



ICEF Southeast Asia Workshop

Access quality, pre-screened student recruitment agents from Southeast Asia



InterContinental Saigon, Ho Chi Minh City
June 19 - 21, 2019

Regional Workshop

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/sea



Why ICEF Southeast Asia?

- Develop your agent network across Southeast Asia in one convenient location
- Access dynamic, fast-growing international student markets
- Three days of business meetings, seminars, and social networking opportunities

Recruit from fast-growing Southeast Asian markets and build your global network

The **ICEF Southeast Asia Workshop** takes place in Ho Chi Minh City, Vietnam, and gives international educators and service providers the opportunity to meet **top-quality student recruitment agents** from Vietnam, Thailand, Malaysia, the Philippines, Indonesia, Cambodia, Singapore, and Southern China.

The ASEAN region boasts some of the world's most dynamic economies, with a recent study from Boston Consulting Group revealing that Vietnam's middle class is one of the fastest-growing consumer groups in the region, alongside China. This fact is driving significant demand for premium goods and services in Vietnam. In addition, large youth populations across Asia continue to seek high quality international education and training services.

Agents attending the workshop will represent the best and most active agencies from Vietnam and across Southeast Asia, providing an opportunity to establish a robust network in these growing markets. All agents who attend are carefully selected, and are required to pass ICEF's **strict screening process**. Agents must provide multiple references from current business partners, as well as proof of ethical business practices and a track record of success in placing students at international education institutions.

Before the event, educators and service providers will be able to view agent profiles and schedule up to 36 meetings with those agents best suited to their recruitment needs. In addition to scheduled meetings, participants may also attend **seminars and professional development sessions** covering a wide range of topics such as socio-political developments, visa processing, industry trends, and support for first-time participants.

The ICEF Southeast Asia Workshop is the **most efficient** way to establish partnerships with quality student recruitment professionals and to develop a successful marketing strategy tailored to this region.

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 to the international education industry

Venue

The ICEF Southeast Asia Workshop takes place at the InterContinental Saigon in Ho Chi Minh City, Vietnam.

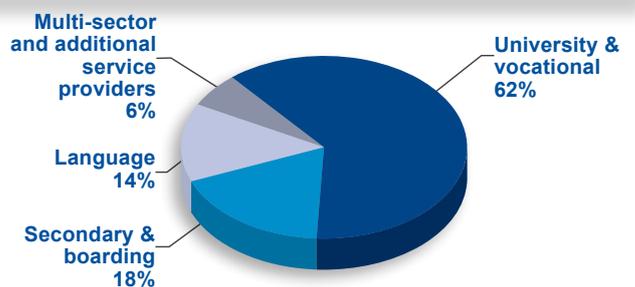
The **InterContinental Saigon** is one of the best business hotels in Vietnam and has outstanding conference facilities. Located in the heart of Ho Chi Minh City, the hotel is only a short walk away from the city's most famous landmarks like the Notre Dame Cathedral and the Saigon Opera House. The InterContinental Saigon hotel offers world-class amenities including spacious guest rooms, international and local restaurants, a fitness centre, and exceptional business facilities.

Workshop participants benefit from preferential room rates.

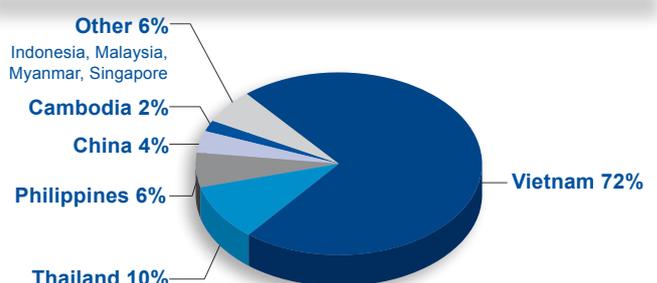
2018 Statistics

- **319** participants representing **231** organisations from **28** countries
- **114** educators representing **87** education institutions from **22** countries
- **168** agents representing **125** agencies from **9** countries
- **24** service providers representing **13** organisations from **4** countries
- **13** guests and speakers from **6** additional institutions
- **2 715** pre-scheduled and **38** Marcom Onsite meetings over **2** days

Educator Demographics



Agent Demographics





Workshop Programme

The event enables educators to hold up to 36 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**.

