

# The ICEF Moscow Workshop

Meet quality educators from all over the world interested in receiving students from Russia, Eastern Europe, Central Asia and the Caucasus



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



## Agent Info Pack

### 1. Venue

The ICEF Moscow Workshop 2012 will take place in the Grand Ballroom and the Moscow Ballroom on the first floor of the Ritz-Carlton Hotel.

#### The address of the Ritz-Carlton Hotel in Moscow is:

Tverskaya Street 3, 125009 Moscow, Russia  
Tel +7 495 225 8888 Fax +7 495 225 8400

**Email** ► [rc.mowrz.leads@ritzcarlton.com](mailto:rc.mowrz.leads@ritzcarlton.com) • **Website** ► [www.ritzcarlton.com/en/Moscow](http://www.ritzcarlton.com/en/Moscow)

### 2. Hotel Accommodation (applicable for agents located outside of Moscow)

Your single or twin room accommodation and breakfast will be sponsored by ICEF for three nights from Friday night, March 23, 2012, until Monday morning, March 26, 2012 in our partner hotel “Marriott Tverskaya” - provided you actively participate in the programme.

Your presence at the ICEF Moscow Workshop will be expected from 09:00 to 19:00 on March 24 and from 09:00 to 17:00 on March 25. A formal hotel booking confirmation will be sent to you as soon as possible. ICEF will sponsor one room per agency.

Please note that ICEF can unfortunately not accept requests or make changes once the final booking is confirmed.

If you intend to arrive before March 23, or wish to prolong your stay beyond March 25, please note that you will be responsible for the costs of any extra nights booked outside the workshop period. Please contact **Olga Andreeva** [workshop2012@inter-co.ru](mailto:workshop2012@inter-co.ru) at Interconnect Management Corporation - our partner agency in Moscow - should you require assistants. Interconnect cooperates with several hotels in Moscow and will be able to offer you accommodation in a range of prices.

Should you need to leave the event early, please inform us of this well in advance. In accordance with the ► [Agent Terms & Conditions](#), please note that clients leaving the event early without prior notification will be subject to an Early Departure Fee of a single room or a double room charge that will be debited to their credit cards upon check-out of the hotel.

#### Moscow Marriott Tverskaya Hotel

The **Moscow Marriott Tverskaya Hotel**, which is within 20 minutes walking distance of the Ritz-Carlton Moscow, where the ICEF Moscow Workshop will take place, is centrally located on Tverskaya Street near shopping facilities, Red Square and the Kremlin. The hotel features a beautiful glass-roof atrium and 24-hour fitness center. **A bus transfer from and to the Ritz-Carlton Moscow will be provided on March 24th and 25th.**

**Earliest possible check-in time is 16:00 and latest check-out time is 12:00 noon.** Should you wish to extend your stay at the Marriott Tverskaya Hotel, you will be able to book a single room at the rate of Euro 170 and a double/twin room at Euro 190 per night.

Further information on the Marriott Tverskaya Hotel is available at ► <http://www.marriott.com/hotels/travel/mowtv-moscow-marriott-tverskaya-hotel>

### The Ritz-Carlton Hotel, Moscow

As a special offer, ICEF will confirm your reservation at the Ritz-Carlton Moscow if you desire to stay at this hotel rather than the “Marriott Tverskaya”. We are pleased to offer you the preferential rates of RUB 12,500 per night per single occupancy and RUB 14,000 per night per double occupancy in the Ritz-Carlton. The above rates are subject to 18% VAT. Breakfast is **not** included. Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon. A booking form is available ► [here](#).

Located close to Red Square and Kremlin, the **Ritz-Carlton** offers 334 of the largest guest rooms and suites in the city and features a Spa with indoor pool, hot pool, sauna and steam rooms. With a full service business centre and high-speed wireless Internet access in all public areas, the hotel offers the ideal backdrop to conduct business.

The preferential rates are available for bookings from March 23 to March 26, 2012 only at a subject to availability. Please be advised that reservation have to made **before February 10, 2012**. Reservations made after this date will be subject to room availability.

Further information on the Ritz Carlton Moscow is available at ► [www.ritzcarlton.com/en/Moscow](http://www.ritzcarlton.com/en/Moscow).

### 3. Visa Requirements

If you do not hold a Russian passport and require a **business visa** for your stay in Russia please complete [business visa support form II](#) from the company **Interconnect** and return it by email to [workshop2012@inter-co.ru](mailto:workshop2012@inter-co.ru) as soon as possible. After having received your completed application form together with a copy of your passport, Interconnect will be able to apply for your visa support at the Foreign Office in Russia who in return will send your official invitation by fax or express mail. Once Interconnect has returned your invitation, you will then be able to apply for your visa following the guidelines of the Russian embassy or consulate where your application will be presented.

Please note that airport authorities do not issue visas and you will therefore have to apply for your visa in advance.

**Please note that the issue of visa support documents does not mean a visa will automatically be granted. This decision is taken by the Russian Embassy or Consulate where your application is presented.**

Alternatively you might wish to consider using an agency in your own country that specialises in visa services and who will be able to assist you in obtaining the necessary invitation letters and handle the entire visa application process for you.

If you need any further advice or recommendations, please do not hesitate to ► [contact me](#).

