

# ICEF Vancouver

6-8 May, 2023

## EVENT REPORT



### ICEF Vancouver 2023 - our largest in-person Canada event ever!

There was a great deal of excitement leading up to ICEF Vancouver, with many in our community looking forward to catching up with friends and colleagues in person. The event certainly did not disappoint.

With a focus on recruiting students from around the world to institutions in Canada and the US, **1,081** individuals representing **670** industry organisations from **71** countries, held a total of **7,722** in-person and meetings over the course of three days.



*This was my first ICEF Vancouver event and it was beyond my expectations (which were huge). It is a pleasure meeting with partners with whom you have worked for years, growing knowledge about the industry and finding new contacts. I've definitely reached some professional and personal goals. After such we all end up tired, but we LOVE what we do. Thank you for all your support!*

Daniela Ruiz, Information Planet - Mexico

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INDIVIDUALS *representing*

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ORGANISATIONS *from*

**71**

COUNTRIES *across*

**6**

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## Great Delegate Feedback

In the after-event survey for ICEF Vancouver 2023, the organisation of the event, as well as the support and level of communication provided by the ICEF team, were rated as good or excellent by **94.5%** and **95.4%** respectively. This feedback demonstrates our ongoing commitment ensuring each ICEF event is the best it can be.

**94.5%** rated the number of new contacts they made as good or excellent, and **89.9%** gave the same rating for the quality of the new contacts.

For **24.8%** of the attendees, this was their first ICEF event, and we look forward to welcoming them back in the future.



*Attending the event was once again a great opportunity to meet new business partners, colleagues and to refresh contacts. Looking forward to the next event.*

**Estefania Ayala, Canada Es, Canada**



*From an agency perspective, this event was an excellent tool to refresh and increase our portfolio, allow us to learn about new immigration paths for our international students and help us to build a stronger network. Thank you!*

**Rafael Mirabal, TGM International Language & Educational Consultants Inc., Colombia**



*ICEF is an eagerly anticipated annual event for me, as it offers a personalized schedule of appointments with potential partners. It affords me the chance to showcase my company, as well as receive updates and stay well informed of the latest market developments from education providers. With its range of seminars, evening networking receptions, and other offerings, this three-day affair provides an ideal venue to mingle and explore business collaboration prospects.*

**Tanveer Nazeer, UNI-GUIDE Consultancy Services Pvt. Ltd., Pakistan**

## Education Providers

A total of **371** educators representing **212** institutions joined the event in Vancouver. **87%** were from Canada, **12%** from the US and **1%** from Barbados. Of these, **52%** held senior management positions.

For **13%** of educator delegates, this was their first ICEF North America event in Canada, and **12%** were first-timers at ICEF events.



*ICEF Vancouver was great. Many agents were very interested in our programmes, I also think that the quality of the agents was good. We will have a good result from this event. I'm looking forward to the next ICEF in Canada.*

**Israel Auca, Delta School District #37, Canada**



*Thank you for another rewarding experience, bringing people together from across the world to enhance the international student learning experience.*

**Anthony Cordeiro, Halton Catholic District School Board, Canada**

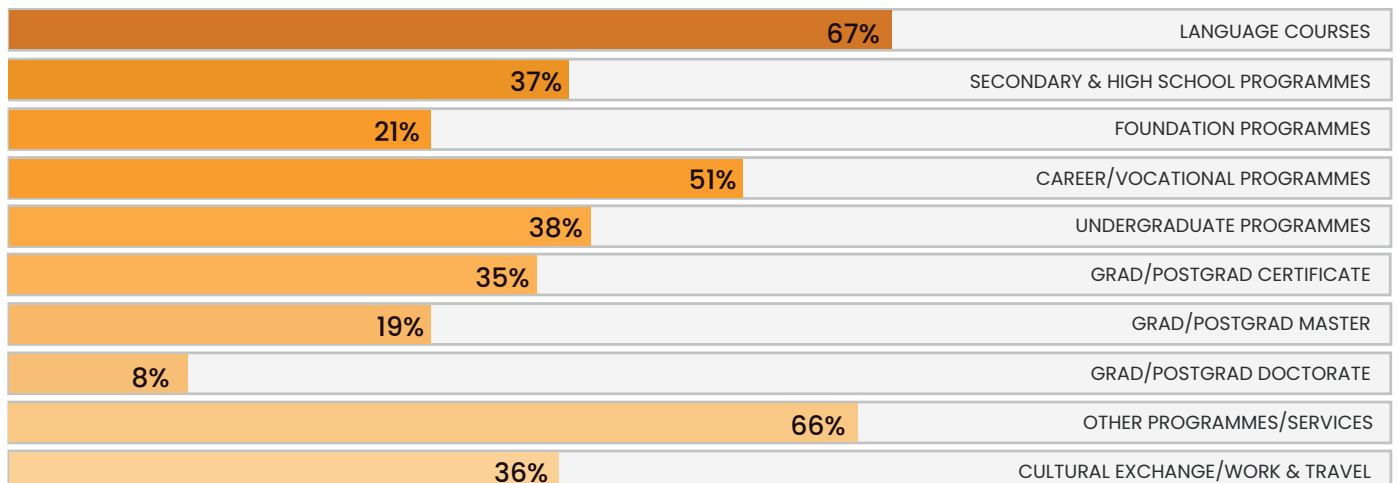


*ICEF Vancouver 2023 was a tremendous success! It was our pleasure to participate at this event and we look forward to many more to come! Shout out to the entire ICEF team for all your hard work in making this event successful for us. We appreciate you and your support!*

**Suraj Shah, Thompson Rivers University (TRU), Canada**



## EDUCATOR SEGMENT ATTENDANCE





## Student Recruitment Agents

In total, **374** pre-screened agents attended, representing **457** organisations. They joined us from **66** countries with the top 5 being: India, Mexico, Brazil, Colombia, and Nigeria.

