



# ICEF Mexico - Colombia Agent Roadshow

8<sup>th</sup> Edition

Access quality, pre-screened student recruitment agents from Mexico, Colombia, and Central America



Hilton Mexico City Reforma & Grand Hyatt Bogotá  
March 1 - 5, 2021

Agent Roadshow

Supported by:



**ICEF**

Connect. Recruit. Grow.



[www.icef.com/mexcol](http://www.icef.com/mexcol)



## ICEF Mexico - Colombia

- Access fast-growing Latin American markets
- Meet high quality, active agents from Mexico, Colombia and Central America
- Establish and cultivate personal relationships in the region

### Build your Network in Mexico and Colombia

The ICEF Mexico - Colombia Agent Roadshow provides international education and service providers with an **unequaled opportunity** to meet top-level student recruitment agents from these exciting markets.

The ICEF Mexico-Colombia Roadshow is hosted in Mexico City (March 1 & 2) and Bogotá (March 5) and offers participants a one-day event including evening programmes in each location.

The 2020 event was the largest to date, hosting **331 participants**. In Mexico, this included 104 agents representing 70 agencies from 17 states around the country. In addition, 23% of these agencies also recruit students from other Central American markets including Panama, Costa Rica, Guatemala and El Salvador, giving education providers further recruitment opportunities in these countries.

In Colombia, 120 agents representing 82 agencies from 11 provinces participated in the event - the **largest number of Colombian agencies ever**. Almost half of these agencies also represent students from a number of other Latin American markets. By partnering with them, education and service providers also gain access to students in countries such as Chile, Argentina, Ecuador and Peru.

**Agent quality is our top priority** and all agents at the event are carefully screened and selected by ICEF. They are proven to be actively sending students to a wide range of programmes in destinations around the world.

In Latin America, personal contact is crucial to success. This roadshow enables education and service providers to **meet agents face-to-face** to establish new partnerships and build upon existing relationships. Networking opportunities at lunch, refreshment breaks, and evening functions give participants further opportunities to develop their business relationships.

The ICEF Mexico - Colombia Agent Roadshow is the **most efficient** and **cost-effective** way to build your presence in these high potential markets. Space at this roadshow is limited and sells out well in advance every year so early booking is strongly recommended.

### The ICEF Advantage

- Meet quality agents in one place - save time and money
- Benefit from targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Promote your brand in high-potential markets
- Save time and money on travel and agent visits

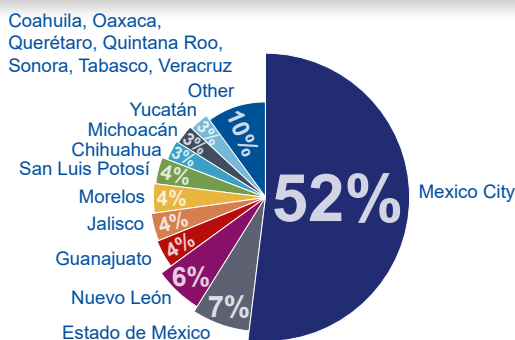
## Venues

The ICEF Mexico - Colombia Roadshow takes place at the **Hilton Mexico City Reforma** and the **Grand Hyatt Bogotá**. The Hilton is located downtown near the Paseo de la Reforma and is recognised as one of the best business-travel hotels in Mexico City. It features a rooftop pool, a fitness centre and three restaurants. The Grand Hyatt Bogotá is located just 10 minutes from the airport and the historic centre. With views of both the city and the Andes, it features four dining options, a spa, indoor pool, and 24/7 gym facilities.

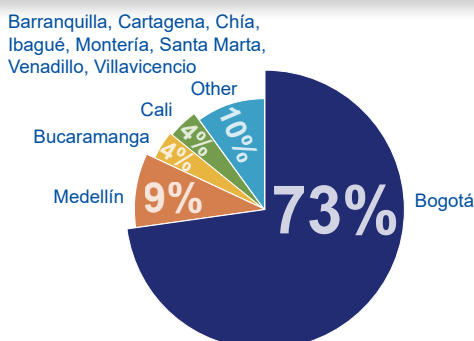
## 2020 Statistics

- **331** participants from **228** organisations in **11** countries
- **80** education providers from **59** schools in **9** countries
- **104** agents from **70** agencies in Mexico
- **120** agents from **82** agencies in Colombia
- **16** service providers and **11** guests
- **1806** pre-scheduled business meetings over **2** days

### Origin of Mexican agents



### Origin of Colombian agents





## Event Programme

The event enables participants to hold 38 (19 per location) pre-scheduled one-to-one business meetings with relevant, quality student recruitment agents from Mexico, Colombia, and Central America, 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 roadshow programme also includes meals, refreshment breaks, and two dinner functions offering valuable networking opportunities.

