



# ICEF Berlin

Connecting international education providers, service providers, and youth travel professionals with the world's largest agent network

Global Event

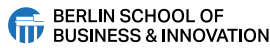
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## InterContinental Berlin November 1 - 3, 2020

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## ICEF Berlin

- The world's leading agent networking event – invaluable for education professionals
- Access the largest number of pre-screened agents in one place
- Increase your knowledge – nearly 60 seminars, panel discussions, and industry presentations, as well as innovative product launches and announcements

### Meet the best industry professionals at the largest agent networking event

ICEF Berlin is the leading agent networking event of its kind in the world, bringing together providers of education, cultural exchange, work & travel and other relevant services to meet with high-quality, pre-screened student recruitment agents.

Last year, 2 833 participants conducted more than 30 000 one-to-one business meetings over two days. More than 1 200 selected agents from 97 countries in all student recruitment markets met with top international education and service providers.

Meetings can be pre-scheduled with attendees most relevant to your business needs through ICEF's appointment booking system. It gives participants necessary information about potential business partners ensuring that meetings are targeted and efficient. All agents at the event have been carefully screened by ICEF to ensure you only meet with the best student recruitment professionals. Schedule adjustments can be made at the event through Marcom Onsite.

The extensive seminar programme provides participants with valuable industry insights, tips on best practices, and the latest news and research about international education, solidifying ICEF Berlin a must-attend event for all professionals focused on international education and student recruitment. Attendees also benefit from numerous networking opportunities at lunches, coffee breaks, a welcome reception, and an evening dinner to make meaningful connections and develop business relationships on a personal level.

ICEF Berlin is the best way to keep up with industry developments and trends, extend your professional network, and expand your business.

### The ICEF advantage

- Meet top-quality agents in one place – save time and money
- Benefit from three days of targeted meetings and social events
- Maintain existing relationships and build your agent network
- Gain market intelligence with our seminar programme
- Promote your brand to the international education industry

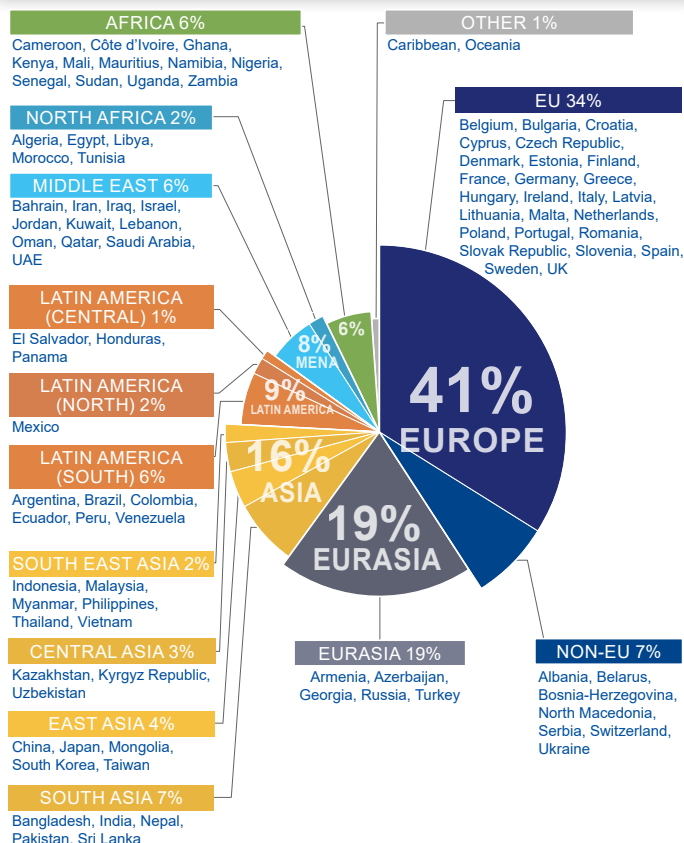
## Venue

The event is held at the upscale **InterContinental Berlin**, next to the Tiergarten and close to the Kurfürstendamm. With exceptional spa and fitness amenities, business facilities and a chic 14th-floor restaurant with panoramic city views, it is the ideal venue for ICEF's flagship event. Preferential rates are available to event participants who can also choose from various other options close nearby.

## 2019 Statistics

- 2833 participants from 1733 organisations in 104 countries
- 1212 education providers from 682 schools in 39 countries
- 1210 agents from 893 agencies in 97 countries
- 251 service providers from 107 organisations in 19 countries
- 28 cultural exchange and work & travel professionals from 20 organisations in 7 countries
- 114 guests, 16 speakers, and 2 press representatives from 31 additional institutions
- 30191 pre-scheduled meetings over 2 days

### Agent student recruitment markets





## Event Programme

The event enables education providers to hold up to 40 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other education and service providers. These appointments are **25 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**.

