

The ICEF Moscow Workshop

For international educators and student recruitment agents from Russia, Eastern Europe, Central Asia and the Caucasus



The Ritz-Carlton, Moscow
March 27 - 29, 2015

Regional Workshop

Supported by



ICEF
Connect. Recruit. Grow.



www.icef.com/moscow



Why ICEF Moscow?

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

Join the leading regional event

The **ICEF Moscow Workshop** is the region's most renowned international education networking event. Providing educators and service providers with the opportunity to meet the best 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.

In 2014 the ICEF Moscow Workshop grew by 11% overall and was the largest to date. In total, **572 participants from 30 countries** participated in the event. During the workshop, educators and service providers conducted one-to-one business appointments with representatives of 219 education agencies.

Acknowledging the number of institutions who regularly participate in this workshop, ICEF **screens and qualifies new agencies each year**. In 2014, 25% of the agents at the event were new to ICEF Moscow, giving long time participants the opportunity to establish new partnerships.

Before agents can attend ICEF events they must pass a **rigorous selection and screening process**. Known as the most stringent quality test 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 seminars covering a wide range of topics, including visa processing, student mobility trends and specific market intelligence.

The ICEF Moscow Workshop is the most **efficient and effective** way to meet and establish partnerships with quality student recruitment professionals.

Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Three days of business meetings and social networking opportunities
- Develop your agent network
- Obtain market intelligence on latest industry 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.

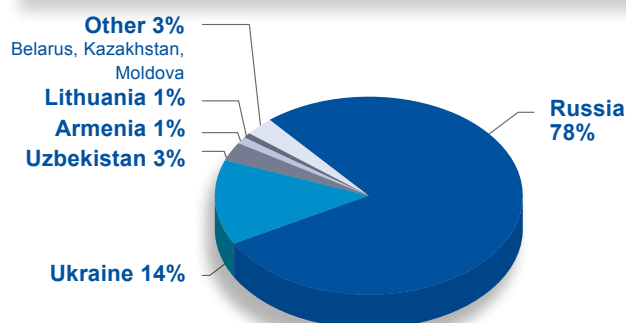
With a full service business centre, state-of-the-art meeting facilities, and wireless internet access in all areas of the hotel, The Ritz-Carlton offers the ideal location for the Moscow Workshop.

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

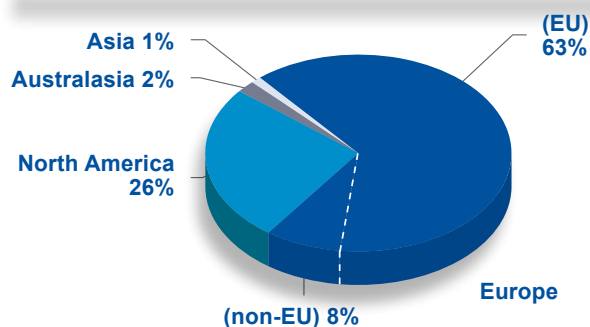
2014 Statistics

- **572** participants representing **414** organisations from **30** countries and **4** continents
- **228** educators representing **163** education institutions from **22** countries
- **290** agents representing **219** agencies from **8** countries
- **25** exhibitors representing **18** organisations from **8** countries
- **7 066** 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 **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.

Friday, March 27, 2015

- 13.00 - 19.00 Registration of participants
- 13.00 - 14.30 IATC testing**
- 14.00 - 15.00 Introductory seminars: "How to maximise your ICEF Workshop experience"**
- 15.00 - 19.00 Seminars**
- 17.30 - 19.00 IATC testing**
- 19.00 - 21.00 Welcome drinks reception

Saturday, March 28, 2015

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

Sunday, March 29, 2015

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

* at an additional cost

Participant Feedback 2014

Overall the event was excellent – especially the new agents that I met with. I had 100% attendance and many other agents also introduced themselves and left their cards. I did so much business! The Moscow Workshop has been one of the most productive events I have attended.

Maria McDonnell, Liverpool School of English, UK

The workshop was wonderfully organised! The quality of the agents was also good and I had very useful meetings. Everything was easy and convenient. We will be back again in the future!

Oksana Hegay, SolBridge International School of Business - Woosong University, South Korea

I was very impressed with the pace and productivity of the ICEF Moscow Workshop. I met good quality agents – no one wasted my time!

David Whitehead, Churchill House School of English, UK

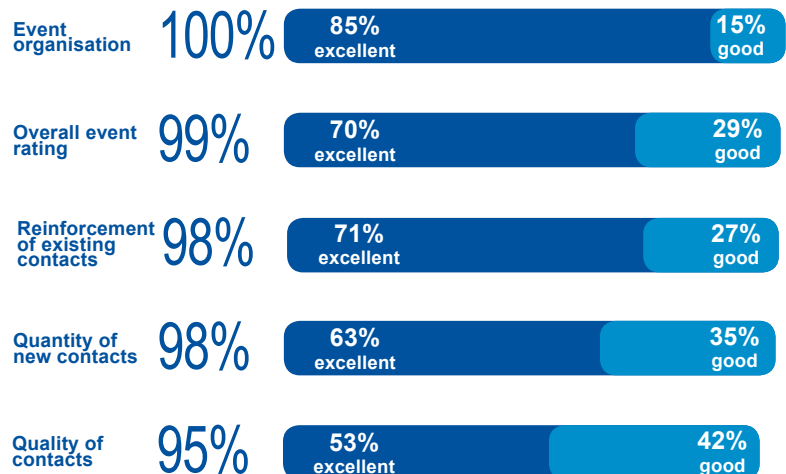
Well done ICEF on another successful workshop! ICEF events are always very professional and the quality of agents was even better this year!

Ann Marie Xuereb, English Language Academy, Malta

This was my first time at the ICEF Moscow Workshop. It was a very well-run event. The organisation and location of the event was outstanding. I believe I made some very good contacts.

Shane Ormsby, IBAT College Dublin, Ireland

2014 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 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 **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/moscow

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



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