### Monday, (Mexico City) March 1, 2021

- 18.30 - 20.00 Registration
- 20.00 - 21.00 Welcome reception

### Tuesday, (Mexico City) March 2, 2021

- 08.30 - 09.30 Meeting hall opens; registration & welcome refreshments
- 09.30 - 11.00 Business meetings (3 x 30 minutes)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00 Business meetings (3 x 30 minutes)**
- 13.00 - 14.00 Lunch
- 14.00 - 16.00 Business meetings (4 x 30 minutes)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 19.00 Business meetings (5 x 30 minutes)**
- 19.30 - 21.30 Dinner reception

### Wednesday, (Mexico City) March 3, 2021

Optional day excursion\*

### Thursday, (Mexico City - Bogotá) March 4, 2021

Travel to Bogotá\*  
Group dinner\*

### Friday, (Bogotá) March 5, 2021

- 08.30 - 09.30 Meeting hall opens; registration & welcome refreshments
- 09.30 - 11.00 Business meetings (3 x 30 minutes)**
- 11.00 - 11.30 Refreshment break
- 11.30 - 13.00 Business meetings (3 x 30 minutes)**
- 13.00 - 14.00 Lunch
- 14.00 - 16.00 Business meetings (4 x 30 minutes)**
- 16.00 - 16.30 Refreshment break
- 16.30 - 19.00 Business meetings (5 x 30 minutes)**
- 19.30 - 21.30 Dinner reception

\*At an additional cost

## Participant Feedback

*I had great meetings with high quality agents. I am looking forward to seeing how these partnerships develop!*

**Katie Jabri, Concordia University - St. Paul, USA**

*This is a great opportunity to contact trusted agents who can offer their clients the chance to boost their education by having an international experience.*

**Oscar Sanz, AMTE - Asociacion Mexicana de Turismo Educativo, Mexico**

*This was a great first-time experience and I will definitely attend other ICEF events based on this.*

**Jenifer Pence, The Independent School, USA**

*I personally see huge value in this ICEF roadshow as it makes it easier to meet and reconnect with agents.*

**Johanna Ziegler, Merrick Preparatory School, Canada**

*Thank you for all your help - I look forward to attending another ICEF event soon.*

**Fergus Lury, Mill Hill School Foundation, UK**

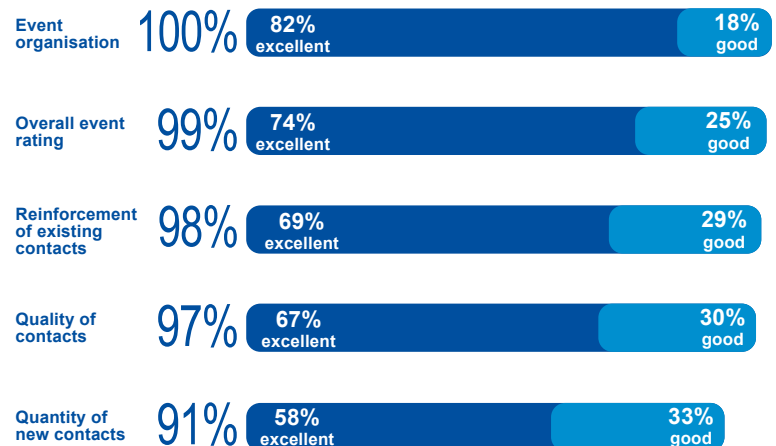
*The event catalogues were incredibly useful tools. Overall, I loved this roadshow and the level of service from the ICEF staff. I enjoyed the dinners, lunches, snacks, transportation, and also the chance to get out and explore!*

**Rachel Karl, Delphian School, USA**

*Another very successful ICEF Event!*

**Jonathan Quinn, Centre of English Studies, Ireland**

## 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 **38 meetings (19 in each location)** 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 personal contact.

## Participation Includes:

### Prior to the event:

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

### At the event:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Education and Service Provider Catalogue
6. Meals, refreshment breaks, and two dinner receptions



Register online: [www.icef.com/mexcol](http://www.icef.com/mexcol)

## Advertising & Sponsorship Opportunities

Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto: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](mailto: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



## Contact

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