### 4. Airport Arrivals

Moscow has three international **airports** (Vnukovo, Sheremetyevo II and Domodedovo). Train and taxi services are available from all three airports. For future information please refer to ► [Getting to/from the Airport](#).

If you prefer a personal pick-up and the service of an English speaking driver, we can also recommend the airport pick-up service of Interconnect Group (IG). Please refer to the enclosed ► [airport transfer booking form](#).

If you are arriving at one of Moscow’s **railway** stations, you can connect to the metro. The closest metro station to the Ritz-Carlton Hotel is “Teatralnaya”/”Okhotny Ryad” station. The closest metro station to the Marriott Tverskaya Hotel is “Belorusskaya” station. Further information on the Moscow metro is available at ► [Moscow metro map](#).

### 5. 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.

The Marcom 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.

In accordance with the ► [Agent Terms & Conditions](#), a minimum of 25 appointments per agent must be scheduled prior

to the event. ICEF does not schedule appointments for you. **Please note that the deadline for confirming / making appointments is Thursday, March 22, 2012, 09:00 Moscow time.**

If you are using the **Marcom eSchedule PRO for the first time**, we recommend to have a look at the ► [Getting Started](#) 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 (March 24 and 25) between 08:30 and 09:00 additional appointments may be scheduled through personal contacts between participants. As a further means of contacting agents during the event, each agency has a message box located in the pre-function area which may be used by providers for leaving individual messages and appointment requests. Please ensure to check your message box regularly, at least four times a day.

## **6. Your Catalogue Entry**

### **Company Profile**

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. It is very important that you take the time to enter (into the eSchedule PRO system) your company's description that will appear in the catalogue, as educators and exhibitors will use this information before requesting or confirming appointments with you. If you would like to have your representatives' portrait-style pictures included in the ICEF Moscow Workshop catalogue you will also be able to upload them.

**Photos** should be uploaded in JPEG format and should have a resolution of at least 148x118 pixels (72 dpi). If your picture has a different format, please use the following ► [image converter](#).

Please make certain to complete the catalogue entry by March 01, 2012 to ensure that your complete company profile is included in the printed catalogue.

## **7. Onsite Registration Procedures**

Onsite workshop registration will take place on Friday, March 23, 2012, from 13:00 to 19:00 at the ICEF hospitality and registration desk located on the first floor of the Ritz-Carlton Hotel. 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 Saturday, March 24, 2012 from 08:00 onwards at the ICEF hospitality and registration desk in front of the ballroom (on the first floor).

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.

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.

## **8. ICEF Seminars**

A number of seminars will be held on Friday, March 23, 2012, between 14:00 and 19:00. The seminar programme includes introductory and training sessions for first-time participants as well as the ICEF Online Workshop - the world's first collaborative internet platform for the international education industry. The seminar programme will be available soon.

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

We are delighted to invite you to participate in 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. The seminar programme on March 23 will include an introductory session if you would like to learn more about the ICEF Agent Training Course.

Student counsellors who have already completed the course will be given the opportunity to take the test at the ICEF Moscow Workshop 2012. Please contact ► [Tiffany Egler](#) for further details or to book your test. Participants must bring a wireless enabled laptop. We will provide a wireless network connection.

## 10. Refreshments and Lunches

Refreshments will be served on March 24 and 25 from 8:00 to 9:00, 11:00 to 11:20 and 16:40 to 17:00. Coffee, tea and water stations will be available throughout the event in the workshop area. Lunch will be provided from 13:00 to 14:15 on both workshop days in the Ballroom prefunction area on the first floor of the Ritz-Carlton Hotel.

## 11. Evening Functions

We cordially invite you to attend the following events:

### Welcome drinks reception

Friday, March 23, 2012, from 19:00 to 20:00 in the Moscow pre-function area on the first floor.

### Evening reception

Saturday, March 24, 2012, from 19:30 to 22:30 in the Ballroom pre-function area and the Washington rooms located on the first floor.

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. Moscow - General Information

Moscow is Russia's capital and the largest city. It also is a major economic centre and home to many scientific and educational institutions, world famous museums, theatres as well as numerous sport facilities.

### Quick facts:

Moscow is 3 hours ahead of GMT

Temperature: Average temperatures in March are around 5°C during the day and 0°C at night. Winter clothing is recommended.

Metro: The Metro is one of the best ways to get around in Moscow. Services are frequent and usually very reliable. Tickets, which can be obtained at the ticket counter, should be slotted into the turnstile in order to enter the Metro. Tickets are valid for one trip. The closest Metro stations to the Ritz-Carlton Hotel are "Okhotny Ryad", "Teatralnaya" and "Ploshad Revolutsii".

Taxi: Please hail only official taxis and make sure you agree on the price before getting in. If you are not familiar with Moscow, please avoid unofficial taxis (people offering lifts for money in their private cars).

Currency: Rouble (RUB). For current exchange rates please see ► [x-rates](#).

Electricity: 220 volts

Plug type:



Please bring your own adaptors, if necessary!

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

▶ [www.waytorussia.net/Moscow/Guide.html](http://www.waytorussia.net/Moscow/Guide.html)

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

We look forward to welcoming you in Moscow!

**Kind regards,**

A handwritten signature in black ink, appearing to read 'Olga B'.

**Olga Bojko**