



ICEF Mexico - Colombia Agent Roadshow

7th Edition

Access quality, pre-screened student recruitment agents from Mexico, Colombia, and Central America



Hilton Mexico City Reforma & Grand Hyatt Bogotá
March 9 - 13, 2020

Agent Roadshow

Supported by:



ICEF

Connect. Recruit. Grow.



www.icef.com/mexcol



Why ICEF Mexico - Colombia?

- Access fast-growing Latin American markets
- Meet high quality, active agents from Mexico, Colombia, and Central America
- Establish and cultivate personal relationships in the region

Access quality agents from Mexico and Colombia

The ICEF Mexico - Colombia Agent Roadshow provides international educators and service providers with the best opportunity to meet ICEF-screened student recruitment agents in their home markets.

This event is split between Mexico City (March 9 and 10) and Bogotá (March 13), and offers participants a one-day event in each location, where they can meet with agents from all over both countries.

In 2019, 72 Mexican agencies from 31 cities in 20 states came to the capital for the event. Half of the Mexico city based agents in attendance also had branches in other locations, further increasing the nationwide coverage for student recruiters. Colombian agencies came from 11 cities around the country, with 25% of Bogota based agencies having a presence in other cities throughout Colombia.

All agents at the roadshow are carefully selected and have a track record of actively sending students abroad to a wide range of programmes and destinations.

In Latin America, personal contact is crucial to creating successful, long-term business relationships. This roadshow provides an excellent opportunity for educators and service providers to establish new contacts in these markets and consolidate existing relationships. Networking opportunities at lunch times, refreshment breaks, and evening functions also allow participants to further develop their working relationships.

The ICEF Mexico - Colombia Agent Roadshow is the most efficient and cost-effective way to meet a large number of quality agents face-to-face; it is a must for educators who want to develop partnerships in these rapidly-developing markets.

Space at the ICEF Mexico - Colombia Roadshow is limited and is sold as a single package - it is not possible to book only one location. The event sells out every year, so early reservations are recommended

Why ICEF Events?

- Meet quality agents in one place - save time and money
- Benefit from two days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Promote your brand in two markets with enormous potential
- Save time and money on travel and individual meetings

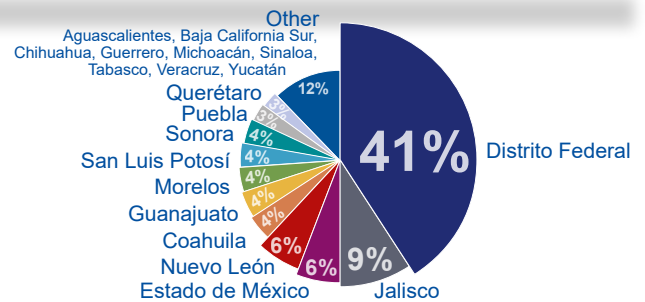
Venues

The ICEF Mexico - Colombia Roadshow takes place at the Hilton Mexico City Reforma and the Grand Hyatt Bogotá. The **Hilton** is conveniently located downtown near the Paseo de la Reforma and is recognised as one of the best business-travel hotels in Mexico City. It features a rooftop pool, a fitness centre and three restaurants. The **Grand Hyatt Bogotá** is located just 10 minutes from the airport and the historic centre. With the best views of the city and the Andes, this hotel features four dining options, a spa, indoor pool, and 24/7 gym facilities, making it an ideal venue for the event.

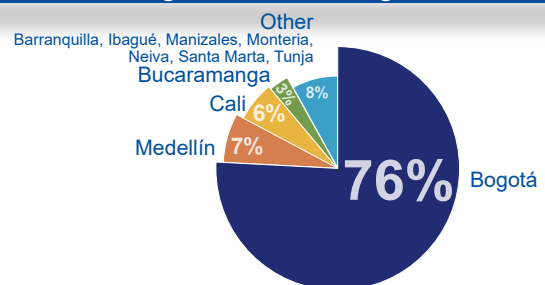
2019 Statistics

- 323 participants from 228 organisations in 16 countries
- 88 educators from 68 schools in 15 countries
- 101 agents from 72 agencies in Mexico
- 116 agents from 77 agencies in Colombia
- 10 service providers from 8 organisations in 6 countries
- 8 guests from 3 additional institutions
- 1917 pre-scheduled business meetings over 2 days

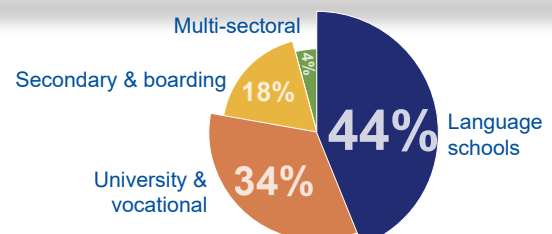
Origin of Mexican agents



Origin of Colombian agents



Educator profile





Event Programme

The event enables educators to hold 38 (19 per location) pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents from Mexico, Colombia, and Central America, as well as with other educators and service providers. These appointments are **30 minutes** in duration and serve the dual objectives of meeting with new contacts and maintaining existing relationships. The roadshow programme also includes meals, refreshment breaks, and **two dinner functions**, which offer **valuable networking opportunities**.

