



First-time and returning participants appreciate the qualities of ICEF Miami 2017

ICEF’s largest agent networking event in North America, ICEF Miami, took place at Loews Miami Beach Hotel between 11 and 13 December, 2017. 9 909 face-to-face meetings between 1 044 participants from 713 organisations taking part over two days, with representatives from 61 countries on six continents. Approximately 20% of participants were attending an ICEF Workshop for the first time.

One first-time participant was Sally Nicholson, Director of Admissions at Chelsea Academy (USA), who said of her experience: “This was my first ICEF Workshop, and I will definitely be returning. I have been in education for 25 years, and this was by far the best event I have ever attended.”

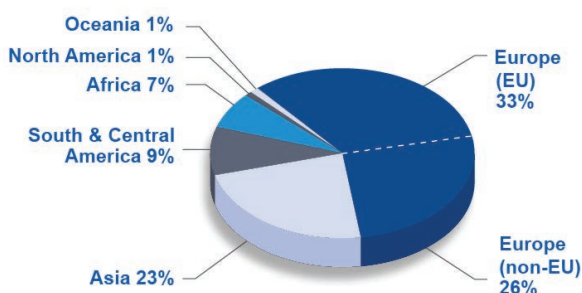


An agent and an educator connect at ICEF Miami 2017

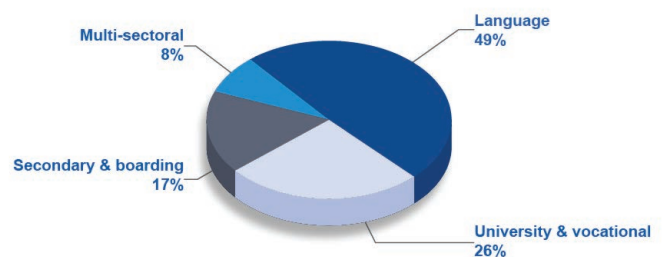
Participants enjoyed an al-fresco reception with mulled wine at the beginning of the workshop, together with a welcome event and dinner. The next day began with a seminar led by ICEF Director of Marketing, Laurie Robinson, on how to develop an effective digital marketing strategy, including best practices in email marketing, social media, search engine optimisation, search engine marketing, website usability and more.

This presentation led in to a programme of 30 seminars run across five different meeting rooms which explored every aspect of today’s international education landscape, from how to deal with visa restrictions to the future of education recruitment in the Middle East and developments in language education in Canada. Those leading these seminars were international experts in their fields, representing a total of ten different countries and regions around the world.

Agent Demographics



Educator Institutions





In addition to the seminar programme and their personally-tailored schedule of 38 pre-booked meetings, participants also took advantage of lunch and coffee breaks to develop their networks more informally. As Irina Novikova, an education agent and General Director at In-TC (Russia), said: “ICEF is opening the door to a world of education! This was a great event, the ICEF staff were excellent and the logistics were perfect.”



Participants enjoyed traditional Latin dancing

The number of educators attending ICEF Miami 2017 grew by 7% over 2016 to 484 representatives from 313 organisations, with 19% of these professionals attending their first ICEF Workshop in Miami. The large majority (94%) of these education professionals came from institutions in either Canada or the United States.

405 high-quality agents attended ICEF Miami 2017 from 322 organisations, all carefully selected by ICEF in advance of the workshop. Agents came primarily from India, China, Vietnam, Colombia and Mexico, with 47% of agents coming from Asia, and a further 24% of agents from South and Central America. The number of service providers attending the ICEF Miami Workshop also grew by 2% over 2016 to 67 organisations, primarily from the US, Canada, the UK, Germany and Australia.

The 2018 ICEF Miami Workshop will be held at Loews Miami Beach Hotel between 10 and 12 December. To find out more about this event and how to register, please go to: <http://www.icef.com/en/workshops/icef-miami-workshop/>



One-to-one meetings in full swing at the ICEF Miami Workshop



Educators and agents meeting during the workshop