



Diversity, innovation, and the chance to foster relationships at the most successful event in ICEF's history

Held between 4th and 6th November, ICEF Berlin 2018 was the most successful event in the company's history. Record numbers of participants and more one-to-one meetings than any previous event emphasised this event's status as the highlight of the global education calendar.

A total of 2 842 participants from 1 789 organisations, representing 111 countries across six continents, took part in ICEF Berlin 2018. 12% of participants attended their first ICEF workshop in Berlin this year. Participants took part in 31 104 pre-scheduled and on-site meetings over two days.

The number of educators attending ICEF Berlin 2018 included 1 231 representatives from 720 organisations. Eugene Murphy, Managing Director of Language Learning International, Ireland, described his experience in Berlin as highly beneficial: "I was impressed by the attention to detail. This is the sign of a very professional organisation! Of course it is very big, but it is exclusive and brings interesting possibilities. It is the workshop of workshops."

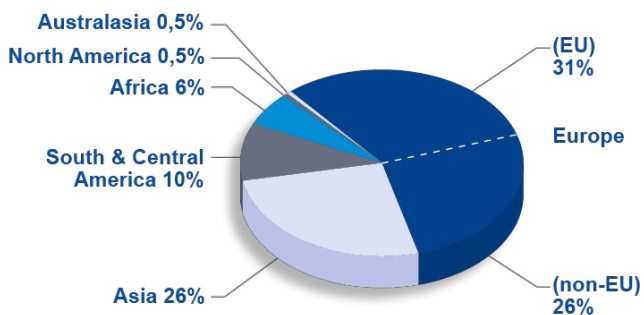


Participants at ICEF Berlin

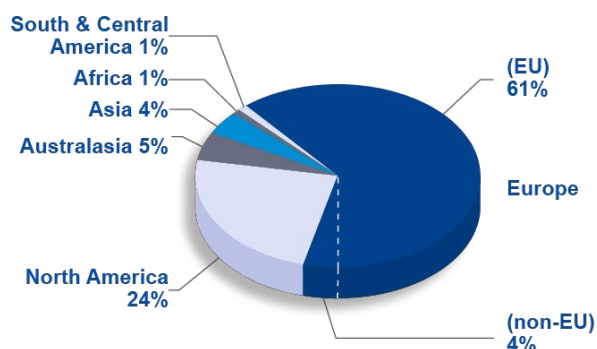
Yannick Durand, Director of Tours Languages, France, added: "This was the first time for me here in Berlin. It was an amazing experience with very good organisation. I've met very interesting agents and I hope to come again next year. Merci!"

On top of the programme of pre-scheduled meetings, participants enjoyed an extensive one-day seminar series including 58 presentations by 83 expert speakers. Many of these sessions were standing-room only events, such as the demand to get involved in topics like digital marketing for education, using your institution's website to grow recruitment, and the results of the ICEF i-graduate Agent Barometer study for 2018.

Agent Demographics



Educator Demographics



Throughout the event, ICEF Media demonstrated Virtual Reality (VR) services to clients in a dedicated lounge area. Participants were able to don VR headsets and enjoy simulated “walk-through” tours of campuses, student accommodation and facilities, including the capacity to listen to virtual campus registration personnel and enter virtual classrooms and interact with students. This service is now available through ICEF Media to educators, agents, and service providers looking to provide tours for students and their families around the world.

A total of 1 221 agents attended ICEF Berlin 2018 from 922 organisations, including strong representation from Russia, Spain, Turkey, Italy, and Ukraine. In all, the agents present at ICEF Berlin represented 104 countries across six continents. Speaking about his experience in Berlin, Carlos Robles, Director at IEP Brazil, said: “This was one of the best conferences I’ve attended in recent years – ICEF Berlin is the largest and most significant international education event in the world for us: it’s a great opportunity to meet your existing partners and to make new partnerships.”

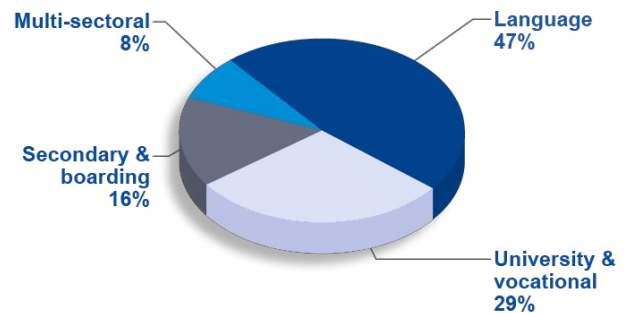
This year’s event in Berlin saw ICEF announce the 700th graduate from its Canada Course for Education Agents (CCEA), as well as the milestone of more than 30 000 professionals around the world enrolled in its training courses. A further NN professionals undertook tests related to ICEF’s Agent Training Course (IATC) and specific destination courses for the United States, Ireland, and Canada. As a sign of the industry’s growing interest in continuous professional development, 36 industry professionals engaged in the ICEF Coach programme on the first day of the workshop.

Social and networking events enjoyed by participants included a welcome reception and a workshop party featuring live music and dancers showcasing a mix of global top 40 hits and popular songs from a wide range of the world’s different cultures. Across all three days, those attending ICEF Berlin were able to get new professional photos taken for their online profiles such as LinkedIn courtesy of ICEF, as well as building relationships informally in the exhibit hall, the ICEF lounge and during coffee breaks and meals.

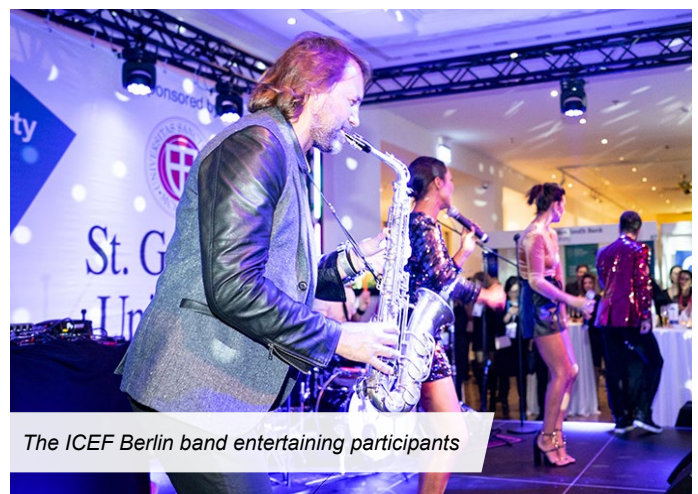
One other special feature of this year’s event in Berlin was the “Women in Education” Awards, sponsored by ICEF and ICEF Media among other sponsors. These awards are run by Lead 50/50, an organisation set up to promote women’s leadership in international education. A full list of the winners announced in Berlin is available here: <https://www.lead5050.com/2018-award-winners>.

The ICEF Berlin Workshop 2019 will take place between 3rd and 5th November 2019. For more information please visit: www.icef.com/berlin.

Educator Profile



One of ICEF Berlin's meeting rooms



The ICEF Berlin band entertaining participants