Monday, (Mexico City) March 9, 2020

18.30 - 20.00 Registration
20.00 - 21.00 Welcome reception

Tuesday, (Mexico City) March 10, 2020

08.30 - 09.30 Meeting hall opens; registration & welcome refreshments
09.30 - 11.00 Business meetings (3 x 30 minutes)
11.00 - 11.30 Refreshment break
11.30 - 13.00 Business meetings (3 x 30 minutes)
13.00 - 14.00 Lunch
14.00 - 16.00 Business meetings (4 x 30 minutes)
16.00 - 16.30 Refreshment break
16.30 - 19.00 Business meetings (5 x 30 minutes)
19.30 - 21.30 Dinner reception

Wednesday, (Mexico City) March 11, 2020

Optional day excursion*

Thursday, (Mexico City - Bogotá) March 12, 2020

Travel to Bogotá*
Group dinner*

Friday, (Bogotá) March 13, 2020

08.30 - 09.30 Meeting hall opens; registration & welcome refreshments
09.30 - 11.00 Business meetings (3 x 30 minutes)
11.00 - 11.30 Refreshment break
11.30 - 13.00 Business meetings (3 x 30 minutes)
13.00 - 14.00 Lunch
14.00 - 16.00 Business meetings (4 x 30 minutes)
16.00 - 16.30 Refreshment break
16.30 - 19.00 Business meetings (5 x 30 minutes)
19.30 - 21.30 Dinner reception

*At an additional cost

Participant Feedback

This is a great opportunity to contact trusted, valuable agents, who can offer their clients the chance to boost their education by having an international experience. It's a great investment that turns into fruitful relations.

Oscar Sanz, AMTE - Asociacion Mexicana de Turismo Educativo, Mexico

The quality of agents was really good. As always, the ICEF team was great. Nothing is ever too much trouble for them to take on.

Joanne Humphreys, Darrow School, USA

The event catalogues for agents and educators were incredibly useful tools. Overall I loved this roadshow and the level of service from the ICEF staff. Loved the dinners, lunches, snacks, transportation, and the chance to get out and explore!

Rachel Karl, Delphian School, USA

I have already finalised bookings from Mexico in just a month after the event.

Laura Mould, Oxford Spire Language School, UK

I am very impressed by the organisation and professionalism of the event.

Angel Lozano, TASIS - The American School in England, UK

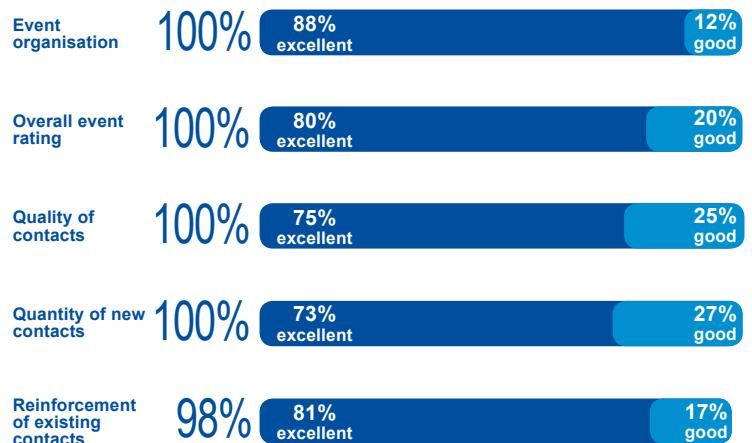
The mentoring and guidance prior to the event was outstanding. Great attention to detail, organisation, and logistics. Bravo!

Michelle White, Kawartha Pine Ridge District School Board, Canada

The planning and communication was flawless.

Phil Goodyer, Macleans College, New Zealand

2019 Attendee Ratings





Booking Meetings

The ICEF appointment 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 (**19 in each location**), 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 appointment scheduling 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. Meals, refreshments breaks, and two dinner receptions



Register online: www.icef.com/mexcol

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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