



ICEF Japan – Korea Agent Roadshow

Access quality, pre-screened student recruitment agents from Japan and Korea



Keio Plaza Hotel, Tokyo & Lotte Hotel, Seoul
February 25 - 27, 2019

Agent Roadshow

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/japkor



Why ICEF Japan - Korea?

- Access top-quality agents in two high-producing markets
- Meet active, pre-screened Japanese and Korean agents
- Establish and cultivate personal relationships on the ground in Japan and Korea

Recruit from both Japan and Korea in one trip

The **ICEF Japan – Korea Agent Roadshow** gives international educators and service providers the opportunity to meet top-quality student recruitment agents from Japan and Korea in their countries of origin.

This event is split between Tokyo (Feb. 25) and Seoul (Feb. 27) and offers participants a one-day workshop in each location.

All agents attending the roadshow are **carefully screened** by ICEF to ensure that they are active in sending students to various institutions around the world.

Personal contact is essential in both Japan and Korea. This roadshow provides an excellent opportunity for educators and service providers to have face-to-face meetings with agents, both to extend existing relationships and to establish new partnerships. In addition to formal meetings, lunches, coffee breaks, and evening receptions provide further networking and socialising opportunities for participants.

The ICEF Japan – Korea Agent Roadshow is the **most efficient and cost-effective** way to personally meet a large number of quality agents. For the past three years, this event has sold out quickly. Do not miss this opportunity to showcase your institution to a broad range of international recruitment specialists.

Space at the ICEF Japan – Korea 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 these high-producing markets
- Save time and money on travel and meetings

Venues

The ICEF Japan – Korea Agent Roadshow takes place at two venues: the Keio Plaza Hotel in Tokyo and the Lotte Hotel, Seoul.

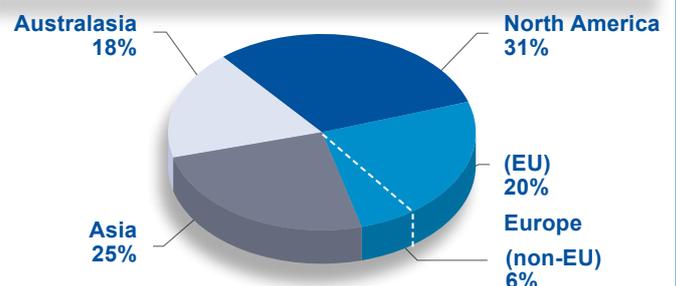
The **Keio Plaza** hotel is located in Tokyo's bustling business and shopping district, Shinjuku. With twelve restaurants and a fully equipped business centre, as well as complimentary high-speed internet access in guest rooms, the Keio Plaza Hotel offers excellent facilities for business travel.

The **Lotte Hotel, Seoul** is one of the city's most renowned hotels. Located in the heart of Seoul, the Lotte Hotel offers world class amenities including spacious guest rooms, nine restaurants, a gym, and exceptional business and conference facilities.

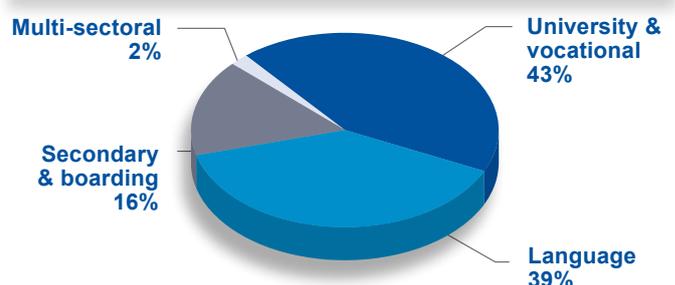
2018 Statistics

- 284 participants representing 192 organisations from 16 countries
- 71 educators representing 49 education institutions from 14 countries
- 91 agents representing 63 agencies from Japan
- 101 agents representing 70 agencies from Korea
- 18 exhibitors representing 8 organisations from 5 countries
- 3 guests from 2 additional institutions
- 1209 pre-scheduled business meetings over 2 days

Educator Demographics



Educator Profile





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 Japan and Korea. 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, (Tokyo) February 25, 2019

08.30 – 09.30	Meeting hall opens; registration & welcome coffee
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

Tuesday, (Tokyo – Seoul) February 26, 2019

Travel to Seoul*
Group dinner*

Wednesday, (Seoul) February 27, 2019

08.30 – 09.30	Meeting hall opens; registration & welcome coffee
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

This event was very professional, from the scheduling through to the meetings themselves. It was a great use of my time - well worth it to save the time and expense of scheduling individual appointments and travelling around cities.

Suzanne Cordatos, Sacred Heart University, USA

I was so impressed by everything about the organisation, especially the simplicity and power of the Marcom scheduling system. All this made our meetings with agents very smooth and allowed us to maximise our business opportunities. ICEF was very valuable to us because we got qualified leads which would have cost a lot of money to identify and arrange. We will certainly come again.

Adrian Sim, EIP International College, Australia

The agents have all been very professional and well prepared for the meetings. One week after the event I have already received quality responses to my follow-ups, signed several contracts and two of the agents I met at the roadshow will visit our school next month!

Sarah Menges, Alpha Aktiv Language School, Germany

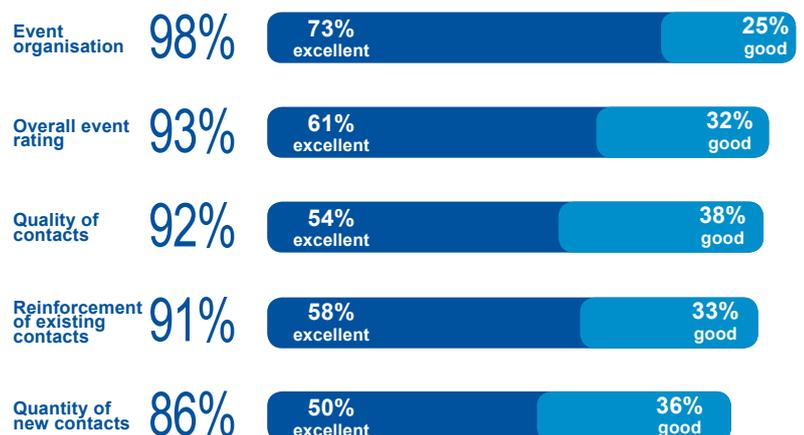
The Japan and Korea Roadshow experience was very valuable to Lourdes Hill College in terms of meeting reliable and dedicated agents and networking with other educational institutions. Everything from the booking process right through to the event was organised and run in an extremely professional manner. This roadshow was definitely value for money.

Jane Winter, Lourdes Hill College, Australia

I have become a loyal ICEF participant. When time and budget are available, ICEF is always my top priority for marketing.

Joanne Qiao, Western Springs College, New Zealand

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/japkor

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.

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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