### Sunday, November 1, 2020

|                      |  |
|----------------------|--|
| 09.00 - 21.00        | Registration of participants   |
| 12.30 - 14.00        | Networking lunches   |
| <b>14.00 - 15.00</b> | <b>Introductory Seminars: "How to maximise your ICEF experience"</b> |
| <b>14.00 - 19.00</b> | <b>Seminars and industry presentations</b>                           |
| 19.00 - 22.00        | Welcome reception  |

### Monday, November 2, 2020

|                      |   |
|----------------------|---|
| 08.00                | Meeting hall opens                        |
| 08.00 - 09.00        | Light networking breakfast                |
| <b>09.00 - 11.30</b> | <b>Business meetings (5 x 25 minutes)</b> |
| 09.30 - 11.30        | Refreshment stations open                 |
| <b>11.30 - 14.30</b> | <b>Business meetings (6 x 25 minutes)</b> |
| 12.00 - 14.30        | Lunch available                           |
| <b>14.30 - 18.30</b> | <b>Business meetings (8 x 25 minutes)</b> |
| 15.00 - 18.30        | Refreshment stations open                 |
| 19.00                | Meeting hall closes                       |
| 20.30                | The ICEF Berlin Party                     |

### Tuesday, November 3, 2020

|                      |   |
|----------------------|---|
| 08.00                | Meeting hall opens                        |
| 08.00 - 09.00        | Light networking breakfast                |
| <b>09.00 - 11.30</b> | <b>Business meetings (5 x 25 minutes)</b> |
| 11.00 - 11.30        | Refreshment stations open                 |
| <b>11.30 - 14.30</b> | <b>Business meetings (6 x 25 minutes)</b> |
| 12.00 - 14.30        | Lunch available                           |
| <b>14.30 - 18.30</b> | <b>Business meetings (8 x 25 minutes)</b> |
| 15.00 - 18.30        | Refreshment stations open                 |
| 19.00                | Meeting hall closes                       |

### Wednesday, November 4, 2020

Familiarisation (FAM) Tours

## Participant Feedback

*ICEF Berlin was extremely well organised, the staff very helpful and friendly. Everything seemed to flow well. The interest in Adelaide, and the range of agents we were able to engage with made it an excellent event for us to participate in.*

**Jodie McDonald, StudyAdelaide, Australia**

*This was the second time our institution participated at ICEF Berlin. We found this event extremely professional and well organised. Every time we participate, we create new contacts for future cooperation.*

**Emanuela Marianecchi, Internships Professionals LTD, Malta**

*32 appointments over two days and 90% were relevant. A couple of booking enquiries already came in before the event, many valuable discussions took place during the conference, and the first definite bookings were made within days of it ending. It doesn't get any better than that, so I couldn't be happier.*

**Juliet Cassells, South England Exchange, UK**

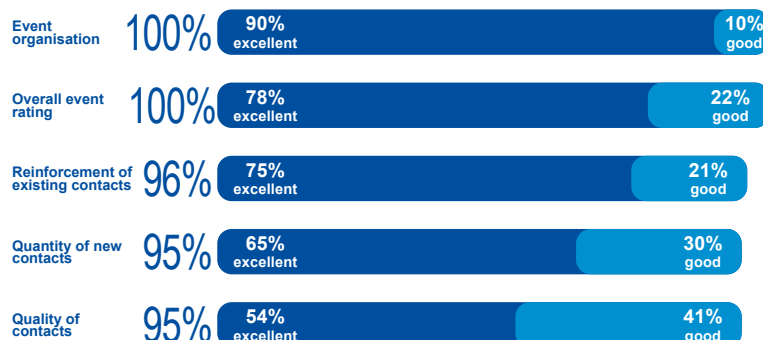
*ICEF Berlin gives you a great opportunity to connect with existing partners and new agents from across the world. Meeting agents face-to-face is a much more personal experience. It gives attendees the opportunity to find out directly from agents what is important to them and the families they represent. This helps the admission and marketing team to be better informed. It is a great way to connect.*

**Janet Dixon, Lomond School, UK**

*As a first timer to this event I found it hugely beneficial to our new business. I have gained many contacts, lots of prospects for future partnerships, and most importantly lots of new friends.*

**Joe Daly, Just Like Home Languages, Ireland**

## 2019 Attendee Ratings





## Booking Meetings

The ICEF meeting booking system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the event. **Up to 40 meetings** can be scheduled with agents, as well as education and service providers, and cultural exchange and work & travel professionals.

1. Prior to the event, details of all invited agents, education providers, and service providers are supplied via the industry leading **Marcom eSchedule PRO online meeting booking 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 & education 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 meeting booking
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Education Provider & 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/berlin](http://www.icef.com/berlin)

## Advertising & Sponsorship opportunities

### Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto: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](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## About ICEF

ICEF connects education providers, 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



## Contact

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