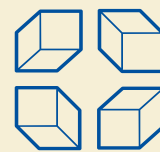




Meet quality student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus



**ICEF**

Connect. Recruit. Grow.

## The ICEF Moscow Workshop

Ritz-Carlton, Moscow

March 21 - 23, 2014

Supported by





## Why ICEF Moscow?

- Access pre-screened, quality agents from Russia, Eastern Europe, Central Asia and the Caucasus
- Appoint new representatives and maintain existing relationships
- Attend the largest agent networking event of its kind in the region

## Must-attend Regional Event

The ICEF Moscow Workshop is the region's largest and most renowned annual international education networking event. Providing educators and service providers with the opportunity to meet agents from Russia, Eastern Europe, Central Asia and the Caucasus, this workshop is a must-attend for institutions seeking to increase international student enrolments from this important market.

For the first time ever, the event hosted over 500 participants from 33 countries in 2013, including 41 new agencies, giving long time participants the opportunity to make new contacts.

During the workshop, educators and service providers conducted one-to-one business appointments with representatives from 213 agencies from Russia, Ukraine, Uzbekistan, Kazakhstan, Belarus, Armenia, Azerbaijan, Czech Republic, Estonia, Moldova and Tajikistan.

Before agents can attend any ICEF event they must pass a rigorous selection and screening process, known as the most stringent quality testing in the industry. Agents must provide current, verifiable references and prove an active interest in partnering with international educators and service providers.

In addition to scheduled meetings and networking events, participants may also attend various seminars held on the first day of the workshop. These seminars cover a wide range of topics and provide valuable insight and support to first-time participants.

The ICEF Moscow Workshop is the most efficient way to meet and establish partnerships with quality student recruitment professionals dedicated to delivering you international students.

## Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Three days of business meetings and social networking
- 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

The ICEF Moscow Workshop will take place at The Ritz-Carlton hotel, located in the city's historical, cultural and business centre. The hotel offers superb amenities, including a health club and spa, numerous dining options and a stylish rooftop bar with views over Red Square, including the Kremlin and St. Basil's Cathedral.

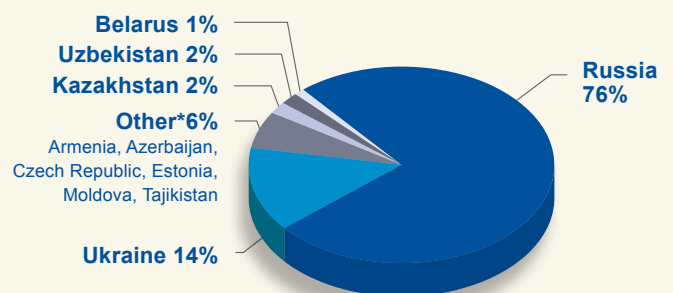
With a full service business centre, state-of-the-art meeting facilities, and wireless internet access in all areas of the hotel, the Ritz-Carlton offers the ideal location for the Moscow Workshop.

Event participants enjoy preferential rates at the Ritz-Carlton, but can also choose from other hotels to meet differing budget requirements.

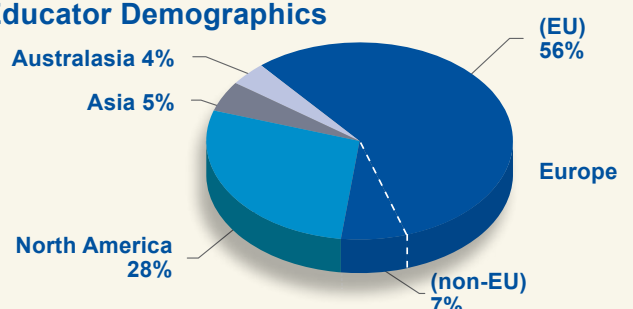
## Statistics 2013

- **514** participants representing **394** organisations from **33** countries and **4** continents
- **216** educators representing **163** education institutions from **23** countries
- **260** agents representing **191** agencies from **12** countries
- **13** exhibitors representing **11** organisations from **6** countries
- **6592** pre-scheduled meetings during **2** days

### Agent Demographics



### Educator Demographics





Find more 2013 testimonials, photos and videos on [www.icef.com/moscow](http://www.icef.com/moscow)

## Workshop Programme

This 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 **20 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 **valuable social networking opportunities**.

### Friday, March 21, 2014

- 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 - 20.00 Welcome drinks reception

### Saturday, March 22, 2014

- 08.00 Workshop hall opens, light breakfast
- 09.00 - 11.00 Business appointments (5 x 20 minutes each)**
- 11.00 - 11.20 Refreshment break
- 11.20 - 13.00 Business appointments (4 x 20 minutes each)**
- 13.00 - 14.15 Networking lunch
- 14.15 - 16.40 Business appointments (6 x 20 minutes each)**
- 16.40 - 17.00 Refreshment break
- 17.00 - 19.00 Business appointments (5 x 20 minutes each)**
- 19.30 - 22.30 Evening reception

### Sunday, March 23, 2014

- 08.00 Workshop hall opens, light breakfast
- 09.00 - 11.00 Business appointments (5 x 20 minutes each)**
- 11.00 - 11.20 Refreshment break
- 11.20 - 13.00 Business appointments (4 x 20 minutes each)**
- 13.00 - 14.10 Networking lunch
- 14.10 - 17.00 Business appointments (7 x 20 minutes each)**
- 19.00 - 21.00 Moscow City Tour\*

\* at an additional cost

## Participant Feedback 2013

*Russia is a very important market and the ICEF Moscow Workshop helped us to meet our active agents to discuss further collaboration, as well as new ones.*

**Katya Lupalenko, Clubclass English Language School, Malta**

*This was yet another amazing and wonderfully organised ICEF event. The agents were of the highest quality.*

**Victoria Power, Active Centre of English Training, Ireland**

*I was pleasantly surprised with the quality and standards of the agents participating. I have years of experience in the Russian market yet it has been an excellent opportunity to refresh contacts and make new links.*

**Francisco Bustos, Abbey DLD Group of Colleges, UK**

*The workshop was a great opportunity for us to establish new links of cooperation, meet colleagues and share ideas during social events.*

**Aysegul Basol, Bilkent University, Turkey**

*Most of the agents we met were already informed about our programmes and had obviously read our website. Some actually requested specific programmes that we offer which was good.*

**Anna Leicu-Ionnikoff, Home Language International Limited, Monaco**

### Attendee Ratings 2013

#### Programme organisation



#### Total event rating



#### Reinforcement of existing contacts



#### Quantity of new contacts



#### Quality of new contacts





Meet quality student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus

## Making Appointments

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 36 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 **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 for ICEF participants

### At the workshop:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the *Educator & Exhibitor Catalogue*
6. Access to seminars
7. Meals, refreshments breaks and an invitation to the evening functions
8. Opportunity to offer and promote FAM tours and receptions

Register Online:  
[www.icef.com/moscow](http://www.icef.com/moscow)

## 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 rack, conference bag insert 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 nurturing and accepting only the **highest calibre of education agent** and to providing excellent events and marketing resources.

## ICEF Workshop Locations



## Contact

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