

# The ICEF Japan Workshop

Meet quality educators from around the world



Keio Plaza Hotel, Tokyo • March 06 – 08, 2011



## Agents Info Pack

This document contains important information to facilitate a successful workshop experience.

### 1. Venue

The ICEF Japan Workshop 2011 will take place in the Eminence Hall on the fifth floor of the Keio Plaza Hotel in Tokyo.

#### The address of the Keio Plaza Hotel is:

2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo 160-8330, Japan

Tel +81 3 3344 0111 Fax +81 3 3345 8269

Email ► [customer-rtt@keioplaza.co.jp](mailto:customer-rtt@keioplaza.co.jp) • Website ► [www.keioplaza.com](http://www.keioplaza.com)

### 2. Hotel Accommodation (only applicable to agents from outside of Tokyo unless previously arranged)

#### Shinjuku Washington Hotel

Your accommodation will be sponsored by ICEF for two or three nights from starting Sunday night, March 06, 2011, at latest check-out Wednesday morning, March 09, 2011 at the Shinjuku Washington Hotel. Please note ICEF is unable to sponsor accommodations outside of this block period.

Any costs occurring from use of telephone, mini-bar, early check-in, late check-out, extra nights outside the workshop period, parking, laundry, room service etc will be debited to your own account. Upon receipt of your travel schedule ICEF will send you a hotel reservation confirmation.

#### Check-In / Check-Out

Earliest possible check-in time is 14:00 and latest check-out time is 10:00.

#### The address of the Shinjuku Washington Hotel is:

3-2-9 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Tel : +81-3-3343-3111 Fax : +81-3-3342-2575

• Website ► [www.wh-rsv.com/english/shinjuku/index.html#access](http://www.wh-rsv.com/english/shinjuku/index.html#access)

Please refer to the website above for a location map and directions how to get to the Shinjuku Washington Hotel.

#### Alternative Hotel Choice

ICEF would like to extend a special offer to agents who wish to stay in the **Keio Plaza Hotel** providing them with the opportunity to maximise the social time spent with the attending educators.

#### Rate

We are pleased to offer you the preferential rates of 9,000 JPY per night per single occupancy and 10,000 JPY per night per double occupancy in the Keio Plaza Hotel, where the workshop will be taking place.

The above rates include service charges and VAT. Breakfast is not included.

#### Bookings

The preferential rates are available for bookings from March 06 to March 09, 2011 and subject to availability. Please be advised that these rates are applicable only for reservations made before February 04, 2011. Reservations made after this date will be subject to room availability. If you prefer to stay in the Keio Plaza Hotel, please contact us and we will send you the booking form for the Keio Plaza Hotel. Email ► [richihashi@icef.com](mailto:richihashi@icef.com)

### 3. Airport Arrival

On arrival at the Haneda International Airport please proceed to the exit outside the arrival hall where the following transport facilities will be available:

**Taxis:** The duration of the journey from the airport to the Keio Plaza Hotel / the Shinjuku Washington Hotel takes about 45 minutes. The fare costs approx. JPY 10,000.

**Bus Service:** There is a shuttle bus service between the airport and various Tokyo hotels in the Shinjuku area including the Keio Plaza Hotel and the Shinjuku Washington Hotel. Tickets can be bought from the Limousine - Bus Ticket Counter at a rate of JPY 1,200 and the journey takes approx. 70 minutes. For further information regarding this service please refer to the following link: ► <http://www.limousinebus.co.jp/area/haneda/shinjuku.html>

### 4. Appointment Scheduling

#### Scheduling Appointments prior to the Event

Approximately two months prior to the event you will be supplied with login information to access the eSchedule PRO online appointment scheduling system. Where you can generate lists containing both the contact details and the programme focus of participating educators used to pre-select participants with whom you wish to meet during the workshop. Updated lists may be downloaded from the eSchedule PRO at any time. This download option is called "Export list" and enables you to select and export the record you require.

