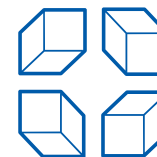


The ICEF North America Workshop - Montréal

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



Hilton Montréal Bonaventure • April 26 - 28, 2012



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF VANCOUVER WORKSHOP 2011 100% satisfaction at high growth event



Informal networking at the Welcome Reception

Held May 26 - 28, the **Vancouver Workshop saw an impressive 25% growth** - making it one of the fastest growing ICEF events. The workshop hosted educators from **167 Canadian and American institutions** and **270 high-quality student recruitment agents** from **53 countries** around the world. The event was a huge success with 100% of participants rating it as good or excellent, the two highest categories. Daniel Yang of Vancouver Georgia College in Canada commented, *"This is the right place to be if you want to develop your international marketing network"*.

In total over 5700 pre-scheduled meetings took place during the event. **Educators were highly satisfied** with the quality of agents in Vancouver. *"I found the event very well organised and was impressed with the calibre of agents I met with"*, said Peter Scanlan of National University - San Diego, US.



The meeting hall at the ICEF Vancouver Workshop

Agents also found the range of educators impressive. Institutions at the ICEF Vancouver Workshop covered all education sectors, providing agents with **broad networking opportunities** (Universities & Higher Education 37%, Secondary/ Boarding/ High Schools 33% and Language programmes 30%). Lars Zimmermann of Academic Embassy in Germany commented, *“It was a great event and I couldn’t have asked for a better way to make such high quality and valuable business contacts”*.

The seminars held on registration day were well attended and covered topics such as: Work & Travel, Work & Study and Internships in Canada, Introduction to Canada: Information Session for Agents, Beyond “Pathway” basics: Vetting English schools, and university admissions challenges and Getting the best out of the relationship: Involving your agency in your marketing communications activities. A full list of seminars can be found [▶here](#).



Informal networking is an important part of all ICEF events. The dinner and dance reception held at the Commodore Ballroom was one of **many informal networking opportunities** in Vancouver, allowing participants to get to know each other in a relaxed setting. The reception was thoroughly enjoyed by all, with the band receiving rave reviews. *“The evening reception was excellent - we had a great time!”* said Patricia Gartland from Coquitlam School District 43 in Canada.

The band entertains participants at the dinner and dance reception

Destination-focused events provide education institutions and associations with the opportunity to showcase their campuses, cities and regions through **agent familiarisation (FAM) tours**. This year there were 10 FAM tours offered both before and after the event. These FAM tours enabled agents to **increase their product knowledge** and bring back **first-hand experience and information** to potential students.

The next ICEF event is the [Higher Education Workshop](#) to be held September 10 - 12, 2011 at the Scandic Copenhagen, Denmark. This workshop gives accredited higher education providers the opportunity to meet strictly screened agents focused on the tertiary sector.

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