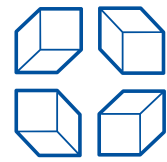


# The ICEF Moscow Workshop

The leading event for international student recruitment in Russia, Eastern Europe, Central Asia and the Caucasus



The Ritz-Carlton, Moscow • March 27 – 29, 2009



**ICEF**

Connect. Recruit. Grow.

## ICEF Moscow 2008 Event Report

### From Russia With Students: 2008 ICEF Moscow Workshop

“A very successful event.”

— Christiane Roth, Università Commerciale Luigi Bocconi, Italy

The ICEF Moscow Workshop 2008 (March 28–30) reached record numbers with 15% growth over last year’s event and 31% growth since 2005. This development ensures its position, not only as Russia’s most important and longstanding annual professional student recruitment event, but also as its largest and most international.

In all, 386 participants from 33 countries came to central Moscow for the two-and-a-half day event: 141 educators and 6 exhibitors held one-to-one business appointments with 232 agents from Eastern Europe, Central Asia, the Caucasus and 21 different locations within Russia.



Twenty-five percent of these pre-screened agents were attending for the first time, ensuring that educators had ample opportunities to meet new contacts. Student recruitment agents also appreciated that 10% of the educators there were new to ICEF Workshops.

Victoria Beyker of Kanzler Language Centre, Russia commented that the event equally provides “an excellent opportunity to meet with ‘old’ partners and to set up new contacts.”



According to ICEF’s Business Development Manager, Sergey Krasnyanskiy, “We have made our agent screening process even more stringent this year, ensuring that only the best and most reputable student recruitment agents from Russia and the Community of Independent States were in attendance.” Duncan Hume from White House Guardianships, UK agreed: “Quality agents—highly effective organisation. We could ask for no more.”

The workshop included a series of market intelligence seminars providing valuable and current, industry-related information. Highlights included:



- An orientation to UK visa processing for Russian students by UKvisas' Jillian Fitzgerald
- An overview of global trends in international education by William Maciver, of Study Group Russia
- presentation of recent research findings on Russian student mobility by Anna Rubalskaya of RAIE, the Russian association of study abroad agencies
- A special workshop on Web 2.0/social media by Tim O' Brien from INTO University Partnerships

Marina Yeletskaia of IQ Consulting, Russia commented on the quality and importance of the seminars: "Very useful seminars concerning the trends in the educational market in Russia, including statistics and marketing strategies. It helps with the development of new programmes in the region." Delegates also enjoyed the event's new location—the recently opened and elegant Ritz Carlton Moscow, ideally located adjacent to Red Square and close to shops and restaurants. These surroundings provided the backdrop for a successful workshop where educators and agents networked and forged productive partnerships. "ICEF has always provided an excellent platform to meet quality agents. I have been to many workshops of this nature and so far no one comes close to the success of ICEF," commented Muhammad Anis Ur Rehman of Asia Pacific University College of Technology & Innovation (UCTI), Malaysia.



**The 2009 ICEF Moscow Workshop** will be held from March 27–29.