

Scheduling and Preparing Your Meetings

Useful Hints & Tips for Agents

1. Scheduling Meetings prior to the Event

Approximately two months prior to the event you will be supplied with login information to access the Marcom eSchedule PRO online meeting 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 meeting requests.

If you are using **Marcom eSchedule PRO for the first time**, we recommend to have a look at the [▶ Getting Started page](#) (also available via your Marcom eSchedule PRO account).

2. Benefits of Marcom eSchedule PRO

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

It is advisable to use Marcom eSchedule PRO for all meeting bookings because the system automatically compiles meetings of educators, service providers and agents, thus preventing accidental double-bookings with the same participant or during the same timeslot, forgotten meetings, etc. The **deadline for confirming / requesting meetings is one to two days prior to the first event day. You will get a notification when the deadline approaches.**

3. Generating Lists to Pre-select Participants you Wish to Meet

Marcom eSchedule PRO allows you to generate lists containing both the contact details and the programme focus of participating educators and service providers to pre-select participants with whom you wish to meet during the event. Updated lists may be downloaded from the system at any time. This download option is called “**Export list**” and enables you to select and export the record you require.

4. Scheduling Meetings with Educators or Service Providers

We strongly recommend that you keep your meeting requests short and personal (listing the main features of your agency / programmes required / company, main competitive advantages). Educators interested in meeting with you will be able to confirm a meeting through Marcom eSchedule PRO. You will receive automatic email notifications, whenever a new meeting is made on your schedule.

If, following your meeting 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 event to make his / her meetings. There is no need to re-send meeting requests as educators will not be able to delete requests received.

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 meeting requests at your earliest convenience so that the educator can schedule a meetings 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.

In addition to educator meetings, you are also able to meet with service providers, in recognition of the many opportunities available to enhance product offerings with insurance, accommodation, mobile phone products, etc. Most service providers will have an exhibition space where the meeting will take place.

Please remember to review the provider's profile on Marcom eSchedule PRO before requesting or accepting a meeting to ensure that you will be able to represent their programmes/offerings. Simply click on the company name to bring up the provider's profile.

5. Scheduling additional Meetings during the Event

Please note that the deadline for confirming / requesting meetings is one to two days prior to the first Event day. In case your meeting schedule is not full at this point, you still have the chance to schedule additional meetings early in the morning of each event day through personal contacts between participants. Please check the event's programme for timings.

At selected ICEF Events you will also have the possibility to maximise the number of your meetings through Marcom Onsite, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite information and make adjustments to your schedule.

We do, however, recommend that at least 75% of your meeting schedule be completed prior to the event, to ensure you meet your desired partners. In accordance with the ICEF Agent Terms and Conditions you must have secured a minimum of 25 appointments (respectively 20 at HE, 12 at Road-shows and Agent Focus) prior to the event taking place unless otherwise agreed with ICEF. If a significant number of scheduled meetings are missed, the agent will be fully and solely responsible for all hotel accommodation charges.

6. Message Boxes for Agents

As a further means of educators contacting agents during the event, each agency has a message box located in the event area which may be used for leaving individual messages and meeting 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 four times a day and kindly ask you to remove the contents on each day of the event. Prior to the closing of the event any remaining materials will be discarded.

7. Meeting No-shows

As a courtesy to educators and service providers, please keep all meetings once they are confirmed. If you cannot keep a meeting, please inform the provider/s ahead of time so that they can re-schedule a meeting with somebody else. If you miss a meeting, ICEF will be informed and will contact you onsite to ask you to immediately re-schedule the missed meeting. Multiple no-shows are considered as business misconduct and may lead to your expulsion from the event and further ICEF events.

8. How to get the most from your Meetings

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

Printing of your meeting report

Marcom eSchedule PRO will allow you to print a one-page meeting report of each participant you have scheduled a meeting with during the event. The meeting report page includes a full company profile 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 profile again prior to your meeting. This can be done by utilising the event catalogue, your meeting reports or Marcom eSchedule PRO.

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

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.

We wish you a successful event!