



# The ICEF Mexico – Colombia Agent Roadshow

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



Hilton Mexico City Reforma • March 01, 2016  
Hilton Bogotá • March 04, 2016

## Roadshow

Supported by



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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

## Focus on Mexico & Colombia

The ICEF Mexico – Colombia Roadshow allows international educators to meet quality, student recruitment agents from Mexico and Colombia in two, one day events.

This event is split between Mexico City (March 01) and Bogotá (March 04) and gives educators and service providers the focussed opportunity to promote their institutions to agents in these two countries. All agents are carefully screened, are actively sending students abroad, and have expressed an interest in a wide range of programmes and institutions 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 participants 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 these 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 and maintain partnerships in Mexico and Colombia.

The ICEF Mexico – Colombia Roadshow is sold as one event - it is not possible to book only one location.

## 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
- 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 Hotel Bogotá.

The five-star **Hilton Reforma** Hotel is 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.

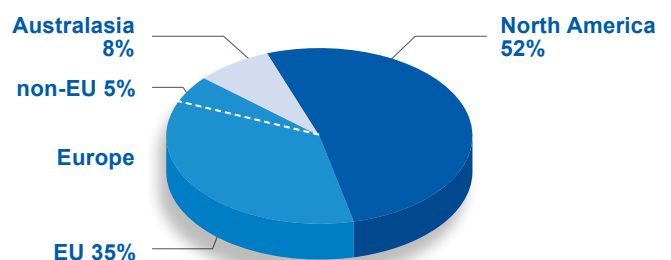
The **Hilton Bogotá** hotel is located in the city's financial district and near Bogotá's entertainment and restaurant district. Just 25 minutes from El Dorado International Airport, the hotel offers exceptional conference facilities including hotel-wide WiFi. The Hilton Bogotá also has a state of the 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.

## 2015 Statistics

- **292** participants representing **207** organisations from **15** countries
- **81** educators representing **60** education institutions from **12** countries
- **87** agents representing **65** agencies from Mexico
- **99** agents representing **74** agencies from Colombia
- **8** exhibitors representing **4** organisations from **3** countries
- **1742** 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**.

### Tuesday, March 01, 2016 (Mexico City)

08.30 – 09.30	Meeting hall opens; Registration & Welcome Refreshments
<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

### Wednesday, March 02, 2016 (Mexico City)

Optional day excursion to Teotihuacan\*

### Thursday, March 03, 2016 (Mexico City - Bogotá)

	Travel to Bogotá*
19.00	Group dinner*

### Friday, March 04, 2016 (Bogotá)

08.30 – 09.30	Meeting hall opens; Registration & Welcome Refreshments
<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 2015

*ICEF did a great job of screening the agents. All agents understood the objective of the event and made the most of the time. Both the Mexico and Colombia events went really well!*

**Alexandra Repetto, Full Sail University, USA**

*The ICEF Mexico - Colombia Roadshow was a great success for us. The size of the event was perfect and the agents were of a good quality. Our schedule was full and we were happy to make a number of good contacts.*

**Wendy Reid, Mount Roskill Grammar School, New Zealand**

*I have been attending ICEF Workshops for 2 years now and the quality of the agents and the schools represented at these workshops always impresses me. For this and many other reasons I will always return to future ICEF events!*

**Cristhina Starke, Wentworth Military Academy & College, USA**

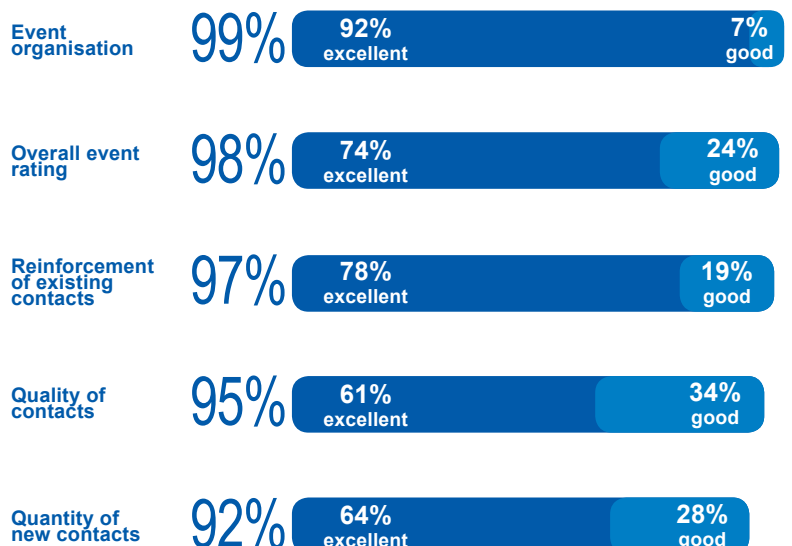
*The ICEF Mexico - Colombia Roadshow was very good. The agents were well informed and knowledgeable and fully utilised the meeting times. The event was also very well organised.*

**Luis René Ayala Robledo, College Saint-Charles-Garnier, Canada**

*The Mexico - Colombia Roadshow was well worth the trip! I made some great contacts.*

**David Aronofsky, Texas International Education Consortium – Texas Intensive English Program, USA**

### 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 (**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 **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



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