

ICEF Student Recruitment for Online Programmes

29–31 January, 2024

EVENT REPORT



ICEF Student Recruitment for Online Programmes returned as a virtual event connecting online education providers with international student recruitment consultants.

Following its successful launch in 2023, and reflecting the continued growth in demand for online study options, 60 providers of online education joined our virtual ICEF Student Recruitment for Online Programmes event, alongside 146 pre-screened international student recruitment agents from 67 countries around the world.



I was recently hired to be the Director of International Expansion for an online K-12 school. It could not have been more serendipitous for this event to coincide with my first 6 weeks of employment. I feel this gave me a huge and extremely beneficial head start in building my network. While I have been in international exchange for nearly 30 years, this is a new industry for me and I can't imagine starting from scratch without the support of ICEF events.

Brenda Gray-ferland, Smart Schools International, USA

1,792

MEETINGS *between*

219

INDIVIDUALS *representing*

211

ORGANISATIONS *from*

67

COUNTRIES *across*

6

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Great Delegate Feedback

In the after-event survey for ICEF Student Recruitment for Online Programmes 2024, 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 **100%** of respondents. This feedback demonstrates our ongoing commitment to ensuring that each ICEF event offers the very best experience for attendees.

88% rated the number and quality of the new contacts they made as good or excellent and, for **35%** of the respondents, this was their first ICEF event. We look forward to welcoming them back in the future.

Student Recruitment Agents

In total, **147** pre-screened agents attended, representing **143** organisations. They joined us from **53** countries with the top 5 being: Nigeria, Türkiye, China, Brazil, and Ukraine. The quality of ICEF events is repeatedly demonstrated by the large number of senior management in attendance. This was the case for the majority of agency delegates, with **63%** at senior management level or above.



Landry, one of your event organizers, was awesome. It was my first ICEF Online and he helped me navigate my way through it. I met many potential partners and it was super well planned! I will definitely attend an ICEF Online event again, I really appreciate the value it brought to my business and the exposure.

Shayin Rawjee, US College Placements Global Education, South Africa



Fantastic service and support. Our business has grown so much through ICEF events.

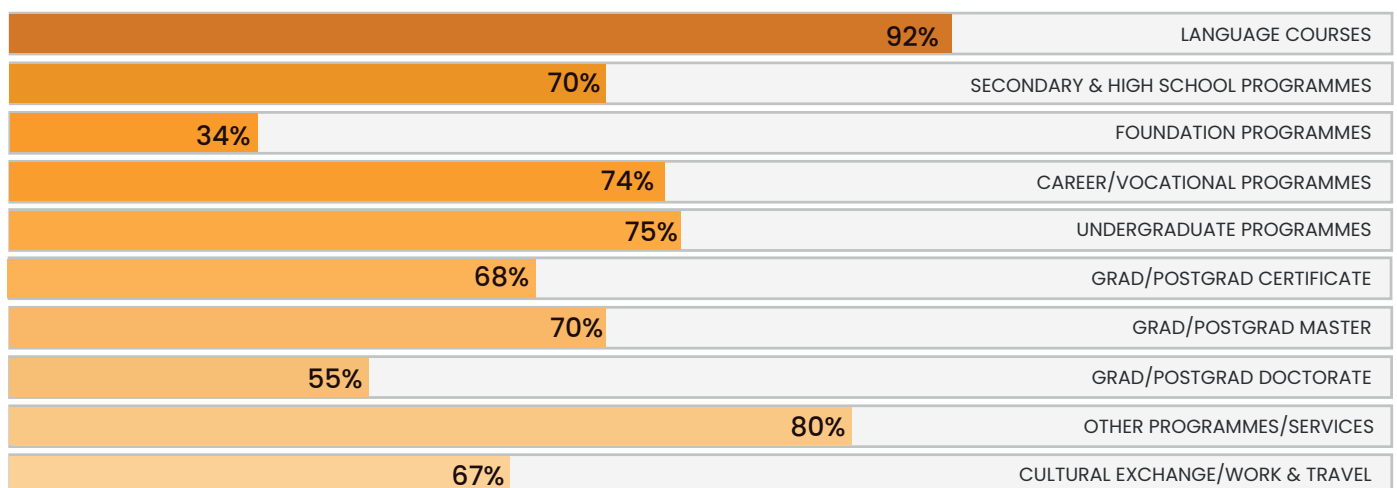
Sibusiso Silaigwane, UniEd Study Services, South Africa



Joining the ICEF Student Recruitment for Online Programmes event has been an incredibly positive experience. The platform offered us a unique opportunity to connect with a global network of institutions, enhancing the reach of our online programmes. The efficiency and support provided by the ICEF team made the process smooth and effective. I'm looking forward to participating again.

Miryusif Cavadzade, EDDE Global, Azerbaijan

AGENT SEGMENT ATTENDANCE



Education Providers

A total of **60** educators representing **60** institutions from **14** countries joined the event, with the top 5 being: the US, the UK, Canada, Germany, and France. Of these, **50%** held senior management positions.

