



ICEF Moscow Workshop

For international educators and student recruitment agents from Russia, Eastern Europe, Central Asia, and the Caucasus



The Ritz-Carlton, Moscow
March 23 - 25, 2019

Regional Workshop

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/moscow



Why ICEF Moscow?

- Access pre-screened, quality agents from Russia, Eastern Europe, Central Asia, and the Caucasus
- Appoint new representatives and maintain existing relationships
- Take part in the region's largest agent networking event of its kind
- Save money through multiple bookings: held right after the ICEF Ukraine Focus and just before the ICEF Central Asia Focus in Kazakhstan

Develop your network across Russia and beyond

The **ICEF Moscow Workshop** is the region's largest agent networking event of its kind, and a must-attend for institutions looking to recruit from these markets. It gives international educators and service providers the opportunity to meet top-quality student recruitment agents from Russia, Eastern Europe, Central Asia, and the Caucasus.

Demand for foreign study is growing fast in Russia, with more than 45 000 Russians annually looking to study abroad. Last year, the Russian government established a strategy for international education over the next decade, emphasising links between Russian and international education institutions.

All agents at the ICEF Moscow Workshop have been **rigorously vetted** through ICEF's quality screening process. Agents must provide current business references and proof of a successful track record in placing students internationally. Agents are also subject to personal vetting by ICEF's Agent Relations Management team to ensure a productive experience.

Up to **43 one-to-one meetings** may be pre-scheduled using ICEF's customised meeting booking system. All participants gain access to profiles for potential partners in advance, ensuring they engage with those best suited to their recruitment needs. Participants also benefit from our seminars, covering topics such as visa processing, student trends, and support for first-time participants.

The ICEF Moscow Workshop is the **most efficient** way to establish partnerships with active student recruitment professionals in Russia and beyond, and to market successfully in this region.

Why ICEF Events?

- Meet high quality, pre-screened agents in one place, saving time and money
- Benefit from three days of targeted meetings and informal networking
- Maintain existing relationships and build your network
- Learn about emerging trends and market intelligence from the experts
- Promote your brand to the international education sector

Venue

The ICEF Moscow Workshop takes place at the **Ritz-Carlton Moscow**, located in the heart of the city's historical, cultural and business centre.

The hotel features a health club and spa, superb dining options and a stylish rooftop bar with views over Red Square.

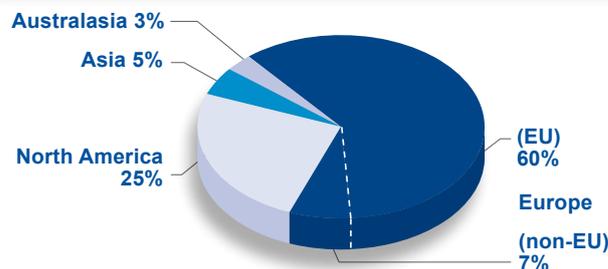
With a full-service business centre, state-of-the-art meeting spaces, and wireless internet access in all public areas, the Ritz-Carlton Moscow is the ideal location for this event.

Workshop participants enjoy preferential rates at the Ritz-Carlton, but can also choose from a number of other hotels to meet differing budgets.

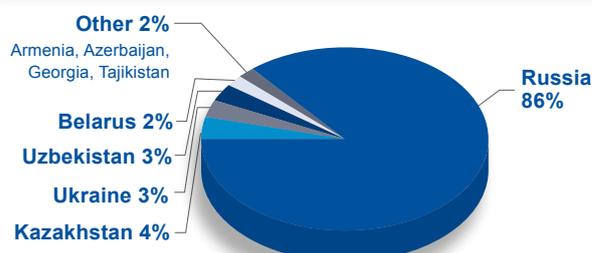
2018 Statistics

- **345** participants representing **252** organisations from **29** countries
- **105** educators representing **84** education institutions from **19** countries
- **204** agents representing **150** agencies from **9** countries
- **13** service providers representing **7** organisations from **6** countries
- **23** guests and speakers from **11** additional institutions
- **3373** pre-scheduled business meetings over **2** days

Educator Demographics



Agent Demographics





Workshop Programme

The event enables educators to hold up to 43 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 **20 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**.

Saturday, March 23, 2019

13.00 - 19.00	Registration of participants
14.00 - 14.45	Introductory seminar: "How to maximise your ICEF Workshop experience"
14.45 - 19.00	Seminars
19.00 - 21.00	Welcome reception

Sunday, March 24, 2019

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	Business meetings (5 x 20 minutes)
11.00 - 11.20	Refreshment break
11.20 - 13.00	Business meetings (4 x 20 minutes)
13.00 - 14.15	Networking lunch
14.15 - 16.40	Business meetings (6 x 20 minutes)
16.40 - 17.00	Refreshment break
17.00 - 19.00	Business meetings (5 x 20 minutes)
19.30 - 22.30	Dinner reception

Monday, March 25, 2019

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	Business meetings (5 x 20 minutes)
11.00 - 11.20	Refreshment break
11.20 - 13.00	Business meetings (4 x 20 minutes)
13.00 - 14.10	Networking lunch
14.10 - 17.00	Business meetings (7 x 20 minutes)
19.00 - 21.00	Moscow City Tour*

*At an additional cost

Participant Feedback

Great organisation, team, location - as always, this was a wonderful event for learning about the market and developing our business.

Veronika Sadlonova, Global Benefits Group, USA

The quality of agents and the geographical coverage at ICEF Moscow were outstanding. All agents were highly engaged. The support and information we received from the ICEF team was great. We identified at least 15 new agents that we would like to sign up and got very good insight into the market. This was one of my best ICEF events!

Joy Musa, QA Higher Education, UK

A great event and opportunity to meet new and existing partners. We have attended ICEF events for 20 years and are still able to build successful new partnerships.

Will Hume, White House Guardianships, UK

I had a full schedule and met even more agents outside of my organised meetings.

Marios Phylactou, Xenion Education, Cyprus

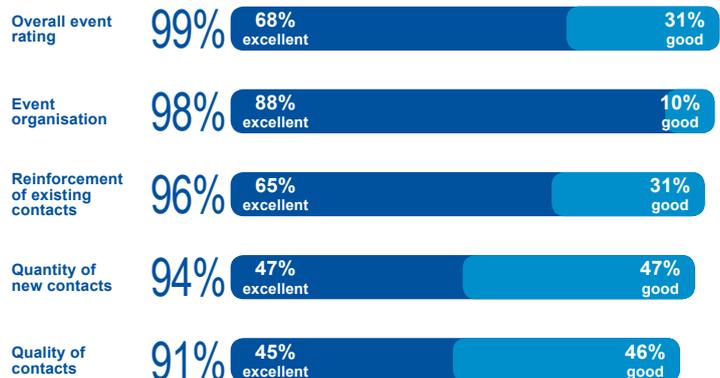
I attended both the Moscow and the Kazakhstan workshop, and they were both excellent.

Maria McDonnell, The Liverpool School of English, UK

ICEF Moscow was organised excellently. The short meetings gave a great opportunity to meet old and new partners.

Anna Parkhomenko, Royal Elite International Academy, Canada

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 43 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 & Exhibitor Catalogue
7. Access to seminars
8. Meals, refreshment breaks and evening functions
9. Opportunity to offer and promote familiarisation (FAM) tours and receptions



Register online: www.icef.com/moscow

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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