

Useful hints & tips for agents

1. Scheduling meetings prior to the event

Two weeks prior to the event you will be supplied with login information to access the Marcom eSchedule PRO online meeting scheduling system via your MyICEF account. Marcom eSchedule PRO ([▶www.marcom-education.com](http://www.marcom-education.com)) allows you to filter and 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 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 (no limit) in case of time zone constraints
- Dual time zone indicating the event time as well as your time
- Virtual meetings can be launched directly from your schedule

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 education and service providers to easily pre-select participants with whom you wish to meet during the event. Updated lists can be downloaded from the system at any time. This download option is called "Export list" and enables you to select and export the records you require.

4. Scheduling meetings with education and service providers

There are three ways delegates can meet each other:

1. Physical delegates can meet each other face to face at the event.
2. Physical delegates will also be able to meet virtual participants – from their meeting tables (own device and headsets required), in specially designated areas or in the comfort of their own hotel room.
3. Virtual delegates can meet participants who are onsite at the event or also taking part virtually from another location.

Simply click on the "Request Meeting" icon once you have selected the providers you wish to meet with. We strongly recommend that you keep your meeting requests short and personal (listing the main features of your agency / programmes required / main competitive advantages). Educators interested in meeting with you will be able to confirm the meeting through Marcom eSchedule PRO. You will receive automatic email notifications, whenever a new meeting is added to your schedule.

Delegates joining the event remotely are marked with an orange "R" next to their name: 

If, following your meeting request, an educator does not schedule a meeting with you immediately, it does not necessarily mean that this provider 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 confirm his / her

meetings. There is no need to re-send meeting requests as educators will not be able to delete requests received.

Important: If you do not wish to meet with an educator who has contacted you, please decline the request and notify them out of courtesy with a brief email message explaining the reasons. Please reply to all meeting requests as soon as possible, so that the educator can schedule a meeting with another agent.

In addition to education provider meetings, you are also able to meet with service providers, in recognition of the many opportunities available to enhance your product offerings to students with insurance, accommodation, travel and immigration services etc.

Please remember to review the provider's profile on Marcom eSchedule PRO before requesting or accepting a meeting to ensure that you will be able to represent their programmes/offerings. Simply click on the organisation's name to bring up their profile.

We are using a version of Marcom eSchedule PRO with integrated Zoom at hybrid events. This will allow event delegates to seamlessly combine in-person and online meetings within one schedule.

Meetings that take place virtually are marked accordingly in your schedule: **Virtual Meeting**
For each virtual meeting, you will see a little camera icon in the respective time slot in your schedule which becomes clickable five minutes before the meeting starts.

5. Scheduling additional meetings during the event

Marcom eSchedule PRO will remain open and allow you to schedule additional meetings throughout the event. Please ensure that you keep your schedule open and regularly refresh the site to ensure that you can see your latest schedule.

However, we do recommend that at least 75% of your available meeting slots be completed prior to the event, to ensure you meet your desired partners. Please consider that some providers might be in high demand and will not be able to accommodate any last-minute enquiries.

6. Meeting no-shows

As a courtesy to education and service providers, please keep all meetings once they are confirmed. If you cannot keep a meeting, please inform the provider/s ahead of time so that they can re-schedule with somebody else. If you miss a meeting, you will receive an e-mail message from us. Please try to reschedule missed meetings if possible. If you wish to report a no-show yourself please click on the no-show icon next to each meeting on your schedule.

7. How to get the most from your meetings

In order to collect as much information as possible 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 a full company profile as well as a section for notes.

Review education provider profile prior to your scheduled meeting

You will save valuable time and have more focused questions for the educator or service provider you plan to meet by reviewing their programmes and profile again on eSchedule PRO prior to your meeting. We also strongly recommend that you review the institution's website and any documents that the provider has uploaded to eSchedule PRO.

Designing your own education provider questionnaire

Agents who participate regularly in ICEF events often use a list of set questions as a general discussion guideline during the meeting sessions. Questions should be based on the information you require from an education provider to fully understand their programmes and be able to assess the potential of representing them. Points to consider are the educator's commission structure, course offerings, student-teacher ratios, entry requirements, accommodation options etc.

Take meeting notes

You can add your private notes after each session by clicking the Meeting Notes icon next to the meeting. Marcom eSchedule PRO will remain open for four weeks after the event and will allow you to access and download all of your meeting notes.

We wish you a successful event!