



ICEF Higher Education

14th Edition

Meet quality student recruitment agents focused on higher education from all over the world



Hilton Barcelona, Spain
September 12 - 14, 2020

Global Event

Supported by:



ICEF
Connect. Recruit. Grow.



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ICEF Barcelona

- Access pre-screened, quality agents from around the world focused on higher education
- Get market intelligence on the latest industry best practices and market developments
- Exclusive to higher education institutions
- Conveniently scheduled prior to the 2020 EAIE Conference in Barcelona, Spain

Meet the world's best higher education focused agents in Barcelona!

ICEF Higher Education provides a targeted opportunity for international higher education institutions, relevant service providers, and selected agents focused on higher education to hold pre-scheduled, one-to-one business meetings.

Education agents play a crucial role in the growth of higher education. Agents represent institutions in markets around the world, providing specialised counselling to prospective students and their families. Agents also monitor enrolment criteria, **streamlining the entire process**.

A total of 328 agents, education and service providers from 240 organisations in 74 countries world-wide took part in 2 593 meetings at our 2019 event. ICEF Higher Education welcomed 146 education providers from 30 countries – an impressive 52% growth over the previous year.

ICEF's strict and careful screening process ensures that participants only meet with the **most relevant and professional agents** at its events. All agents are required to provide verifiable data on their business practices and performance, as well as recent references from higher education partners. These steps ensure that your meetings will be productive.

Participants also have the opportunity to take part in various **professional development seminars**, learn industry trends and best practices, and develop their networks during lunches, dinner functions, and refreshment breaks.

ICEF Higher Education takes place immediately before the 2020 EAIE Conference, also in Barcelona, which allows participants to **link these events and meet their recruitment goals in one trip**.

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

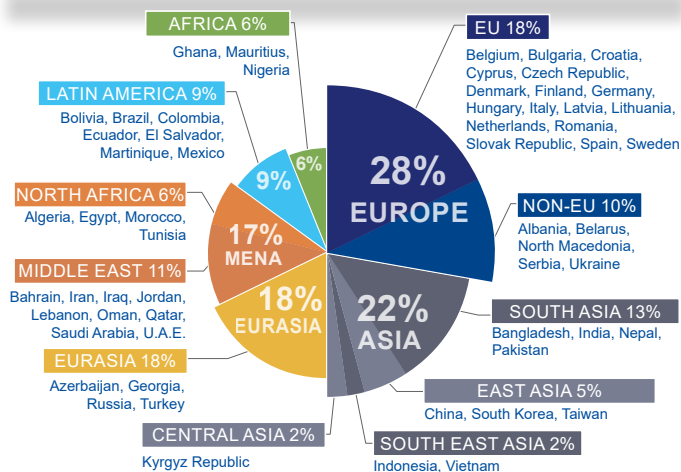
ICEF Higher Education will take place at the **Hilton Barcelona**, conveniently located in the city's financial and business district Les Corts, only a few minutes away from the city centre. Nearby attractions include Passeig de Gràcia, La Pedrera (Casa Milà) and Casa Batlló, and Camp Nou, the largest football stadium in Europe.

This hotel features state-of-the-art business and conference facilities, a 24/7 fully equipped fitness centre, as well as restaurants and bars with local cuisine, making it the ideal venue for ICEF's higher education focused event.

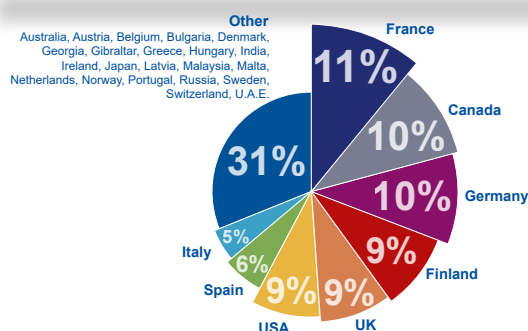
2019 Statistics

- 328 participants from 240 organisations in 74 countries
- 146 education providers from 98 schools in 30 countries
- 150 agents from 126 agencies in 59 countries
- 22 service providers from 11 organisations in 7 countries
- 8 guests and 2 speakers from 5 additional institutions
- 2 593 pre-scheduled meetings over 2 days

Agent student recruitment markets



Education provider demographics





Event Programme

The event enables education providers to hold up to 26 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**.

Saturday, September 12, 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

Sunday, September 13, 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 - 14.30 Lunch
- 14.30 - 16.00** **Business meetings (3 x 30 minutes each)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 18.00** **Business meetings (3 x 30 minutes each)**
- 20.00 - 23.00 Dinner reception

Monday, September 14, 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 35 minutes each)**
- 13.00 - 14.30 Lunch
- 14.30 - 16.00** **Business meetings (3 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

ICEF Higher Education is a no border event. In every corner you can find new programmes, new institutions, new activities for all those who really want to expand, all in one event. I participate in this event not only because I want to introduce our programmes; I want to know how other institutions are working. It is not just for visiting with new people, but also about knowing about the market. I'm looking forward to visit new agencies at the event in Barcelona.

Sonia Doroudian, Universidad Católica San Antonio Murcia, Spain

It was heartening to witness the quality and quantity of the agents present. On the whole, they were serious, qualified, and authentic, in every sense of the word. I am excited about the opportunity of working with several of them.

Raj Kapoor, American University in Dubai, UAE

The ICEF Higher Education event is very valuable to us. Not only do we get to meet quality agents, but we also gain valuable insights into our position in the market, while exploring and evaluating new markets. The event was professionally executed, and the connections and information we gained during the event are immeasurable.

Veera Sciacca, Häme University of Applied Sciences, Finland

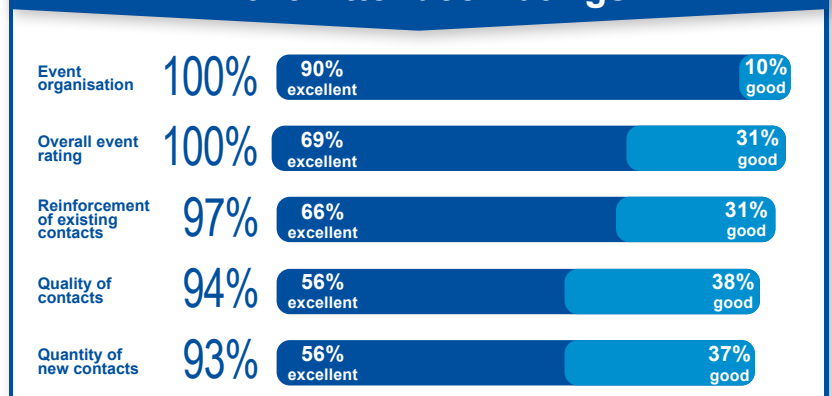
As a first-time participant new to centrally recruiting international students, I'm really happy we attended ICEF Higher Education in Helsinki. It was a very professionally organised, yet welcoming and accessible event, with ample time and opportunities for meeting potential partners, to network with them and to deepen relationships and insights. The ICEF team was also instrumental in helping us to show up prepared, making sure we got the most out of our investment.

Kris Achten, Karel de Grote University of Applied Sciences and Arts, Belgium

It was another wonderful ICEF event. I look forward to growing these new contacts into strong partnerships. The overall quality of meetings was very good.

Howard Slaney, Niagara College, Canada

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 26 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/he

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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