



ICEF COACH

ICEF Coach is a training and development programme designed to help educators avoid common pitfalls encountered in international student recruitment. ICEF Coach provides you with the necessary knowledge and tools to get the most out of an ICEF Event and ultimately realise your institutions' international student recruitment goals.



With over **25 years of experience** in international student recruitment, ICEF is well aware of the obstacles educators face prior to, during, and following ICEF Events. These include:



Insufficiently preparing and articulating your value proposition



Focusing too heavily on small details instead of building personal relationships



A lack of follow-up strategy



Not understanding the key aspects agents are looking for in partners



ICEF

Connect. Recruit. Grow.

International student recruitment is like anything else; experience is key. ICEF brings together international educators, industry service providers and carefully screened student recruitment agents at networking events around the world, helping them to create strategic partnerships and increase international student enrolments. The question is, are you ready?



ICEF Coach pairs you with an experienced mentor to provide:



Personal consultation
before ICEF Events



On-site training on
registration day



Supervision of meetings
and immediate feedback
on the first day of the
event



Advice throughout the
event



Post event consultation to
assist with follow-up
strategy

ICEF Coach is available at the following events:

ICEF North America Workshop - Canada • ICEF Higher Education Workshop •
ICEF Berlin Workshop • ICEF North America Workshop - Miami