



ICEF Japan - Korea Agent Roadshow

8th Edition

Access quality, pre-screened student recruitment agents from Japan and Korea



Keio Plaza Hotel, Tokyo & Lotte Hotel, Seoul
February 24 - 26, 2021

Agent Roadshow

Supported by:



ICEF
Connect. Recruit. Grow.



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Why ICEF Japan - Korea?

- Access top-quality agents in two high-producing markets
- Meet active, pre-screened Japanese and Korean agents
- Establish and cultivate personal relationships in Japan and Korea

Recruit from both Japan and Korea in one trip

The 8th ICEF Japan - Korea Agent Roadshow gives international education and service providers the opportunity to meet top-quality student recruitment agents from Japan and Korea in their countries of origin.

This event is split between Tokyo (Feb. 24) and Seoul (Feb. 26) and offers participants a one-day event in each location in which they are able to meet with ICEF-screened and selected agencies from all over Japan and Korea. Further to this, just under half of the Tokyo-based agencies, and 20% of those based in Seoul have branches in other cities throughout each country, ensuring nationwide coverage in both cases.

All agents attending the roadshow are carefully screened by ICEF to ensure that they are active in sending students to various institutions around the world.

Personal contact is essential in both Japan and Korea. This roadshow provides an excellent opportunity for education and service providers to have face-to-face meetings with agents, both to extend existing relationships and to establish new partnerships. In addition to formal meetings, lunches, and refreshment breaks, evening receptions provide further networking and socialising opportunities for participants.

The ICEF Japan - Korea Agent Roadshow is the most efficient and cost-effective way to personally meet a large number of quality agents and to establish and extend firm links in these two important markets. For the past four years, this event has sold out quickly. Do not miss this opportunity to showcase your institution to a broad range of international recruitment specialists.

Space at the ICEF Japan - Korea Roadshow is limited and is sold as a single package - it is not possible to book only one location. The event sells out every year, so early reservations are recommended.

Why ICEF Events?

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

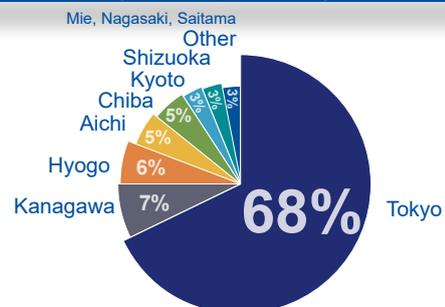
Venues

The ICEF Roadshow takes place at two venues: the **Keio Plaza Hotel**, Tokyo and the **Lotte Hotel**, Seoul. The **Keio Plaza** has twelve restaurants and is ideally located in the business and shopping district of Shinjuku. The **Lotte** is in the heart of Seoul and is one of the city's most renowned hotels, offering world-class amenities including nine restaurants.

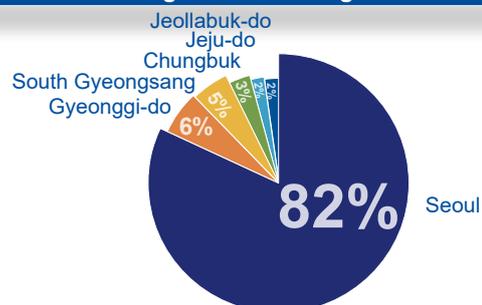
2019 Statistics

- 292 participants from 201 organisations in 15 countries
- 69 education providers from 53 schools in 12 countries
- 109 agents from 70 agencies in Japan
- 96 agents from 68 agencies in Korea
- 15 service providers from 10 organisations in 6 countries
- 1246 pre-scheduled business meetings over 2 days

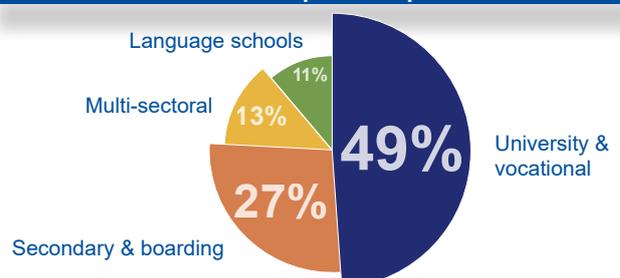
Origin of Japanese agents



Origin of Korean agents



Education provider profile





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 Japan and Korea, as well as with other education and service providers. These appointments are **30 minutes** in duration and serve the dual objectives of meeting with new contacts and maintaining existing relationships. The roadshow programme also includes meals, refreshment breaks, and **two dinner functions**, which offer **valuable networking opportunities**.

