



# ICEF Mexico – Colombia Agent Roadshow

Access quality, pre-screened student recruitment agents from Mexico and Colombia



Hilton Mexico City Reforma & Hilton Bogotá  
March 04 - 08, 2019

Agent Roadshow

Supported by:



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## Why ICEF Mexico - Colombia?

- Access two fast-growing Latin American markets
- Meet high quality, active Mexican and Colombian agents
- Establish and cultivate personal relationships on the ground

## Access quality agents from Mexico and Colombia

The ICEF Mexico – Colombia Agent Roadshow provides international educators and service providers with the best opportunity to meet **carefully-selected student recruitment agents** in their home markets.

This event is split between Mexico City (March 04 and 05) and Bogotá (March 08), and offers participants a one-day workshop in each location with optional FAM (familiarisation) and cultural tours.

All agents at the roadshow are **carefully screened** and have a track record of actively sending students abroad to a wide range of programmes and destinations.

In Latin America, personal contact is crucial to creating successful, long-term business relationships. This roadshow provides an excellent opportunity for educators and service providers to establish new personal contacts in these markets and consolidate existing relationships. Networking opportunities at lunch times, coffee breaks and evening functions also allow participants to further develop their working relationships and networks.

**The ICEF Mexico – Colombia Agent Roadshow** is the most efficient and cost-effective way to meet a large number of quality agents face-to-face; it is a must for educators who want to develop partnerships in these rapidly-developing markets.

Space at the ICEF Mexico – Colombia Roadshow is limited and is sold as a single package - it is not possible to book only one location. The event sells out every year, so early reservations are recommended.

## Why ICEF Events?

- Meet quality agents in one place – save time and money
- Benefit from two days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Promote your brand in two markets with enormous potential
- Save time and money on travel and meetings

## Venues

The ICEF Mexico-Colombia Roadshow takes place at two venues: the Hilton Reforma Hotel, Mexico City, and the Hilton Hotel, Bogotá.

The **Hilton Reforma** hotel is conveniently located near the financial and business districts and the Paseo de la Reforma. A 20-minute drive from Mexico City International Airport, the hotel is recognised as one of the best business-travel hotels in the city, boasting world-class conference facilities. The hotel also features a 25-metre rooftop pool, fitness centre, three restaurants and a lobby bar. Providing all-round quality, the Hilton Reforma Hotel is an exceptional location for the first part of this event.

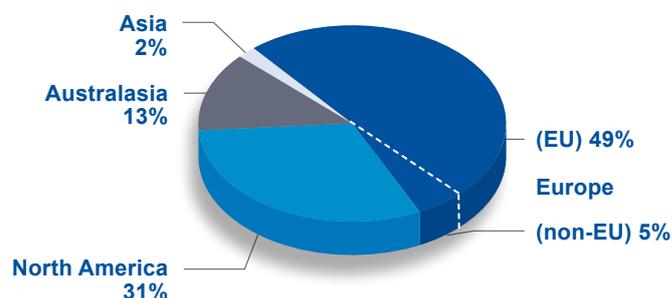
The **Hilton Bogotá** hotel is situated in the city's financial district and near Bogotá's entertainment and restaurant districts. Just 25 minutes from El Dorado International Airport, the hotel offers exceptional conference facilities. The Hilton Bogotá also has a state of the art fitness centre, a heated outdoor pool and a number of restaurants and bars. The combination of these outstanding amenities makes the hotel the ideal roadshow venue in Colombia.

Participants enjoy preferential rates at both hotels.

## 2018 Statistics

- **307** participants representing **223** organisations from **20** countries
- **77** educators representing **62** education institutions from **18** countries
- **103** agents representing **70** agencies from Mexico
- **115** agents representing **81** agencies from Colombia
- **7** exhibitors representing **6** organisations from **4** countries
- **6** guests and speakers from **4** additional institutions
- **1732** pre-scheduled business meetings over **2** days

## Educator Demographics





## Event Programme

The event enables educators to hold 38 (19 per location) pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents from Mexico and Colombia. These appointments are **30 minutes** in duration and serve the dual objectives of meeting with new contacts and maintaining existing relationships. The roadshow programme also includes meals, refreshment breaks and **two dinner functions** which offer **valuable networking opportunities**.

