



ICEF Secondary Education

2nd Edition

For international education and service providers, and student recruitment agents of secondary, boarding, high school, academic summer camp, foundation, and junior programmes



Shangri-La Hotel, Kuala Lumpur, Malaysia
January 20 - 22, 2021

Global Event

Supported by:



ICEF

Connect. Recruit. Grow.



www.icef.com/se



Why ICEF Secondary Education?

- Access pre-screened, quality agents from around the world focused on secondary education
- Get market intelligence on the latest industry best practices and market developments
- Exclusive to providers of secondary, boarding, high school, academic summer camp, foundation, and junior programmes

Grow your secondary education network

ICEF Secondary Education provides a targeted opportunity for international providers of secondary, boarding, high school, academic summer camp, foundation, and junior programmes, as well as selected secondary education focused agents from around the world, and relevant service providers to hold pre-scheduled, one-to-one business meetings effectively and efficiently.

Due to the demand for foreign higher education qualifications, the global market for secondary studies abroad has also grown steadily over the past decade. Most major study destinations continue to report strong growth in enrolment for foreign, diploma-seeking students.

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

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 institutional partners. These steps ensure that your meetings will be productive.

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

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

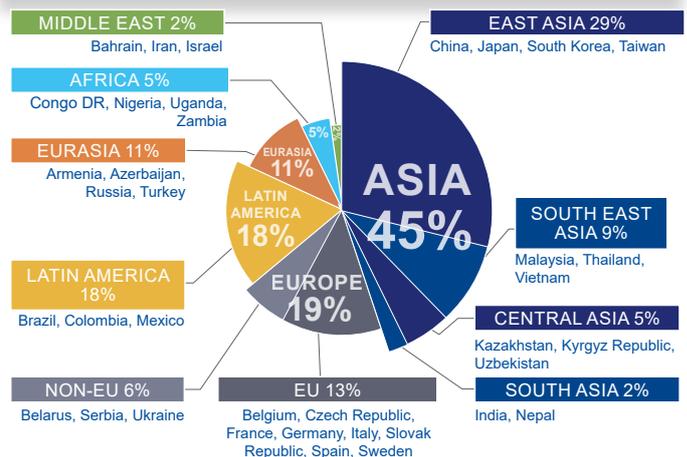
ICEF Secondary Education will take place at the **Shangri-La Hotel, Kuala Lumpur**.

The Shangri-La Hotel is located in the heart of Kuala Lumpur's business and shopping district overlooking the Kuala Lumpur Tower and Bukit Nanas Forest Reserve bordering the premises. Set amidst lush greenery, the hotel offers first-class hospitality, with the very best in comfort and sophisticated facilities. With 662 luxurious guest rooms and suites, the hotel also houses a serene spa, an impressive resort-style swimming pool, a fully equipped gym, and several dining options.

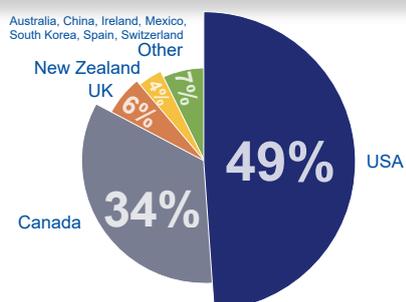
2020 Statistics

- 417 participants from 313 organisations in 44 countries
- 192 education providers from 147 schools in 11 countries
- 182 agents from 141 agencies in 37 countries
- 31 service providers from 21 organisations in 5 countries
- 10 guests and 2 speakers from 4 additional institutions
- 4011 pre-scheduled meetings over 2 days

Agent student recruitment markets



Education provider demographics





Event Programme

The event enables participants to hold up to 36 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**.

Wednesday, January 20, 2021

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

Thursday, January 21, 2021

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 - 23.00	Dinner reception

Friday, January 22, 2021

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 - 15.30	Business meetings (3 x 25 minutes)
15.30 - 16.00	Refreshment break
16.00 - 17.00	Business meetings (2 x 25 minutes)
17.00	Event hall closes

Participant Feedback

It would take two years to organically develop the number of relationships that I was able to establish in the last two days at ICEF Secondary Education. The value that ICEF represents for an organisation like ours is incomparable.

Philip Burke, Ashfield College – City Education Group, Ireland

Attending ICEF Secondary Education was a wonderful experience. I was able to meet with agents from all over the world who are interested in sending students to our school.

Arlene Outerbridge, The Master Academy, USA

Another great event in the ICEF calendar. Good mix of agents all focussing on secondary schools. Looking forward to KL2021!

Will Hume, White House Guardianships, United Kingdom

An excellent experience. The quality of agent interactions was high.

Lisa Sunde, Nanaimo – Ladysmith School District #68, Canada

ICEF Secondary Education 2020 was great. It was secondary focussed, so every meeting was worthwhile. This is a really good initiative by ICEF and I am looking forward to Malaysia next year.

Michael Bos, Moreton Bay College, Australia

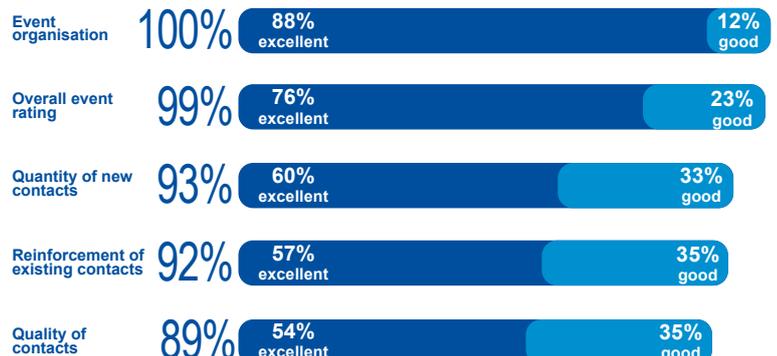
I'm grateful to have this unique experience for my institution. I appreciate all the help and advice I have received from the ICEF staff.

Paolo Woodward, Southwestern Academy – San Marino, USA

Apparently this was a first-time event for ICEF but you wouldn't have known it. I am continually impressed by the professionalism and quality ICEF brings to the table. Quality agents combined with an excellent venue creates an opportunity for growth. As usual, well done.

Evan Barnhart, Redwood Christian Middle School & High School, USA

2020 Attendee Ratings





Booking Meetings

The ICEF meeting 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 36 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 booking 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/se

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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