



ICEF Ukraine Focus

3rd Edition

For international educators, service providers, and student recruitment agents from Ukraine



InterContinental Kiev

March 23 - 24, 2020

Agent Focus

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/kiev



Why ICEF Ukraine?

- Access pre-screened, quality agents from Ukraine
- Appoint new representatives and maintain existing relationships
- Book multiple events and save – held just before ICEF Moscow and the ICEF Central Asia Focus in Almaty, Kazakhstan

Build your network and grow recruitment from Ukraine!

The 3rd annual ICEF Ukraine Focus gives international educators and service providers the opportunity to meet top-quality student recruitment agents from Kiev and nine other provincial capitals all over the Ukraine at a one and a half day focused event.

Ukrainian students are increasingly choosing to study internationally - the number of Ukrainians studying abroad increased by more than 60% between 2013 and 2017, according to UNESCO. There are now more than 65,000 Ukrainians enrolled at international universities - and this number is still growing. Recent political changes and education reforms have further enhanced interest in international study, and the number of high-quality, professional education agents continues to increase.

All agents attending this event are carefully screened and selected by ICEF. This means they are required to provide multiple references from business partners, proof of business ethics, and a record of successfully placing students in international education institutions. Each agent is individually vetted by the ICEF Agent Relations Management team to ensure superior quality and a productive experience.

Up to 22 one-to-one meetings may be pre-scheduled using ICEF's customised software, allowing you to meet the partners best suited to your recruitment needs. Each participant has access to their prospective partners' profiles before the event, enabling them to identify the sectors and programmes they are most interested in. All participants also have access to professional development seminars and social networking opportunities, helping them to further their knowledge and expand their network.

The ICEF Ukraine Focus is scheduled just before ICEF Moscow and the ICEF Central Asia Focus in Almaty, giving participants the opportunity to combine their marketing efforts in Ukraine with their work across Russia, Eastern Europe, Kazakhstan, Central Asia and Caucasus all in one trip, as well as saving money on multiple event bookings with ICEF.

Why ICEF Events?

- Meet quality agents in one place – save time and money
- Maintain existing relationships and develop new agent networks
- Learn about key trends and market intelligence from industry experts

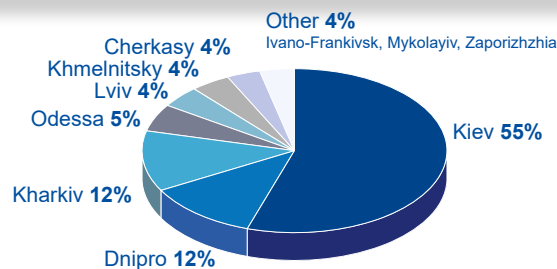
Venue

The ICEF Ukraine Focus takes place at the **InterContinental Kiev**, located in the city's business and historical district, a short walk from the central Maidan Square. Built to match its historical surroundings, St. Sophia's and St. Michael's Cathedrals, the hotel features a spa and fitness facilities as well as various first-class restaurants with international and local cuisines.

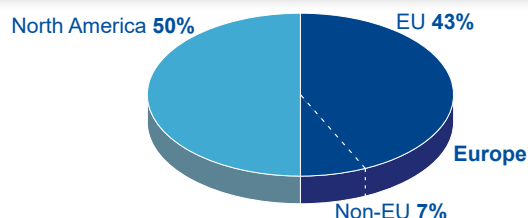
2019 Statistics

- 176 participants from 117 organisations in 11 countries
- 55 educators from 46 schools in 10 countries
- 91 agents from 65 agencies in Ukraine
- 4 service providers from 2 organisations in 2 countries
- 26 guests and speakers from 4 additional institutions
- 867 pre-scheduled business meetings

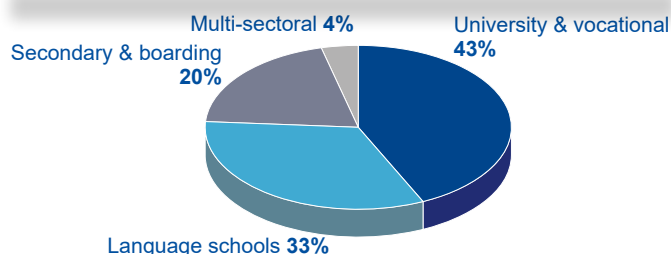
Origin of Ukrainian agents



Educator demographics



Educator profile





Event Programme

The event enables educators to hold up to 22 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents from Ukraine, 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, March 23, 2020

16.00 - 19.00	Registration of participants
16.30 - 17.30	Seminar I
17.30 - 18.00	Refreshment break
18.00 - 19.00	Seminar II
19.00 - 21.00	Welcome reception

Tuesday, March 24, 2020

08.00 - 09.20	Registration and welcome refreshments
09.20 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.20	Refreshment break
11.20 - 13.00	Business meetings (4 x 25 minutes)
13.00 - 14.20	Networking lunch
14.20 - 16.00	Business meetings (4 x 25 minutes)
16.00 - 16.20	Refreshment break
16.20 - 18.50	Business meetings (6 x 25 minutes)
19.30 - 22.30	Dinner reception

Participant Feedback

ICEF Ukraine was excellent and gave us the opportunity to consolidate existing relationships, and to make several excellent contacts with prospective business partners.

Maria McDonnell, Liverpool School of English, UK

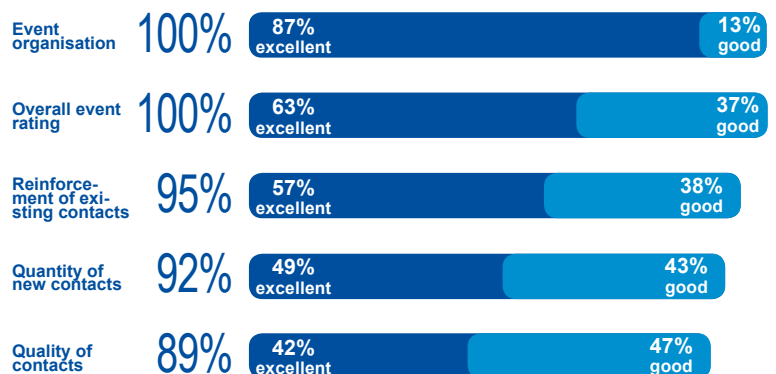
The event was excellent. Thank you for the opportunity to participate in it and I look forward to ICEF Ukraine 2020!

Liliana Zhylina, Canadian Embassy in Ukraine, Canada

I attended ICEF Ukraine, Moscow, and Central Asia. It was my first time attending ICEF events. My meetings in Kiev have really paid off. I have received a lot of requests, so I believe that we will have new fruitful partnerships as a result of attending these events. I would like to say thank you to the ICEF team, they were very helpful. Our school will continue attending ICEF events in the future.

Olga Emerson, Maltalingua, Malta

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 22 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 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. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Educator & Service Provider Catalogue
6. Access to seminars
7. Meals, refreshment breaks, and evening functions
8. Opportunity to offer and promote familiarisation (FAM) tours and receptions



Register online: www.icef.com/kiiev

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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