Scheduling and Preparing Your Meetings

Useful Hints & Tips for Education and Service Providers

1. Scheduling Meetings prior to the Event

Approximately two months prior to the event, and upon payment of event fees, you will be supplied with login information to access the Marcom eSchedule PRO online meeting scheduling system. Marcom eSchedule PRO (►www.marcom-education.com) allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised meeting requests.

If you are using the **Marcom eSchedule PRO for the first time**, we recommend to have a look at the ►Getting Started page (also available via your Marcom eSchedule PRO account).

2. Benefits of Marcom eSchedule PRO

- Personal: you can send personalised individual or grouped meeting requests
- Confidential: other participants do not see your schedule
- User-friendly: simple navigation, getting started instructions online and full support by Marcom Connect
- Access from anywhere 24 hours / day
- Option of blocking meeting sessions for late bookings

It is advisable to use Marcom eSchedule PRO for all meeting bookings because the system automatically compiles meetings of education providers, service providers and agents, thus preventing accidental double-bookings with the same participant or during the same timeslot, forgotten meetings, etc. The **deadline for confirming / requesting meetings is one to two days prior to the first event day. You will get a notification when the deadline approaches.**

3. Generating Lists to Pre-select Participants you Wish to Meet

Marcom eSchedule PRO allows you to generate lists containing both the contact details and the programme focus of participating agents, education and service providers to pre-select participants with whom you wish to meet during the event. Updated lists may be downloaded from the system at any time. This download option is called "**Export list**" and enables you to select and export the record you require.

4. Scheduling Meetings with Agents

We strongly recommend that you keep your meeting requests short and personal (listing the main features of your programmes / company / main competitive advantages). Agents interested in meeting with you will be able to confirm a meeting through Marcom eSchedule PRO. You will receive automatic email notifications, whenever a new meeting is made on your schedule.

If, following your meeting request, an agency does not schedule a meeting with you immediately, it does not necessarily mean that this agent does not wish to meet with you as he / she may be out of the office for a few days or may have scheduled a certain time prior to the event to schedule his / her meetings. There is no need to re-send meeting requests as agents will not be able to delete requests received.

We recommend to request **more meetings than possible** as agents might decline some meeting requests. Once meetings have been scheduled consider sending your promotional material in advance to "confirmed" agents, so they will be able to prepare for the meeting.

The ICEF - customised Marcom eSchedule PRO also allows agents to send meeting requests to education providers.

If you are interested in meeting with these agents, log in to Marcom eSchedule PRO and schedule a meeting as described above. Agents will not be able to see your schedule when requesting a meeting with you.

Important: Before requesting or accepting a meeting with an agency ensure to review their profile on Marcom eSchedule PRO to ensure your programmes are compatible with the agent's student clientele and programme requirements. Simply click on the company name to bring up the agency's profile.

5. Scheduling Meetings with Education or Service Providers

In addition to the one-to-one provider / agent meetings, the programme also enables meetings between education providers or with service providers, in recognition of the many opportunities available for exchange programmes, twinning arrangements and other partnerships. If a meeting has been scheduled, it will take place at the assigned table of the organisation **requesting** the meeting.

6. Scheduling additional Meetings during the Event

Please note that the deadline for confirming / making meetings is one to two days prior to the first event day. In case your meeting schedule is not full at this point, you still have the chance to schedule additional meetings early in the morning of each day between 8:30 am and 9:00 am through personal contacts between participants. Please check the event's programme for timings.

At selected ICEF Events you will also have the possibility to maximise the number of your meetings through Marcom Onsite, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite information and make adjustments to your schedule.

7. Message Boxes for Agents

At some of our events (as a further means of contacting agents), each agency has a message box located in the event area which may be used for leaving individual messages and meeting requests.

If you cannot find an agency's message box, please ask for assistance at the ICEF hospitality and registration desk. Please note that providers can be contacted by agents at assigned tables and therefore have no message boxes.

8. Meeting No-shows

Because a key to the success of ICEF Events is the rigorous agent screening process, it is important that you let us know when agents do not show up for their agreed-upon meeting. Please complete the yellow forms (found on your meeting table) if an agency does not show up for their meeting or if you wish to comment on the agency in any other way. We ask that you complete all fields to enable us to effectively follow up. ICEF will collect these forms on a regular basis during the meeting sessions and will endeavour to contact the agent immediately. Your assistance in this matter will ensure the ongoing quality assurance of agents at ICEF events.

9. How to get the most from your Meetings

In order to collect information from potential partners you meet during the event you might find the following suggestions useful:

Printing of your meeting report
Marcom eSchedule PRO will allow you to print a one-page meeting report of each participant you have scheduled a meeting with during the event. The meeting report page includes the full company profile as well as a section for notes.

Review agent profile prior to your scheduled meeting
You will save valuable time and have focused questions for the agency you plan to meet by reviewing their programme requirements and profile again prior to your meeting. This can be done by utilising the event catalogue, your meeting reports or Marcom eSchedule PRO.

Designing your own agent questionnaire

Some institutions who participate regularly in ICEF events use an agent questionnaire as a general discussion guideline when meeting agents during the event sessions. This questionnaire is usually designed by the institutions themselves and is based on the information they require from an agency representing them. Points to consider on this questionnaire are the agency's company structure, number of students handled each year, references and previous experience.

Filing of Information

We suggest that you bring along a small stapler to affix business cards and personal notes to the relevant page of your catalogue or the meeting report page.

Photographs

Some participants bring along a camera to take photographs of the participants they meet during the appointments to file along with any other information they have obtained. This helps to clearly remember each potential partner when following up on new contacts after the event.

We wish you a successful event!