The quality of ICEF events is consistently demonstrated by the large number of senior management delegates who attend, and this was the case for the vast majority of agency delegates, with **66%** at senior management level or above.



*ICEF Vancouver is the perfect event to catch up with strategic partners and to start new quality partnerships in North America.*

**Tony Andrade, College Dream, Honduras**



*It was an excellent event, the venue, set up, presentations, and school attendance were spot on. Keep it up ICEF - to educate the world through transforming global education.*

**Md Julfikar Ali, CSB Study Abroad, Bangladesh**



*A must-attend event for everyone who is, or wants to be, in the international student industry.*

**Eduardo Flit, Canada.com.vc, Brazil**

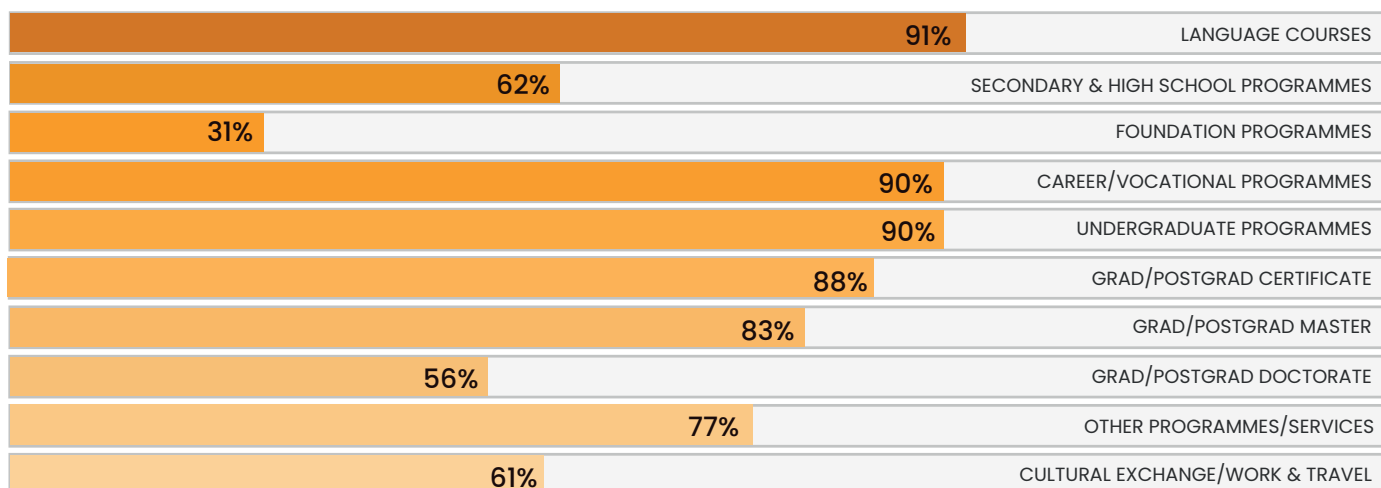


*The event was conducted very well and was packed. It looked like it was sold out, and it was great to see so many participants. I'm looking forward to being a part of the next one. The dance and dinner party were fabulous. Just continue the good work.*

**Subhakar Alapati, Global Tree, India**



## AGENT SEGMENT ATTENDANCE



## Service Providers

Our North American events have become increasingly popular with providers of products and services relevant to the overseas student market. ICEF Vancouver welcomed **171** representatives from **77** organisations.

Delegates attended from **9** countries, across **4** continents and 39% held senior management positions. For **32%** this was their first time joining us in North America.



## Seminars & informal networking

In addition to the one-to-one meetings, ICEF events are known for their programme of are also known for their programmes of webinars and seminars featuring industry thought-leaders, and covering the latest information relevant to the sector.

ICEF Vancouver 2023 included a full seminar programme, including eleven seminar sessions and panel discussions covering a range of important topics including: education in Canada, the obstacles and opportunities of homestay, digital transformation, winning the SEO challenge, student recruitment from Latin America, achieving success in Chinese student recruitment through digital marketing, and Canadian Public Schools – recognising & supporting the important work of agencies.

**Last but not least...** The evening receptions at any ICEF event are not only an essential part of the experience, but also vital in growing professional networks. This year, attendees were given a warm welcome, as ICEF partnered with Fanshawe college to open proceedings. For the second evening, ICEF were proud to host a memorable reception in conjunction with Coquitlam School District.



*One of the best events in which to see so many contacts under one roof.*

**Stephanie Hiltz, StudyInsured by MSH International, Canada**



# Thank you to the ICEF Vancouver sponsors

## ★ Platinum



## Gold



## Silver

