



ICEF Toronto

11th Edition

Meet educators from the Americas and student recruitment agents focusing on Canada and the US



Westin Harbour Castle

May 1 - 3, 2020

Destination Event

Supported by:

Canada



USA



ICEF
Connect. Recruit. Grow.



www.icef.com/toronto



Why ICEF Toronto?

- Meet high-quality agents from around the world focused on North America
- Participate in the largest agent networking event in Canada
- Offer agent familiarisation tours and sponsor receptions
- Attend informative seminars and professional development sessions

Meet the best North America-focused agents

ICEF Toronto gives educators and service providers from Canada and the United States the opportunity to meet top-quality student recruitment agents from around the world.

This event has attracted an increasing number of participants over the past ten years, firmly establishing itself as Canada's leading education networking event.

During the event, educators and service providers will meet with quality education agents, all rigorously vetted, through ICEF's **screening process**. Among other requirements, agents must provide references from current Canadian and US partners and disclose the number of students they have successfully placed in North America in the last year. This ensures that only **active, relevant agencies** participate in the event.

Prior to the event, educators and service providers will be able to select the best agents to fit their recruitment goals and schedule up to **38 one-to-one meetings** using ICEF's customised meeting booking software. In addition to formal meetings, participants will have the opportunity to establish personal connections at various lunch breaks and dinner functions, as well as attend market intelligence seminars to further grow their business.

ICEF Toronto is the must-attend international education event in Canada for educators and service providers looking to **increase their international portfolio**.

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

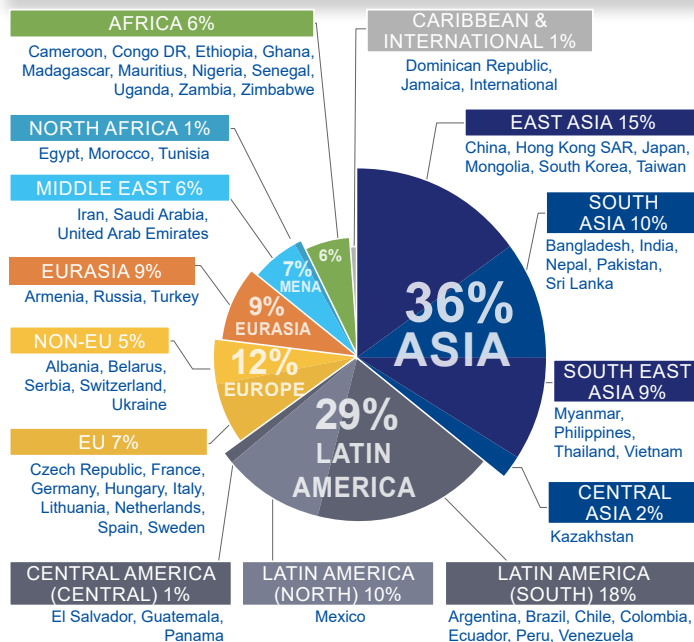
Venue

ICEF Toronto is held at the **Westin Harbour Castle**, located on the vibrant waterfront of Lake Ontario close to downtown and the entertainment district. The hotel has a state-of-the-art fitness studio, indoor pool, and a day spa. Event participants enjoy preferential rates but can also choose from a selection of other hotels nearby.

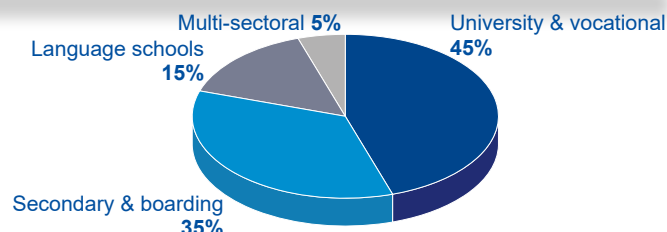
2019 Statistics

- **1021** participants from **651** organisations in **67** countries
- **439** educators from **250** schools in **5** countries
- **428** agents from **345** agencies in **64** countries
- **97** service providers from **50** organisations in **9** countries
- **49** guests and **8** speakers from **6** additional institutions
- **8 687** pre-scheduled business meetings over **2** days

Agent student recruitment markets



Educator profile





Event Programme

The event enables educators to hold up to 38 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**.

Friday, May 1, 2020

09.00 - 19.00	Registration of participants
13.00 - 14.00	Networking lunch
14.00 - 14.45	Introductory seminar: "How to maximise your ICEF event experience"
14.45 - 19.00	Seminars
19.00 - 21.00	Welcome reception

Saturday, May 2, 2020

08.00	Event hall opens, light breakfast
09.00 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business meetings (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.00	Business meetings (4 x 25 minutes)
16.00 - 16.30	Refreshment break
16.30 - 19.00	Business meetings (5 x 25 minutes)
20.00 - 24.00	Dinner reception

Sunday, May 3, 2020

08.00	Event hall opens, light breakfast
09.00 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business meetings (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.00	Business meetings (4 x 25 minutes)
16.00 - 16.30	Refreshment break
16.30 - 18.00	Business meetings (3 x 25 minutes)
18.00	Event hall closes

Participant Feedback

This event was organised, very efficient, and with no shortage of activities. The back-to-back meeting schedule was effective - it permitted me to continuously bump into those people I briefly connected with and allowed for the development of conversations. The short meeting slots were just the right amount of time to get the necessary information to evaluate potential partnerships. All of the agents we met were great. The seminars, particularly the introductory seminar, were beneficial for those like me who have never been to an ICEF event. It made me much more comfortable and prepared to make the most out of the event.

Breska Ulhaq, Mohawk College, Canada

It was a great event with high-calibre agents. This was the best ICEF event in Canada yet. All of my meetings were booked, and every single agent showed up. The food and the venue were excellent.

Tina Alto, Balmoral Hall School, Canada

This is my first time participating in an ICEF event. It was impressive how well-organised it was! I would definitely attend again in the future.

Akiko Bates, Study Washington, USA

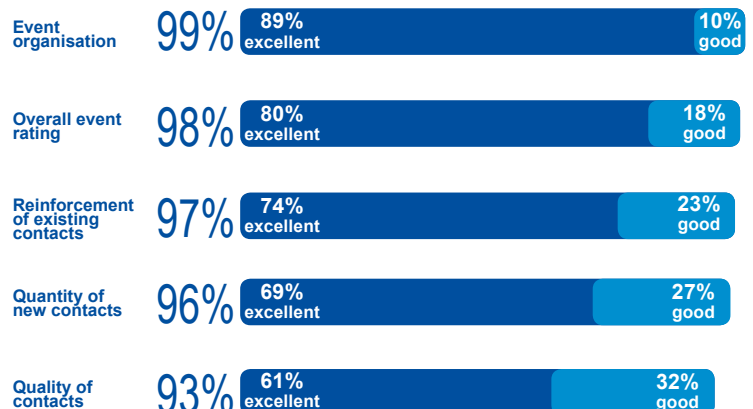
The ICEF Coach team was an outstanding source of information and assistance. I learned a great deal about digital marketing and recruitment regions through the seminars. The entire event was exciting and exhilarating! Our team will be making adjustments based on what I learned at this event.

Denise Richards, Pioneer Valley Christian School, USA

The ICEF Canada team was very helpful. It was nice having someone able to help us and explain everything in French.

Mylène Proulx, Collège Notre-Dame-de-l'Assomption, Canada

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 38 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 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 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/toronto

Advertising & sponsorship opportunities

Give your organisation a higher profile during the event!

Email 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 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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