



# The ICEF Beijing Workshop

Meet quality student recruitment agents from China and other Asian countries



## Grand Millennium Beijing October 14 - 16, 2015

### Regional Workshop

#### Event partner



#### Supported by



**ICEF**  
Connect. Recruit. Grow.



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



## 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

## Expand your Asian network

The **ICEF Beijing Workshop** is the largest Asia-based agent networking event of its kind. This must-attend event gives educators and service providers the opportunity to establish strategic relationships in the world's most buoyant student markets.

The ICEF Beijing Workshop attracts international educators and service providers, connecting them with high quality, ICEF-screened Asian agents. In 2014, the workshop hosted a total of 408 participants and enabled 120 international education institutions to hold more than 3 600 pre-scheduled meetings with **182 carefully selected agents**.

On registration day participants can also attend various seminars. 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 / outbound focus. Meaning that at the event educators can also meet other institutions, including those from within China and Asia, to **develop exchange programmes and joint ventures**.

The ICEF Beijing Workshop connects you to quality student recruitment agents from China and beyond, as well as providing an excellent opportunity for networking 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 networking opportunities
- Maintain existing relationships and develop new agent 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 Beijing, located in the city's business and financial district.

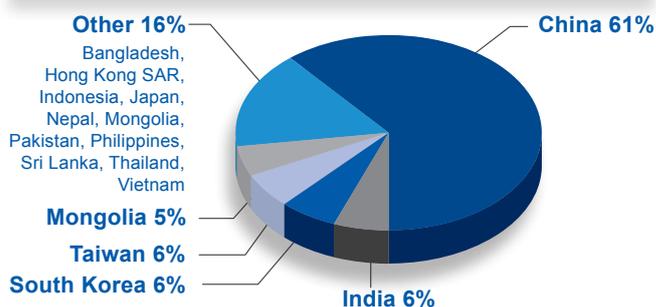
The Grand Millennium Beijing is renowned for offering excellent service, the latest in business & conference facilities, spa & fitness amenities and a range of excellent restaurants and bars. The hotel is also only a short distance from tourist attractions such as the Forbidden City and Tiananmen Square.

**Preferential rates** are available to event participants. A selection of alternative hotels, at a range of prices, will also be offered.

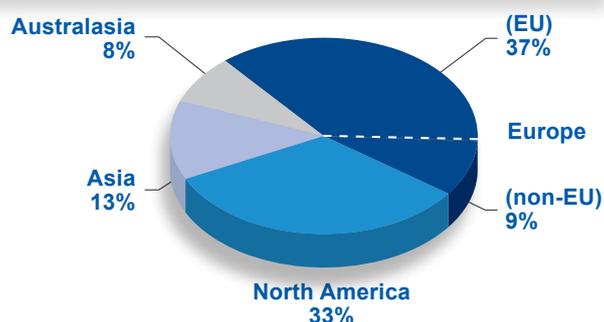
## 2014 Statistics

- **408** participants representing **286** organisations from **34** countries
- **175** educators representing **120** education institutions from **23** countries
- **182** agents representing **143** agencies from **15** countries
- **23** exhibitors representing **11** organisations from **7** countries
- **3 685** 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, quality student recruitment agents, as well as with other educators and service providers. These appointments are **30 minutes** 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 also offer **valuable networking opportunities**.

### Wednesday, October 14, 2015

13.00 - 19.00	Registration of participants
14.00 - 15.00	<b>Introductory seminars:</b> "How to maximise your ICEF Workshop experience"
15.00 - 16.00	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Thursday, October 15, 2015

08.00	Workshop hall opens, welcome refreshments
09.00 - 11.00	<b>Business meetings (4 x 30 minutes each)</b>
11.00 - 11.30	Refreshment break
11.30 - 13.00	<b>Business meetings (3 x 30 minutes each)</b>
13.00 - 14.00	Networking lunch
14.00 - 16.00	<b>Business meetings (4 x 30 minutes each)</b>
16.00 - 16.30	Refreshment break
16.30 - 19.00	<b>Business meetings (5 x 30 minutes each)</b>
20.00 - 23.00	Evening dinner reception

### Friday, October 16, 2015

08.30	Workshop hall opens, welcome refreshments
09.00 - 11.00	<b>Business meetings (4 x 30 minutes each)</b>
11.00 - 11.30	Refreshment break
11.30 - 13.00	<b>Business meetings (3 x 30 minutes each)</b>
13.00 - 14.00	Networking lunch
14.00 - 16.00	<b>Business meetings (4 x 30 minutes each)</b>
16.00 - 16.30	Refreshment break
16.30 - 18.00	<b>Business meetings (3 x 30 minutes each)</b>
18.00	Workshop hall closes

## Participant Feedback 2014

*The ICEF Beijing Workshop was excellent in every way. My meetings with agents from several different countries were all worthwhile and productive. I am confident that my Asian recruitment numbers will increase as a direct result of my attendance at this workshop.*

