



ICEF Latin America

12th Edition

Meet quality student recruitment agents from Brazil and other Latin American countries



Grand Hyatt São Paulo

September 24 - 26, 2020

Regional Event

Supported by:



ICEF
Connect. Recruit. Grow.



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ICEF Latin America

- Attend the region's largest agent networking event
- Build personal relationships vital to success in these fast-growing markets
- Meet pre-screened agents from Brazil and across Latin America
- Access market trends and information through our seminars

Build relationships in this fast-growing region

One of the world's fastest-developing regions, Latin America has an education sector that reflects its rapid economic growth. This is especially true of the region's largest market, Brazil: research from the Brazilian Educational and Language Travel Association (BELTA) has found that a record-high 365,000 Brazilian students went abroad in 2018, representing a 20.5% increase over 2017, and overall growth of nearly 47% between 2016 and 2018.

Creating and maintaining strong personal relationships is crucial to successful partnerships in Latin America. ICEF's event is the largest agent networking event in this region, helping you forge professional and personal connections with quality agents and service providers and develop a successful recruitment strategy across the region.

Reflecting the size of the market, most agents at this event will come from Brazil. In 2019, ICEF Latin America received 164 screened and selected Brazilian agents from 31 locations in the top 14 states all around the country. Education and service providers can also expect to meet quality agents from a number of Latin American student recruitment markets – saving a large amount of time and money on travel costs. All agents have passed through ICEF's strict screening process and are required to provide four references from current business partners, as well as demonstrating a track record of placing students at international education institutions. Lunches, coffee breaks, and evening functions facilitate further networking, allowing participants to make best use of their time and maximise new connections. Participants may also attend various seminars, with industry experts sharing valuable insights into recent student mobility and regional recruitment trends.

The ICEF advantage

- Meet top-quality agents in one place – save time and money
- Benefit from three 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

Venue

ICEF Latin America 2020 will return to São Paulo. As Brazil's business centre and the largest city in the southern hemisphere, it is easily accessed by all event participants.

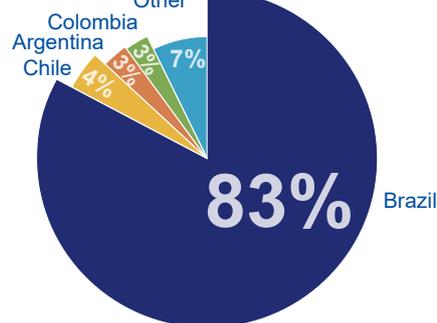
This event will be hosted at the **Grand Hyatt São Paulo**. Located in the city's Marginal Pinheiros / Berrini business district, the Grand Hyatt São Paulo offers 466 guestrooms, international restaurants, state-of-the-art health and fitness amenities, as well as modern business and conference facilities that are perfect for our Latin America event. Event participants benefit from preferential room rates.

2019 Statistics

- 413 participants from 278 organisations in 29 countries
- 167 education providers from 119 schools in 17 countries
- 203 agents from 138 agencies in 11 countries
- 31 service providers from 19 organisations in 10 countries
- 7 guests and 5 speakers from 2 additional institutions
- 3 924 pre-scheduled meetings over 2 days

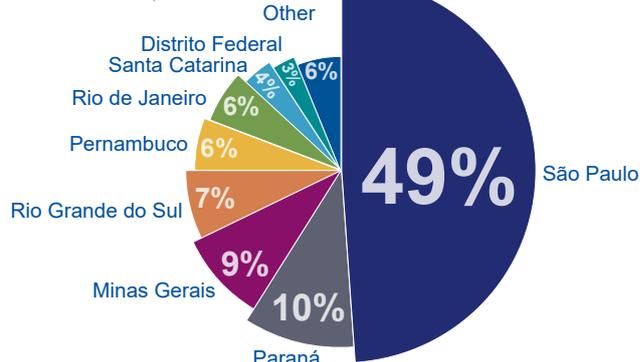
Agent student recruitment markets

Ecuador, El Salvador, Guatemala, Mexico, Paraguay, Uruguay, Venezuela



Origin of Brazilian agents

Bahia, Espírito Santo, Goiás, Maranhão, Mato Grosso, Rio Grande do Norte





Event Programme

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 **30 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**.

Thursday, September 24, 2020

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

Friday, September 25, 2020

- 08.00 Event hall opens, welcome refreshments
- 09.00 - 11.00** **Business meetings (4 x 30 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business meetings (3 x 30 minutes each)**
- 13.00 - 14.00 Networking lunch
- 14.00 - 16.00** **Business meetings (4 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 19.00** **Business meetings (5 x 30 minutes each)**
- 20.00 - 24.00 Dinner reception

Saturday, September 26, 2020

- 08.00 Event hall opens, welcome refreshments
- 09.00 - 11.00** **Business meetings (4 x 30 minutes each)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00** **Business meetings (3 x 30 minutes each)**
- 13.00 - 14.00 Networking lunch
- 14.00 - 16.00** **Business meetings (4 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00** **Business meetings (3 x 30 minutes each)**
- 18.00 Event hall closes

Participant Feedback

This was my first ICEF event and it was impressively organised. The number of agents contacted was brilliant, and the schedule and appointments could be used to target key points and areas of common interest. The on-site app was also great at recording important points and actions at meeting times and immediately afterwards. It was a great way to meet a high number of motivated and interesting agents in a well organised and structured way.
John Prestidge, Motueka High School, New Zealand

It is a great event, very useful for promoting a school. It offers you the opportunity to talk with agents and international colleagues, so you can learn how to improve your work.
Chiara Avidano, Cialtaly - Turin, Italy

I think this event is a good investment and we will see a good return. We will have some very strong partners as result of ICEF Latin America.
Andrew Motiwalla, Summer Springboard & Global Leadership Adventures, USA

The event was worth it overall. I met with many quality agents.
Sharon Taylor, Manitoba Institute of Trades and Technology, Canada

A well organised event that brings together high quality agents in the region to one convenient place. Excellent use of technology to make meetings and sessions efficient. This event has been a true pleasure to attend.
Muzaffar Ali, Aoreere College, New Zealand

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 38 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 **Marcom Onsite** or 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. 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 familiarisation (FAM) tours and receptions



Register online: www.icef.com/la

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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