



## Miami is ICEF's third largest event of 2019

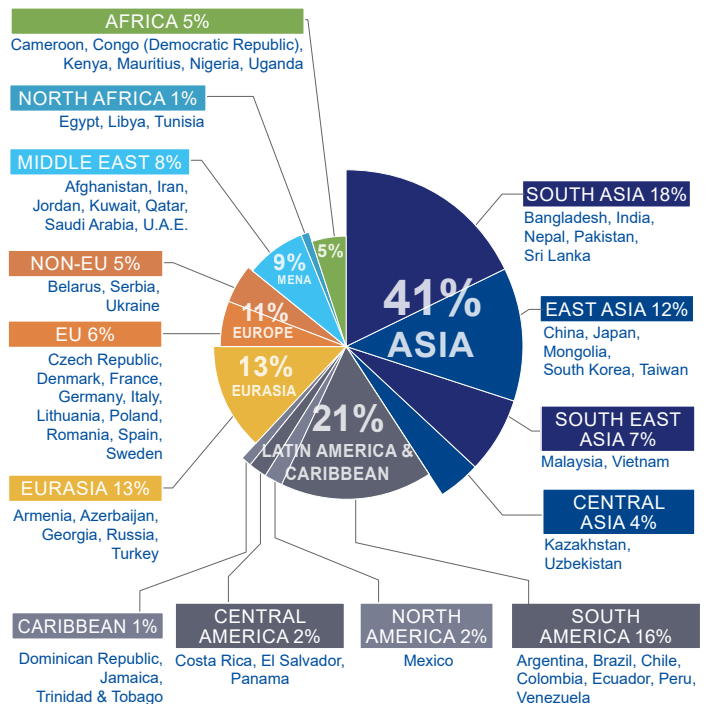
ICEF Miami, held from December 9 to 11, 2019, connected professionals from education institutions across the Americas with carefully screened, high-quality student recruitment agents and industry service providers from around the world.

With 916 attendees, the Miami event is ICEF's third largest of 2019 after those hosted in Berlin and Vancouver. The three-day event combined professional development opportunities in the form of a robust one-day seminar programme and two days of one-to-one business meetings aimed at creating new business relationships and fostering existing ones. This year, participants representing 639 organisations conducted 8 692 one-to-one pre-scheduled meetings.

Of the 383 educators in attendance, 17% were first-time attendees to an ICEF event. Justin Irwin of Merrick Preparatory School, Canada, explained his experience at the event by saying: "ICEF Miami has been the best networking event I have attended, and I attend many around the world! I have grown my contacts significantly and I look forward to my next ICEF experience."

373 agents attended ICEF Miami from 299 organisations across 62 countries – with strong representation from India, China, Colombia, Russia, and Vietnam. Speaking about her time at ICEF Miami, Lidia Matheos of CADI-Business and Education, Argentina said: "Undoubtedly, ICEF is an outstanding organisation for connecting agents with a variety of universities and schools all over the world. I spent my time in Miami, doing my job as an international advisor in education, making friends, and enjoying all of the activities offered. The lunches, dinners, and services offered were all excellent."

### Agent Student Recruitment Markets



### Top 10 Agent Countries

Top 10 agent countries	Agencies
1 India	40
2 China	22
3 Colombia	20
4 Russia	20
5 Vietnam	20
6 Brazil	16
7 Turkey	16
8 Saudi Arabia	13
9 Ukraine	11
10 Kazakhstan	10



The event's seminar series included 28 sessions with more than 40 expert speakers. Popular topics included a review of higher education in Latin America, and a discussion about the role Women's organisations play in creating an inclusive industry culture. Artificial Intelligence (AI) was featured in two sessions – How Data and AI inform Strategic Decisions and Artificial Intelligence Powering Student Recruitment Platforms – both of which attracted plenty of attention from participants. Other presentations were geared towards various markets, including Russia, the Canadian Francophone market, Vietnam, and China.



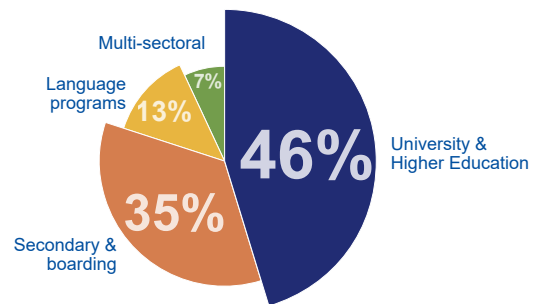
The event hall at ICEF Miami 2019

In addition to the programme of pre-scheduled meetings and the one-day seminar series, participants enjoyed social and networking events, including a welcome reception and a formal dinner. For the first time, ICEF Miami welcomed representatives from Cultural Exchange and Work & Travel programmes (CEWT), specifically from the USA and Costa Rica. Gabriela Gutierrez of Visit Costa Rica Co., said: "I was very impressed with the event. The food was great, the location perfect, I have no complaints at all. Thanks to ICEF for a great experience!"

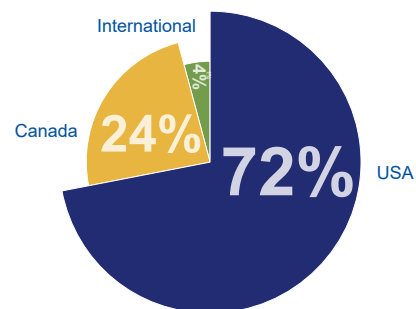
There were additionally 105 service providers from 60 organisations in attendance and 44 guests and speakers.

The next USA destination event will be ICEF San Diego, between December 14 and 16, 2020. For more information please visit: [www.icef.com/sd](http://www.icef.com/sd)

### Education Provider Profile



### Education Provider Demographics



Participants during a business meeting



A business meeting underway in Miami