



## 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 (**Mexico City 15 and Bogotá 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 **Marcom eSchedule PRO online appointment scheduling system**.
2. During the workshop, **additional meetings** and schedule adjustments can be made through personal contact or via a message delivery system.

## 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. Meals, refreshments breaks and an invitation to the two dinner functions



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

## 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 catalogue advertisements). Items are strictly limited so early reservations are essential.

## 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 Mexico – Colombia Agent Roadshow

Access quality, pre-screened student recruitment agents from Mexico and Colombia



Hilton Mexico City Reforma • March 10, 2015  
Hilton Bogotá • March 13, 2015

Roadshow

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## Why join the Roadshow?

- Gain access to two important Latin American markets
- Meet high quality, productive Mexican and Colombian agents
- Establish and cultivate crucial personal relationships
- Maintain existing relationships and develop new agent networks
- Promote your brand within the international education industry

## Mexico & Colombia: Access two key markets

The ICEF Mexico – Colombia Roadshow provides international educators with the opportunity to meet quality, active student recruitment agents from both Mexico and Colombia.

This event is split between Mexico City (March 10) and Bogotá (March 13), the political, economic and cultural hubs of these two important student markets, and will offer participants a one day workshop in each location.

The Mexico – Colombia Roadshow gives you a focussed opportunity to promote your institution or organisation to agents in these two countries. All agents attending the roadshow are carefully screened, are actively sending students abroad, and have expressed an interest in language study, boarding schools, high schools, vocational training programmes and universities around the world.

In Latin America, personal contact is crucial in creating successful, long-term business relationships. Face-to-face meetings at the roadshow provide an excellent opportunity for educators and service providers to consolidate existing partnerships, as well as establish new links within these markets. In addition to formal business meetings, a number of networking opportunities at lunch times, coffee breaks and evening functions allow you to develop the social aspects of your relationships.

The ICEF Mexico – Colombia Roadshow is the most efficient and cost-effective way to meet face-to-face with a large number of quality agents; it is a must for educators who want to connect, build and maintain partnerships in both Mexico and Colombia.

## Why ICEF Roadshows?

- Meet quality agents in two convenient venues - save time and money
- Two 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 Venues

The ICEF Mexico - Colombia Roadshow will take place at two venues, the Hilton Reforma Hotel in Mexico City and the Hilton Bogotá.

The five-star **Hilton Reforma Hotel** is conveniently situated close to the financial and business districts and near the Paseo de la Reforma. A 20-minute drive from Mexico City International Airport, the hotel is recognised as the best business-travel hotel in Mexico City, boasting world-class conference facilities. The hotel also features a 25-meter rooftop pool, fitness centre, three restaurants and a lobby bar. Providing all-round quality, the Hilton Mexico City Reforma hotel is an exceptional location for the Mexican stage of this event.

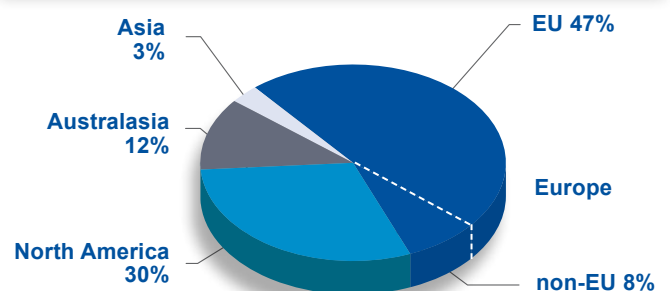
The **Hilton Bogotá** hotel is located in the city's financial district and near Bogotá's entertainment and restaurant district. Just 25 minutes from El Dorado International Airport, the hotel offers exceptional conference facilities including hotel-wide WiFi. The Hilton Bogotá also has a state of the art fitness centre, a heated outdoor pool and a number of restaurants and bars. The combination of these outstanding amenities makes the hotel the ideal roadshow venue in Colombia.

Participants enjoy preferential rates at both hotels.

## 2014 Statistics

- **249** participants representing **178** organisations from **16** countries and **5** continents
- **50** educators representing **40** education institutions from **14** countries
- **86** agents representing **63** agencies from Mexico
- **96** agents representing **68** agencies from Colombia
- **13** exhibitors representing **6** organisations from **3** countries
- **1436** pre-scheduled meetings over **2** days

## Educator Demographics





## Workshop 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 Mexico and Colombia. 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**, which offer **valuable social networking opportunities**.

### Day 1, March 10, 2015 (Mexico City)

08.30 – 09.30	Meeting hall opens; Registration & Welcome Coffee
<b>09.30 – 11.00</b>	<b>Business meetings (3 x 30 minutes)</b>
11.00 – 11.30	Coffee break
<b>11.30 – 13.00</b>	<b>Business meetings (3 x 30 minutes)</b>
13.00 – 14.00	Lunch
<b>14.00 – 16.00</b>	<b>Business meetings (4 x 30 minutes)</b>
16.00 – 16.30	Coffee break
<b>16.30 – 19.00</b>	<b>Business meetings (5 x 30 minutes)</b>
19.30 – 21.30	Dinner Reception

### Day 2, March 11, 2015 (Mexico City)

Optional day excursion to Teotihuacan or Puebla\*

### Day 3, March 12, 2015 (Mexico City - Bogotá)

	Travel to Bogotá*
20.00	Group dinner*

### Day 4, March 13, 2015 (Bogotá)

08.30 – 09.30	Meeting hall opens; Registration & Welcome Coffee
<b>09.30 – 11.00</b>	<b>Business meetings (3 x 30 minutes)</b>
11.00 – 11.30	Coffee break
<b>11.30 – 13.00</b>	<b>Business meetings (3 x 30 minutes)</b>
13.00 – 14.00	Lunch
<b>14.00 – 16.00</b>	<b>Business meetings (4 x 30 minutes)</b>
16.00 – 16.30	Coffee break
<b>16.30 – 19.00</b>	<b>Business meetings (5 x 30 minutes)</b>
19.30 – 21.30	Dinner Reception

\*Additional cost

## Participant Feedback 2014

*As any ICEF workshop, this Roadshow was superbly organised! The agents had all been carefully selected and I was really impressed with their quality, knowledge and preparedness. I am convinced that this event will give us business from some new agencies. I truly enjoyed meeting great new people and re-connecting with long-term loyal agents and friends.*

**Brigitta Alkofer, Humboldt-Institut, Germany**

*This was another successful ICEF event! I met with good agents, who were knowledgeable about the courses and destinations they were interested in - No time wasters, just plenty of solid contacts.*

**Jonathan Quinn, Centre of English Language Studies, Ireland**

*The Mexico – Colombia Roadshow was very professionally organised! At the event I had a full schedule of agent meetings. Onsite many more agents stopped by to ask if I had any spare time to meet with them – they all were very interested in our programmes.*

**Catherine Smith, Northcote College, New Zealand**

*Thank you for organising such an amazing event! Mexico and Colombia have huge potential and great agents, who support their schools and students on a very professional level. I am looking forward to next year!*

**Almir Krupic, did deutsch-institut, Germany**

*I enjoy these ICEF events more than any other I attend. They are always very efficient and productive.*

**Don Steen, Lyndon Institute, USA**

## 2014 Attendee Ratings

