



ICEF French Education - Canada

1st Edition

For Canadian education providers offering programmes taught in French and international student recruitment agents and service providers



Sofitel Montréal Golden Mile
May 5 - 6, 2020

Destination Event

Supported by:



ICEF
Connect. Recruit. Grow.



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ICEF Montréal

- Access pre-screened, quality agents from around the world focused on French programmes
- Gain market intelligence on the latest industry best practices and relevant market developments
- Exclusive to Canadian providers of French programmes

Promote your French programmes to high-quality international agents

The **ICEF French Education** event provides a targeted opportunity for Canadian education providers promoting programmes taught in French and global service providers to meet with top-quality, focused student recruitment agents from around the globe.

Recent survey results showed that, after France, Canada is the first-choice study destination for international students looking to study in French in all sectors. Canada has shown to be extremely attractive to parents and students due to the ability to secure an excellent education at a fairly low cost, the favourable Canadian dollar exchange rate, a stable political environment, a safe and welcoming setting, and easier access to study and work permits. All of these factors contribute to the growing demand for Canada as a study destination for English and French programmes.

All agents attending ICEF French Education are carefully selected and are required to pass ICEF's **strict screening process**. Agents must provide multiple references from current business partners, as well as proof of ethical business practices, and a successful track record of placing students at international institutions.

Venue

ICEF French Education - Canada takes place at the **Sofitel Montréal Golden Mile**. The hotel is conveniently located in the heart of the city at the foot of Mount Royal Park, next to the renowned McGill University and the Montréal Museum of Fine Arts.

The Sofitel Montréal Golden Mile features 241 elegant rooms, meeting spaces with natural daylight, and the latest state-of-the-art audiovisual equipment, making it the ideal venue for the inaugural ICEF French Education event.

Event participants enjoy preferential rates.

The ICEF advantage

- Meet top-quality agents in one place – save time and money
- Benefit from two days of targeted meetings and social events
- Maintain existing relationships and build your agent network
- Gain market intelligence with our seminar programme
- Promote your brand to the international education industry

The ICEF French Education event takes place shortly after ICEF Toronto, allowing participants to **target their recruitment efforts** for English and French programmes in one trip. The timing also allows for familiarisation tours in and around two top Canadian cities: Toronto and Montréal.





Event Programme

Participant Feedback on ICEF Events

The event enables participants to hold up to 22 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 programme also includes meals, refreshment breaks, and evening functions, which offer **valuable networking opportunities**.

The quality of the agents was very good. It would be interesting to promote more French language training, as the French language is more in demand and popular in many countries. Having more agents looking for French programmes would be an asset.

**Emmanuèle Pradel, YMCA International Language School of Montréal, Canada
ICEF Miami 2018**

The ICEF Team has been very helpful. It was nice having someone able to explain and help us in French. We really hope the project to have an ICEF meeting in Montréal next year will happen.

**Mylène Proulx, Collège Notre-Dame-de-l'Assomption, Canada
ICEF Vancouver 2019**

We had great new leads. Enough time was allotted to reinforce existing relationships and create new ones. The venue was superb.

**Kathleen Dupuis, Conseil des écoles publiques de l'Est de l'Ontario, Canada
ICEF Africa 2019**

It was a very well organised event which allowed us to discover the market of agents and make a lot of new contacts. We really liked it!

Catherine Tremblay, Cégep Édouard-Montpetit – École nationale d'aérotechnique, Canada - ICEF Vancouver 2019

Great organisation! Good contacts and business relationships were formed. I liked that I could scan the agents first: it helped me organise my schedule. I received great support from the ICEF Team before and after the event.

Catherine Couture, Cégep de la Gaspésie et des Îles (Campus de Gaspé), Canada - ICEF Latin America 2017

Tuesday, May 5, 2020

- 13.00 - 19.00 Registration of participants
- 14.00 - 17.00 Seminars I**
- 17.00 - 17.30 Refreshment break
- 17.30 - 19.00 Seminars II**
- 19.00 - 21.00 Welcome reception

Wednesday, May 6, 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 (4 x 25 minutes)**
- 19.30 - 22.30 Dinner reception





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 education and service providers.

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 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 & education and service providers
2. Access to the eSchedule PRO online meeting 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 Education Provider & 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/fe

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 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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