



ICEF Agent Brochure

Global Networking - Agent Training - Professional Qualification



ICEF

Connect. Recruit. Grow.



ICEF Events: the Highest Standard in Global Education Networking

For more than 25 years, ICEF events have set the education industry's standard for networking events. In 2018, we are hosting 15 events in 17 locations around the world, bringing together international education providers, rigorously-selected student recruitment agents, and industry service providers. Our annual events, which also include extensive seminar programmes on the latest industry trends, are known for their exceptional organisation, quality, and measurable returns for all participants. Upon successful completion of our strict screening process and event attendance, your agency will receive ICEF Agency Status which serves as a quality assurance mark in the eyes of education providers worldwide.

For full event details including dates and locations, please visit www.icef.com/events or email agents@icef.com.



ICEF Offers the Following Events

Global Events

For education and service providers, and agents from all over the world

Destination Events

For education and service providers from the Americas or Australia/ New Zealand and agents focused on these study destinations

Regional Events

For education and service providers from all over the world and agents from specific countries and regions

Agent Roadshows

For international education and service providers, and selected agents from key markets

Agent Focus

For education and service providers focusing on key/emerging markets



The ICEF Advantage

- Partner with a global range of education and service providers from every industry sector
- Increase your student placements through partnerships with some of the world's most popular institutions
- Benefit from our seminar programme featuring emerging trends and the latest industry developments
- Gain ICEF Agency Status (IAS) through completing quality assurance screening and attending an ICEF event
- Work with us on your professional development by taking our Agent Training Courses and successfully passing the required tests

ICEF Agency Status (IAS): the Mark of Quality Agents World-Wide

ICEF Agency Status (IAS) is the **industry-leading quality assurance check**, recognised around the world as an indicator of agent quality. ICEF has the most rigorous agent selection process in the industry. Thanks to these high standards, some of the world's most significant education institutions rely solely on us for their agent introductions.

Once awarded IAS, you may include your unique IAS number and the IAS logo on promotional materials such as your brochures, website, and business cards.

How to Become an ICEF Agency



Agencies that have successfully completed our quality assurance screening and have attended an ICEF event automatically qualify for ICEF Agency Status, which is renewed every two years through ongoing quality screening and reference checking.

Screening and Event Application Process

The first step in becoming an ICEF agent is to **apply for an ICEF event**. You can do this online at www.icef.com by clicking on the "Apply now" button.

All agents who wish to participate in an ICEF event are **first screened for quality and ethical business practices**. This ensures that we have only the highest quality, most relevant agents at each of our events.

We will begin the screening process on receipt of your completed application form and supporting information. Failure to fill in all fields of your application form may lead to delay in processing times.

Screening takes approximately three weeks on average following receipt of your completed information. You are therefore advised to apply well in advance of the event you wish to attend.

Agents attend our events free of charge. Accommodation and meals during the event are included. Agents must pay for their own travel to and from the event and any visa application/support fees.

If you have any questions about the application process please contact us at: agents@icef.com.



Apply Early

We accept limited numbers of agents at each event, depending on the number of education providers attending. Each event has **country quotas** to maintain balance at our events and ensure participants have a positive experience. If your country's quota has been met, you may be waitlisted for an event.

Agents should **apply early** for the best chance of acceptance. Some events may require additional information. For instance, applicants for ICEF Higher Education, ICEF Australia New Zealand (ANZA), and all events held in North America must demonstrate a clear focus on sending students to these markets.

Required Documentation

- Company information, including year of foundation and number of employees
- Official company registration details
- A 150-word description of your company's activities
- Detailed information on the programmes you are interested in and wish to promote to students
- Total number of students you send abroad each year (by education level)
- Four references from educational institutions with which you already work
- Information on your promotional and marketing strategies (i.e. how you recruit students and promote partner institutions)
- Promotional items (i.e. your brochure, marketing literature, and website)
- Details of association memberships or other proof of professional standards
- Accreditation by a reputed entity
- Signed terms and conditions, indicating acceptance of ICEF's quality standards
- All documentation must be provided to ICEF in English and have been updated in the last year to be accepted

ICEF Agent Training: You're the Expert, Prove It

International student recruitment agencies play a vital role in global student mobility. However, the field is very complex and constantly changing. High-quality professional development is an excellent way to distinguish your company's commitment to its customers. Agencies with counsellors who have completed an ICEF Agent Training Course are recognised by partners and peers as leaders in the industry.

There are two types of ICEF Agent Training Courses:

Professional Courses, which provide practical training for agency-based international student recruitment counsellors (e.g. the IATC and CEAC). These courses test agents' knowledge of the industry, key destinations, fundamental skills and daily operations.

Destination Courses, which support the professional development of agents wishing to specialise in a major study destination (e.g. Canada, the US, and Ireland).

All graduates receive ICEF certificates, as well as having their names and company details published on ICEF's social media channels and permanently featured in our online graduate listings on www.icef.com. In addition, graduates are included in the **Qualified Education Agent (QEA) mobile/tablet app** which contains more than 10 000 agents. The QEA app is regularly used by international education providers worldwide to find qualified agents.

ICEF Trained Agent Counsellors (ITACs) List



Destination Courses



CCEA

Canada Course for Education Agents

This course supports professional development for agents specialising in Canada as a study destination.



USATC

US Agent Training Course

This course supports professional development for agents specialising in the USA as a study destination.



IEAC

Irish Education Agent Course

This course supports professional development for agents specialising in Ireland as a study destination.

Professional Courses

IATC

ICEF Agent Training Course

This course provides practical training in the overall international education market, as well as popular destination countries.

CEAC

China Education Agent Course

This Chinese-language professional development course is offered online in partnership with BOSSA, a government-supported industry association.

Contact

For agent related inquiries: agents@icef.com
For Agent Training Course inquiries: training@icef.com

ICEF MAIN OFFICE

Tel +49 228 201 190
contact@icef.com

ICEF ASIA PACIFIC

Tel +61 7 5545 2912
asiapacific@icef.com

ICEF BRAZIL

Tel +55 11 3064 5714
brazil@icef.com

ICEF BOSNIA

Tel +387 61 026820
bosnia@icef.com

ICEF BULGARIA

Tel +359 885 779328
bulgaria@icef.com

ICEF CANADA

Tel +1 877 941 1110
canada@icef.com

ICEF CHINA

Tel +86 10 8447 0246
china@icef.com

ICEF LATINAMERICA

Tel +57 321 700 8364
latam@icef.com

ICEF MIDDLE EAST & NORTH AFRICA

Tel +961 1 490 205
mena@icef.com

ICEF POLAND

Tel +48 579 641 976
poland@icef.com

ICEF RUSSIA

Tel +7 812 385 7512
cis@icef.com

ICEF SOUTHEASTASIA

Tel +60 17 260 2718
sea@icef.com

ICEF SPAIN

Tel +34 669 094 234
spain@icef.com

ICEF UK

Tel +44 7846 641 933
uk@icef.com

ICEF USA

Tel +1 888 371 5556
usa@icef.com

ICEF VIETNAM

Tel: +84 28 38 22 3003
vietnam@icef.com