



# ICEF Ukraine Focus

For international educators, service providers, and student recruitment agents from Ukraine



**InterContinental Kiev  
March 19 - 20, 2019**

**Agent Focus**

Supported by:



**ICEF**  
Connect. Recruit. Grow.





## Why ICEF Ukraine?

- Access pre-screened, quality agents from Ukraine
- Appoint new representatives and maintain existing relationships
- Book multiple events and save – held just before the ICEF Moscow Workshop and the ICEF Central Asia Focus

### Build your network and grow recruitment from Ukraine!

The **ICEF Ukraine Focus** gives international educators and service providers the opportunity to meet top-quality student recruitment agents from across Ukraine at one focused event.

Ukrainian students are increasingly choosing to study internationally – the number of Ukrainians studying abroad increased by more than 60% between 2013 and 2017, according to UNESCO. There are now more than 65 000 Ukrainians enrolled at international universities – and this number is still growing. Recent political changes and education reforms have further enhanced interest in international study, and the number of **high-quality, professional education agents** continues to increase.

All agents attending this event are **carefully screened** and selected by ICEF. This means they are required to provide multiple references from business partners, proof of business ethics and a record of successfully placing students in international education institutions. Each agent is individually vetted by the ICEF Agent Relations Management team to ensure superior quality and a productive experience.

Up to **22 one-to-one meetings** may be pre-scheduled using ICEF's customised software, allowing you to meet those partners best suited to your **recruitment needs**. Each participant has access to their prospective partners' profiles before the event, enabling them to identify the sectors and programmes which most interest them. All participants also have access to professional development seminars and networking opportunities during the event, helping them to further their professional knowledge and expand their network.

The ICEF Ukraine Focus is scheduled just before the ICEF Moscow Workshop and the Central Asia Focus in Almaty, giving participants the opportunity to **combine their marketing efforts** in Ukraine with their work across Russia, Kazakhstan, and Eastern Europe all in one trip, as well as saving money on multiple event bookings with ICEF.

## Why ICEF Events?

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

## Venue

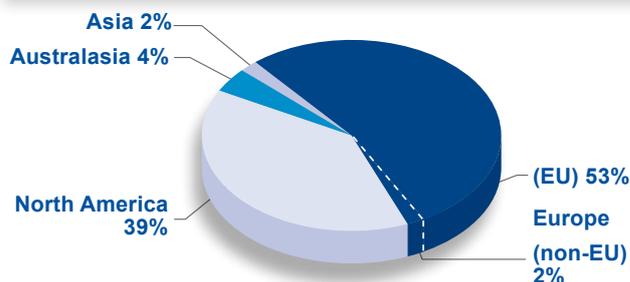
The ICEF Ukraine Focus takes place at the **InterContinental Kiev**, located in the city's business and historical district, only a few minutes away from the central Maidan Square.

Built to match its historical surroundings, St. Sophia's and St. Michael's Cathedrals, the hotel features 272 luxury rooms, spa and fitness facilities, and various first-class restaurants with international and local cuisines. The hotel's spacious conference centre is equipped with the latest technologies and free Wi-Fi to ensure a productive and comfortable event.

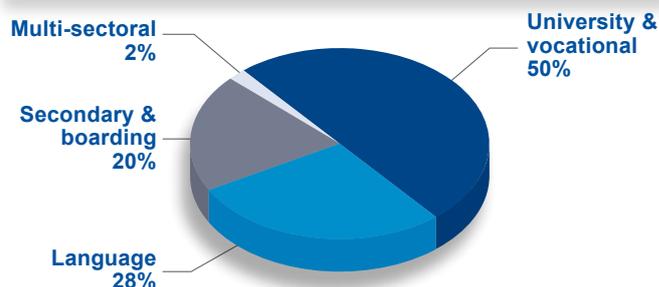
## 2018 Statistics

- **198** participants representing **124** organisations from **14** countries
- **58** educators representing **46** education institutions from **14** countries
- **101** agents representing **71** agencies from Ukraine
- **6** service providers representing **4** organisations from **4** countries
- **33** guests and speakers from **3** additional institutions
- **912** pre-scheduled business meetings over **2** days

### Educator Demographics



### Educator Profile





## Event Programme

The event enables educators to hold up to 22 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**.

### Tuesday, March 19, 2019

- 16.00 - 19.00 Registration of participants
- 16.30 - 17.30 Seminar I
- 17.30 - 18.00 Refreshment break
- 18.00 - 19.00 Seminar II
- 19.00 - 21.00 Welcome reception

### Wednesday, March 20, 2019

- 08.00 - 09.20 Registration and welcome coffee
- 09.20 - 11.00 Business meetings (4 x 25 minutes)**
- 11.00 - 11.20 Refreshment break
- 11.20 - 13.00 Business meetings (4 x 25 minutes)**
- 13.00 - 14.20 Networking lunch
- 14.20 - 16.00 Business meetings (4 x 25 minutes)**
- 16.00 - 16.20 Refreshment break
- 16.20 - 18.50 Business meetings (6 x 25 minutes)**
- 19.30 - 22.30 Dinner reception

## Participant Feedback

*As a new destination on the well-established ICEF map, the Ukraine Focus has been an excellent platform to meet high-quality agents, and to further consolidate our existing partnerships in the region.*

**Maria McDonnell, Liverpool School of English, UK**

*The agents were eager to make new partnerships and were genuinely interested in what the providers had to offer.*

**Alexandre Ivy, Village Camp, Switzerland**

*This event could have easily been three days in length - my schedule was full with plenty of outstanding requests from agencies.*

**Robert Perrier, Lakehead University, Canada**

*ICEF Ukraine was very successful. The Ukrainian agents were enthusiastic and pro-active.*

**Colby Stuart, Woodbury University, USA**

*As our first initiative on the Ukrainian market, ICEF Ukraine Focus provided us with a number of very potential inroads for future development. As always at ICEF events, the organisation was world-class, with a top-notch venue in a very central location.*

**Will Clark, inlingua, Malta**

## 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 22 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 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 appointment scheduling system
3. Preferential hotel rates

### At the workshop:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Educator & Exhibitor Catalogue
6. Access to seminars
7. Meals, refreshment breaks and evening functions
8. Opportunity to offer and promote familiarisation (FAM) tours and receptions



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

## 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



## Contact

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