on the first day of the workshop were well attended and covered a range of topics including: Studying in Canada - A Training Session for Education Consultants, Success in running an educational business in Russia and Study in Australia - Opportunities and Beyond. Irina Novikova of International Training Centre InTC, Russia commented, *“the seminars were very useful! I will use some of the examples presented to teach my staff”*. A full list of seminars can be found [here](#).

In 2012, the [ICEF Moscow Workshop](#) will take place from March 23 - 25, and will provide educators with an efficient and cost-effective way to meet with the region’s best agents in one convenient location.

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