



# The ICEF Dubai Workshop

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



## Jumeirah Emirates Towers February 01 - 03, 2016

### 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, Africa and South Asia
- Appoint new partners and maintain existing relationships
- Largest agent networking event in the region

## Access the region's best agents

The **ICEF Dubai Workshop** is the region's leading event for networking with student recruitment agents in the Middle East, Africa and South Asia. There is no other event that can match ICEF Dubai in terms of size, scope and most importantly, quality.

In 2015, the Dubai Workshop hosted 431 participants from 314 organisations in 48 countries around the world. Of these participants, 191 were carefully selected agents from 29 countries in the region.

ICEF prides itself on ensuring every possible measure is taken to ensure you meet only the best and most professional agents. All student recruitment agents at ICEF Dubai must pass our selection and screening process, and have an active interest in partnering a broad range of educators and service providers.

During the workshop you can attend informative seminars, participate in networking receptions and hold one-to-one meetings with agents selected by you, prior to the event. These activities give you ample opportunity to appoint new representatives, as well as maintain and extend relationships with existing partners and peers.

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

## 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
- Learn about the latest market trends and developments
- Promote your brand within the international education industry

## The Venue

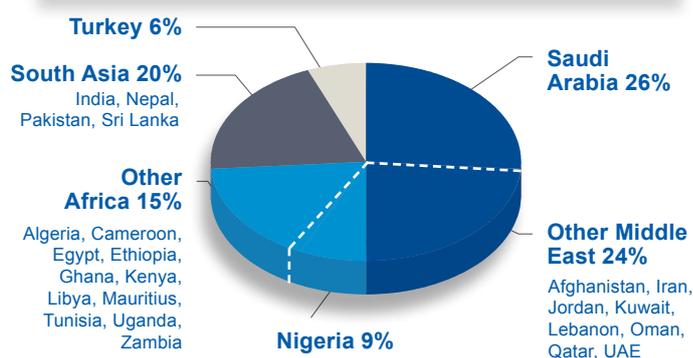
The **Jumeirah Emirates Towers** is located in Dubai's commercial district. The hotel offers 400 spacious guestrooms with exceptional facilities including high speed internet. This stylish and innovative hotel is set among landscaped gardens and has a swimming pool, sun deck and state-of-the-art gym.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

Workshop participants enjoy **preferential rates**, but can also choose from a selection of other hotels to meet differing budgets.

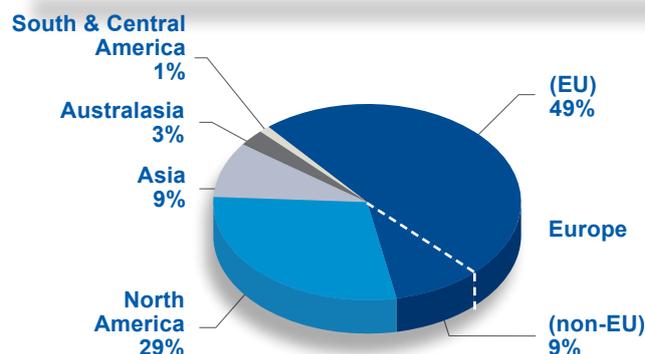
## 2015 Statistics

- **431** participants representing **314** organisations from **48** countries
- **201** educators representing **140** education institutions from **25** countries
- **191** agents representing **155** agencies from **29** countries in the Middle East, Turkey, Africa & South Asia
- **29** exhibitors representing **16** organisations from **12** countries
- **4276** pre-scheduled meetings during **2** days

### Agent Demographics



### Educator Demographics





## Workshop Programme

The event enables educators to hold pre-scheduled **one-to-one business appointments** 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, which offer further **networking opportunities**.

### Monday, February 01, 2016

09.00 - 19.00 Registration of participants

**14.00 - 14.45** **Introductory seminars:**  
"How to maximise your ICEF Workshop experience"

**14.45 - 19.00** **Seminars**

19.00 - 21.00 Welcome reception

### Tuesday, February 02, 2016

08.00 Workshop hall opens, light breakfast

**09.00 - 11.00** **Business meetings (4 x 25 minutes)**

11.00 - 11.30 Refreshment break

**11.30 - 13.00** **Business meetings (3 x 25 minutes)**

13.00 - 14.00 Lunch

**14.00 - 16.00** **Business meetings (4 x 25 minutes)**

16.00 - 16.30 Refreshment break

**16.30 - 19.00** **Business meetings (5 x 25 minutes)**

19.30 - 23.00 Evening dinner reception

### Wednesday, February 03, 2016

08.00 Workshop hall opens, light breakfast

**09.00 - 11.00** **Business meetings (4 x 25 minutes)**

11.00 - 11.30 Refreshment break

**11.30 - 13.00** **Business meetings (3 x 25 minutes)**

13.00 - 14.00 Lunch

**14.00 - 15.30** **Business meetings (3 x 25 minutes)**

15.30 - 16.00 Refreshment break

**16.00 - 17.00** **Business meetings (2 x 25 minutes)**

17.00 Workshop hall closes

## Participant Feedback 2015

*The Dubai Workshop is a great way to get an overview of the market in the region. I am much better informed having attended the workshop and better prepared for doing business in the Middle East, Africa and South Asia.*

**Colm O'Byrne, ATC Language & Travel, Ireland**

*I have participated in the ICEF Dubai Workshop five times in the past and it is one of the most productive and well organised events we attend. The quality of agents selected is good and I convert more agents into partners from this event than any other.*

**David Arrowsmith, inlingua Cheltenham, UK**

*This was a surprisingly good workshop. I had no no-shows! I have never experienced that before at the other industry fairs I attend!*

**Darren Conway, Languages International Auckland & Christchurch, NZ**

*I enjoyed ICEF Dubai! I met some good prospective agents. The event provided very good networking opportunities and was extremely well organised.*

**Anoucha Villavarayan, George Brown College, Canada**

*ICEF Dubai has been a great opportunity to catch up with the agents we already work with and to meet other quality agents in the Middle East. The reception on the first day, and the dinner the second day were also really good. I have enjoyed my time in Dubai and my first ICEF Workshop has been a really good experience.*

**Maria Rivero, Celtic English Academy, UK**

## 2015 Attendee Ratings

Event organisation **99%** **79%** excellent **20%** good

Overall event rating **97%** **63%** excellent **34%** good

Reinforcement of existing contacts **93%** **63%** excellent **30%** good

Quantity of new contacts **87%** **46%** excellent **41%** good

Quality of contacts **80%** **42%** excellent **38%** good



## 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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