



ICEF San Diego

12th Edition

For education providers from the Americas to meet with international student recruitment agents and service providers focused on the Americas



Hilton San Diego Bayfront
December 14 - 16, 2020

Destination Event

Our Sponsors

Gold



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ICEF

Connect. Recruit. Grow.



www.icef.com/sd



Why ICEF San Diego?

- Be part of the largest agent-networking event of its kind in the USA
- Meet pre-screened agents from around the world, focused on the Americas
- Attend informative seminars and professional development sessions

Access 400+ quality student recruitment agents

Student recruitment agents have become an increasingly important element in the marketing strategies of American institutions. ICEF San Diego connects hundreds of education providers from the Americas with active, quality agents from key global markets, effectively making ICEF San Diego the most successful way to establish and maintain an active international agent network.

After ICEF San Diego 2020 this event will return to Miami in 2021 and will alternate between the east and west coast annually.

ICEF **carefully screens and selects** every agent attending this destination event. Agents must provide detailed information about their business and references from current partners, which are verified. Agents must also demonstrate a successful track record in sending students to the Americas to ensure that **only active, relevant agencies participate in the event**.

Before the event, education providers can schedule up to 38 one-to-one meetings with agents of their choice. Education providers can view comprehensive agent profiles, including the number of students sent to the Americas per education sector in the last year. This information helps education providers identify relevant agents for their student recruitment goals. Further networking can be done during refreshment breaks, lunch breaks, and a variety of evening functions.

Meeting education provider needs is extremely important to ICEF. Before each event, ICEF looks at school profiles and **identifies key areas of education provider interest**. This ensures that the most appropriate agencies are recruited to attend and enables ICEF to select seminar topics and **professional development sessions** that are most beneficial to participants.

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

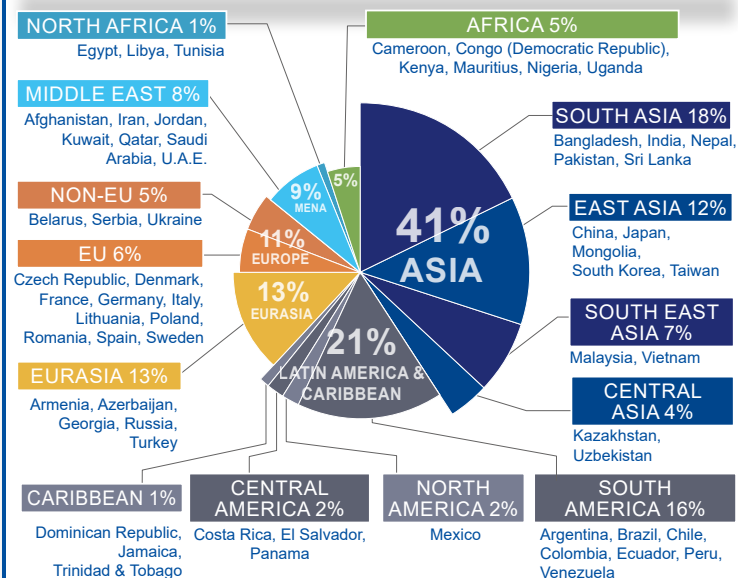
Venue

ICEF San Diego is hosted at the Hilton San Diego Bayfront. The 30-story waterfront hotel is located across from the Padres' Petco Park and the bustling downtown Gaslamp Quarter. Guests enjoy newly renovated guest rooms, relaxing leisure facilities, extensive meeting spaces, and unique dining venues.

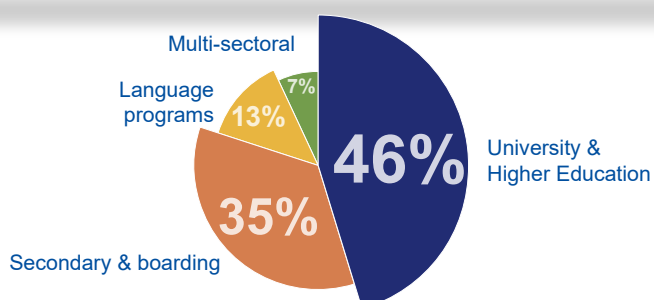
2019 Statistics

- 916 participants representing 639 organizations from 68 countries
- 383 education providers representing 258 education institutions from 5 countries
- 373 agents representing 299 agencies from 62 countries
- 105 service providers representing 60 organizations from 9 countries
- 3 cultural exchange and work & travel professionals representing 3 organizations from 2 countries
- 44 guests and 8 speakers from 19 additional institutions
- 8 568 pre-scheduled meetings over 2 days

Agent student recruitment markets



Education provider profile





Event Program

The event enables education providers to hold up to 38 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other education 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 program also includes meals, refreshment breaks, and evening functions which offer **valuable networking opportunities**.

