



## 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 28 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 **Marcom Onsite** or 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. Access to the Marcom Onsite app for last-minute appointment scheduling
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Educator & Exhibitor Catalogue
7. Access to seminars
8. Meals, refreshment breaks and an invitation to the evening functions
9. Opportunity to offer and promote FAM tours and receptions



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

## 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

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**ICEF**

Connect. Recruit. Grow.



# The ICEF Dubai Workshop

For international educators and quality student recruitment agents from the Middle East, Turkey, Africa and South Asia



## Jumeirah Emirates Towers, Dubai February 02 - 04, 2015

### Regional Workshop

Supported by



**ICEF**  
Connect. Recruit. Grow.



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



## Why ICEF Dubai?

- Access pre-screened, quality agents from the Middle East, Turkey, Africa and South Asia
- Appoint new representatives and maintain existing relationships
- Largest agent networking event of its kind in the region

## Meet the Region's Best Agents

The **ICEF Dubai Workshop** is the region's largest and most renowned event for networking with student recruitment agents from the Middle East, Turkey, Africa and South Asia. In 2014, the Dubai Workshop hosted 351 participants from 269 organisations in 46 countries around the world.

Of the 167 agents in Dubai, **21% were new to ICEF**, ensuring long-time attendees could also make new contacts and extend their agent networks.

ICEF prides itself on ensuring you meet only the best and most professional agents at our events. All student recruitment agents at the ICEF Dubai Workshop must first pass our industry leading **selection and screening process**, and have a proven interest in partnering with a broad range of educators and service providers.

During the event, educators and service providers hold pre-scheduled, **one-to-one business meetings** with agents, selected by you prior to the event. These meetings give you the opportunity to meet and appoint new representatives and also maintain and extend relationships with existing partners.

**Personal relationships are a crucial part of business** in this region. The workshop schedule is therefore also designed to give you maximum opportunity to get to know agents informally at meal times, refreshment breaks and evening receptions.

The ICEF Dubai Workshop is the best way to meet a large number of top-quality agents face-to-face, in one central location, saving you time and travel expense.

## Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Three days of business meetings and social 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

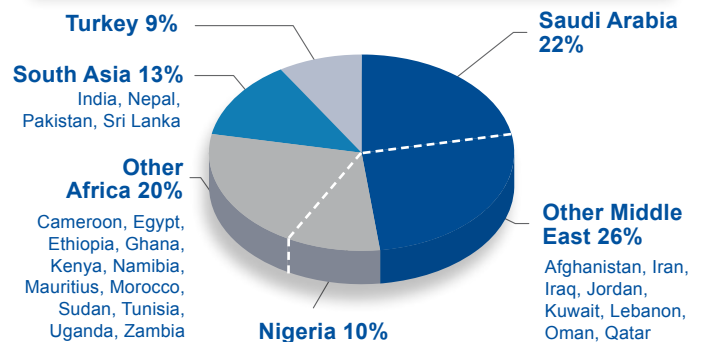
The **Jumeirah Emirates Towers** is located in Dubai's commercial district. The hotel is innovative and stylish, with 400 spacious guestrooms offering exceptional facilities including high-speed internet connections. Set among landscaped gardens, the hotel has a swimming pool and sun deck, as well as a state-of-the-art gym. Also boasting 15 restaurants and bars - including one with spectacular views over Dubai - the Jumeirah Emirates Towers is a sophisticated venue.

Workshop participants enjoy **preferential rates** at the Jumeirah Emirates Towers, but can also choose from a selection of other hotels to meet differing budget requirements.

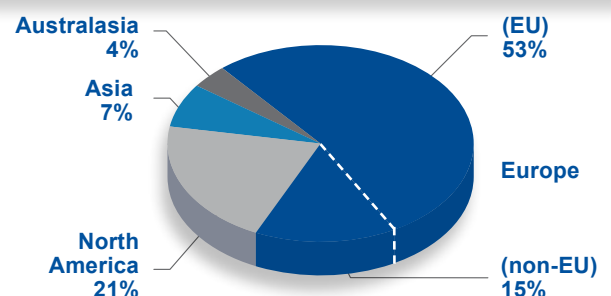
## 2014 Statistics

- **351** participants representing **269** organisations from **46** countries and **5** continents
- **154** educators representing **112** education institutions from **20** countries
- **167** agents representing **143** agencies from **30** countries in the region
- **21** exhibitors representing **11** organisations from **8** countries
- **3702** 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 **25 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.

### Monday, February 02, 2015

09.00 - 19.00	Registration of participants
14.00 - 14.45	<b>Introductory seminars: "How to maximise your ICEF Workshop experience"</b>
14.45 - 19.00	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Tuesday, February 03, 2015

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
11.30 - 13.00	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
14.00 - 16.00	<b>Business meetings (4 x 25 minutes)</b>
16.00 - 16.30	Refreshment break
16.30 - 19.00	<b>Business meetings (5 x 25 minutes)</b>
19.30 - 24.00	Evening dinner reception

### Wednesday, February 04, 2015

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
11.30 - 13.00	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
14.00 - 15.30	<b>Business meetings (3 x 25 minutes)</b>
15.30 - 16.00	Refreshment break
16.00 - 17.00	<b>Business meetings (2 x 25 minutes)</b>
17.00	Workshop hall closes

## Participant Feedback 2014

*It was a superb workshop, as always. The organisation, and in particular, the digital infrastructure that ICEF provides participants is far beyond anything I have seen elsewhere.*

**Andrew Ness, Sheridan College, Canada**

*Excellent organisation – the best agent workshop I have attended!*

**Elaine Bowman, NEOMA Business School, France**

*ICEF Dubai was yet another fantastic ICEF event. ICEF's professionalism and dedication to quality is always outstanding. ICEF Dubai is a 'must attend' on our marketing calendar.*

**Victoria Power, Active Centre of English Training (ACET) (CLCI), Ireland**

*The workshop was professionally organised and for OLC (Europe) it has been a very worthwhile event. We look forward to attending more events organised by ICEF in the future.*

**Chris Bamber, OLC Europe, United Kingdom**

*The event was organised very well. This was our first ICEF event and we hope to have made some lasting relationships.*

**Samantha Powers, University of Saint Joseph, USA**

*This was our first ICEF Dubai. As with other ICEF events, the organisation was excellent and the quality and quantity of agents was good.*

**Rory Curley, Delfin English School, United Kingdom**

*This workshop was very well organised and provided good quality contacts. The venue was also excellent, comfortable and easily accessible. We will be back next year!*

**David Arrowsmith, inlingua Cheltenham, United Kingdom**

## 2014 Attendee Ratings

