

Event Procedures for Agents

Guidelines for First-time Participants

1. ICEF Events

ICEF Events are designed to provide educators, service providers and study abroad agents with the opportunity to meet and undertake brief discussions during pre-scheduled business meetings. The beginning and end of each appointment is 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 meeting or if required, by scheduling meetings during meals, refreshment breaks or receptions (**Marcom eSchedule PRO allows you to unblock these timeslots**).

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the [▶ Getting Started Information](#).

Event Code of Conduct

It is not possible for you to use the ICEF Events for your own commercial purposes, other than those of a study abroad agent. As a hosted agent you are not permitted to sell or offer any other services or products (e.g. 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 event. Please refer to the [▶ ICEF Agent Terms and Conditions](#) for further details.

As a sponsored guest you are expected to attend the official event functions and meeting sessions as per the event's published programme. If you are unable to attend for these days and hours, please inform ICEF in advance. Please note that an Early Departure Fee will become applicable if ICEF is not informed in time. Participants may not attend any hospitality receptions, seminars, events or tours organised by third parties during the official meeting sessions and functions.

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.

2. Meeting Tables and Service Provider Displays/Booths

Meetings take place at tables allocated to each participating educator and service provider, which are identified by name cards provided by ICEF. Please refer to your meeting schedule, or the Educator & Service Provider Catalogue for the table or booth number.

3. Message Boxes for Agents

Each agency has a message box located in the event area which may be used by the educators or ICEF for leaving individual messages and meeting requests. You can find your message box under your respective country and in alphabetical order by agency name.

4. Badges

At the ICEF hospitality and registration desk you will receive your registration package including your badge, a print-out of your meeting schedule as well as the event catalogue.

To easily recognize potential partners, educator & service provider badges will be provided with a blue lanyard; agent badges will have red lanyards. Your badge is not transferable. Please wear it at all times during the event as it assists participants to address you correctly and acts as a “passport” to attend the event sessions and receptions.

As the event is a protected trading environment, **anyone not wearing a badge may not be admitted** into the event area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the meeting hall.

5. Event Catalogue

Upon registration you will receive the Educator & Service Provider Catalogue:

- listing participating organisations with a brief description:
- listed in alphabetical order, by country, by programme and by table number.

Each catalogue contains a floor plan of the meeting hall indicating the location of the 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.

Please complete your own company profile on Marcom eSchedule Pro and send us your representative photo four weeks prior to the event to ensure that your complete company profile is included in the printed Agent Catalogue that providers will receive upon registration.

6. Scheduling Meetings

For a comprehensive overview of how to schedule appointments prior to and during the event please refer to the separate document ► [Scheduling and Preparing Appointments – Useful Hints & Tips for Agents](#).

7. Follow up after the Event

Please remember that every working relationship needs time to develop. It is important to keep in touch with participants you have met and to answer any particular information request they might have had during the event. Please remember that you are competing with other agencies for the educators’ mind space, their attention and loyalty.

We wish you a successful event!