

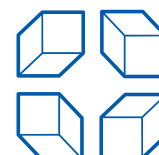
# The ICEF Berlin Workshop

## including the Work & Travel Zone

Connecting international educators with the world's best agents



Hotel InterContinental, Berlin • October 30 – November 01, 2011



**ICEF**  
Workshops

## Educator and Exhibitor Information Pack

### 1. Venue

The ICEF Berlin Workshop 2011 will take place in the Hotel InterContinental in Berlin:

Budapester Strasse 2, 10787 Berlin, Germany

Tel +49-30-26020 • Fax +49-30-2602 2600

**Email** ► [berlin@ihg.com](mailto:berlin@ihg.com)

**Website** ► [www.berlin.intercontinental.com](http://www.berlin.intercontinental.com)

### 2. Hotel Accommodation

#### Hotel InterContinental, Berlin

##### Rates

We are pleased to offer you a preferential rate of EUR 193 per night per single or double room at the InterContinental Berlin, inclusive of breakfast and VAT.

##### Bookings

The preferential rate is available for bookings from October 28 to November 02, 2011 and subject to room availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked subject to availability until September 29, 2011. They will be allocated on a first-come, first-served basis. Visit the Hotel InterContinental's ► [online booking system](#) to make a booking or download a booking form ► [here](#).

##### Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

##### Amenities

The InterContinental Berlin's spacious superior rooms are characterised by light and friendly colours. Next to a large bed and a working desk is an additional seating area. A safe, satellite TV and high-speed Internet are available.

The hotel also boasts an impressive 1000 sqm Spa Centre with sauna, hamam and whirl pool as well as a fully equipped fitness centre. A wide range of business and travel services are also available.

Further information on the Hotel InterContinental Berlin is available at ► [www.berlin.intercontinental.com](http://www.berlin.intercontinental.com).

##### Alternative Hotel Choices

We can also recommend the following hotels:

#### Pullman Berlin Schweizerhof

The Hotel Pullman Berlin Schweizerhof, which is located opposite the Hotel InterContinental, offers the preferential rate of € 135 (Classic category) per night per single or double occupancy. The above rates include VAT. Breakfast is not included. Earliest possible check-in time is 15:00 and latest check-out time is 12:00.

The preferential rate is available for bookings from October 28 to November 01, 2011 and subject to availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked subject to availability until October 13, 2011. They will be allocated on a first-come, first-served basis.

Further information on the Hotel Pullman Berlin Schweizerhof is available at ► [www.pullmanhotels.com](http://www.pullmanhotels.com).

#### Crowne Plaza Berlin

The Crowne Plaza Berlin, within 10 minutes walking distance of the Hotel InterContinental, offers preferential rates of € 129 for a single room and € 139 for a double room per night. The above rates include VAT and breakfast. Earliest possible check-in time is 14:00 and latest check-out time is 12:00.

The preferential rate is available for bookings from October 27 to November 02, 2011 and subject to availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked subject to availability until September 30, 2011. They will be allocated on a first-come, first-served basis. Further information on the Crowne Plaza is available at ► [www.cp-berlin.de](http://www.cp-berlin.de). Visit the Crowne Plaza's ► [online booking system](#) or download a booking form ► [here](#).

ICEF has arranged a shuttle bus service to bring you from the Crowne Plaza Hotel to the Hotel InterContinental during the workshop. A timetable will be forwarded to you prior to the event.

### Motel One Berlin-Ku Damm

The Motel One Berlin-Ku Damm, within 10 - 15 minutes walking distance of the Hotel InterContinental, offers the following rates: € 59 for a single room and € 74 for a double room per night. The above rates include VAT. Breakfast is not included. Visit the Motel One Berlin-Ku Damm's [▶ online booking system](#) to make a reservation.

Please refer to the [▶ Hotel map](#) for the different locations.

## 3. Visa Requirements

Germany is part of the borderless region known as the Schengen area and visa requirements vary by nationality. For most nationalities a visa is not required for stays of up to three months. To enter Germany a passport valid for at least three months beyond the period of stay is required.

Please check regulations with the respective embassy well ahead before travelling. To find out more about country-respective visa requirements visit [▶ this website](#).

## 4. Airport Arrivals

There are two airports in Berlin.

### From Tegel Airport (TXL)

Tegel is situated in north-west Berlin, approximately 8 km from the city centre. The city centre can be reached in approx. 20 - 30 minutes.

**Bus services** 109 and X 9 connect the airport to the city centre. The X 9 express service stops only at the main underground stations offering you a fast connection to the city.

