



## Agent diversity the highlight of ICEF Miami

ICEF Miami, held from December 10 to 12, 2018, connected professionals from education institutions across the Americas with carefully screened, high-quality student recruitment agents and industry service providers from around the world. This year, 1 022 participants from 73 countries across six continents attended the event and conducted an impressive 9 674 pre-scheduled meetings.

ICEF Miami welcomed 408 agents from 69 countries – up from 54 in 2017, representing a 28% increase in student origin countries – including strong representation from India, China, Vietnam, Brazil, and Mexico. 31% of those agents attended their first ICEF Miami.

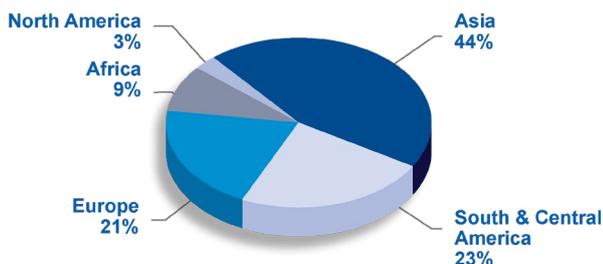


The event hall at ICEF Miami 2018

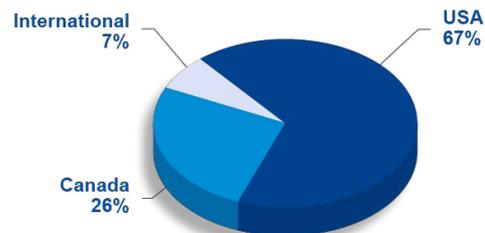
The three-day event combined professional development opportunities in the form of a robust one-day seminar program and two days of one-to-one business meetings aimed at creating new business relationships and fostering existing ones. Carlos Robles, Director of IEP Brazil said: “I found ICEF Miami to be very worthwhile for my core business. I met with a variety of new schools, including high schools. Also, it was nice to reinforce my existing partnerships and to see those people at the event.”

The event’s seminar series included 30 sessions with more than 40 expert speakers. Popular topics included video marketing in the education industry, exploring new revenue streams for your company/ agency, using VR and AR in the classroom, and how to utilize United States government resources for successful student recruitment. Other presentations were geared towards various markets, including India, Turkey, Vietnam, Nigeria, and Sweden - these seminars covered topics ranging from recruitment strategies, parent investment into United States’ secondary education, student mobility, and market diversity.

### Agent Demographics



### Educator Demographics



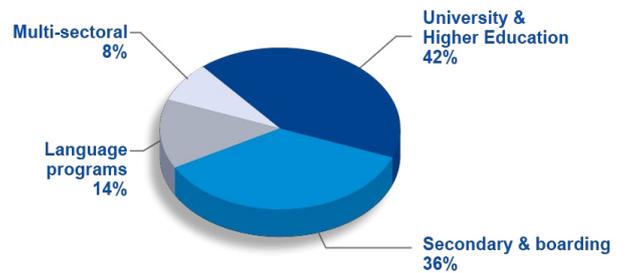


Over 450 educator representatives from 305 organisations attended the event. Of those educator representatives, 15% were attending ICEF Miami for the first time. Commenting on his experience, Robin Moloff-Gautier, Director of Advancement & Enrollment Management at the Washington Academy, USA, said: “In this ever-shifting industry of education and recruitment, it is great to know that ICEF will be solid, steady, supportive, and most importantly as productive as possible every time we participate. It is without question the most organised event to meet agents. The quality of the agents is significant to our school. I enjoy reconnecting with colleagues and meeting new partners. I always leave with more than I expected!”

In addition to the programme of pre-scheduled meetings and one-day seminar series, over 40 industry professionals took advantage of ICEF Coach training. ICEF coaches help educators to define a clearly articulated value proposition, and a comprehensive follow-up strategy to ensure they have the tools to interact successfully with agents.

For Dave Clouse, VP for Community Engagement at the Freed-Hardeman University in the United States, ICEF Miami was his first ICEF event. He utilized the ICEF Coach training program and described his experience as instrumental: “Coaching was invaluable for me as this was my first event. Would not have been as productive without it. Also, the ability to stay in touch with a coach during the event to ask questions and gain advice was vital.”

### Educator Institutions



The number of service providers who attended ICEF Miami grew by 7% to 113 representatives from 65 global organisations.

Social and networking events included an outdoor welcome reception and a formal dinner including a Latin dance troupe performing and involving audience participation.

The next ICEF Miami will take place between December 9 and 11, 2019. For more information please visit: <http://icef.com/miami>.



Welcome reception at ICEF Miami 2018



Participants during a business meeting