



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 **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/la

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.

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

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

ICEF BRAZIL

Al. Casa Branca, 799 / 93C,
01408-001 São Paulo, SP,
Brazil
Tel +55 11 3064 5714
icefbrazil@icef.com

ICEF CANADA

414-1355 Harwood Street
Vancouver, BC, V6E 3W3
Canada
Tel +1 877 941 1110
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

ICEF MIDDLE EAST

PO Box 40201, 1st Floor,
Salibi Tower, Mekalles, Baabda
Lebanon
Tel +961 1 490 205
Fax +961 1 490 205
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

ICEF UK

11 Woodland Road,
Weston-super-Mare, BS23 4HF,
UK
Tel +49 228 201 190
Fax +49 228 201 1944
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



ICEF

Connect. Recruit. Grow.



The ICEF Latin America Workshop

Meet quality student recruitment agents from Brazil and other Latin American countries



Grand Hyatt São Paulo September 24 - 26, 2015

Regional Workshop

Supported by



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www.icef.com/la



Why ICEF Latin America?

- Focussed exclusively on Brazil and Latin America
- Largest agent networking event of its kind in the region
- Access over 200 pre-screened, quality Latin American agents

Connect with Latin America

The **ICEF Latin America Workshop** is the largest agent networking event in this important region and gives international educators and service providers access to key agents spanning Latin America. In 2014, the event enabled **164 educators from 19 countries** to hold **over 4000 pre-scheduled meetings** with **228 quality agents from 8 Latin American countries**.

The Latin America Workshop is an excellent opportunity for international educators to consolidate existing partnerships as well as to establish new relationships with screened student recruitment agents. Reflecting market size and importance, the majority of the agents at this event will come from Brazil. Educators and service providers can also expect to meet agents from other important markets such as Argentina, Bolivia, Chile, Colombia, Ecuador, Mexico, Peru and Venezuela.

Event lunches, coffee breaks and evening functions have been specifically designed to facilitate further networking, allowing participants to maximise their time and number of connections.

Various seminars, hosted by industry experts from the region provide valuable insights on the **latest student mobility and recruitment trends**.

In Latin America a strong emphasis is placed on the personal aspects of business relationships. Addressing this, the ICEF Latin America Workshop provides the best platform for you to develop both professional and personal connections with quality agents from this region.

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

In 2015, the ICEF Latin America Workshop will take place once again in São Paulo. As Brazil's business centre and the largest city in the southern hemisphere, it is easily accessed by all workshop participants.

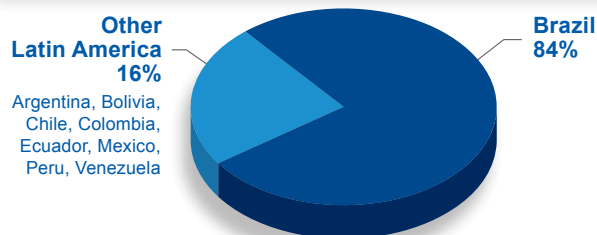
Held at the Grand Hyatt São Paulo and located in the city's Marginal Pinheiros / Berrini business district, the hotel offers 466 guestrooms, international restaurants, state-of-the-art health and fitness amenities, as well as modern business and conference facilities that are perfect for the Latin America event.

Preferential rates are available to event participants; however, a selection of other hotels catering to all budgets and requirements are available.

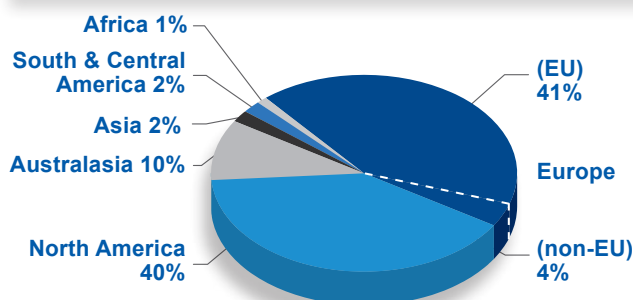
2014 Statistics

- **434** participants representing **303** organisations from **26** countries and **6** continents
- **164** educators representing **131** education institutions from **19** countries
- **228** agents representing **152** agencies from **8** countries
- **25** exhibitors representing **17** organisations from **8** countries
- **4032** 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**.

Thursday, September 24, 2015

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

Friday, September 25, 2015

08.00 Workshop hall opens, light breakfast

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 Networking 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

Saturday, September 26, 2015

08.00 Workshop hall opens, light breakfast

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

Participant Feedback 2014

The event was very well organised. ICEF Latin America was a great opportunity for me to learn about the market. I met with some agents that were already our partners. In my opinion this was very important for strengthening these relationships.

Fabiana Assuncao, Australian Institute of Professional Education (AIPE), Australia

Great organisation, friendly staff, well planned timetable with many opportunities to network, excellent online facilities and good quality contacts!

Elaine Bowman, NEOMA Business School, France

This was another successful ICEF Latin America! I was able to meet with good quality agents from across the region. It was a very enjoyable atmosphere in which to meet new and exciting agents.

Jonathan Quinn, Centre of English Studies, Ireland

The agents I met were professional and focused on products not commissions! All of the agents also arrived punctually for our meetings.

Shane Ball, Auckland Institute of Studies - AIS, New Zealand

ICEF provides a quality workshop in terms of agents, organisation, venue, and customer service. ICEF is my choice for excellence in international student recruiting.

Michelle Purghart, Maranatha High School, USA

2014 Attendee Ratings

Event organisation **99%** **88%** excellent **11%** good

Overall event rating **99%** **67%** excellent **32%** good

Reinforcement of existing contacts **97%** **71%** excellent **26%** good

Quality of contacts **96%** **59%** excellent **37%** good

Quantity of new contacts **94%** **58%** excellent **36%** good