

## Event Report

### ICEF Student Recruitment for Online Programmes

20 - 22 January, 2026



**An exclusive virtual event connecting e-learning and hybrid education providers with quality, ICEF-screened student recruitment agents.**

**1,378**  
meetings

**167**  
individuals

**160**  
organisations

**57**  
countries

Reflecting the continued growth in demand for online study options, ICEF Student Recruitment for Online Programmes is a 3-day virtual event that connects providers of online and hybrid education programmes with pre-screened student recruitment agents from around the world, all of whom are experienced in promoting online and hybrid programmes across all study types. Familiar with the needs of their students and the local market, these agents are perfectly placed to help e-learning providers reach new demographics.

This year, **167 individuals** attended, collectively representing **160 organisations** from across **57 countries**. Over the course of the event, **1,378 meetings** were held online.

 **Junaid Mahmood Baig** (KeyAbroad, Pakistan)

ICEF Student Recruitment for Online Programmes was a highly engaging and well-organised experience. The structured one-to-one meetings and the quality of participating institutions made it extremely valuable for meaningful discussion and collaboration. ICEF continues to set a high standard for international education events, and I look forward to taking part again.





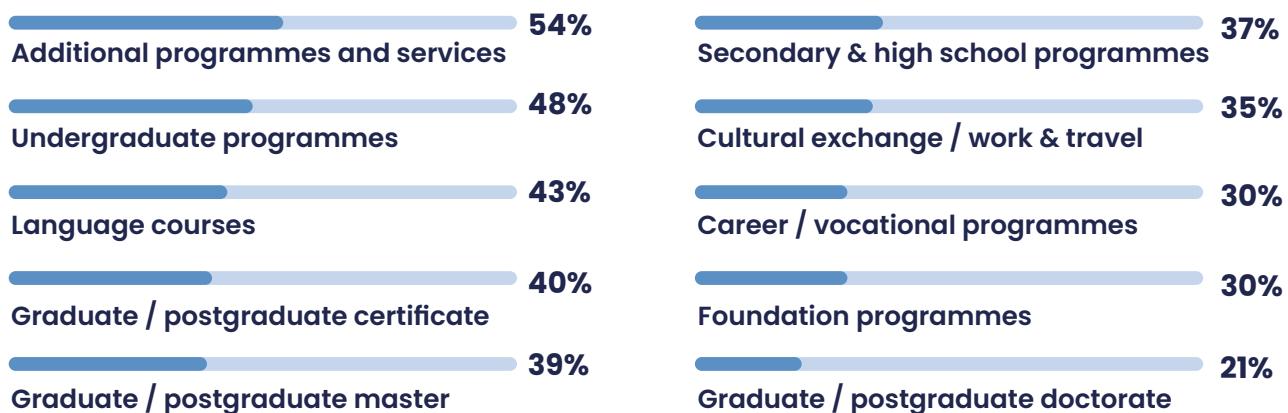
## Education and Service Providers

A total of **50 educators, representing 46 institutions**, joined the event. They came from **11 countries**, with the top 4 being the US (46%), Canada (20%), the UK (13%), and Spain (7%).

**Dr. Jennifer Tadeo** (Concordia University – Wisconsin, USA)

Such a well-organised event. I couldn't have made such strong connections without ICEF.

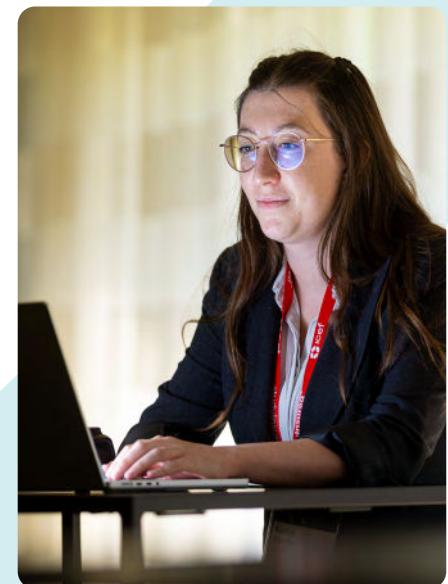
## Educator segment representation



## Student Recruitment Agents

ICEF Student Recruitment for Online Programmes was enthusiastically supported by our community of pre-screened agents, with a total of 116 representatives attending from 114 organisations. 70% of those attending held ICEF Agency Status, our most rigorous screening and quality assurance programme.

This year, agents came from 49 countries, with the top 5 being Nigeria (8%), Türkiye (8%) China (7%), Kazakhstan (4%), and Uzbekistan (3%).



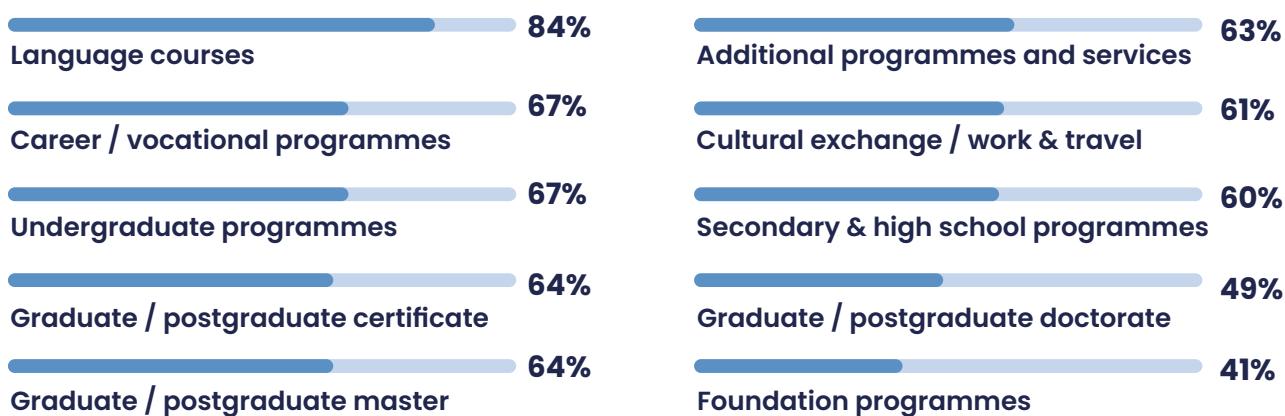
### David Gomez Urrea (Study Networks, Colombia)

ICEF always provides excellent networking opportunities within our industry. The organisation of both their in-person and online events is excellent, and we always enjoy participating.

### Midori Takahashi Wilson (Kotoba Education Institute, Japan)

An exceptional opportunity to connect with high-quality online educational institutions. It is, without a doubt, a great event to keep myself updated on the latest industry trends and stay competitive in the 2026 landscape.

## Agent segment interest



## Online webinars

ICEF Student Recruitment for Online Programmes opened with a pair of webinars designed to help attendees connect and to provide insight into the current recruitment landscape for e-learning providers. The first webinar, which was exclusively for attendees, featured a panel discussion on the synergies between online learning and international education. It was followed by a pair of engaging, interactive campfire sessions: Placing online students into high-demand tech roles (with DSTI School of Engineering); and Agent strategies for online secondary enrollment (with Ontario International High School).



The second webinar, which was open to all, was a valuable panel discussion looking at how online learning providers can achieve high-touch, localised recruitment in diverse international markets. The webinar concluded with a further interactive campfire opportunity, Online learning as a stepping stone to study abroad.

## 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 Student Recruitment for Online Programmes, 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% of attendees**. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be. Additionally, 100% rated the number and quality of new contacts they made as good or excellent.

For 45% of respondents, this was their first ICEF event and we look forward to welcoming them back in the future.

### Sponsors