### Monday, (Mexico City) March 04, 2019

18.30 – 20.00 Registration  
20.00 – 21.00 Welcome reception

### Tuesday, (Mexico City) March 05, 2019

08.30 – 09.30 Meeting hall opens;  
Registration & welcome refreshments  
**09.30 – 11.00 Business meetings (3 x 30 minutes)**  
11.00 – 11.30 Coffee break  
**11.30 – 13.00 Business meetings (3 x 30 minutes)**  
13.00 – 14.00 Lunch  
**14.00 – 16.00 Business meetings (4 x 30 minutes)**  
16.00 – 16.30 Coffee break  
**16.30 – 19.00 Business meetings (5 x 30 minutes)**  
19.30 – 21.30 Dinner reception

### Wednesday, (Mexico City) March 06, 2019

Optional day excursion\*

### Thursday, (Mexico City - Bogotá) March 07, 2019

Travel to Bogotá\*  
Group dinner\*

### Friday, (Bogotá) March 08, 2019

08.30 – 09.30 Meeting hall opens;  
Registration & welcome refreshments  
**09.30 – 11.00 Business meetings (3 x 30 minutes)**  
11.00 – 11.30 Coffee break  
**11.30 – 13.00 Business meetings (3 x 30 minutes)**  
13.00 – 14.00 Lunch  
**14.00 – 16.00 Business meetings (4 x 30 minutes)**  
16.00 – 16.30 Coffee break  
**16.30 – 19.00 Business meetings (5 x 30 minutes)**  
19.30 – 21.30 Dinner reception

\*At an additional cost

## Participant Feedback

*The Mexico-Colombia roadshow is everything you can hope for when it comes to meeting dedicated agents who are going to help you grow your business. Everyone is professional and makes sure your meetings are productive.*

**Mónica Aguirre, Toronto Film School, Canada**

*I feel extremely satisfied with the quality of agents we met. So many were spot on – exactly what I was looking for as a language school. Thank you for an excellent workshop – well attended and well organised.*

**Robin Moloff-Gautier, Washington Academy, USA**

*The ICEF Mexico-Colombia roadshow was a truly outstanding event. The opportunity to meet with top South American agencies has been excellent. The atmosphere was professional and enjoyable throughout.*

**William Barber, International Association of Language Centres, UK**

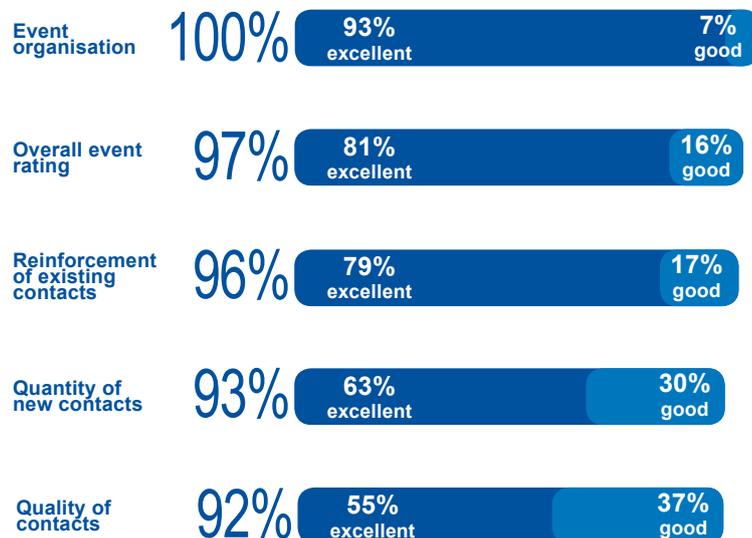
*This was my first ICEF event and I found the organisation of the event exceptional and very streamlined. I look forward to attending future events.*

**Margaret Barrett, ATC Language Schools, Ireland**

*Thank you for this great opportunity to meet quality agents from two countries in one shot!*

**Philippe Minereau, St Denis International School, France**

## 2018 Attendee Ratings





## Booking Meetings

The ICEF appointment 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 **38 meetings** can be scheduled with agents (**19 in each location**), as well as educators and service providers.

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

## Participation Includes:

### Prior to the roadshow:

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

### At the roadshow:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Educator & Service Provider Catalogue
6. Meals, refreshments breaks and two dinner receptions



Register Online:  
[www.icef.com/mexcol](http://www.icef.com/mexcol)

## 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 workshop 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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