



# ICEF Higher Education

13<sup>th</sup> Edition

Meet quality student recruitment agents focused on higher education from all over the world



Clarion Hotel Helsinki, Finland  
September 20 - 22, 2019

Global Event

Supported by:



**ICEF**  
Connect. Recruit. Grow.



[www.icef.com/he](http://www.icef.com/he)



## Why ICEF Helsinki?

- Access pre-screened, quality agents from around the world focused on higher education
- Get market intelligence on the latest industry best practices and market developments
- Exclusive to higher education institutions
- Conveniently scheduled prior to the 2019 EAIE Conference in Helsinki

## Grow your higher education network

**ICEF Higher Education** provides a targeted opportunity for international higher education institutions, relevant service providers, and selected agents focused on higher education to hold pre-scheduled, one-to-one business meetings.

Education agents play a crucial role in the growth of higher education. Agents represent institutions in markets around the world, providing specialised counselling to prospective students and their families. Agents also monitor enrolment criteria, **streamlining the entire process**.

A total of 241 educators, agents, and service providers from 185 organisations in 65 countries world-wide took part in 1 945 meetings at our 2018 event. ICEF's strict and careful screening process ensures that participants only meet with the **most relevant and professional agents** at its events. All agents are required to provide verifiable data on their business practices and performance, as well as recent references from higher education partners. These steps ensure that your meetings will be productive.

Participants also have the opportunity to take part in various **professional development seminars**, learn industry trends and best practices, and develop their networks during lunches, dinner functions, and refreshment breaks.

ICEF Higher Education takes place immediately before the 2019 EAIE Conference, also in Helsinki, which allows educators to **link these events and meet their recruitment goals in one trip**.

## Why ICEF Events?

- Meet quality agents in one place – save time and money
- Benefit from three days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Learn key trends and market intelligence from industry experts
- Promote your brand to the international education industry

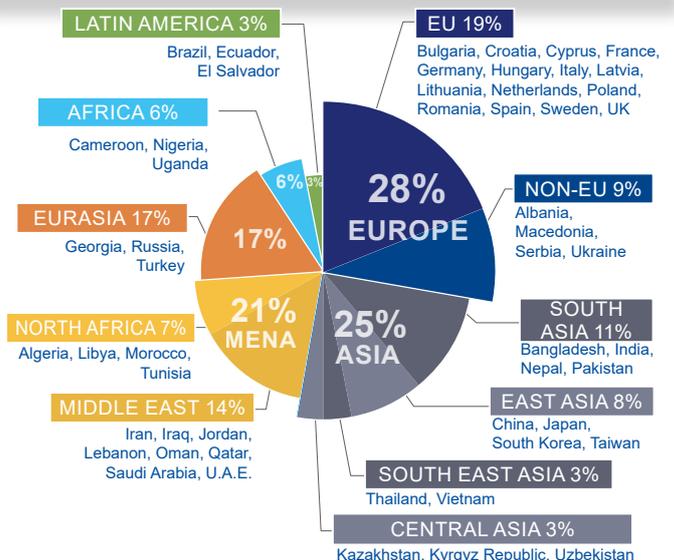
## Venue

ICEF Higher Education will take place at the **Clarion Hotel Helsinki**, located in the central West Harbour area. The hotel boasts a gym, spa and sauna, as well as a 78-metre heated rooftop swimming pool. The world-class Kitchen & Table restaurant offers a fusion of Manhattan and Finnish cuisines, while state-of-the-art conference facilities ensure a pleasant and productive event experience. Our participants benefit from preferential room rates.

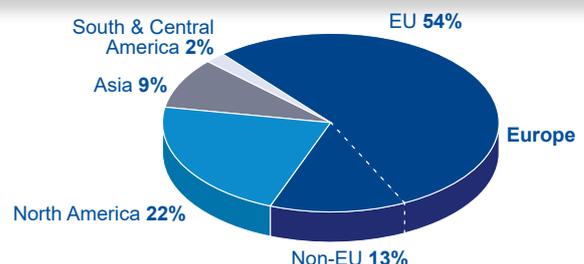
## 2018 Statistics

- 241 participants representing 185 organisations from 65 countries
- 96 educators representing 68 education institutions from 22 countries
- 120 agents representing 103 agencies from 55 countries
- 17 service providers representing 13 organisations from 7 countries
- 9 guests and speakers from 1 additional institution
- 1 945 pre-scheduled and Marcom Onsite meetings over 2 days

### Agent student recruitment markets



### Educator demographics





## Event Programme

The event enables educators to hold up to 26 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other educators and service providers. These appointments are **30 minutes** in duration and serve the dual objectives of meeting new contacts and maintaining existing relationships. The event programme also includes meals, refreshment breaks, and evening functions which offer **valuable networking opportunities**.

