



# ICEF Dubai

## 15<sup>th</sup> Edition

For international educators and quality student recruitment agents from the Middle East, Africa, South Asia, and Turkey



## Jumeirah Emirates Towers February 10 - 12, 2020

Regional Event

Supported by:



**ICEF**  
Connect. Recruit. Grow.



[www.icef.com/dubai](http://www.icef.com/dubai)



## Why ICEF Dubai?

- Access pre-screened, quality agents from the Middle East, Africa, South Asia, and Turkey
- Appoint new representatives and maintain existing relationships
- Largest agent networking event of its kind in the region

## Recruit efficiently from the Middle East and Africa

**ICEF Dubai** is the region's leading student recruitment networking event. Focused on the Middle East, Africa, South Asia, and Turkey, this event offers participants exclusive access to high-quality, pre-screened agents from around the region.

ICEF Dubai 2019 hosted 230 agents from 34 countries across the region. All participants receive detailed information about potential business partners before the event. Based on their recruitment needs, event attendees are able to **maximise efficiency by pre-scheduling meetings** with targeted agents and service providers.

ICEF's strict selection process ensures that you meet with only the **best and most active agents** at our events. All student recruitment agents at ICEF Dubai are required to provide references from partner institutions and have a proven track record of ethical and professional business practices.

In addition to the pre-scheduled one-to-one meetings, you will also have the opportunity to attend **market intelligence seminars** and participate in networking receptions.

ICEF Dubai is your best opportunity to **expand** your global network, **maintain and extend** relationships with existing partners, and **develop** your student recruitment strategy in this region.

## 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 about key trends and market intelligence from industry experts
- Promote your brand to the international education industry

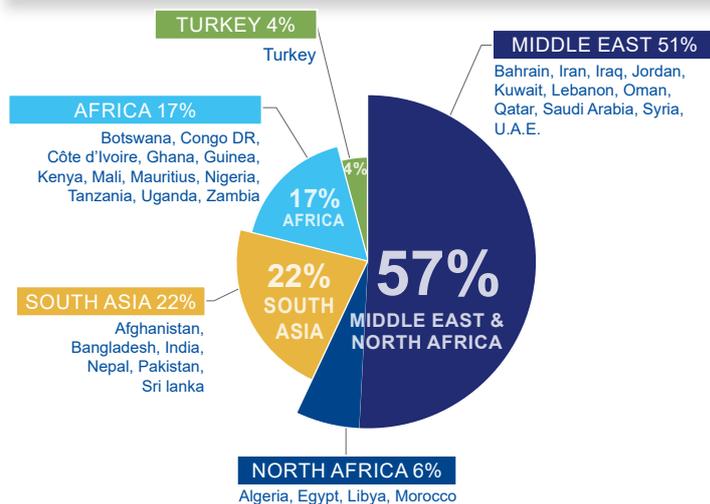
## Venue

ICEF Dubai is held at the **Jumeirah Emirates Towers** in Dubai's commercial district, an innovative hotel set among landscaped gardens with a swimming pool, sun deck, and spa. With 15 restaurants and bars - including one with spectacular views over Dubai - the Jumeirah Emirates Towers is a sophisticated, premium venue. Event participants enjoy preferential rates, but can also choose from a selection of other hotels nearby.

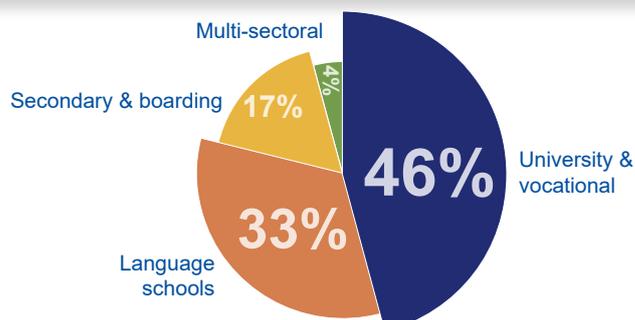
## 2019 Statistics

- 459 participants from 318 organisations in 54 countries
- 177 educators from 124 schools in 24 countries
- 230 agents from 176 agencies in 34 countries
- 24 service providers from 15 organisations in 8 countries
- 28 guests and speakers from 3 additional institutions
- 4075 pre-scheduled business meetings over 2 days

### Agent student recruitment markets



### Educator profile





## Event Programme

The event enables educators to hold up to 36 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 **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**.

### Monday, February 10, 2020

13.00 - 19.00	Registration of participants
<b>14.00 - 15.00</b>	<b>Introductory seminar: "How to maximise your ICEF event experience"</b>
<b>15.00 - 19.00</b>	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Tuesday, February 11, 2020

08.00	Meeting hall opens, light breakfast
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business meetings (4 x 25 minutes)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 19.00</b>	<b>Business meetings (5 x 25 minutes)</b>
19.30 - 23.00	Dinner reception

### Wednesday, February 12, 2020

08.00	Meeting hall opens, light breakfast
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
<b>14.00 - 15.30</b>	<b>Business meetings (3 x 25 minutes)</b>
15.30 - 16.00	Refreshment break
<b>16.00 - 17.00</b>	<b>Business meetings (2 x 25 minutes)</b>
17.00	Meeting hall closes

### Thursday, February 13, 2020

Familiarisation (FAM) tours

## Participant Feedback

*This event is my favourite one. It is always really productive. I get to build on existing relationships while forming new ones.*

**Leanne Linacre, LILA\* Liverpool, UK**

*A great event from the beginning to the end! The quality of the agents attending was great.*

**Josie Casella, Australia Institute of Business & Technology, Australia**

*As a first-time attendee, I found this event to be very informative, motivating, and helpful. I learned new ideas for outreach, recruiting, and collaborations. The arrangements, accommodations, meals, hall setup, etc. were excellent. It was business in a casual atmosphere.*

**Wesley James, Loma Linda University, USA**

*The overall event was excellent, very well organised, and the staff were terrific to deal with. The location was also fantastic.*

**Fiona McKie, Limerick Institute of Technology, Ireland**

*ICEF Dubai is particularly important for smaller schools to meet agents from many different countries in one place. I attended ICEF Dubai 12 times and it continues to help us establish good contacts.*

**David Arrowsmith, inlingua Cheltenham, UK**

*This is the first time that the United Arab Emirates University (UAEU) took part in an ICEF Event with the objective of meeting agents. It was very well organised with more than enough networking opportunities. Overall, the event was excellent, and we hope to attend again in future.*

**Michael Brian Mattison, United Arab Emirates University (UAEU), UAE**

### 2019 Attendee Ratings





## Booking Meetings

The ICEF meeting 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 36 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 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, educators, and service providers
2. Access to the eSchedule PRO online meeting booking 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 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/dubai](http://www.icef.com/dubai)

## 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 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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