Wednesday, June 19, 2019

- 12.00 - 19.00 Registration of participants
- 13.00 - 14.00 Networking lunch
- 14.00 - 14.45** **Introductory seminars: "How to maximise your ICEF workshop experience"**
- 14.45 - 19.00** **Seminars**
- 19.00 - 20.00 Welcome reception

Thursday, June 20, 2019

- 08.00 Workshop hall opens, welcome refreshments
- 09.00 - 11.00** **Business meetings (4 x 25 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business meetings (3 x 25 minutes each)**
- 13.00 - 14.00 Lunch
- 14.00 - 16.00** **Business meetings (4 x 25 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 19.00** **Business meetings (5 x 25 minutes each)**
- 19.30 - 22.30 Dinner reception

Friday, June 21, 2019

- 08.30 Workshop hall opens, welcome refreshments
- 09.00 - 11.00** **Business meetings (4 x 25 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business meetings (3 x 25 minutes each)**
- 13.00 - 14.00 Lunch
- 14.00 - 15.30** **Business meetings (3 x 25 minutes each)**
- 15.30 - 16.00 Coffee break
- 16.00 - 17.00** **Business meetings (2 x 25 minutes each)**
- 17.00 Workshop hall closes

Participant Feedback

This was my first time attending the ICEF Southeast Asia Workshop, and I would strongly recommend this event to other agents and service providers – we had great feedback from both agents and schools.

Julia Salema, Study Insured by Ingle International, Canada

My schedule was booked out within a week of the online system opening, and it was jam-packed with fantastic agents. The quality and variety of agencies was awesome and provided a lot of opportunity to connect with these markets. I highly recommend this event to all educators to make meaningful connections in Southeast Asia.

Sherelyn Hallam, Strategix Training Group, Australia

The seminar presentations were informative and the ICEF team were at our disposal around the clock. It was a full-on conference with many agents across Asia attending. Their enthusiasm to recruit international students to New Zealand was overwhelming. We believe the partnerships forged between us and the agents will benefit both parties, and we look forward to working with them further.

Hamish McKay, Premier Institute of Education, New Zealand

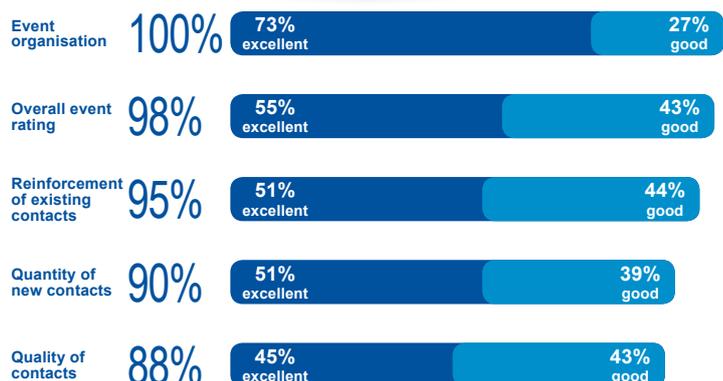
I have been to four ICEF events and I believe this was the most productive! The people were awesome and I would recommend this event to anyone.

Bob Harmon, New Oasis International Education, USA

This is the second time we have attended this event. We found the pre-event material informative and detailed. The ICEF staff are always easy to approach and prompt in their responses to enquiries. We have gained excellent intelligence on the markets we recruit from in the seminars, along with other very useful industry information. The event is well organised, with pre-screened, high-quality education agents. We have made some very good contacts via the informal networking opportunities. I recommend attending these events to providers seeking to expand internationally.

Christine Straw, PGA International Golf Institute, Australia

2018 Attendee Ratings





Booking Meetings

The ICEF meeting scheduling system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet with during the workshop. **Up to 36 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 appointment scheduling 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 scheduling system
3. Preferential hotel rates

At the workshop:

4. Access to the Marcom Onsite app for last-minute appointment scheduling
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Educator & Service Provider 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/sea

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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