**Pam Dubois, Liverpool School of English, UK**

*ICEF Beijing was an excellent networking opportunity with quality participants. We were also impressed with the organisation and attention to detail. We will definitely participate again and will recommend ICEF Beijing to others!*

**Joyce Chu, IMI University Centre Switzerland**

*The Beijing Workshop was once again a quality ICEF event. This event allowed me to deepen relationships and reconnect with so many partners all in one place.*

**Chris McGary, Foxcroft Academy, USA**

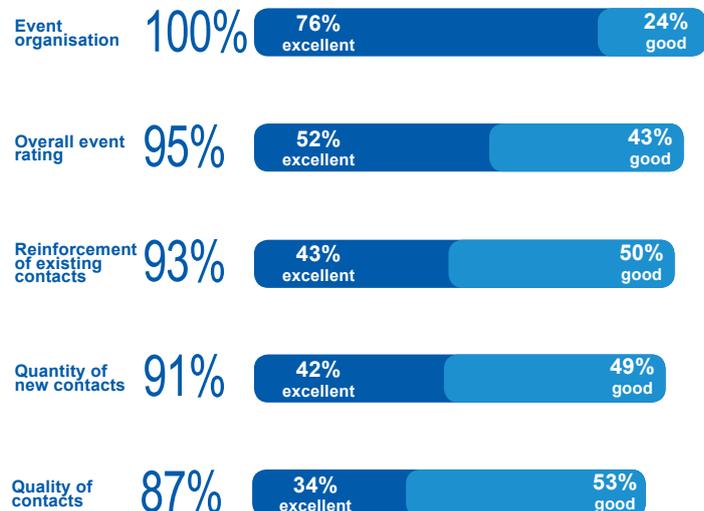
*This was my first ICEF Beijing and I found it to be well organised and in a great venue. The agents were of very good quality and I am confident that Delfin English School will gain business from attending.*

**Rory Curley, Delfin English School, Ireland**

*The ICEF Beijing Workshop was extremely useful. I was able to make lots of good contacts which will materialise into new business for our college. The event was extremely well organised and the support from ICEF was unsurpassable.*

**David Ranson, Franklin College, UK**

## 2014 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 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 appointment 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 eSchedule PRO online appointment 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](http://www.icef.com/beijing)

## Marketing & Sponsorship Opportunities

### Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto: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](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## 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 accepting only the **highest calibre of education agent** and to providing excellent events and marketing resources.

## ICEF Workshop Locations



## Contact

### ICEF MAIN OFFICE

Am Hofgarten 9,  
53113 Bonn,  
**Germany**  
Tel +49 228 201 190  
Fax +49 228 201 1944  
[contact@icef.com](mailto:contact@icef.com)

### ICEF ASIA PACIFIC

P.O. Box 194, 25 Witches  
Chase,  
North Tamborine, QLD, 4272,  
**Australia**  
Tel +61 7 5545 2912  
Fax +61 7 5545 4147  
[icefasiapacific@icef.com](mailto:icefasiapacific@icef.com)

### ICEF BRAZIL

Al. Casa Branca, 799 / 93C,  
01408-001 São Paulo, SP,  
**Brazil**  
Tel +55 11 3064 5714  
[icefbrazil@icef.com](mailto:icefbrazil@icef.com)

### ICEF CANADA

414-1355 Harwood Street  
Vancouver, BC, V6E 3W3  
**Canada**  
Tel +1 877 941 1110  
[icefcanada@icef.com](mailto:icefcanada@icef.com)

### ICEF CHINA

B-307, Guojigang, No. 2 Wu,  
Dongsanhuan-beilu,  
Chaoyang, Beijing, 100027,  
**China**  
Tel +86 10 8447 0246  
Fax +86 10 8447 0245  
[icefchina@icef.com](mailto:icefchina@icef.com)

### ICEF MIDDLE EAST

PO Box 40201, 1st Floor,  
Salibi Tower, Mekalles, Baabod  
**Lebanon**  
Tel +961 1 490 205  
Fax +961 1 490 205  
[icefmideast@icef.com](mailto:icefmideast@icef.com)

### ICEF RUSSIA

3rd liniya V.O. 20, off. 212,  
197341 St. Petersburg,  
**Russia**  
Tel +7 812 385 7512  
Fax +7 812 385 7512  
[icefrussia@icef.com](mailto:icefrussia@icef.com)

### ICEF UK

11 Woodland Road,  
Weston-super-Mare, BS23 4HF,  
**UK**  
Tel +49 228 201 190  
Fax +49 228 201 1944  
[icefuk@icef.com](mailto:icefuk@icef.com)

### ICEF USA

3810 Canfield Road,  
Pasadena, CA, 91107,  
**USA**  
Tel +1 888 371 5556  
Fax +1 626 602 3950  
[icefusa@icef.com](mailto:icefusa@icef.com)



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