Monday, December 14, 2020

09.00 - 19.00	Registration of participants
13.00 - 14.00	Networking lunch
14.00 - 16.00	ICEF Coach - for providers only, pre-registration is required
14.00 - 14.45	Introductory seminar: "How to maximize your ICEF event experience"
14.45 - 17.00	Seminars
17.00 - 17.30	Refreshment break
17.30 - 19.00	Seminars
19.00 - 22.00	Welcome reception

Tuesday, December 15, 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)
20.00 - 00.00	Dinner and dance

Wednesday, December 16, 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 - 18.00	Business meetings (3 x 25 minutes)
18.00	Meeting hall closes

Participant Feedback

The quality of the agents whom we met at ICEF Miami was very high. We are looking forward to initiating new relationships with them.

Blake Defieux, Maple Leaf Schools, Canada

In this ever-shifting industry of education and recruitment, it is great to know that ICEF will be solid, steady, supportive, and most importantly as productive as possible every time we participate. It is without question the most organized event to meet agents. The quality of the agents is significant to our school. I enjoy reconnecting with colleagues and meeting new partners. I always leave with more than I expected!

Robin Moloff-Gautier, Washington Academy, USA

The ICEF Miami event was extremely well organized and beneficial. From the moment I registered, the support provided was unparalleled in my professional opinion. I strongly recommend this event to colleges and universities interested in strategically expanding their recruitment efforts and ultimately their international student yield. ICEF provides the perfect venue for properly vetting and finding the best international partner and representative.

David Schmidt, American University in Dubai, UAE

The informal networking opportunities were incredible. Meeting agents from so many different countries in one location was invaluable!

Alisa Southwell, Florida Preparatory Academy, USA

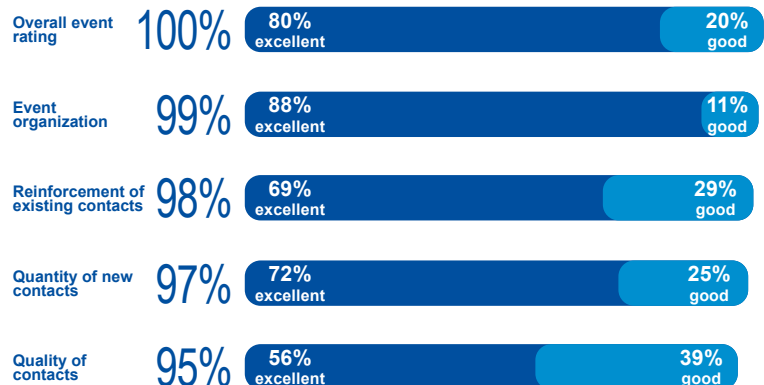
ICEF Miami was once again a fantastic event. Good agents came to our meetings and were well prepared. The overall organization, venue, food, and ICEF staff presence was fabulous.

Carole St. Laurent, Kwantlen Polytechnic University, Canada

ICEF events are top-notch! I especially appreciated the Marcom meeting booking system. Overall, it was an amazingly well-run event.

Steve Bittner, Santiam Christian School, USA

2019 Attendee Ratings





Booking Meetings

The ICEF meeting scheduling system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet with during ICEF San Diego. **Up to 38 meetings** can be scheduled with agents, as well as education and service providers, and cultural exchange and work & travel professionals.

1. Prior to the event, details of all invited agents, education providers, and service providers are supplied via the industry leading **Marcom eSchedule PRO online appointment scheduling system**.
2. During the event, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

Participation includes:

Prior to ICEF San Diego:

1. Comprehensive details of invited agents & education and service providers
2. Access to the eSchedule PRO online meeting scheduling system
3. Preferential hotel rates

On the ground in San Diego:

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 Education Provider & Service Provider Catalogue
7. Access to seminars
8. Meals, refreshment breaks, and evening functions
9. Opportunity to offer and promote familiarization (FAM) tours and receptions



Register online: www.icef.com/sd

Advertising & sponsorship opportunities

Give your organization 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 education providers, 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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