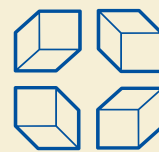




Meet quality student recruitment agents from China and other Asian countries



ICEF

Connect. Recruit. Grow.

The ICEF Beijing Workshop

Grand Millennium Beijing

October 15 - 17, 2014

Event partner



Supported by





Why ICEF Beijing?

- Access pre-screened, quality agents from all over Asia
- Largest agent networking event of its kind in this region
- Focussed exclusively on China and other Asian countries

The Key to Asia

The ICEF Beijing Workshop is the largest agent networking event of its kind in Asia. China remains the leading supplier of international students in the world, making this a must-attend event for all education institutions wanting to build relationships in China and beyond.

The ICEF Beijing Workshop attracts the best international educators and service providers connecting them with high quality, ICEF-screened agents. In 2013, the workshop hosted a total of 406 participants and enabled 108 education institutions from 21 countries to hold more than 3600 pre-scheduled meetings with 189 agents from 20 countries throughout Asia.

ICEF's meeting scheduling system allows participants to make the most of their time in Beijing. Participants pre-select agents after reviewing their comprehensive profiles online.

In addition, participants can also attend various seminars held on registration day. Presented by industry experts, these seminars provide valuable information on international education trends in the region and cover a wide range of important topics.

As an additional benefit, the ICEF Beijing Workshop maintains a dual inbound and outbound focus, meaning that at the event educators can also meet Chinese institutions to develop exchange programmes and joint ventures.

The ICEF Beijing Workshop is the ideal place for meeting the best quality student recruitment agents from Asia, while also providing the opportunity to network and share ideas with peers from around the world.

Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Three days of business meetings and social events
- Maintain existing relationships and develop new networks
- Obtain market intelligence on latest industry news and developments
- Promote your brand within the international education industry

The Venue

The ICEF Beijing Workshop will be hosted at the Grand Millennium hotel, located in the heart of the city's business and financial districts.

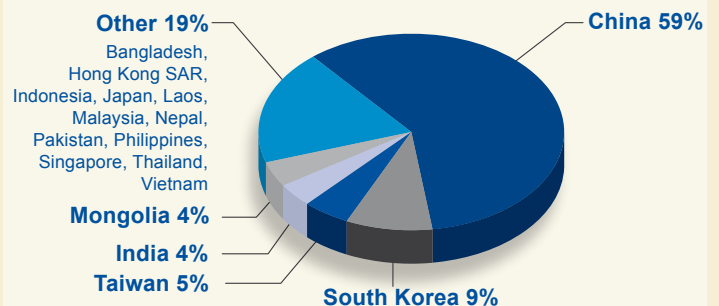
The Grand Millennium Beijing is renowned for offering excellent service, hotel-wide broadband internet access, the latest in business & conference facilities, spa & fitness amenities and numerous international restaurants. The hotel is also only a short distance from tourist attractions such as the Forbidden City and Tiananmen Square.

Preferential rates for the Grand Millennium Beijing are available to event participants. A selection of other hotels in a range of prices will also be offered.

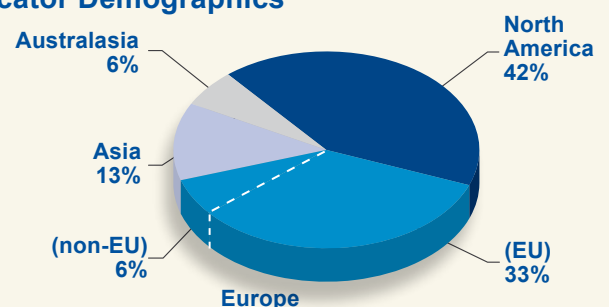
2013 Statistics

- **406** participants representing **266** organisations from **31** countries and **4** continents
- **159** educators representing **108** education institutions from **21** countries
- **189** agents representing **142** agencies from **20** countries
- **29** exhibitors representing **16** organisations from **8** countries
- **3673** pre-scheduled meetings during **2** days

Agent Demographics



Educator Demographics





Workshop Programme

The event enables educators to hold pre-scheduled **one-to-one business meetings** with relevant and quality student recruitment agents, as well as with other educators and service providers. These appointments are **30 minutes** each in duration and serve the dual objectives of meeting with new contacts and/or maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer valuable **social networking opportunities**.

