



## Information for Agents



**ICEF**

Connect. Recruit. Grow.



[www.icef.com](http://www.icef.com)



## ICEF Workshops

ICEF Workshops are three day networking events that occur annually across the globe; these events bring together international educators, screened and selected student recruitment agents, as well as education industry service providers. ICEF Workshops are known for their exceptional organisation, rigorous quality assurance, and measurable returns.

ICEF has four kinds of workshops, each with a different focus:

### Global Workshops

Workshops for agents, educators and service providers from all over the world

### Destination Workshops

Workshops for educators from the USA & Canada, or Australia & New Zealand, and international agents focussed on these study destinations

### Regional Workshops

Workshops for educators from all over the world and agents from specific countries and regions

### Roadshows

Taking international educators to meet selected agents from key markets



For full workshop details including dates and locations, please visit [www.icef.com/workshops](http://www.icef.com/workshops) or email [agent@icef.com](mailto:agent@icef.com)

## Benefits for Agents

- Develop partnerships with educators from all over the world representing all education sectors
- Increase your student placements by partnering with the institutions your students want and need
- Get information on the latest developments via the workshop seminar programmes
- Network with other agencies
- Receive ICEF Agent Status, awarded only to agents that have been screened and vetted by ICEF and have successfully participated in our events
- Become qualified – Take the ICEF Agent Training Course (IATC) or the Canada Course for Education Agents (CCEA) test

## ICEF Agency Status (IAS)

The IAS is ICEF's industry leading quality assurance check and is increasingly recognised the world over as an indicator of agent quality. Once you have been awarded ICEF Agency Status, you may include your unique IAS number and logo on your promotional materials, such as your brochures, your website and business cards.

Agencies that have successfully completed a quality assurance screen and have attended an ICEF Workshop automatically qualify for the ICEF Agency Status, which is renewed through ongoing quality screening and reference checking.

### Screening and application process

The ICEF agent selection process is the toughest in the industry – it is because of this, that some of the world's most important educators rely solely on ICEF for their agent introductions.

All agents wishing to participate in an ICEF Workshop are first screened for quality and ethical business practices. This ensures that we have only the best and most relevant agents at each of our events.

You will be asked to provide information including the following:

- Company information, including year of foundation and number of employees
- Official registration details
- 150 word description of your activities (in English)
- Detailed information on the programmes you are interested in and promote to students
- Total number of students you send abroad each year (by education level)
- Four references from educational institutions you already work with
- Promotional and marketing strategies (i.e. how do you recruit students? how do you promote your partner institutions?)
- Promotional items (i.e. do you publish your own brochure? What is your URL?)
- Details of association membership or proof of professional standards
- Accreditation by a reputed entity

The number of agencies we accept at each workshop depends upon the number of registrations we receive from educators. We have established quotas for the number of agencies we accept from specific countries. This maintains a balance at our events and ensures that all participants have the best experience. Sometimes you may not be accepted for a workshop because the quota for your country has already been met. For the best chance to be accepted, make sure you apply as early as possible for the events you are interested in.

For some of our workshops we require additional information. Agents applying for the Higher Education Workshop, the Australia New Zealand Agent (ANZA) Workshop or the North America Workshops must also demonstrate to us a clear focus on sending students to these markets.

## How to become an ICEF Agent

The first step in becoming an ICEF agent is to submit an application form for an ICEF Workshop. You can do this online at [www.icef.com](http://www.icef.com) by clicking on the "Apply now" button.

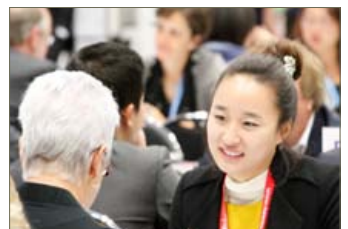
You must complete all parts of the application form. If you do not fill in all the fields your application may be delayed.

Once we have received your completed application form and supporting information, we will immediately start the screening process.

