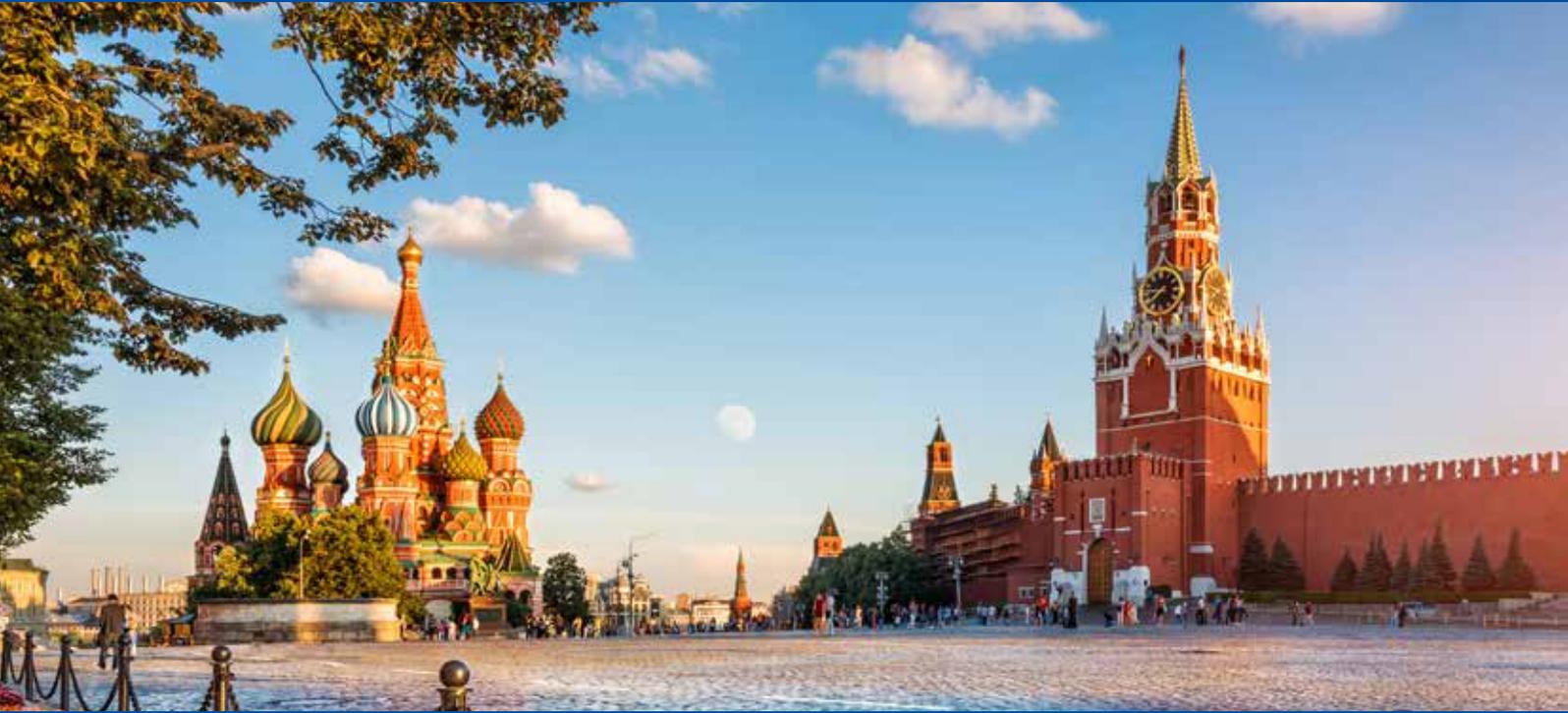




ICEF Moscow

24th Edition

For international education and service providers, and student recruitment agents from Russia, Eastern Europe, Central Asia, and the Caucasus



The Ritz-Carlton, Moscow

March 27 - 29, 2020

Regional Event

Supported by:



ICEF
Connect. Recruit. Grow.



www.icef.com/moscow



Why ICEF Moscow?

- Access pre-screened, quality agents from Russia, Eastern Europe, Central Asia, and the Caucasus
- Appoint new representatives and maintain existing relationships
- Take part in the region's largest agent networking event of its kind
- Save money through multiple bookings: held right after the ICEF Ukraine Focus in Kiev and just before the ICEF Central Asia Focus in Almaty, Kazakhstan

Develop your network across Russia and beyond

ICEF Moscow is the region's largest agent networking event of its kind, and a must-attend for institutions looking to recruit from these markets. It gives international education and service providers the opportunity to meet top-quality student recruitment agents from 10 countries in this region, including Russia, Eastern Europe, Central Asia, and the Caucasus. Russia is particularly well covered - in 2019, agents came from 31 Russian cities in 27 states all over this vast country.

Demand for foreign study is growing fast in Russia, with more than 45000 Russians annually looking to study abroad. In 2018, the Russian government established a strategy for international education over the next decade, emphasising links between Russian and international education institutions.

All agents at ICEF Moscow have been rigorously vetted through ICEF's quality screening process. Agents must provide current business references and proof of a successful track record in placing students internationally. Agents are also subject to personal vetting by ICEF's Agent Relations Management team to ensure a productive experience.

Up to 43 one-to-one meetings may be pre-scheduled using ICEF's customised meeting booking system. All participants gain access to profiles for potential partners in advance, ensuring they engage with those best suited to their recruitment needs. Participants also benefit from our seminars, covering topics such as visa processing, student trends, and support for first-time participants.

ICEF Moscow is the most efficient way to establish partnerships with active student recruitment professionals in Russia and beyond, and to market successfully in this region.

