

Useful hints & tips for education and service providers

1. Scheduling meetings prior to the event

Two weeks 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 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 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 agents, education and service providers to easily 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

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 agents you wish to meet. 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 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 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 confirm 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 requests. Once meetings have been scheduled, consider sending some of your promotional material with a short personal note in advance to “confirmed” agents, so they will be able to prepare for the meeting. Marcom eSchedulePRO also allows you to upload documents to your profile, as well as up to three videos and eight photos.

Agents will also request meetings with you. If you are interested in meeting with these agents, please confirm their requests as soon as possible. Agents will not be able to see your schedule when requesting a meeting with you. If you do not wish to meet with an agency who has contacted you, please decline the request and notify them out of courtesy with a brief return message explaining the reasons. Please reply to all meeting requests, so that the agent can schedule a meeting with another participant.

Important: Before requesting or accepting a meeting with an agency make sure 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.

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 meetings with education or service providers

In addition to the one-to-one provider / agent meetings, the event 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.

6. 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.

7. 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 click on the no-show icon next to each meeting on your schedule to report a no-show. The other participant will receive an e-mail from us and will be encouraged to reschedule their meeting.

8. 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 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.

Designing your own agent questionnaire

Institutions 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 agency to fully understand their needs and be able to assess the potential of working with them. Points to consider are the agency's company structure, main clientele, number of students handled each year in general as well as specifically to your destination/programme, as well as references and previous experience.

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!