



ICEF Latin America

11th Edition

Meet quality student recruitment agents from Brazil and other Latin American countries



Grand Hyatt Rio de Janeiro, Brazil
September 30 - October 2, 2019

Regional Event

Supported by:



ICEF
Connect. Recruit. Grow.



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Why ICEF Latin America?

- Attend the region's largest agent networking event
- Build personal relationships vital to success in these fast-growing markets
- Meet pre-screened agents from Brazil and across Latin America
- Access market trends and information through our seminars

Build relationships in this fast-growing region

One of the world's fastest-developing regions, Latin America has an education sector that reflects its rapid economic growth. This is especially true of the region's largest market, Brazil: research from the Brazilian Educational and Language Travel Association (BELTA) has found that a record-high 302,000 Brazilian students went abroad in 2017, representing a 23% increase over 2016, and overall growth of nearly 40% between 2015 and 2017.

Creating and maintaining strong personal relationships is crucial to successful partnerships in Latin America. ICEF's event is the largest agent networking event in this region, helping you forge professional and personal connections with quality agents and service providers and develop a successful recruitment strategy across the region.

Reflecting the size of the market, most agents at this event will come from Brazil. In 2018, ICEF Latin America received over 115 screened and selected Brazilian agents from 35 locations in the top 15 states all around the country. Educators and service providers can also expect to meet quality agents from a number of Latin American student recruitment markets – saving a large amount of time and money on travel costs. All agents have passed through ICEF's strict screening process and are required to provide four references from current educator partners, as well as demonstrating a track record of placing students at international education institutions. Lunches, coffee breaks, and evening functions facilitate further networking, allowing participants to make best use of their time and maximise new connections. Participants may also attend various seminars, with industry experts sharing valuable insights into recent student mobility and regional recruitment trends.

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

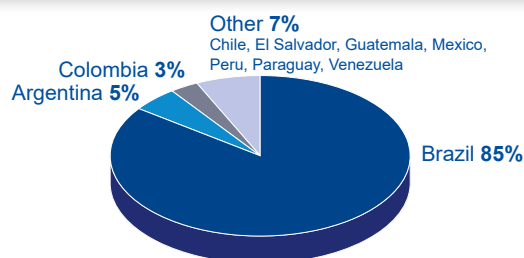
ICEF Latin America will take place at the **Grand Hyatt Rio de Janeiro** in Brazil. Located in the Barra da Tijuca district with a stunning view over the Atlantic Ocean and Marapendi Lagoon, this 5-star urban resort features 467 luxurious guest rooms, a fitness centre, full-service spa, an outdoor pool and three international signature restaurants. The 24-hour business centre and modern conference facilities make the Grand Hyatt Rio de Janeiro the perfect venue for ICEF Latin America.

Event participants benefit from preferential room rates.

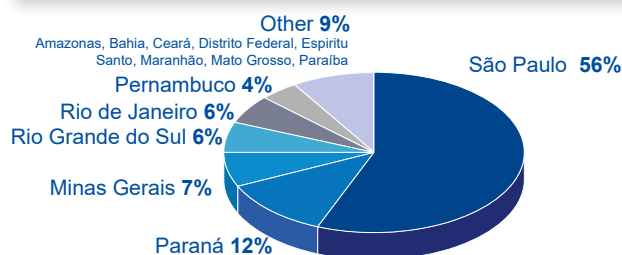
2018 Statistics

- **386** participants representing **267** organisations from **25** countries
- **144** educators representing **108** education institutions from **16** countries
- **200** agents representing **139** agencies from **10** countries throughout Latin America
- **21** service providers representing **14** organisations from **7** countries
- **15** guests and **5** speakers from **6** additional institutions
- **3 458** pre-scheduled meetings over **2** days

Agent student recruitment markets



Origin of Brazilian agents





Event Programme

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 **30 minutes** in duration and serve the dual objectives of meeting new contacts and maintaining existing relationships. The event programme also includes meals, refreshment breaks, and evening functions which offer **valuable networking opportunities**.

Monday, September 30, 2019

- 13.00 - 19.00 Registration of participants
- 14.00 - 15.00 Introductory seminars: "How to maximise your ICEF event experience"**
- 15.00 - 19.00 Seminars**
- 19.00 - 21.00 Welcome reception

Tuesday, October 1, 2019

- 08.00 Event hall opens, welcome refreshments
- 09.00 - 11.00 Business meetings (4 x 30 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00 Business meetings (3 x 30 minutes each)**
- 13.00 - 14.00 Networking lunch
- 14.00 - 16.00 Business meetings (4 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 19.00 Business meetings (5 x 30 minutes each)**
- 20.00 - 24.00 Dinner reception

Wednesday, October 2, 2019

- 08.00 Event hall opens, welcome refreshments
- 09.00 - 11.00 Business meetings (4 x 30 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00 Business meetings (3 x 30 minutes each)**
- 13.00 - 14.00 Networking lunch
- 14.00 - 16.00 Business meetings (4 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00 Business meetings (3 x 30 minutes each)**
- 18.00 Event hall closes

Participant Feedback

I made good contacts and business relationships. I like that I can scan the agents first and send them a note, helping me to organise my schedule. I received great support from the ICEF team before and during the event.

Catherine Couture, Cégep de la Gaspésie et des Îles, Canada

This was the first time I have attended ICEF Latin America. My impressions are very positive. I have met new, good agencies and I have been able to network with existing partners. The ICEF framework was excellent and everything was well organised.

Giorgia Biccelli, LINGUAVIVA, Italy

The event was amazing! It was very well organised, and we had great opportunities to meet new contacts and update existing partnerships. It was fantastic!

Ana Lucia Mac-Dowell Gonçalves, St. Lawrence College of Applied Arts and Technology, Canada

I found my first time at ICEF Latin America to be very productive. The agents we met are serious and want to develop their network of suppliers. It was a great experience.

Silmara Batista, LVC London School of English, UK

A good event with excellent organisation. It served our objective of relaunching our presence in the market.

Jamshid Mirzabekov, Embassy English US, USA

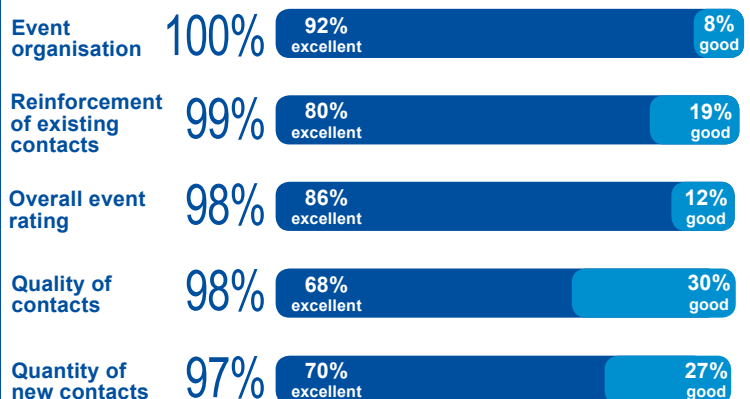
I am impressed with the high standard of agents I met at this event. We made great connections and I will definitely come again.

Priscila Voloshyn, Fulford Preparatory College, Canada

ICEF staff members were very helpful. I am very impressed with quick responses to my e-mails.

Charles Petentler, University of Central Missouri, USA

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 event. **Up to 38 meetings** can be scheduled with agents, as well as educators, and service providers.

1. Prior to the event, 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 event, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

Participation includes:

Prior to the event:

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 event:

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/la

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 event 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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