



ICEF Miami Workshop

Meet quality international student recruitment agents focused on North America



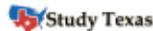
A NAFSA Global Advocate

Loews Miami Beach Hotel December 10 - 12, 2018

Destination Workshop

Supported by:

USA



Canada



ICEF
Connect. Recruit. Grow.



www.icef.com/miami



Why ICEF Miami?

- Be part of the largest agent networking event of its kind in North America
- Meet pre-screened agents from around the world, focused on North America
- Attend informative seminars and professional development sessions

Access 400+ quality student recruitment agents

Student recruitment agents have become an increasingly important element in the marketing strategies of North American institutions. The best place to meet active, quality agents is **ICEF Miami**, connecting hundreds of North American educators with agents from key global markets. This makes ICEF Miami the most effective way to establish and maintain an active international agent network.

ICEF carefully screens and selects every agent for the ICEF Miami Workshop, which is our largest event in the region. Agents must provide **detailed information** about their business and references from current partners, which are **carefully checked and verified**. Agents must also demonstrate a successful track record in sending students to North America. This ensures that only active, relevant agencies participate in the event.

Prior to the event, educators can schedule up to 38 one-to-one meetings with agents of their choice. Educators can view comprehensive agent profiles, including numbers of students sent to North America per education sector in the last year. This information helps educators **identify relevant agents** for their student recruitment goals. Further networking can be done during refreshment breaks, lunches, and evening functions.

Meeting educator needs is extremely important to ICEF. Before each event, ICEF looks at school profiles and identifies key areas of educator interest. This ensures that the most appropriate agencies are recruited to attend. This also enables ICEF to select seminar topics and **professional development sessions** most beneficial to participants.

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 within the international education industry

Venue

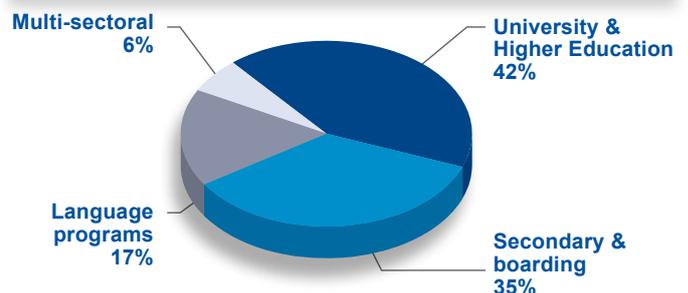
The ICEF North America Workshop is hosted at **Loews Miami Beach**. Located in the heart of South Beach, this hotel features 790 guest rooms, extensive conference and function facilities, an oceanfront pool, direct beach access, a spa and fitness center, as well as first class restaurants and bars.

Workshop participants enjoy preferential rates, but can also choose from a selection of other hotels.

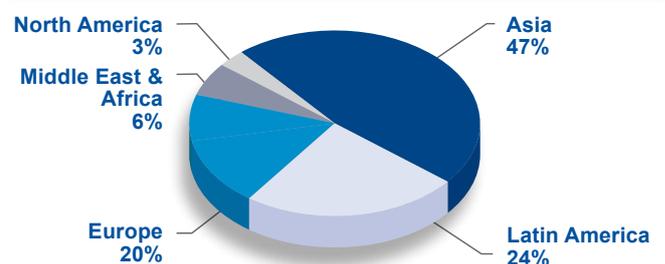
2017 Statistics

- **1 044** participants representing **713** organisations from **61** countries
- **484** educators representing **313** education institutions from the US and Canada
- **405** agents representing **322** agencies from **54** countries
- **107** exhibitors representing **67** organizations from **12** countries
- **48** guests and speakers from **11** additional institutions
- **9909** pre-scheduled business meetings over **2** days

Educator Profile



Agent Demographics





Event Program

The event enables educators to hold up to 38 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, December 10, 2018

09.00 - 19.00	Registration of participants
13.00 - 14.00	Networking lunch
14.00 - 14.45	Introductory seminar: "How to maximize your ICEF Workshop experience"
14.45 - 19.00	Seminars
19.00 - 22.00	Welcome reception

Tuesday, December 11, 2018

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)
20.00 - 24.00	Dinner reception

Wednesday, December 12, 2018

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 - 18.00	Business meetings (3 x 25 minutes)
18.00	Workshop hall closes

Thursday, December 13, 2018

Familiarization (FAM) tours

Participant Feedback

This was my first ICEF conference. Extraordinary service and experience. I have been in education for 25 years and this is by far the most organized conference I have attended. I will definitely come back.

Sally Nicholson, Chelsea Academy, USA

As a first time attendee, I am very impressed. The location, organization, and attention to detail were all very well done and I would recommend this to my colleagues.

Sarah Walker, St. Paul's School - Brooklandville, USA

Great event. It was my first time and now I understand what everyone says about ICEF Miami. Great meetings, good flow, excellent venue. No complaints.

Veronique Marin, Lester B. Pearson School Board, Canada

There is a shift coming in education. ICEF does a great job connecting schools so they are prepared for the changes coming.

Kevin Merges, Rutgers Preparatory School, USA

This was my first ICEF conference. It was very well organized and worth attending. It was nice to meet agents in person and establish business partnerships.

Norma Vallejo, Texas Wesleyan University, USA

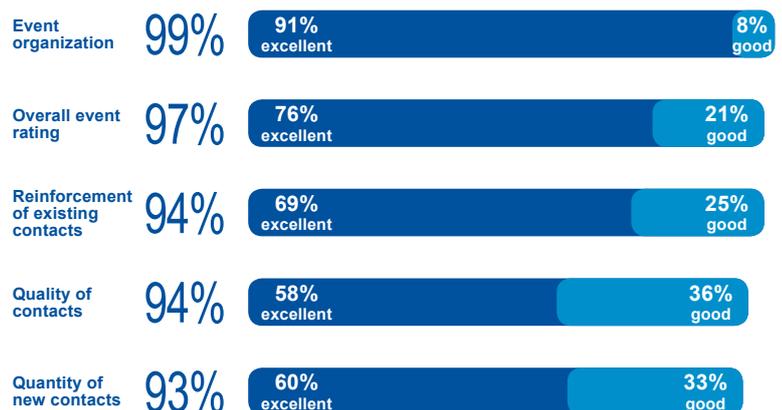
The event was well organized, with quality agents from diverse countries and good information - a professionally-run event.

John Kopcsso, Spire Institute, USA

This was the best ICEF event I have attended. I found the agents of good quality, and they were well prepared.

Arti Martinez, Alliant International University, USA

2017 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 38 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 professional development seminars
8. Meals, refreshment breaks and evening functions
9. Opportunities to offer and promote FAM tours and receptions



Register online: www.icef.com/miami

Advertising & Sponsorship Opportunities

Give your organization 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.

Organizers

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 caliber of education agents**, as well as its excellent events and marketing resources.

ICEF Event Locations



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