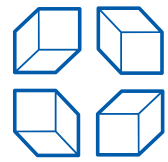


The ICEF North America Workshop - Miami

The leading event for international student recruitment in the US and Canada



Loews Miami Beach Hotel • December 05 - 07, 2011



ICEF

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REPORT FROM THE ICEF NORTH AMERICA WORKSHOP MIAMI 2010

Satisfaction remains high as the North America Workshop expands



An educator - agent meeting

The ICEF North America Workshop - Miami recorded the **highest overall growth (34%)** of all ICEF Workshops in 2010. The event grew in all areas; educator registrations (30%), and agent participation (32%) and the number of exhibitors (65%) at the workshop. Held December 05 – 07 in Miami, the event hosted **246 educators** representing **182 institutions** in the US and Canada and **276 quality student recruitment agents** from **54 countries** around the world.

Participant satisfaction was high at the workshop with 99% of attendees rating the event as good or excellent, the highest possible categories. Abe Monzon of Tiffin University in the US said *“This was my first ICEF workshop and I found it very useful especially for developing new contacts with prospective partners”*.

In total **5544 pre-scheduled meetings** took place during the workshop between educators and North America-focused agents. The agents at the event were thoroughly pre-screened and of the highest quality; *“I feel very positive about the contacts I have made here in Miami and anticipate multiple partnerships as a result”* said Marilyn J. Martin of Ridley College, Canada.



The US and Canada are key destinations for both agents and their students. The role the ICEF North America Workshop - Miami plays in helping agents to **access the right partners in North America** was summarised by Naresh Kumar of Turning Point Studies Consultants in India, “In the past 12 years it was very hard to get contracts signed with institutions in the US and Canada without first meeting the right people – which was not easy. The ICEF North America Workshop has given us the platform we needed to meet numerous institutions known for academic excellence”.

The ICEF North America Workshop in Miami

Agents in Miami were also very impressed by the range of educators at the workshop (university & higher education 32%, language programs 26%, secondary & boarding 31%, vocational & multi-sectoral 11%). Irmtraut Friedl-Bonelli of US-based agency, NEW Study Abroad said, “This workshop was very positive for my company, especially for making new contacts and for learning about new markets such as high school placements in the US for my European students”.

As part of the overall workshop program participants had the opportunity to attend a number of seminars and presentations. Topics included: American International Recruitment Council: promoting Quality Standards and Advocacy in Support of Agency Based Recruitment; US Commercial Service: Resources for the US education sector in international markets; 5 Reasons why Online Learning is the Path to the Future; and an introduction to the ICEF Agent Training Course (IATC). A full list of seminars can be found [▶ here](#)



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 and receptions. The dinner and dance, held at the end of the second day, provided the highlight of the social program, with participants enjoying a live band.

Participants enjoy the dinner and dance reception in Miami

The 2011 [ICEF North America Workshop - Miami](#) will take place at Loews Miami Beach Hotel from December 05 - 07.

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