The 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. If you are **using the eSchedule PRO for the first time**, we recommend to have a look at the "**Getting Started**" page in your eSchedule PRO account.

#### Benefits of the eSchedule PRO Scheduling System

- Personal: you can send personalised individual or grouped appointment requests
- Confidential: other participants do not see your schedule
- User-friendly: simple navigation, getting started instructions online and full support by Marcom Consulting
- Access from anywhere 24 hours / day
- Option of blocking appointment sessions for late bookings

It is advisable to use the eSchedule PRO for all appointment bookings because the system automatically compiles appointments of educators and service providers, thus preventing accidental double-bookings with the same participant or during the same timeslot, forgotten appointments, etc. The **deadline for confirming / making appointments is Saturday, March 05, 2011 (09:00 Japan time)**.

#### Scheduling Appointments with Educators

We strongly recommend that you keep your appointment requests short and personal, listing the main features of your agency / programmes that you are interested in. Educators interested in meeting with you will be able to confirm an appointment through the eSchedule PRO. You will receive automatic email notifications, whenever a new appointment is made on your schedule. If, following your appointment request, an educator does not schedule a meeting with you, it does not necessarily mean that this educator does not wish to meet with you as he/she may be out of the office for a few days or may have scheduled a certain time prior to the workshop to make his/her appointments. There is no need to re-send appointment requests as educators will not be able to delete requests received.

In accordance to the agent terms and conditions a minimum of 20 appointments per agency must be scheduled prior to the event. ICEF does not schedule appointments for you.

**Important:** If you do not wish to meet with an educator who has contacted you, please notify them out of courtesy with a brief email message. Please reply to all appointment requests at your earliest convenience so that the educator can schedule an appointment with another agent if you are unable to confirm a meeting.

If your agency is represented by two people, we strongly recommend that you work separately as there are many schools interested in working with you. This means that both of you would conduct separate interviews with different educators at the same time and your agency would benefit from double the number of contacts during the two days of the workshop. You will automatically be provided with individual accounts on eSchedule PRO.

#### Scheduling Appointments with Service Providers

In addition to the one-to-one agent / educator appointments, the programme also enables meetings with service

providers, in recognition of the many opportunities available for agents to enhance their product offerings with insurance, accommodation, mobile phone products, etc. Most service providers will have an exhibition space where the appointment will take place.

### 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 March 07 between 09:00 and 09:30 and on the morning of March 08 between 09:30 and 10:00 additional appointments may be scheduled through personal contacts between participants.

### Message Boxes for Agents

As a further means of educators contacting agents during the event, each agency has a message box located in the workshop area which may be used for leaving individual messages and appointment requests.

Late agent registrants or name changes may be found at the end of the message boxes under the listing NEW / CHANGES. If you cannot find your message box, please ask for assistance at the ICEF hospitality and registration desk. Please note that educators can be contacted by agents at assigned tables and therefore have no message boxes.

Do not leave anything of value in the message box and any information left in the message box is at your own risk. We recommend checking your organisations message box at least twice a day and kindly ask you to remove the contents on each day of the workshop. Prior to the closing of the workshop on March 08, 2011, 16:00, any remaining materials will be discarded.

## 5. Workshop Procedures

### The ICEF Workshop

The ICEF Japan Workshop is designed to provide educators, service providers and study abroad agents with the opportunity to meet and undertake brief discussions during 30 minute-long business appointments, which are indicated by a bell / gong.

These discussions are useful for purposes such as

- to hold introductory meetings between parties who have not previously worked together
- to examine the possibility of business co-operation in the future
- to have liaison discussions between already established partners

More extensive discussions with a potential partner can be arranged by scheduling another business appointment or if required, by scheduling appointments during meals, refreshment breaks, receptions (eSchedule PRO allows you to unblock these timeslots).

### Appointment Tables

Discussions take place at tables allocated to each participating educator, which are identified by name cards provided by ICEF.