Nearest bus stop is "Zoologischer Garten" from where you can either walk or take bus 200, direction "Michelangelo Strasse". After a few minutes the bus stops directly in front of the Hotel InterContinental, at "Budapester Strasse". Tickets are available from vending machines at the bus stop or can be bought on the bus at the rate of € 2,30 for zone AB.

**Taxi:** The duration of the journey by taxi from the airport to the Hotel InterContinental is approximately 20 minutes. The fare by taxi is around € 20,00.

### From Schönefeld Airport (SXF)

Schönefeld is situated in the southeast of Berlin, approximately 20 km from the city centre.

The airport is connected with the city centre by **S-Bahn** (suburban train) line S 9 as well as with **Airport Express Trains** (RE7 and RB14) that run from/to "Zoologischer Garten" every half an hour. Tickets for these trains or the S-Bahn cost € 3,00 for zone ABC.

The S9 needs about 45 minutes for the trip to the centre, the Airport Express trains take 32 minutes (from/to "Zoologischer Garten").

Alight at "Zoologischer Garten" from where you can either walk or take bus 200, direction "Michelangelo Strasse". After a few minutes the bus stops directly in front of the Hotel InterContinental, at "Budapester Strasse".

**Taxi:** The duration of the journey by taxi from the airport to the Hotel InterContinental is approximately 40 minutes. The fare by taxi is around € 35,00.

Further information on Berlin's airports can be found at [▶ www.berlin-airport.de/EN](http://www.berlin-airport.de/EN).

## 5. Forwarding of Promotional Material

Please contact a courier of your choice.

### Delivery Date

Your materials for the ICEF Berlin Workshop should arrive on Wednesday, October 26 in Berlin (but not before) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

### Package Preparation

When calculating the amount of promotional materials to send to Berlin, please bear in mind that you will have a maximum of 33 pre-scheduled appointments plus other meetings outside workshop hours that may be arranged. Some agencies may prefer to receive your information by e-mail, mail or by using the ICEF Online platform either prior to or after the event (see also the paragraph "Follow Up" at [▶ ICEF Workshop Procedures: Guidelines for first-time Participants](#)).

Please refer to the [▶ Shipping Instructions & Delivery Label](#) for detailed information, customs requirements and a delivery label template.

## 6. Appointment Scheduling

### Scheduling Appointments Prior to the Event

Approximately 8 weeks prior to the event you will be supplied with login information to access the Marcom eSchedule PRO online appointment scheduling system. eSchedule PRO ([▶ www.marcom-education.com](http://www.marcom-education.com)) allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised appointment requests.

Please note that the **deadline for confirming / making appointments is October 28, 12 noon Berlin time.**

If you are using eSchedule PRO for the first time, we recommend to have a look at the [▶ Getting Started Information](#) as well as [▶ Scheduling Appointments – Useful Hints & Tips](#).

### Scheduling Appointments During the Event

In case your appointment schedule is not full at the beginning of the workshop, you will still have the possibility to maximise the number of your appointments on the morning of each workshop day (October 31 and November 01) between 08:00 and 08:30 when additional appointments may be scheduled through personal contacts between participants. You may also utilize the agents' message boxes located in the main lobby to leave additional appointment requests.

## 7. Your Catalogue Entry

### Company Profile

It is very important that you take the time to enter (into the Marcom eSchedule PRO system) your company's description that will appear in the catalogue, as agents will use this information before requesting or confirming appointments with you. Once you have logged on to eSchedule PRO for the first time, you will be asked to edit your profile, which you may change at a later date. Please make certain to **complete the catalogue entry by September 29, 2011** to ensure that your complete company profile is included in the printed Catalogue.

### Logos and Photos

If you would like to have your logo and up to **two** representatives' portrait-style pictures included in the ICEF Berlin Workshop catalogue, **send them to [▶ ffestersen@icef.com](mailto:ffestersen@icef.com) before September 29, 2011.**

Accepted **file formats for logos** are: EPS, TIFF, JPG, PNG or PDF (EPS: Fonts created to outlines / PDF: with embedded fonts). Size: minimum of 300 dpi.

Accepted **file formats for photos** are: JPG, PNG, TIFF or GIF. The file should have a resolution of at least 130x160 pxi (72 dpi). Please make sure the representative's name appears in the file name.

