

ICEF Educator Development and Advisory Services

Since 1991, ICEF has supported the growth and development of international education by connecting educators, education agents, work & travel professionals, and service providers to key markets and networks worldwide. ICEF now offers expanded development and advisory services to further support international educators and enhance their ability to grow and succeed in our increasingly complex and dynamic industry.

ICEF MENTOR

ICEF Mentor is a complete market readiness programme based on established best practices, current research, and input from industry leaders. It is designed to help international education institutions maximise their potential, avoid common pitfalls, and progress toward their goals more quickly and efficiently.

ICEF Mentor connects you with an experienced international educator to examine every part of the international student journey within your institution. ICEF Mentor looks to build on strengths, integrate best practices, and places emphasis on solutions.

WHAT YOU CAN EXPECT FROM ICEF MENTOR



Pairing with an industry leader in international education



A detailed examination of your international student marketing, recruitment, admissions, and student services processes



Resources such as sample reports, agent contracts, and due diligence files



A guided process to identify strengths that can help to differentiate your brand

ICEF ACHIEVE

ICEF has partnered with Barton Carlyle, an experienced and trusted international education consultancy to develop and deliver **ICEF Achieve**.

Combining ICEF's unparalleled market insights and Barton Carlyle's team of international education specialists, ICEF Achieve is the most comprehensive research and advisory service in the industry. ICEF Achieve helps you to succeed in all aspects of international enrolment management.

ICEF ACHIEVE SUPPORTS INSTITUTIONS SEEKING TO:



Increase international student enrolments, increase student diversity, or both



Develop strategies and goals aligned with the resources, capability, mission, and vision of your institution



Decide on the level of investment needed for large-scale initiatives such as in-country operations, major partnerships, or significant market entry



Work effectively in partnership with agents/representatives, government bodies, other institutions, and service providers worldwide to deliver goals and objectives



Effectively navigate the risks involved in delivering an internationalisation strategy

ICEF ACHIEVE CAN DELIVER PROJECTS, WHICH HELP:



Consider whether, how and when to enter / exit markets by looking at market feasibility and competition indicators



Explore possible responses to new initiatives, programmes and brand strengths



Develop effective market research and market intelligence capability

How does ICEF Achieve fit with ICEF Mentor?

ICEF Achieve fits alongside ICEF Mentor, and is designed to provide both a seamless transition from the portfolio of introductory templates provided by ICEF Mentor as well as a suite of services for institutions already experienced in international enrolment management.