



ICEF Miami

11th Edition

Meet quality international student recruitment agents focused on the Americas



Loews Miami Beach Hotel December 9 - 11, 2019

Destination Event

Supported by:

USA



Canada



ICEF
Connect. Recruit. Grow.





Why ICEF Miami?

- Be part of the largest agent networking event of its kind in the US
- 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 Miami connects hundreds of educators from the Americas with active, quality agents from key global markets, effectively making ICEF Miami the most successful way to establish and maintain an active international agent network.

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

Prior to the event, educators can schedule up to 38 one-to-one meetings with agents of their choice. Educators can view comprehensive agent profiles, including the number of students sent to the Americas per education sector in the last year. This information helps educators 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 educator needs is extremely important to ICEF. Before each event, ICEF looks at school profiles and **identifies key areas of educator 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

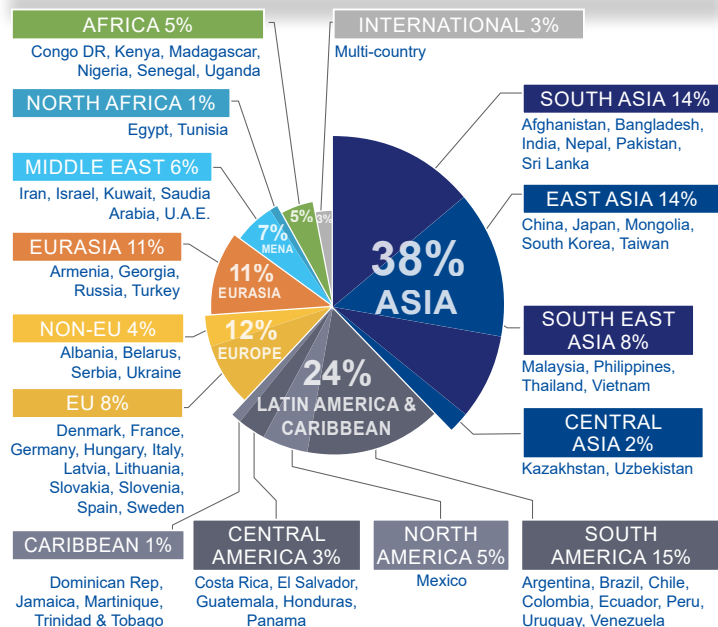
Venue

ICEF Miami is hosted at **Loews Miami Beach**. Located in the heart of South Beach, this hotel features 790 guest rooms, extensive conference facilities, an oceanfront pool, direct beach access, as well as first class restaurants and bars. Event participants enjoy preferential rates, but can also choose from a selection of other hotels nearby.

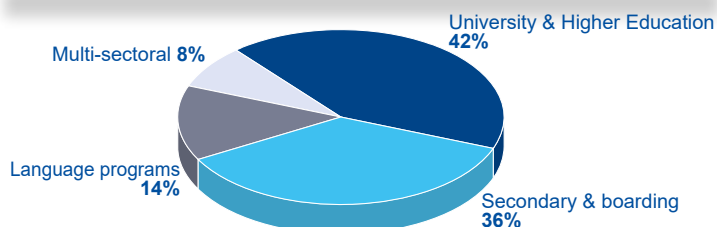
2018 Statistics

- 1022 participants representing 695 organisations from 73 countries
- 449 educators representing 305 education institutions from 9 countries
- 408 agents representing 322 agencies from 69 countries
- 113 service providers representing 65 organisations from 8 countries
- 52 guests and speakers from 3 additional institutions
- 9674 pre-scheduled meetings over 2 days

Agent student recruitment markets



Educator Profile





Event Program

The event enables educators to hold up to 38 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 program also includes meals, refreshment breaks, and evening functions which offer **valuable networking opportunities**.

Monday, December 9, 2019

09.00 - 19.00	Registration of participants
13.00 - 14.00	Networking lunch
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 10, 2019

08.00	Event 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 - 24.00	Dinner reception

Wednesday, December 11, 2019

08.00	Event 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	Event hall closes

Thursday, December 12, 2019

Familiarization (FAM) tours

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

ICEF Miami 2018 fulfilled our expectations and made it possible to explore new paths. It helped us recognize our strengths and weaknesses in order to strengthen our internationalization process. The seriousness of the event, good organization, and selection of participating agents allowed us to learn first-hand the current needs of international students, as well as the current demand for educational programs and courses. Each institution can identify its real possibilities to venture into the international recruitment markets.

Juan Francisco Vasquez, Universidad Pontificia Bolivariana, Colombia

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

Alisa Southwell, Florida Preparatory Academy, USA

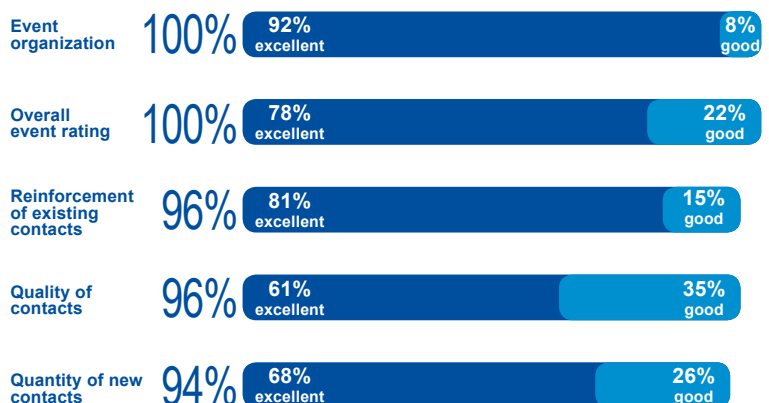
ICEF Miami was once again a fantastic event. Good agents came to our meetings and were well prepared. The overall organization, venue, food, and ICEF staff presence was fabulous.

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

2018 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 Miami. **Up to 38 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 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 Miami:

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

On the ground in Miami:

4. Access to the Marcom Onsite app for last-minute appointment scheduling
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 familiarization (FAM) tours and receptions



Register online: www.icef.com/miami

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 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 enrollment.

They choose ICEF for its long-standing reputation for quality and commitment to accepting only the **highest caliber of education agents**, as well as its excellent events and marketing resources.

ICEF event locations



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