



## Event Report

### ICEF Secondary Education Rome

14 – 16 Sept, 2024



## ICEF Secondary Education Rome: exclusive secondary education networking opportunities

**4,327**

meetings

**411**

individuals

**338**

organisations

**55**

countries

Aimed at secondary schools, boarding schools, high schools, foundations, and junior education programmes, ICEF Secondary Education Rome connects ICEF-screened secondary education agents from around the world with quality educators from popular study destinations. This year's event gathered **411 international education professionals** representing **338 organisations from 55 countries**.

Over the course of three days, **4,327 meetings** were held at the brand-new Cardo Roma, an Autograph Collection Hotel, in Italy.

**Helen Roowalla** (Eastwood Global Online School, Switzerland)

All the agents were highly professional, interested in our programmes and in starting a collaboration. ICEF did an amazing job in screening well-motivated agents for participating secondary schools.

**Ute Scobel** (Abroad Connection, Italy)

It was my first ICEF ever and I was impressed with the professionalism of how it was organised, as well as with the quantity AND quality of the contacts I made. Thank you for inviting me!



## Education Providers

A total of **199 education providers** representing **158 institutions** joined the event. They came from **18 countries**, with the top 5 being: the US (31%), Canada (30%), the UK (17%), New Zealand (8%), and Spain (5%).

**93% of attendees had previously attended an ICEF event**, demonstrating their quality and appeal of our events. For those who attended an ICEF Secondary Education event as first-timers (44%), we look forward to welcoming them to ICEF events in the future.

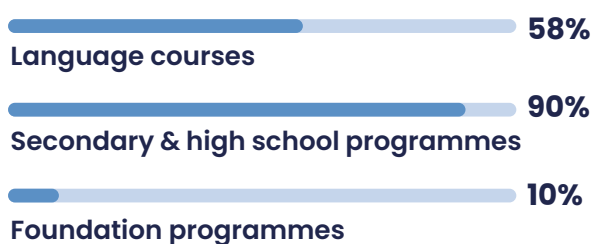
**Maz Roberts** (Mount Maunganui College, New Zealand)

ICEF Secondary Education Rome is an excellent event to attend if you are looking to connect with a varied range of markets. Attended by high-quality agent partners, who have a genuine interest in secondary school education opportunities and diverse options, the event is exceptionally well facilitated. The networking opportunities and “off-meeting” options are also well catered for. A “must” on your marketing calendar.

**Rémy Vandeweghe** (WEP International, Belgium)

It was my first time at ICEF Secondary Education Rome. I enjoyed the quality of the organisation, the venue, and the number of agents to meet.

## Educator segment interest



## Student Recruitment Agents

ICEF Secondary Education Rome was enthusiastically supported by our community of pre-screened agents – a total of **190 representatives from 170 organisations** attended.

**Agents came from 49 countries**, with the top 5 being: Italy (17%), Spain (13%), Ukraine (8%), China (6%), and Türkiye (5%).

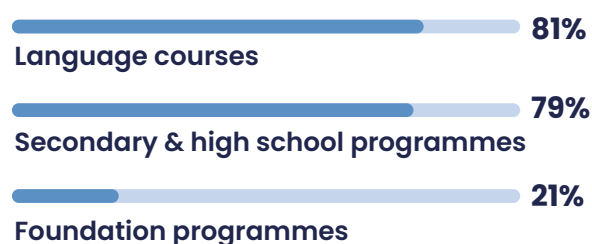
52% of the agents were attending their first ICEF Secondary Education event.



### Amandine Ripet (Langues Vivantes, Belgium)

I had the pleasure of attending the ICEF Secondary Education event in Rome, where I had 25 productive meetings with potential new educators. The event was extremely well-organised, from the scheduling of meetings to the hotel arrangements. We were truly spoiled with delicious breakfasts, lunches, and refreshments throughout the day. Everything was designed for our comfort, making the whole experience both enjoyable and efficient. Thank you to the ICEF team for an exceptional event!

## Agent segment interest



## Service Providers

At ICEF Secondary Education Rome 2024, **12 service providers from 10 organisations** attended. They came from 5 countries: Canada, USA, the UK, New Zealand, and Spain.



**Fola Lawal** (St. John's Kilmarnock School, Canada)

It was an amazing conference, with great seminars and top quality agents. My best ICEF event ever!

**Denitsa Ivanova** (Sky Lines Studies, Bulgaria)

The event was excellent! There was a great environment, a great selection of schools, and great people all together! I enjoyed it very much!

## Seminars & informal networking

ICEF Secondary Education Rome 2024 included a full seminar programme, featuring 7 insightful sessions and panel discussions covering a range of topics important to both the industry as a whole and the secondary education sector in particular. Subjects this year included a session on building effective educator-agent partnerships; a focus on ICEF Agency Status and ICEF Academy, ICEF's twin pillars of quality in the industry; the importance of affordability and creating financial aid opportunities for students; the evolution of the classroom and alternatives to the traditional degree; strategic recruitment in K-12; the importance of 1:1 education; and how to manage parent expectations in international secondary education.



## 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 Secondary Education Rome, **the organisation of the event was rated as good or excellent by 96% of respondents**, as was the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

94% rated the number of new contacts they made as good or excellent, and 90% gave the same rating for the quality of the new contacts.

For 25% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

## Photo Gallery