On average after all documentation has been received, screening takes approximately 3 weeks, therefore be sure to apply well in advance of the event you wish to attend.

Agents do not pay to attend our events and accommodation and food during the workshop is included in your invitation. Agents must pay for their own travel to and from the workshop and also any visa application/support fees.

If you have any questions about the application process please contact us at [agent@icef.com](mailto:agent@icef.com)



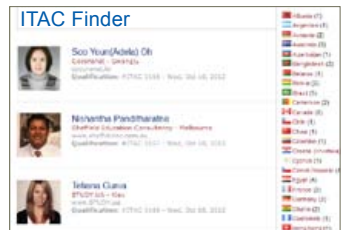
# ICEF Agent Training Course (IATC)

The IATC is a practical, professional training course for agency-based international student recruitment counsellors.

Through the IATC, student counsellors gain important functional skills, increase their knowledge, as well as learn how to research and market destination countries.

After you have finished studying the IATC you have the option of taking the final exam. You can do this at any ICEF Workshop or online, in your home or office at a time convenient for you.

When you pass the test you will be certified as an ITAC (ICEF Trained Agent Counsellor) with a certificate and a personal ITAC number. In addition to your certificate and number, your name and full agency details will be listed on our ITAC Finder so you can be found by educators around the world ([www.icef.com/itacfinder](http://www.icef.com/itacfinder)).



## Canada Course for Education Agents (CCEA)

The Canada Course for Education Agents was created by the Department of Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education (CCIE). The CCEA supports professional development for agents specialising in Canada.

The course provides you with:

- An understanding of why Canada is one of the top study destinations in the world
- An overview of the study options available in Canada, including examples of flexibility within the higher education system between programmes and institutions
- Information about how to apply to study, as well as costs and scholarships
- Tips about how to best prepare for living and studying in Canada

For more information on the CCEA, please visit: [www.icef.com/ccea](http://www.icef.com/ccea)

After completing the course, you may take the formal examination for the Canada Course and become a certified Canada Course Graduate (CCG).

All CCGs are then published on our website and can be found by Canadian institutions anytime. A full list of current CCGs is available at: [www.icef.com/ccgs](http://www.icef.com/ccgs).



## Contact

### ICEF MAIN OFFICE

Am Hofgarten 9,  
53113 Bonn  
**Germany**  
Tel +49 228201 190  
Fax +49 228201 19 44

### ICEF CANADA

414-1355 Harwood Street  
Vancouver, BC, V6E 3W3  
**Canada**  
Tel +1 877 941 1110

### ICEF RUSSIA

3rd liniya V.O. 20, off. 212,  
197341 St. Petersburg  
**Russia**  
Tel +7 812 385 7512  
Fax +7 812 385 7512

### ICEF ASIA PACIFIC

P.O. Box 194, 25 Witches Chase,  
North Tamborine, QLD, 4272  
**Australia**  
Tel +61 7 5545 2912  
Fax +61 7 5545 4147

### ICEF MIDDLE EAST

PO Box 40201, 1st Floor,  
Salibi Tower, Mekalles, Baabda  
**Lebanon**  
Tel +961 1 490 205  
Fax +961 1 490 205

### ICEF UK

11 Woodland Road,  
Weston-super-Mare, BS23 4HF  
**UK**  
Tel +49 228201 190  
Fax +49 228201 19 44

### ICEF BRAZIL

Al. Casa Branca, 799 / 93C,  
01408-001 São Paulo, SP  
**Brazil**  
Tel +55 11 3064 5714

### ICEF CHINA

B-307, Guojigang, No. 2 Wu,  
Dongsanhuan-beilu, Chaoyang,  
Beijing, 100027, **China**  
Tel +86 10 8447 0246  
Fax +86 10 8447 0245

### ICEF USA

556 Mercedes Avenue,  
Pasadena, CA, 91107  
**USA**  
Tel +1 888 371 5556  
Fax +1 626 602 3950

[agent@icef.com](mailto:agent@icef.com)