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 Moscow takes place at the **Ritz-Carlton Moscow**, located in the heart of the city centre. The hotel features a health club and spa, superb dining options, and a stylish rooftop bar with views over Red Square.

Event participants enjoy preferential rates but can also choose from a number of hotels nearby.

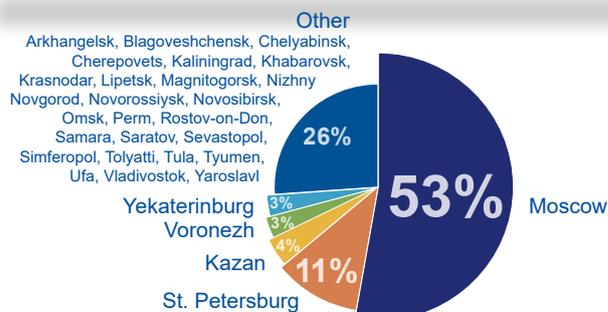
2019 Statistics

- **362** participants from **252** organisations in **32** countries
- **124** education providers from **92** schools in **23** countries
- **199** agents from **140** agencies in **10** countries
- **8** service providers from **5** organisations in **4** countries
- **24** guests and **7** speakers from **14** additional institutions
- **3 520** pre-scheduled business meetings over **2** days

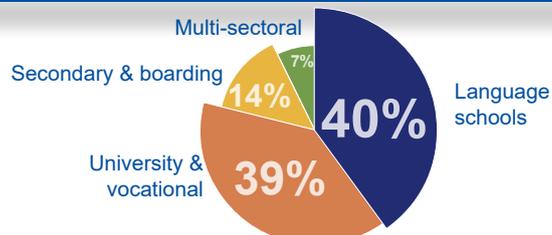
Agent student recruitment markets



Origin of Russian agents



Education provider profile





Event Programme

The event enables participants to hold up to 43 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 **20 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**.

Friday, March 27, 2020

- 13.00 - 19.00 Registration of participants
- 14.00 - 14.45** **Introductory seminar: "How to maximise your ICEF event experience"**
- 14.45 - 19.00** **Seminars**
- 19.00 - 21.00 Welcome reception

Saturday, March 28, 2020

- 08.00 Event hall opens, light breakfast
- 09.00 - 11.00** **Business meetings (5 x 20 minutes)**
- 11.00 - 11.20 Refreshment break
- 11.20 - 13.00** **Business meetings (4 x 20 minutes)**
- 13.00 - 14.15 Networking lunch
- 14.15 - 16.40** **Business meetings (6 x 20 minutes)**
- 16.40 - 17.00 Refreshment break
- 17.00 - 19.00** **Business meetings (5 x 20 minutes)**
- 19.30 - 22.30 Dinner reception

Sunday, March 29, 2020

- 08.00 Event hall opens, light breakfast
- 09.00 - 11.00** **Business meetings (5 x 20 minutes)**
- 11.00 - 11.20 Refreshment break
- 11.20 - 13.00** **Business meetings (4 x 20 minutes)**
- 13.00 - 14.10 Networking lunch
- 14.10 - 17.00** **Business meetings (7 x 20 minutes)**
- 19.00 - 21.00 Moscow City Tour*

*At an additional cost

Participant Feedback

ICEF Moscow was a very interesting and productive event. It was a good opportunity to meet existing partners and make personal contacts. The seminars on the first day were useful to learn more about the market. It was a good chance to activate inactive agents and expand the partnerships. The event was well-organised and the ICEF staff was helpful.

Altynay Umirzakova, Study Group Limited, UAE

It was a well-organised event with good, quality agents.

Aldo Mendizabal, Durham College, Canada

This was my first time attending an ICEF event. The organisation of the event was very impressive. My schedule in Moscow was full with meetings that will boost our school and create new business opportunities.

Chris Jones, Copthorne Preparatory School, UK

I have been attending ICEF every year, and as usual, this event offered excellent opportunities and useful contacts.

David Arrowsmith, inlingua Cheltenham, UK

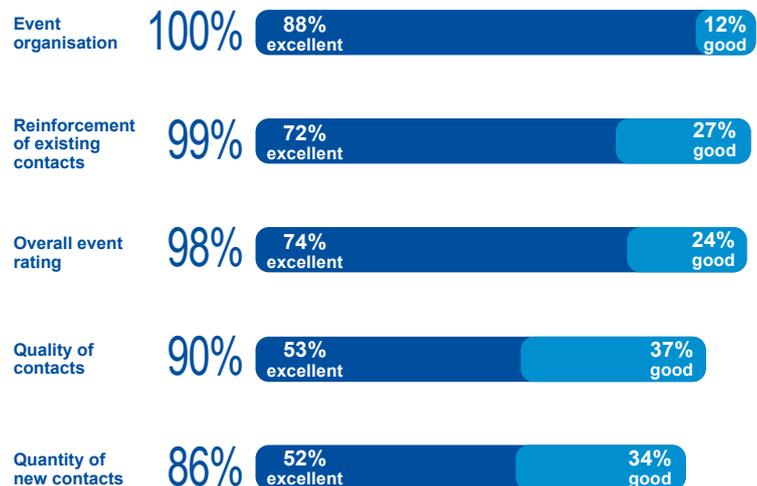
The event was great! It was well-organised, efficient, and professional. The ICEF Team is superb!

Steven Cusumano, St. George's University, Grenada, West Indies, USA

ICEF Moscow has generated some business as we look to expand our agent network across all regions and subsequently better promote what we have to offer.

Daniel Spalding, Berlitz London, UK

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 43 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/moscow

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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