Wednesday, October 15, 2014

13.00 - 19.00 Registration of participants

14.00 - 15.00 **Introductory seminars - "How to maximise your ICEF Workshop experience"**

15.00 - 19.00 **Seminars**

19.00 - 21.00 Welcome reception

Thursday, October 16, 2014

08.00 Workshop hall opens, 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 - 14.00 Lunch

14.00 - 16.00 **Business meetings (4 x 30 minutes each)**

16.00 - 16.30 Refreshment break

16.30 - 19.00 **Business meetings (5 x 30 minutes each)**

20.00 - 23.00 Evening dinner reception

Friday, October 17, 2014

08.30 Workshop hall opens, 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 - 14.00 Lunch

14.00 - 16.00 **Business meetings (4 x 30 minutes each)**

16.00 - 16.30 Refreshment break

16.30 - 18.00 **Business meetings (3 x 30 minutes each)**

18.00 Workshop hall closes

2013 Participant Feedback

I have already had student applications from my meetings in Beijing and am very happy with the results. Overall it was a very successful event.

Brynn Livingstone, Tropical North Queensland Institute of TAFE, Australia

As a first-timer at ICEF Beijing, I was thoroughly impressed with the entire workshop. The agents were extremely focussed, from a diverse list of countries and came to the meetings well-prepared. It was definitely one of the best events we have attended.

Parrish Robinson, International House Dublin/Independent Colleges Dublin, Ireland

ICEF remains the leader in bringing schools and agents together. Even though we have attended several ICEF Workshops over the years, they continue to strive for success within the ever changing climate.

Penny Gerdeman, University of Findlay, USA

This was our first serious approach to the Chinese market and after attending previous regional ICEF workshops we knew participating would be the best way to start. The organisation was excellent and the quality of the agents that attended was very good - we have always experienced a good percentage return from attending, so we had no hesitation in joining the Beijing Workshop.

Mark Nicholls, Bloomsbury International, UK

As usual, this was a very well organised, professional workshop. ICEF is the best at providing the most client centred and conscientious customer service. Even if the cost is more, the extra attention to detail and the knowledge that every concern will be addressed is worth every penny. There are few organisations that provide such consistent overall service.

Colleen Grover, Husson University, USA

2013 Attendee Ratings

Programme organisation



Total event rating



Reinforcement of existing contacts



Quality of contacts



Quantity of new contacts





Meet quality student recruitment agents from China and other Asian countries

Booking Meetings

The ICEF appointment booking system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. **Up to 30 meetings** can be scheduled with agents, as well as educators and service providers.

1. Prior to the workshop, details of all invited agents, educators and service providers are supplied via the industry leading **Marcom eSchedule PRO online meeting scheduling system**.
2. During the workshop, **additional meetings** and schedule adjustments can be made through personal contact.

Participation Includes

Prior to the workshop:

1. Comprehensive details of invited agents, educators and service providers
2. Access to the Marcom eSchedule PRO online meeting scheduling system
3. Preferential hotel rates

At the workshop:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Educator & Exhibitor Catalogue
6. Access to seminars
7. Meals, refreshment breaks and an invitation to the evening functions
8. Opportunity to offer and promote FAM tours and receptions

Register online:
www.icef.com/beijing

Marketing & Sponsorship Opportunities

Give your organisation a higher profile during the event

Email marketing@icef.com for information on the marketing & sponsorship opportunities available (eg. exhibition space, literature display racks, conference bag inserts and advertisements in workshop catalogues). Items are strictly limited so early reservations are essential.

Email seminar@icef.com if you wish to be considered as a seminar presenter.

www.icef.com

Organisers

ICEF connects educators, education agents, work and travel professionals, and industry service providers to 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 enrolments.

They choose ICEF for its longstanding reputation of quality and commitment to nurturing and accepting only the **highest calibre of education agent** and to providing excellent events and marketing resources.

ICEF Workshop Locations



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