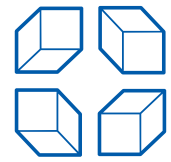


The ICEF Berlin Workshop

Connecting international educators and work & travel professionals with the world's best agents



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ICEF

Connect. Recruit. Grow.

EVENT REPORT 2016

Record-breaking year for ICEF Berlin



A business meeting during the 2016 ICEF Berlin Workshop

The ICEF Berlin Workshop had another record-breaking year, hosting the largest-ever number of one-to-one business meetings. Over the course of the three-day workshop, 1 583 organisations from 100 countries came together to network, learn, and build meaningful connections through 27 267 onsite business meetings. Among the 2 444 participants 1 032 were education agents and 1 412 were educators, service providers, industry associations, or work and travel organisations.

“Berlin 2016 was very innovative. Smart boards with searching systems, Marcom applications, a new flexible format of the workshop itinerary with flexible lunch times! I have met the best schools and universities from around the world in one place,” said Grigory Uganov, General Director of Open World Education Group, Russia.

Year after year, ICEF Berlin continues to attract new industry professionals, with 13% of participants being first-timers to an ICEF event. This year, 20 participants from 12 countries took part in the ICEF Coach programme in Berlin. ICEF Coach provides educators with targeted training to ensure schools get the most out of their workshop experience.

In addition, ICEF made significant steps towards protecting the environment by implementing new green initiatives. For the first time, ICEF introduced workshop bags made from sustainable materials using Fair Trade manufacturing processes and published the workshop catalogue electronically via USB cards.

This year, the ICEF Berlin Workshop also hosted its largest-ever seminar programme with 53 seminars, expert panels, and industry presentations delivered by 74 speakers. Furthermore, in partnership with StudentMarketing, ICEF held a one-day “Destinations Meet Student Travel” forum that talked about the impact of student travel on study destinations and offered seminars and workshops to city, regional, and national tourism board professionals.



A seminar in progress during the 2016 ICEF Berlin Workshop

“The ICEF Berlin Workshop is an outstanding professional experience to network, build relationships and learn more about specific markets and recent trends,” said Mark Rentz, associate vice-provost for international education of State University of New York at Albany, USA. “It’s indispensable for international educators of all kinds. Thank you!”

Another highlight of the workshop was the soft launch of the new Irish Education Agent Course developed by ICEF in collaboration with a national advisory board of educators, agents, and other stakeholders. The purpose of this online course is to ensure that agents have accurate, up-to-date information about the Irish education system and know how to best advise students on study in Ireland. ICEF offers a variety of other courses, including the ICEF Agent Training Course which recently celebrated a milestone of 1 000 graduates from 103 countries worldwide. For more information on the ICEF agent training courses, please visit <http://www.icef.com/en/icef-agent-training/>.



Educators, agents and a service provider at the ICEF Berlin Welcome Reception

A number of various training sessions, association meetings, evening receptions with live entertainment, and other activities were hosted by ICEF and participating organisations prior to and after the workshop. Those included nine familiarisation (fam) tours to five different countries hosted immediately after the event, as well as, for the second time in a row, the “International Education Cup”, the indoor football competition held in support of the Association of Heart Children’s Home.

The next ICEF Berlin Workshop will be held on 29 – 31 October 2017. Visit <http://www.icef.com/en/workshops/the-icef-berlin-workshop/> for more information.