## 8. Onsite Registration Procedures

Onsite workshop registration will take place on Sunday, October 30, 2011, from 09:00 to 21:00 at the ICEF hospitality and registration desk located in the InterContinental's main lobby. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the workshop catalogues. Participants arriving after the registration period stated above can register on Monday, October 31, 2011 from 08:00 onwards at the ICEF hospitality and registration desk in the main lobby. Exhibitor booths will be accessible as of 09:00 on October 30, 2011. Meeting tables will be accessible as of 08:00 on October 31, 2011.

As the workshop is a protected trading environment, **anyone not wearing a badge may not be admitted** into the workshop area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the workshop halls. **Please also note**, that participants may not organise any hospitality, seminar event or tour which encourages agents to leave the workshop at any time during the programme from registration on Sunday, October 30, at 14:00 through to Tuesday, November 01 at 18:30.

If you are new to ICEF Workshops, please have a look at the [▶ ICEF Workshop Procedures: Guidelines for first-time Participants](#) with further useful event information.

## 9. Seminars

Recognising the importance of market trends and their impact on student enrolments, the first day of the ICEF Berlin Workshop is dedicated to seminars and presentations.

**Seminars** provide invaluable information and the latest research on market trends. The programme includes an introductory session on "How to maximise your ICEF Workshop Experience" and a training session for the ICEF Online Workshop - the world's first collaborative internet platform for the international education industry.

**Industry Presentations** give institutions the opportunity to showcase their product offerings and unique selling features to a captive audience. A detailed programme is available [▶ here](#).

## 10. Networking Breakfast, Refreshments and Lunches

There will be coffee, tea and water stations throughout the workshop days in the workshop area.

On Sunday, October 30, a light sandwich lunch will be served between 12:00 and 14:00 in the Wintergarten. On October 31 and November 01, a continental networking breakfast will be served between 08:00 and 08:30 in the Wintergarten. Buffet lunch will be provided from 13:00 to 14:00 in various locations throughout the hotel.

## 11. Evening Networking Receptions

We cordially invite you to attend the following functions:

### Welcome drinks reception

Sunday, October 30, 2011, 19:00 to 21:00 in the Wintergarten of the Hotel InterContinental.

### The ICEF Berlin Workshop Party

Monday, October 31, 2011, in the Wintergarten and L.A. Café from 20:30 onwards.

The dress code for both receptions is smart casual. Please note that participants not wearing their workshop badge may not be admitted.

## 12. ICEF Online Workshop

► [ICEF Online](#) is the ideal platform to follow-up and collaborate with the educators and exhibitors you meet at ICEF Workshops.

All participants at each event receive a free ICEF Online Workshop membership for this purpose. You will receive logins for your account approx. two weeks before the event. Please contact ► [info@icefonline.com](mailto:info@icefonline.com) for further information, or see an ICEF team member at the workshop to learn more about the features & benefits of your ICEF Online Workshop account.

## 13. Tours and Excursions

For booking one of the tours and excursions in and around Berlin please refer to the ► [Tour and Excursion Booking Form](#) and return it as indicated to Severin + Kühn who will handle all tour arrangements prior to October 21, 2011. If you are interested in visiting the opera, a concert or the theatre whilst in Berlin, please contact the concierge in the Hotel InterContinental. The concierge desk also has a list of restaurants and bars available and will be able to assist you with reservations.

## 14. Berlin - General Information

### Quick facts:

Berlin is the capital of Germany since 1990 and has about 3.5 million inhabitants.

Language: German. English is widely spoken.

Time zone: GMT + 1 hour

Temperatures: Temperatures in November are between 2 and 8 °C. Rainfall can be expected.

Currency: Euro (€). Credit cards are widely accepted. See this link for latest rates: ► [www.x-rates.com](http://www.x-rates.com).

Taxis: Taxis can be hailed on the street or you can call one of the following numbers: (+49-30-) 210202 / 210101 / 263000.

Public Transport: Berlin has an extensive public transport system. Trains (S- and U-Bahn) as well as buses run at regular intervals from 05:00 until 01:00. The cost for a single ticket, valid for one trip within the city centre, is € 2,30. The nearest station to the Hotel InterContinental is "Zoologischer Garten". Further information on Berlin's public transport system can be found at ► [www.bvg.de/](http://www.bvg.de/)

Electricity: 230 volts



: Plugs have two round pins. Please bring your own adaptors, if necessary.

More information about Berlin can be found at ► [www.visitberlin.de/en](http://www.visitberlin.de/en)

If you have any questions prior to the workshop, please do not hesitate to contact us.

We look forward to welcoming you in Berlin!

Kind regards,

*Frauke Festersen*

Frauke Festersen