



ICEF Dubai Workshop

For international educators and quality student recruitment agents from the Middle East, Africa, South Asia, and Turkey



Jumeirah Emirates Towers February 11 - 13, 2019

Regional Workshop

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/dubai



Why ICEF Dubai?

- Access pre-screened, quality agents from the Middle East, Africa, South Asia, and Turkey
- Appoint new representatives and maintain existing relationships
- Largest agent networking event of its kind in the region

Recruit efficiently from the Middle East and Africa

The **ICEF Dubai Workshop** is the region's leading student recruitment networking event. Focused on the Middle East, Africa, South Asia, and Turkey, this event offers participants exclusive access to high-quality, pre-screened agents from around the region.

The 2018 ICEF Dubai Workshop hosted 408 participants from 298 organisations in 52 countries across six continents. All participants receive detailed information about potential business partners before the event. Based on their recruitment needs, workshop attendees are able to **maximise efficiency by pre-scheduling meetings** with targeted agents and service providers.

ICEF's strict selection process ensures that you meet with only the **best and most active agents** at our events. All student recruitment agents at ICEF Dubai will have provided references from partner institutions and a track record of continuing ethical and professional business practices.

In addition to the pre-scheduled one-to-one meetings, you will also have the opportunity to attend **market intelligence seminars** and participate in networking receptions.

The ICEF Dubai Workshop is your best opportunity to **expand** your global network, **maintain and extend** relationships with existing partners, and **develop** your student recruitment strategy in this region.

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

The Venue

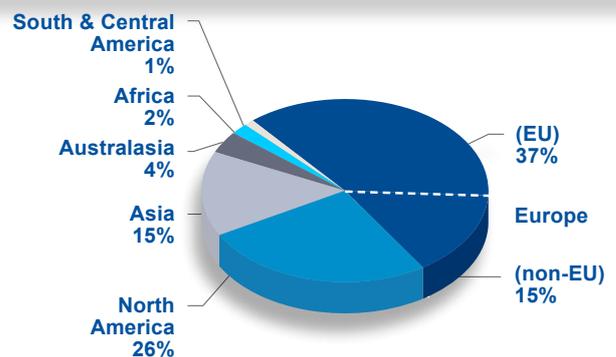
The ICEF Dubai Workshop is held at the **Jumeirah Emirates Towers** in Dubai's commercial district. The hotel offers 400 spacious rooms with exceptional guest facilities including high-speed internet. This innovative hotel is set among landscaped gardens and has a swimming pool, sun deck and state-of-the-art gym. With 15 restaurants and bars - including one with spectacular views over Dubai - the Jumeirah Emirates Towers is a sophisticated, premium venue.

Workshop participants enjoy **preferential rates**, but can also choose from a selection of other hotels to meet differing budgets.

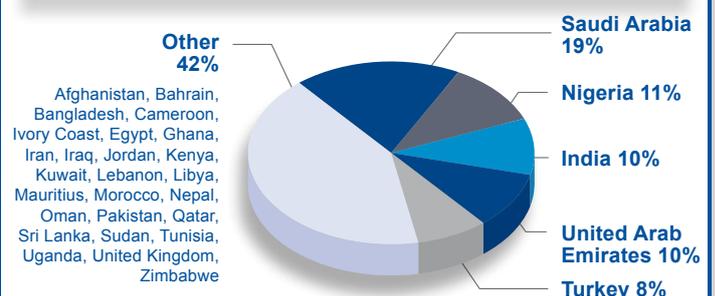
2018 Statistics

- **408** participants representing **298** organisations from **52** countries
- **156** educators representing **116** education institutions from **28** countries
- **218** agents representing **166** agencies from **31** countries
- **18** service providers representing **13** organisations from **7** countries
- **17** guests and speakers from **3** additional institutions
- **3 695** pre-scheduled business meetings over **2** days

Educator Demographics



Agent Demographics





Workshop Programme

The event enables educators to hold up to 36 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 **25 minutes** in duration and serve the dual objectives of meeting new contacts and maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer **valuable networking opportunities**.

Monday, February 11, 2019

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

Tuesday, February 12, 2019

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business meetings (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.00	Business meetings (4 x 25 minutes)
16.00 - 16.30	Refreshment break
16.30 - 19.00	Business meetings (5 x 25 minutes)
19.30 - 23.00	Dinner reception

Wednesday, February 13, 2019

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business meetings (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 15.30	Business meetings (3 x 25 minutes)
15.30 - 16.00	Refreshment break
16.00 - 17.00	Business meetings (2 x 25 minutes)
17.00	Workshop hall closes

Thursday, February 14, 2019

Familiarisation (FAM) tours

Participant Feedback

This was my first ICEF event in Dubai. It was excellent. The meetings were very productive and the agents were serious.

Carole St. Laurent, Kwantlen Polytechnic University, Canada

This is my first time at ICEF but I am really impressed with the organisation, hospitality, security, and even the attitude of the staff.

Kalu Ibe Ekpeghere, SolBridge International School of Business, Woosong University, South Korea

I am impressed by the agents this year. They have done their homework. Delighted to see the main room was not too crowded. Great support from the ICEF team with all of my needs! Really informative seminars - I enjoyed them!

Joanne Humphreys, Darrow School, USA

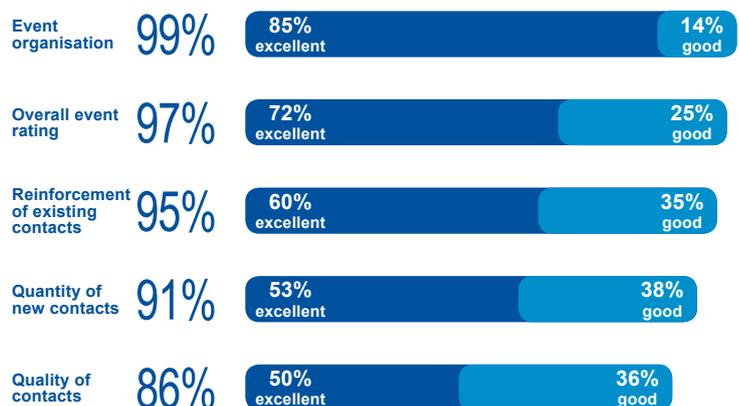
I have done this event at least ten times so far and for my school it is the most productive of all ICEF events. ICEF Dubai is just the right size and the agents are always high-quality and well-selected.

David Arrowsmith, inlingua Cheltenham, UK

ICEF is a great organisation and it has been the best way to get new agencies onboard and also consolidate previous relationships. The staff have been very helpful with the queries I had and remained professional throughout the event. ICEF is always highly recommended to universities to get more contacts.

Waqas Ahmed, Hult International Business School, Switzerland

2018 Attendee Ratings





Booking Meetings

The ICEF meeting system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. **Up to 36 meetings** can be scheduled with agents, as well as educators and service providers.

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

Participation Includes

Prior to the workshop:

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

At the workshop:

4. Access to the Marcom Onsite app for last-minute meeting booking
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 FAM (familiarization) tours and receptions



Register online: www.icef.com/dubai

Advertising & Sponsorship Opportunities

Give your organisation a higher profile during the event!

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

Email seminar@icef.com if you wish to be considered as a seminar presenter.

Organisers

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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