For **37%** of educator delegates, this was their first ICEF event, and we're sure it won't be their last!



It was wonderful to meet so many visionary and dynamic education consultants seeking new learning opportunities through online education to meet the evolving needs of their students! A very inspiring 2 days with 20 reputable agencies across 16 countries! Thank you ICEF for a fabulous event!

Myco Doan-Tran, Academy 21, United Kingdom

EDUCATOR SEGMENT ATTENDANCE

55%	LANGUAGE COURSES
33%	SECONDARY & HIGH SCHOOL PROGRAMME
31%	FOUNDATION PROGRAMME
41%	CAREER/VOCATIONAL PROGRAMME
36%	UNDERGRADUATE PROGRAMME
36%	GRAD/POSTGRAD CERTIFICAT
45%	GRAD/POSTGRAD MASTER
19%	GRAD/POSTGRAD DOCTORAT
66%	OTHER PROGRAMMES/SERVICES
38%	CULTURAL EXCHANGE/WORK & TRAVE

Service Providers

3 representatives from **3** organisations providing services to institutions and students joined the event. They came from Canada, Saudi Arabia, and the UK.

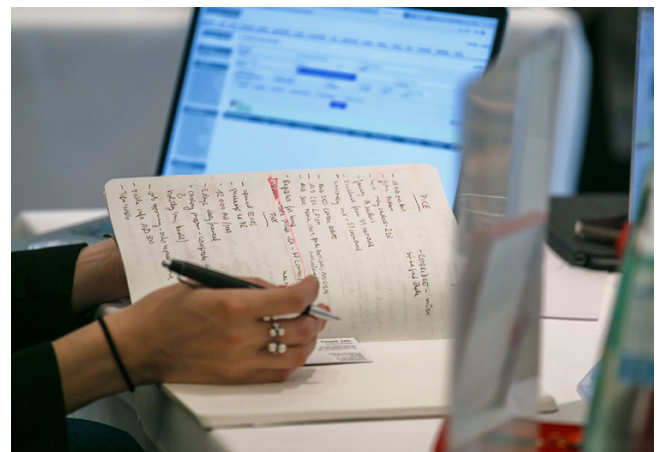


A big thank you to the ICEF organizers for giving me the opportunity to meet great providers from companies that present excellent programmes for my company.

Sandra Sallovitz, Nexus Intercâmbio, Canada

Online Webinars

ICEF events are renowned, not just for their networking opportunities, but also for their inspiring programme of seminars, providing valuable market intelligence for the sector. This year, **820** people registered for the live streamed webinars that took place during ICEF Student Recruitment for Online Programmes, showcasing an increasing demand for these expert-led sessions.

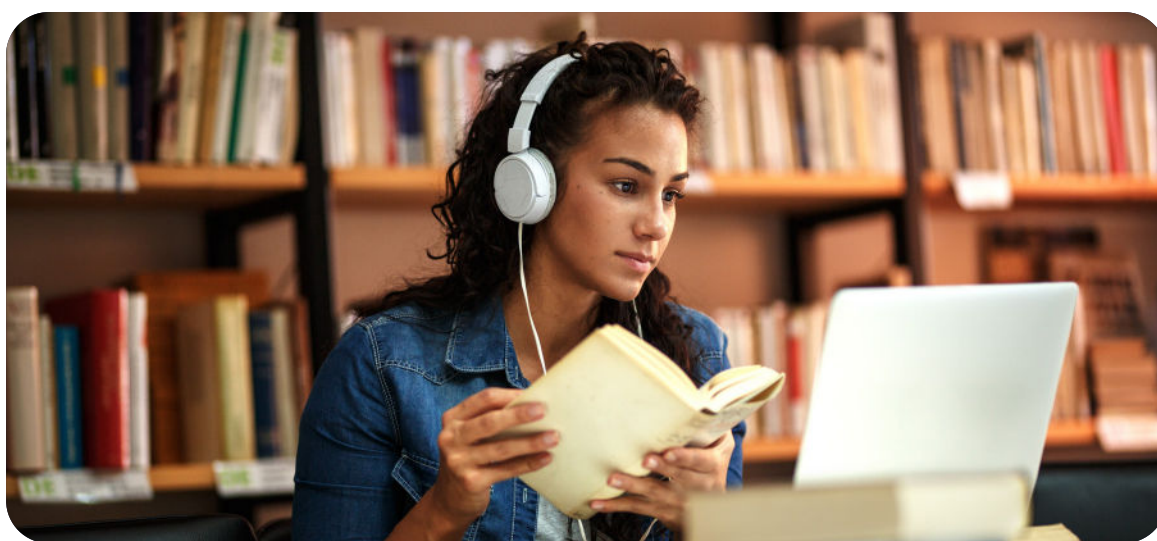


Sponsors



EDUCATE ONLINE

ICEF Student Recruitment for Online Programmes 2025



Tap into new markets and increase international student recruitment for online programmes at ICEF Student Recruitment for Online Programmes 2025. The event will take place on January 28 - 30 and we invite you to be the first to register.

[Learn more](#)