



ICEF Secondary Education

1st Edition

Meet international providers and student recruitment agents of secondary, boarding, high school, academic summer camp, and junior programmes



Hyatt Regency Long Beach, USA
January 20 - 22, 2020

Global Event

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/se



Why ICEF Secondary Education?

- Access pre-screened, quality agents from around the world focused on secondary education
- Get market intelligence on the latest industry best practices and market developments
- Exclusive to providers of secondary, boarding, high school, academic summer camp, and junior programmes

Grow your secondary education network

The inaugural **ICEF Secondary Education** event provides a targeted opportunity for international providers of secondary, boarding, high school, academic summer camp, and junior programmes, as well as selected secondary education focused agents from around the world, and relevant service providers to hold pre-scheduled, one-to-one business meetings effectively and efficiently.

Due to the demand for foreign higher education qualifications, the global market for secondary studies abroad has also grown steadily over the past decade. Most major study destinations continue to report strong growth in enrolment for foreign, diploma-seeking students.

Education agents play a crucial role in the growth of secondary education. Agents represent institutions in markets worldwide, providing specialised counselling to prospective students and their families. Agents also monitor enrolment criteria, **streamlining the entire process**.

ICEF's strict and careful screening process ensures that participants only meet with the **most relevant and professional agents** at its events. All agents are required to provide verifiable data on their business practices and performance, as well as recent references from institutional partners. These steps ensure that your meetings will be productive.

Participants also have the opportunity to take part in various **professional development seminars** focused on secondary education, learn about industry trends and best practices, and develop their networks during lunches, dinner functions, and refreshment breaks.

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

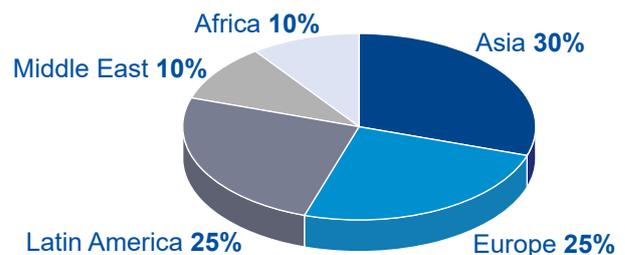
ICEF Secondary Education will take place at the **Hyatt Regency Long Beach**.

Located on a premiere waterfront spot in the heart of Long Beach, the Hyatt Regency is a four-star Diamond Award-winning hotel with all 528 guestrooms and suites offering ocean or harbor views. The hotel boasts 24 hours fitness amenities, a heated outdoor pool, and a self-service business center. With a combination of style, sophistication, comfort, and located just 30 minutes from Los Angeles International Airport, the Hyatt Regency Long Beach is the ideal venue for all conference needs.

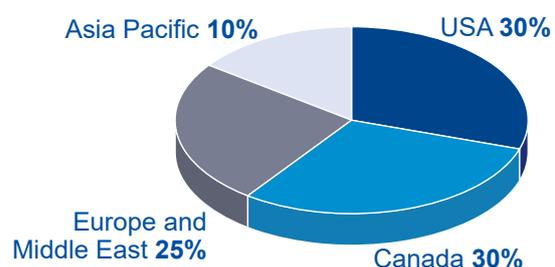
Event participants enjoy preferential rates.

Expected participant breakdown

Agents



Educators





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, January 20, 2020

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

Tuesday, January 21, 2020

08.00	Meeting 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)
19.30 - 23.00	Dinner reception

Wednesday, January 22, 2020

08.00	Meeting 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 - 15.30	Business meetings (3 x 25 minutes)
15.30 - 16.00	Refreshment break
16.00 - 17.00	Business meetings (2 x 25 minutes)
17.00	Meeting hall closes

Thursday, January 23, 2020

Familiarisation (FAM) tours

Participant Feedback

Having the opportunity to meet with agents from so many different countries in one location was invaluable! The reception, breaks, and meals were also incredible.

Alisa Southwell, Florida Preparatory Academy, USA - ICEF Miami 2018

This was my first time attending an ICEF event and I was very impressed with the organisation. I had 40 meetings over two days that I am confident will boost our school and create new business opportunities.

Chris Jones, Copthorne Preparatory School, UK - ICEF Moscow 2019

The agents at this event were very high quality and showed up to meetings on time. The venue was superb, the food was excellent, and the agents were extremely professional. Overall, a great event.

Geoffrey Johnston, Coquitlam School District, Canada - ICEF Southeast Asia 2018

ICEF events are essential for organisations in international education to attend. I can attest to the excellent format, the opportunities they provide, and the professionalism of the ICEF staff. The format allows participants to maximise their meeting times with a flexible and targeted approach. There are ample opportunities for networking and socialising. The staff provides ongoing support, communication, and assistance prior to, during, and after the event. I have been very pleased with the results and would highly recommend attending.

Michael Bos, John Paul International College, Australia - ICEF ANZA 2018

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
ICEF Mexico - Colombia Agent Roadshow 2019**





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/se

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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