



Event Report

ICEF North America

01 – 03 May, 2024



Connecting global agents with educators from across the US and Canada

6,844

meetings

991

individuals

577

organisations

73

countries

ICEF North America connects ICEF-screened international student recruitment agents from around the world, with educators primarily from the immensely popular study destinations of the US and Canada. This year, **991 international education professionals, representing 577 organisations, attended from 73 countries.**

Over the course of the three-day event, **6,844 meetings** were held at the scenic Niagara Falls Convention Centre, Niagara, Canada.

Troy Krywulak (Robert Land Academy, Canada)

ICEF North America provided our school with a tremendous opportunity to meet new partners, develop relationships with current partners, and learn about unique and interesting service providers. The ICEF staff are professional and create an atmosphere that makes you feel comfortable and included in the event.



Education Providers

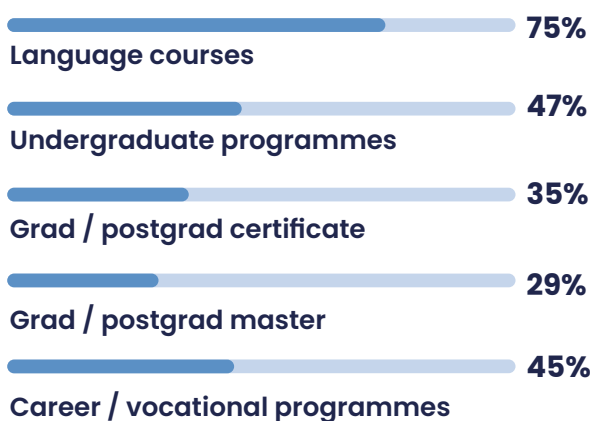
A total of **361 educators representing 157 institutions** joined the event in Niagara Falls. 82% were from Canada, 16% from the US, and 2% from the UK and Malta. Of these, 40% held senior management positions.

93% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events. For those who attended ICEF North America as first-timers (7%), we look forward to welcoming them to ICEF events in the future.

Doa Demirsu (Keystone International Schools, Canada)

We were pleased to attend ICEF to meet with agents from around the world. As a Canadian private school looking to diversify our student body, it's always a pleasure to learn more about what the agents are looking for, so we can better align our offerings.

Educator segment interest



Student Recruitment Agents

ICEF North America was enthusiastically supported by our community of pre-screened agents, **with a total of 404 representatives from 346 organisations.**

Agents came from 70 countries, with the top 5 being: India (17%), Brazil (8%), Mexico (7%), Nigeria (6%), and Colombia (5%).

For 31% of the agents, ICEF North America was their first ICEF event.



Kamal Lamichhane (AE Global, Australia)

ICEF Niagara 2024 exceeded my expectations in every regard. I left feeling inspired, informed, and empowered to elevate our agency's services to new heights. I highly recommend this event to fellow agents seeking to stay ahead of the curve in the dynamic field of international student recruitment.

Marcela Alejandra Serra (Passport Idiomas, Argentina)

I have been attending ICEF events for more than 15 years. It has been a great opportunity to make new contacts and strengthen my network.

Agent segment interest

Language courses **90%**

Undergraduate programmes **86%**

Grad / postgrad certificate **85%**

Grad / postgrad master **84%**

Career / vocational programmes **88%**

Additional programmes and services **80%**

Cultural exchange / work & travel **65%**

Secondary & high school programmes **61%**

Graduate / postgrad doctorate **60%**

Foundation programmes **34%**

Service Providers

Our North American events have become increasingly popular with providers of products and services relevant to the overseas student market. **ICEF North America welcomed 172 representatives from 71 organisations.**

Delegates attended from Canada, India, the US, the UK, and Australia. For 28% this was their first time joining an ICEF event.



Ashley Fitchette (Studyportals, Netherlands)

We at Studyportals could not recommend ICEF events more to our industry colleagues! These are must-attend events globally. Insightful seminars & meetings with true action and energy behind them!

Seminars & informal networking

ICEF North America 2024 included a full seminar programme, with 20 sessions and panel discussions covering a range of topics relevant to both the sector and the region. Subjects included: the latest Canadian immigration policies, employability and the future of work, financial literacy, the use of AI in marketing, and motivations in study – a US update.

Additionally, ICEF North America featured ICEF Finance, a single-day conference dedicated to finance and insurance for international students. With guest speakers from key players in the industry, the event not only provided delegates at ICEF North America with a range of high level content, but also a global audience of 2,000+ viewers.

Finally, evening receptions are an integral part of any ICEF event, providing attendees with the opportunity to renew old acquaintances and cement new partnerships in a more relaxed setting. ICEF North America was no exception. On the first day, not only did delegates enjoy a welcome reception sponsored by Niagara College Canada, but they also had the chance to see Niagara's majestic falls lit up in ICEF colours. On day two, delegates attended a sumptuous dinner, sponsored by Coquitlam – the perfect way to spend the final night of the event.

Great Delegate Feedback

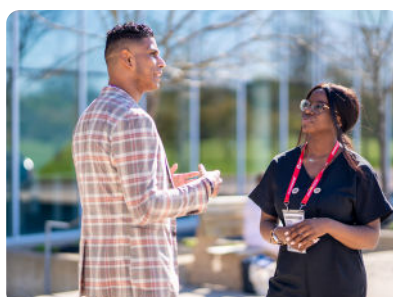
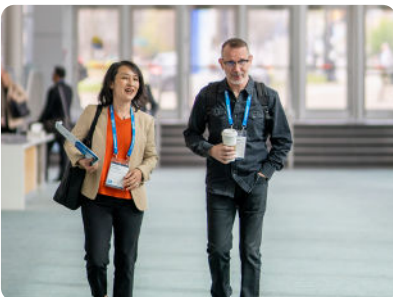
Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF North America, 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 98% and 94% respectively**. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

86% rated the number of new contacts they made as good or excellent, and 87% gave the same rating for the quality of the new contacts.

For 23% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



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