



The ICEF Japan – Korea Agent Roadshow

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



Keio Plaza Hotel, Tokyo & Lotte Hotel, Seoul
February 23 - 25, 2016

Roadshow

Supported by



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Why join the Roadshow?

- Access to two important Asian markets
- Meet high quality, active Japanese and Korean agents
- Establish and cultivate personal relationships

Connect with two Key Markets

The ICEF Japan – Korea Roadshow provides international educators and service providers with the opportunity to meet quality, active student recruitment agents from both Japan and Korea.

This event is split between Tokyo (Feb. 23) and Seoul (Feb. 25) and offers participants a 1-day workshop in each location.

For the third consecutive year, the ICEF Japan – Korea Roadshow sold out in 2015. Do not miss out on your chance to be part of this fantastic networking event in 2016.

Agents at the roadshow are exclusively from Japan and Korea, providing a focussed opportunity for you to establish firm links in these two markets. All agents attending the roadshow are carefully screened and are actively sending students to various institutions around the world.

Personal contact is an important part of doing business in Asia, particularly in Japan and Korea. The roadshow provides an excellent opportunity for educators and service providers to meet agents face-to-face, to both consolidate existing partnerships and establish new contacts. In addition to formal business meetings, networking opportunities at lunch times, coffee breaks and evening receptions allow participants to develop the more social aspects of their business relationships.

Places at the ICEF Japan – Korea Roadshow are strictly limited and are sold in combination - it is not possible to book only one location.

Why ICEF Events?

- Meet the best agents in one place - save time and money
- Two days of business meetings and social networking opportunities
- Maintain existing relationships and develop new agent networks
- Learn about the latest market trends and developments
- Promote your brand within specific markets

Venues

The ICEF Japan – Korea Roadshow will take place at two venues, the Keio Plaza Hotel in Tokyo and the Lotte Hotel, Seoul.

The **Keio Plaza Hotel** is located in the Tokyo district of Shinjuku. With twelve restaurants, a fully equipped business centre, as well as free high-speed internet in guest rooms, the Keio Plaza Hotel offers excellent facilities for business travel.

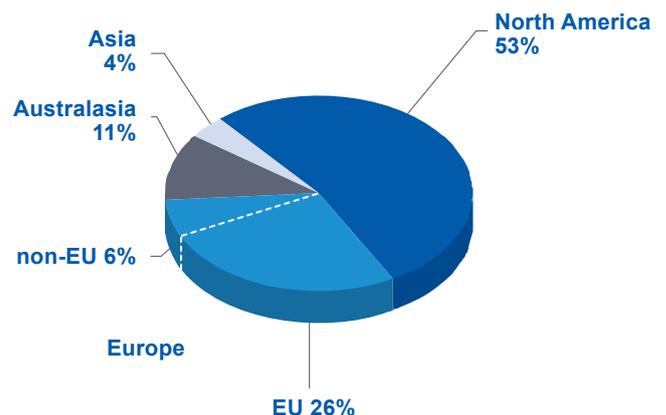
The **Lotte Hotel**, Seoul is one of the city's most renowned hotels. Located in the heart of Seoul, the Lotte Hotel offers world class facilities including: spacious guest rooms, nine restaurants, gym, museum, art gallery and exceptional business and conference facilities.

Workshop participants benefit from special room rates at both venues.

2015 Statistics

- **249** participants representing **193** organisations from **17** countries and **4** continents
- **67** educators representing **54** education institutions from **14** countries
- **79** agents representing **56** agencies from Japan
- **85** agents representing **73** agencies from Korea
- **6** exhibitors representing **5** organisations from **4** countries
- **1067** pre-scheduled meetings during **2** days

Educator Demographics





Roadshow Programme

The event enables educators to hold 30 (15 per location) pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents from Japan and Korea. These appointments are **30 minutes** in duration and serve the dual objectives of meeting with new contacts and/or maintaining existing relationships. The roadshow programme also includes meals, refreshment breaks and **two dinner functions**.

Day 1, Tokyo (February 23, 2016)

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

Day 2, Tokyo – Seoul (February 24, 2016)

	Travel to Seoul*
20.00	Group dinner*

Day 3, Seoul (February 25, 2016)

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

*Additional cost

Participant Feedback 2015

The ICEF Japan-Korea Roadshow was a valuable marketing trip. The agents were very interested in my school and I hope to have made some solid business connections. The event itself was smoothly organised in two wonderful hotels where we sampled the delights of some first class Japanese and Korean cuisine. I would highly recommend this event and will be returning next year.

Sarah Bellotti, The Mount, Mill Hill International, UK

The Japan-Korea Roadshow was a typical ICEF event: It was well done, productive, professional, and a good return on investment.

Shaun Sephton, Richmond School District #38, Canada

This was my first ICEF Workshop. I found it to be very well organised and welcoming. I made many excellent connections with agents from both Japan and Korea. We are looking forward to growing our business in these markets.

Roisin Quain, Cork English College, Ireland

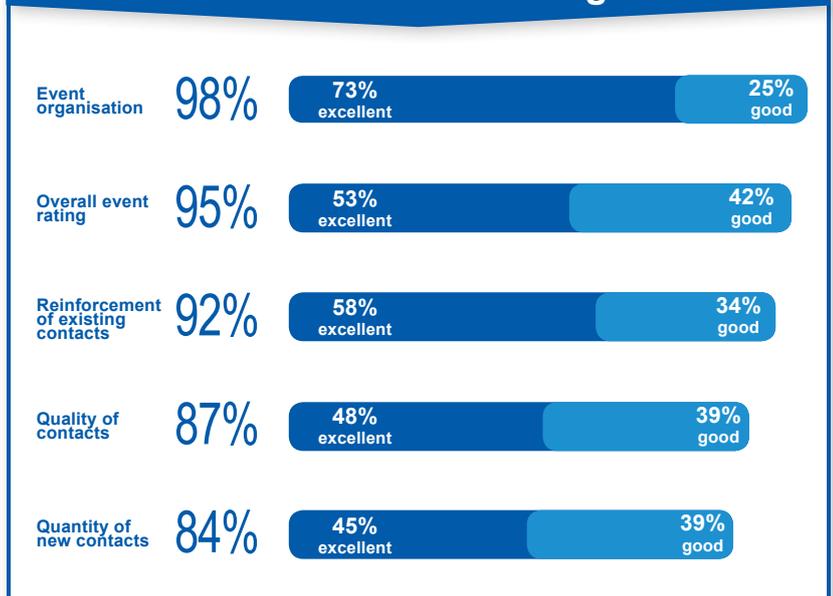
The Japan-Korea Roadshow was well organised, with clear communication and assistance at all times during the event. I am happy to recommend the roadshow to my peers in the industry.

James Roache, St Aidan's Anglican Girls' School, Australia

The Japan-Korea Roadshow is an excellent opportunity to meet new agencies in two important markets. We also connected with existing partners in a friendly, comfortable venue. ICEF continually shows skilful organisation and planning.

Wendy Clark, Coquitlam School District 43, Canada

2015 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 (**Tokyo 15 and Seoul 15**), 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 eSchedule PRO online meeting booking system.
2. During the workshop, additional meetings and schedule adjustments can be made through personal contact.

Participation Includes

Prior to the roadshow:

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

At the roadshow:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Educator & Exhibitor Catalogue
6. Meals, refreshments breaks and an invitation to the two dinner functions



Register online: www.icef.com/japankorea

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 and conference bag inserts). Items are strictly limited so early reservations are essential.

Organisers

ICEF connects educators, education agents, work & 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



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