### Badges

Upon registration you will receive your name badge, which is not transferable. Please wear it at all times during the workshop as it assists participants to address you correctly and acts as a "passport" to attend the workshop sessions and receptions.

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 hall.

### Workshop Catalogues

Upon registration you will receive the workshop catalogue listing participating organisations with a brief description. The Educator & Exhibitor Catalogue lists participating institutions in alphabetical order, by country, by programme and by table number, and contains a floor plan of the workshop hall indicating table numbers. Please take care not to lose your catalogue, as replacement copies may not be available.

**Please note:** If you cannot find an organisation in the country list of the catalogue, please check the International Section or Addendum.

It is very important that you take the time to enter (into the eSchedule PRO system) your company's / organisation's description that will appear in the catalogue, as educators will use this information before requesting or confirming appointments with you. Once you have logged on to the eSchedule PRO online appointment scheduling system for the first time, you will be asked to edit your profile, which you may change at a later date. Please make certain to **approve the catalogue entry by February 10, 2011** to ensure that your company's / organisation's profile is included in the printed Agent Catalogue.

If you would like to have your company logo or one representative picture included in the ICEF Japan Workshop catalogue, send it to ► [richihashi@icef.com](mailto:richihashi@icef.com) before February 10, 2011. If we already have your logo or picture on file from a previous workshop catalogue it is not necessary to send it again.

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 pxl (72 dpi). Please make sure the representative's name appears in the file name.

### Workshop Code of Conduct

Prior to, during and after the workshop, as a hosted agent it is not possible for you to use the event for your own commercial purposes by trying to sell or offer your services or products (eg. advertisements in your publication or website, tours, promotion of your own commercial venues such as fairs and educational events that you host, etc.) to any of the participants attending the workshop. Please refer to the agent terms and conditions for further details.

As a hosted guest you are expected to attend the ICEF Japan Workshop from 09:30 – 18:00 on March 07 and 10:00 – 16:00 on March 08. If you are unable to attend the full event, you are requested to inform ICEF in advance. Participants may also not attend any hospitality, seminar events or tours organised by third parties during the official workshop sessions.

### Appointment No-Shows

As a courtesy to the educators, please keep appointments once they are confirmed. If you cannot keep an appointment, please inform the educators ahead of time so that they can schedule an appointment with somebody else. If you miss an appointment onsite, ICEF will be informed and will contact you onsite to immediately re-schedule. Multiple no-shows are considered workshop business misconduct and may lead to your expulsion from the event and further ICEF workshops.

### How to Get the Most from your Appointments

In order to collect information from potential partners you meet during the workshop you might find the following suggestions useful:

#### Printing of your meeting report

The eSchedule PRO will allow you to print a one-page meeting report of each participant you have scheduled an appointment with during the workshop. The meeting report page includes all sections and details as well as a section for notes.

#### Review educator profile prior to your scheduled meeting

You will save valuable time and have focused questions for the educator you plan to meet by reviewing their programmes and institute profile prior to your meeting. This can be easily achieved directly on eSchedule PRO by simply clicking on the company name. We also strongly recommend that you review the institution's website to establish a fundamental basis on potential student recruitment opportunities.

#### Designing your own educator questionnaire

Agents who participate regularly in ICEF events use an educator questionnaire as a general discussion guideline during the workshop appointment. This questionnaire is usually designed by the agents themselves and is based on the information they require from an educator to represent them and fully understand their programmes and potential working opportunity. Points to consider on this questionnaire are the educator's organisation structure, course offerings and entry requirements.

#### Filing of Information

We strongly recommend that you bring along a small stapler to affix business cards and personal notes to the relevant page of your catalogue or meeting report.

## Photographs

Some participants bring along a camera to take photographs of the participants they meet during the appointments to file along with any other information they have obtained. This helps to clearly remember each potential partner when following up on new contacts after the event. You can also check the ICEF Online Workshop profile of every educator or service provider you have met for a view of their photograph as well as many other details on their organisation.

