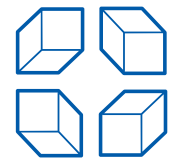


The ICEF Moscow Workshop

Meet quality student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus



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



ICEF
Workshops

Educator and Exhibitor Information 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 • **Website** ► www.ritzcarlton.com/en/Moscow

2. Hotel Accommodation

The Ritz Carlton Hotel, Moscow

Rate

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, Moscow, where the workshop will be taking place. The above rates are subject to 18% VAT. Breakfast is not included.

Bookings

The preferential rates are available for bookings from March 22 to March 26, 2012 and subject to availability. Please be advised that these rates are applicable only for reservations made **before February 10, 2012**. Reservations made after this date will be subject to room availability. A booking form is available ► [here](#).

Check-In / Check-Out

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

Amenities

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.

Further information on the Ritz Carlton Moscow is available at ► www.ritzcarlton.com/en/Moscow.

Alternative Hotels

We can also recommend the following hotels:

Moscow Marriott Grand

The **Moscow Marriott Grand Hotel**, which is a short drive from the Ritz-Carlton Moscow, where the ICEF Moscow Workshop will take place, is centrally located on Tverskaya Street near fabulous shopping, Red Square and the Kremlin. The Marriott Grand Hotel offers preferential rates of EUR 180 for single occupancy and EUR 200 for double occupancy. The rates are per night per room. VAT at 18% and breakfast are included. Earliest possible check-in time is 16:00 and latest check-out time is 12:00 noon. The preferential rate is available for bookings from March 22 to March 26, 2012 and subject to availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked until **February 29, 2012**. Reservations made after this date cannot be guaranteed.

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

This hotel can be booked via the agency **Interconnect Group (IG)**. A booking form is available ► [here](#).

A bus transfer from and to the Ritz-Carlton Moscow will be provided on March 24th and 25th.

Holiday Inn Lesnaya

The **Holiday Inn Lesnaya**, which is approx. 4 km from the Ritz-Carlton Moscow, where the ICEF Moscow Workshop will take place, is located on a lively boulevard of shops and restaurants. The Holiday Inn Lesnaya offers preferential rates of EUR 140 for single occupancy and EUR 160 for double occupancy. The rates are per night per room. VAT at 18% and breakfast are included. Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon. The preferential rate is available for bookings from March 22 to March 26, 2012 and subject to availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked until **February 29, 2012**. Reservations made after this date cannot be guaranteed.

Further information on the Holiday Inn Lesnaya is available at ► <http://www.holidayinn.com/hotels/us/en/moscow/mowlu/hoteldetail>

This hotel can be booked via the agency **Interconnect Group (IG)**. A booking form is available ► [here](#).

A bus transfer from and to the Ritz-Carlton Moscow will be provided on March 24th and 25th.

3. Visa Requirements

Please note that you will be required to hold a valid visa to enter Russia. Airport authorities do not issue visas and you will therefore have to apply for your visa in advance.

If you are staying at the **Ritz-Carlton Hotel Moscow** and wish to apply for a **tourist visa**, please complete the enclosed ► [tourist visa support form](#) and return it by fax to the Ritz-Carlton Hotel Moscow at +7 495 225 8400 with a copy of your passport as soon as possible. The Ritz-Carlton will endeavour to issue a visa support voucher within 24 hours that you can present to the Russian embassy/consulate to support your visa application. This service is free of charge. However, please note that the hotel will only be able to issue a voucher for the period of your stay with the Ritz-Carlton.

If you are staying at the **Ritz-Carlton Hotel Moscow** (or at any other hotel of your choice) and prefer a **business visa** or you need to extend the dates of your stay in Russia, please complete the enclosed ► [business visa support form I](#) from the company **Western Gate** and return it by email at irina@westerngate.ru as soon as possible. After having received your completed application form together with a copy of your passport, Western Gate 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 Western Gate 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.

If you are staying at the **Marriott Grand or Holiday Inn Lesnaya**, **Interconnect Group (IG)** is also offering a visa support service. If you wish to take advantage of this offer please complete the enclosed ► [business visa support form II](#) and return it by fax to IG at +7 495 956 8268 as soon as possible.

Please note that this service can only be offered by Interconnect Group (IG) in connection with a hotel booking made through IG in either the Marriott Grand or the Holiday Inn Lesnaya.

After having received your completed application form together with a photocopy of your passport, Interconnect Group (IG) will be able to apply for your visa support at the Foreign Office in Moscow who in return will send your official invitation either by fax or by express mail. IG will keep you informed on the arrival of the faxed or original 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 take into consideration that the visa process might take up to four weeks. Your passport should be valid at least six months after departure from Russia. We recommend that you send your details to Interconnect Group (IG) or Western Gate **at least 30 days prior to the date of your arrival** to avoid unforeseen delays.

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.

Please also refer to the ► [Visa Overview](#).

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

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. Forwarding of Promotional Material

In view of the numerous complications and costs that might arise from forwarding materials to Russia, we strongly recommend that you bring your materials with you to Moscow. This way you will avoid high customs clearance charges and unnecessary delays in delivery which we have experienced in the past. When calculating the amount of promotional materials you are taking with you to Moscow, please keep in mind that you will have a maximum of 36 appointments during the time of the workshop.

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 March 22, 09:00 Moscow 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 (March 24 and 25) between 08:30 and 09:00 when additional appointments may be scheduled through personal contacts between participants. You may also utilize the agents' message boxes located in the pre-function area to leave additional appointment requests.

7. 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 agents will use this information before requesting or confirming appointments with you. If you would like to have your logo and up to two 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).

Logos should be uploaded in GIF format and should have a resolution of at least 295x591 pixels (72 dpi). If your picture or logo 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.

8. 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. **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 Friday, March 23, at 13:00 through to Sunday, March 25 at 18:00.

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.

Meeting and exhibit tables will be accessible as of 8:00 am on Saturday, March 24.

9. Seminars

A number of seminars will be held on Friday, March 23, 2012, between 14:00 and 19:00. The seminar 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. A detailed seminar programme will be available soon.

10. Refreshments and Lunches

Refreshments will be served on March 24 and 25 from 08:00 to 9:00, 11:00 to 11:20 and 16:40 to 17:00. There will also be coffee, tea and water stations throughout the workshop days in the workshop area. Lunch will be provided from 13:00 to 14:15 on both workshop days in the Ballroom pre-function area on the first floor of the Ritz-Carlton Hotel.

11. Evening Networking Functions

We cordially invite you to attend the following events:

Welcome drinks reception

Friday, March 23, 2012, from 19:00 to 20:30 in the Moscow pre-function area on the first floor.

Evening dinner 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 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 the capital and the largest city of Russia. It also is a major economic centre and is home to the largest number of billionaires in the world. It is home to many scientific and educational institutions, world famous museums, theatres as well as numerous sport facilities.

Quick facts:

Time zone: 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: The official currency is the "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

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,