### Friday, September 20, 2019

- 13.00 - 19.00 Registration of participants
- 14.00 - 15.00** **Introductory seminars:**  
"How to maximise your ICEF event experience"
- 15.00 - 19.00** **Seminars**
- 19.00 - 21.00 Welcome reception

### Saturday, September 21, 2019

- 08.00 Event hall opens, welcome refreshments
- 09.00 - 11.00** **Business meetings (4 x 30 minutes)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business meetings (3 x 30 minutes)**
- 13.00 - 14.30 Lunch
- 14.30 - 16.00** **Business meetings (3 x 30 minutes)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00** **Business meetings (3 x 30 minutes)**
- 20.00 - 23.00 Dinner reception

### Sunday, September 22, 2019

- 08.00 Event hall opens, welcome refreshments
- 09.00 - 11.00** **Business meetings (4 x 30 minutes)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business meetings (3 x 30 minutes)**
- 13.00 - 14.30 Lunch
- 14.30 - 16.00** **Business meetings (3 x 30 minutes)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00** **Business meetings (3 x 30 minutes)**
- 18.00 Event hall closes

## Participant Feedback

*Working with agents helps us achieve our student numbers, goals, and our vision of being an international university! ICEF Higher Education was very good for us for many reasons: from meeting new, quality agents that have been pre-screened by ICEF, to following up with agents we already work with. Meeting many agents in the same place saves us time and money. We also made meaningful connections with service providers during lunches and the evening reception.*

**Tomas Bengtsson, Jönköping University, Sweden**

*ICEF Higher Education was very successful this year and I expect around 50 to 60 new students in the next 18 months to come out of the new partnerships we have made.*

**Peter Birdsall, Wittenborg University of Applied Sciences, Netherlands**

*ICEF Higher Education was a great way to meet partners focused on building relationships with universities. It was easy to identify contacts and agents who shared similar target markets. I had very high-quality connections over the two days. We were also able to meet partners during the coffee breaks, lunches, or the dinner reception.*

**William McDonald, Webster University Geneva, Switzerland**

*The event was very professional and the agents participating were well-selected. We highly recommend this opportunity to other educators.*

**Mauro Cannone, Ca' Foscari University of Venice, Italy**

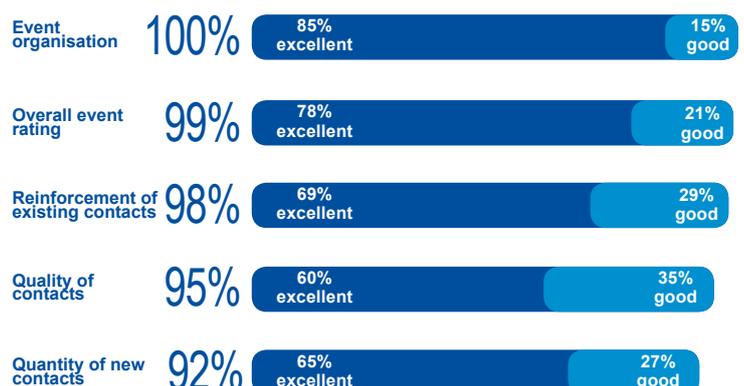
*This event has been a very successful experience for me. I had the opportunity to meet with agencies focused on higher education, which is exactly what I want. As always, ICEF's organisation has been impeccable.*

**Carla Casas, ELISAVA Barcelona School of Design, Spain**

*The seminars were very useful and the quality of agents was good. Thanks!*

**Judith Rakotondralay, Montpellier Business School, France**

## 2018 Attendee Ratings





## Booking Meetings

The ICEF meeting scheduling system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet with during the event. **Up to 26 meetings** can be scheduled with agents, as well as educators, and service providers.

1. Prior to the event, details of all invited agents, educators, and service providers are supplied via the industry-leading **Marcom eSchedule PRO online appointment scheduling system**.
2. During the event, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

## Participation includes:

### Prior to the event:

1. Comprehensive details of invited agents, educators, and service providers
2. Access to the eSchedule PRO online meeting scheduling system
3. Preferential hotel rates

### At the event:

4. Access to the Marcom Onsite app for last-minute appointment scheduling
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Educator & Service Provider Catalogue
7. Access to seminars
8. Meals, refreshment breaks, and evening functions
9. Opportunity to offer and promote familiarisation (FAM) tours and receptions



Register online: [www.icef.com/he](http://www.icef.com/he)

## Advertising & Sponsorship Opportunities

### Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto:marketing@icef.com) for information on advertising and sponsorship opportunities available (e.g. exhibition space, literature display racks, conference bag inserts, and advertisements in event catalogues.) Items are limited so early reservations are essential.

Email [seminar@icef.com](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## About ICEF

ICEF connects educators, education agents, work and travel professionals, and industry service providers with key markets and networks worldwide, supporting the **growth and development of international education and global student mobility**. Through ICEF's various services, education institutions are able to achieve results and efficiencies in growing international student enrolment.

They choose ICEF for its long-standing reputation for quality and commitment to accepting only the **highest calibre of education agents**, as well as its excellent events and marketing resources.

## ICEF event locations



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