## Assistance in preparation

Your attendance at the ICEF Japan Workshop 2011 could yield considerable benefits. To take full advantage of this opportunity, meticulous preparation is highly desirable.

If you are new to ICEF events, or feel that you would benefit from assistance in preparation of staff or materials, please do not hesitate to contact us:

Ryoko Ichihashi ► [richihashi@icef.com](mailto:richihashi@icef.com)

Ayumi Tokushige ► [ahenke@icef.com](mailto:ahenke@icef.com)

Tel +49 711 4690 7598 • Fax +49 228 201 19 44

## Follow up

It is important to keep in touch with participants you have met and to answer any particular information requests they might have had during the workshop. ► [ICEF Online Workshop](#) is the ideal platform to follow-up and collaborate with the educators you meet at the ICEF Japan Workshop 2011.

All participants at each event receive a free ICEF Online Workshop account 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 Online Workshop team member at the workshop to arrange an upgrade to full membership.

Please also help our event “go green” by requesting educators to upload their marketing and promotional materials into the Online Workshop profile (eg. brochures, prospectuses, price lists, application forms, enrollment forms, images and videos).

You can also use your ICEF Online Workshop account to easily communicate with educators and agents via text and voice messaging (skype account required). Once logged in you can see who is online, and instant message them. You can request to schedule an online meeting for later, if someone is not online at the same time as you are.

## 6. FAM Tours & Receptions

Once your workshop participation has been confirmed by ICEF, you are invited to apply to attend the agent familiarisation (FAM) tours and receptions being hosted by participating educators, associations and/or service providers.

FAM tours offer you valuable knowledge and first hand experience which you can pass on to your counsellors and clients:

- insight into the country and region you are visiting
- increased product knowledge of the institution(s) you are visiting
- face-to-face meetings with institution staff and teachers

Each tour has varying costs and conditions and each tour has limitations on who may apply. You will hear directly from the FAM tour organiser if your application has been successful. The offer of a place on a FAM tour is at the sole discretion of the organiser and is not determined by ICEF.

The list of available FAM tours and receptions as well as the relevant contact persons can be found at ► <http://www.icef.com/workshops/japan/for-agents/pre-post-activities.html>

Please note: Participants may not organise or attend any hospitality, seminar event or tour which encourages participants to leave the workshop at any time during the programme from registration on Sunday, March 06, at 13:00 through to Tuesday, March 08, at 16:00.

## 7. Advertising and Sponsorship Opportunities

### Advertising

In addition to your catalogue entry, you have the possibility of featuring your organisation / company by placing an advertisement in the workshop catalogue. All participants receive a catalogue, which is in constant use during the event and then consulted throughout the year as a reference tool. Booking an advert will enable you to position your

company in a more personalised manner (photos, logo, artwork, call to action) and is an excellent way of increasing your brand recognition.

### **Sponsorship**

Platinum, gold and silver sponsorship packages allow workshop participants to gain maximum brand exposure at ICEF events.

With Platinum, Gold and Silver sponsorship packages, participants benefit from a number of branding opportunities. Ranging from your logo on the workshop bags and presentations to participants, each package includes a number of options, with the platinum package providing the most comprehensive coverage. For more information and package details contact us at ► [marketing@icef.com](mailto:marketing@icef.com).

There is also a range of individual sponsorship items available which will give your institution a higher profile and position you as an industry leader. Further information as well as pricing can be found on ► [www.icef.com/icef-marketing-sponsorship](http://www.icef.com/icef-marketing-sponsorship) and in the ► [ICEF Marketing & Sponsorship brochure](#).

## **8. Onsite Registration Procedures**

Onsite workshop registration will take place on Sunday, March 06, 2011, from 13:00 to 19:00 at the ICEF hospitality and registration desk located in the Grace Room on the third floor of the Keio Plaza Hotel. There you will receive your badge as well as the workshop catalogue. Participants arriving after the registration period stated above can register on Thursday, March 07, 2011 from 09:00 onwards at the ICEF hospitality and registration desk in the front of the Eminence Hall (on the fifth floor).