Wednesday, (Tokyo) February 24, 2021

08.30 - 09.30	Meeting hall opens; registration & welcome coffee
09.30 - 11.00	Business meetings (3 x 30 minutes)
11.00 - 11.30	Coffee 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	Coffee break
16.30 - 19.00	Business meetings (5 x 30 minutes)
19.30 - 21.30	Dinner reception

Thursday, (Tokyo - Seoul) February 25, 2021

	Travel to Seoul*
18:30	Group Dinner in a Korean BBQ Restaurant *

Friday, (Seoul) February 26, 2021

08.30 - 09.30	Meeting hall opens; registration & welcome coffee
09.30 - 11.00	Business meetings (3 x 30 minutes)
11.00 - 11.30	Coffee 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	Coffee break
16.30 - 19.00	Business meetings (5 x 30 minutes)
19.30 - 21.30	Dinner reception

*At an additional cost

Participant Feedback

This has been a very worthwhile experience! In both Tokyo and Seoul, I have made many new, promising contacts. It is also always great to reconnect with current partners. In the past, my school has attended TABS fairs in Asia, and the ICEF Roadshow is far superior.

Beth Campbell, John Baptist Memorial High School, USA

I have attended many ICEF events and yet again, the ICEF Japan-Korea Agent Roadshow has exceeded my expectations. It is extremely well organised, with high-quality agents, and my meeting schedule was bursting at the seams.

Sherelyn Hallam, Strategix Training Group, Australia

The ICEF Japan-Korea Agent Roadshow was such a wonderful and successful event. The venue was very good and the way the meetings were provided was extremely efficient. Thank you for making the event successful and I appreciate your continued support.

Hyemin (Mina) Kim, Mohawk College of Applied Arts & Technology, Canada

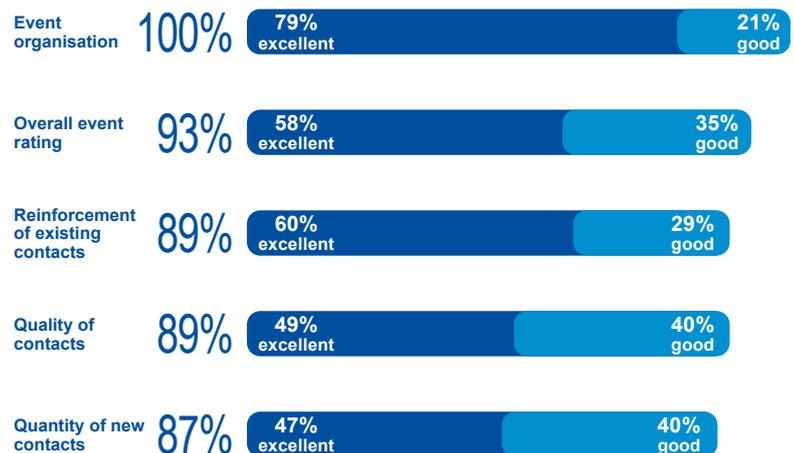
We had fantastic responses from this event. Last year was very good for us and I think this year is going to be even better! Your guidance has proven to be correct and assisted GEC to grow much faster than expected!

Michael Kehoe, Global English Centre, Malaysia

The ICEF staff was superb. The registration and hospitality of staff make the difference in conferences like these. I felt like the most important person in the world whenever I asked for help. Excellent!

Frank LaGrotteria, Bridgeport International Academy, USA

2019 Attendee Ratings





Booking Meetings

The ICEF appointment 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** can be scheduled with agents (**19 in each location**), 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 & education and service providers
2. Access to the eSchedule PRO online appointment scheduling 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 Provider & Service Provider Catalogue
6. Meals, refreshments breaks, and two dinner receptions



Register online: www.icef.com/japkor

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



Contact

ICEF MAIN OFFICE

Tel +49 228 201 190
contact@icef.com

ICEF ASIA PACIFIC

Tel +61 7 5545 2912
asiapacific@icef.com

ICEF BENELUX

Tel +31 622 639 158
benelux@icef.com

ICEF BOSNIA

Tel +387 61 026820
bosnia@icef.com

ICEF BRAZIL

Tel +55 11 3064 5714
brazil@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 LATIN AMERICA

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 SOUTHEAST ASIA

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