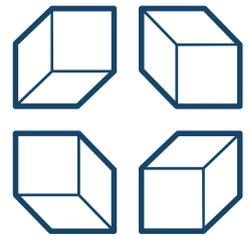


WHY ATTEND VIRTUAL EVENTS



ICEF

Connect. Recruit. Grow.



Rüdiger Laub (ICEF GmbH)

WHY ATTEND VIRTUAL EVENTS

Simply put, there's no better way for you to **keep in touch with the international education community, without having to travel.**

If you haven't attended a virtual event before, here's why we think you should:



At a time when travel is challenging, provide vital updates to your partners and the wider community about upcoming developments or changes you may be facing.



Meet new players within the international educational community.

In our August 2020 ICEF Agent Voice survey*, 72% of agents indicated that they are looking for and have established new partnerships with educators during COVID-19.



Access new partners or territories cost-effectively where travel for you would have otherwise proven prohibitive.



Maintain relationships with existing partners and build sustainable strategies to position your organisation for times ahead.



Improve the efficiency of your team through access to an organised meeting schedule.



Get dedicated focus for both you and your partners to develop mutual interests.

“ I think I prefer online meetings more than face-to-face meetings. **The technology worked very well** and there were a lot less distractions. ”

Rob Schoen, International Student Program Manager, Kamloops School District #73, Canada

“ I am really enjoying the virtual fair. I think it **adds a lot of value** to the overall event experience. If this were to become a regular part of your events, I would greatly favour it. ”

Joshua Fuqua, Executive Director, International Enrollment and Marketing Campbellsville University, USA

WHY ATTEND VIRTUAL EVENTS WITH ICEF

We're not like other virtual events.

As well as everything you might get from other online events, ours bring added and unmatched benefits in order to help ensure you have a productive and valuable experience.

Already in 2020, we have delivered:



6

events



4,000+

attendees



35,000+

meetings



95%

satisfaction rating

DISCOVER THE ICEF DIFFERENCE:



Receive **accurate and reliable**

contact data for the industry's largest database of screened and checked agents.



Respond decisively to the

latest market intelligence & industry trends with our unrivalled webinars.



Enjoy a seamless combination

of live **1:1 video meetings, webinars, chat and networking spaces.**



Access targeted and up-to-

date contacts helping you develop your network with confidence.



Take to the industry's centre stage to **develop your brand** and be seen amongst leading industry figures.



Receive 24 hour support, keeping

things running smoothly for you and your team.



Get unmatched access to

senior decision makers at ICEF pre-screened agencies.



Benefit from planned & **spontaneous**

meetings through our unique event networking lounges.

2021 ICEF VIRTUAL EVENTS

“ICEF truly embodies its motto of Connect, Recruit, Grow. **There is no better system than ICEF** to connect and no better system to really engage with people. For me, **this virtual ICEF event was the most productive I have ever attended.** People who never had time to talk to me before now really wanted to meet and hear about what we are doing.”

Santiago Sanchez, ILAC, Canada

19th - 21st Jan ICEF VIRTUAL SOUTH ASIA

9th - 11th Feb ICEF VIRTUAL MENA

23rd - 25th Feb ICEF VIRTUAL SECONDARY EDUCATION

23rd - 25th Mar ICEF VIRTUAL EURASIA

11th - 13th May ICEF VIRTUAL AMERICAS

8th - 10th June ICEF VIRTUAL AFRICA

22nd - 24th June ICEF VIRTUAL ASIA

Starting from

€1,940

per schedule

To find out more, visit
icef.com/upcoming-events
or speak to your ICEF account manager today.



WHAT PARTICIPANTS ARE SAYING

“I think it was very useful. It would have been lovely to see everyone in person, but then again, **many agents may not have travelled so far.**”

Klara Major, Stakeholder Engagement Officer,
Commonwealth Ombudsman, Australia

“This was a great way to meet many agents around the world. Being a virtual event made it **economical for me to attend.** I don't know if I would always have spent the money to travel to a physical event.”

Lindsay Ahrens, Director of Admissions
Spire Institute, USA

“Honestly, this virtual way of doing things is even better than in person and the itinerary was very well done. I had wonderful meetings with agents and we are optimistic that this will be **the start of productive new relationships.** We'll be there again.”

Anny Guillemette, Directrice au Développement
et de la Fondation, Collège Notre-Dame-de-
L'Assomption, Canada

“This virtual event exceeded our expectations. The format will definitely survive post-COVID thanks to its value proposition of **effective meetings without the travel and the cost.**”

Jonathan Kolber, CEO, ILAC, Canada

“ICEF Virtual ANZA was very well organized and exceeded my expectations. I managed to meet loads of potential partners and **learnt a lot about the latest information on Australia & New Zealand education.**”

Steve, Welcome Group, Taiwan

“Thank you very much for a fabulous ICEF Virtual Berlin 2020. Everything was really **well organized**, the online platform with meetings and schedule **worked perfectly** and was **very convenient.** I was delighted and enjoyed taking part.”

Irina Novoselova, Director,
Western Gate, Russia

“55 agent meetings in 3 days, I met great people, got updated market feedback and listened to challenges from different continents, - it's a wrap! Thank you very much for this opportunity for us to connect with the world virtually. **A new meaning of world without borders!**”

Annie Goh, International Manager, Lincoln
University, New Zealand

“**A great alternative to physical events without replacing them.** These virtual events enrich our industry by including those that maybe cannot travel but want to join.”

Charlotte Cramer, Senior International Sales Manager
Cologne Business School, Germany

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Agents

On-Demand Sessions



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