## **9. ICEF Seminars**

A number of seminars will be held on Wednesday March 06, 2011, between 15:00 and 19:00. The seminar programme includes introductory and training sessions for the ICEF Online Workshop - the world's first collaborative internet platform for the international education industry. Each session includes product training and advice on how to follow-up after the workshop via the Online Workshop

## **10. The ICEF Agent Training Course**

We are delighted to announce the ► [ICEF Agent Training Course \(IATC\)](#) a unique online training course leading to a global professional designation for agency-based student counsellors. The course is delivered online--free of charge--and is offered by ICEF in partnership with ► [PIER Online](#).

The IATC is designed to raise the standards of practice as well as the professional standing of student counsellors worldwide. It is based on the input of 769 education agents from 113 countries as well as 437 education institutions from 78 countries.

Student counsellors who have already completed the course will be given the opportunity to sit the test at either 16:00 or 17:30 in the Mizuki room on March 06. Please contact [training@icef.com](mailto:training@icef.com) if you wish to register.

## **11. Evening Functions**

We cordially invite you to attend the following events:

### **Welcome drinks reception**

Wednesday, March 06, 2011, from 19:00 to 20:00 in the Moonlight room.

### **Evening dinner reception**

Thursday, March 07, 2011, from 18:30 to 21:00 in the Ohgi room.

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

## **12. Refreshments and Lunches**

There will be coffee, tea and water stations throughout the workshop days in the workshop area. Lunch will be provided from 13:00 to 14:00 on both workshop days in the Nishiki room and in the Ohgi room on the fourth floor of the Keio Plaza Hotel.

### 13. Hotel Business Centre

The Keio Plaza Hotel operates a self-service Business Centre on the Lobby Floor. The opening hours are on weekdays from 08:00 to 22:00. Business hours on Saturdays, Sundays and on National Holidays are from 09:00 to 17:00. The following services are available:

#### Fax

Domestic:  
JPY 100 / page  
International:  
JPY 200 / page

#### Photocopier / Data printing out

b/w: JPY 50 / page (B5 / A4 / B4 / A3)  
colour: JPY 100 / page (B5 / A4 / B4)  
JPY 200 / page (A3)

#### Scanner

JPY 50 / page

#### Computer usage:

Coin operated PC: JPY 100 / 15 min.

### 14. Parking

Participants of the ICEF Japan Workshop 2011 will be able to use the hotel's covered car park free of charge for the first 3½ hours of their stay. After this time span there will be a parking fee of JPY 400 per ½ hour. Guests staying at the hotel will be able to use the car park at the rate of JPY 1,000 per 24 hours.

### 15. Tokyo - General Information

The average temperature in March is around 9°C. Winter clothing is best suited to the cold climate at the beginning of March. In the workshop area we will try to keep the temperature at a convenient level for everyone, the average temperature will be set for the majority of participants wearing business attire (suits, long sleeves / trousers).

More information about Tokyo can be found at the following website:

- ▶ [www.tourism.metro.tokyo.jp/english/](http://www.tourism.metro.tokyo.jp/english/)
- ▶ <http://web-japan.org/factsheet/>

### 16. Agent Terms and Conditions and Cancellation Policy

Apart from the details provided in the Agent Info Pack, please refer to the ICEF agent terms and conditions for additional criteria in accordance with your participation at the ICEF Japan Workshop 2011. Please ensure that this document is signed and returned to ICEF. If you have already done so we thank you for your assistance.

**Important!** Please take note of the cancellation policy which comes into effect 30 days prior to the event. Should you cancel your participation on or after February 05, 2011 you will automatically be charged a cancellation fee of € 300, in accordance to the ICEF agent terms and conditions.

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

We look forward to welcoming you in Tokyo!

Kind regards,

**Ryoko Ichihashi / Ayumi Tokushige**