



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 18 - 20, 2016

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

Build your recruitment network in Russia and beyond

The ICEF Moscow Workshop is the region's **most renowned** annual **international education networking** event. It provides educators and service providers with an opportunity to meet agents from Russia, Eastern Europe, Central Asia and the Caucasus. This workshop is a must attend for institutions focussed on recruitment in this important market.

The Moscow Workshop is ICEF's largest regional event, bringing together **over 500 participants from 30 countries** around the world. During the 2015 workshop, educators and service providers conducted one-to-one business meetings with **250 agents** from Russia, Ukraine, Azerbaijan, Armenia, Lithuania, Uzbekistan, Kazakhstan, Belarus and Moldova.

Acknowledging the number of institutions who participate regularly in the Moscow Workshop, ICEF makes a conscious effort to **screen and qualify new agencies** each year. In 2015, 21% of the agents at the event were new to the ICEF Moscow Workshop. This ensures all participants have the opportunity to establish new partnerships.

Before agents are selected they must pass a **rigorous 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 various seminars. These seminars cover a wide range of topics, such as visa processing, student trends, specific market intelligence, and also provide support to first-time participants.

Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Three days of business meetings and networking opportunities
- Learn about the 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** in the heart of the city's historical, cultural and business centre. The hotel offers superb facilities including free high-speed internet access, a health club and spa, restaurants, and a stylish rooftop bar with views over Red Square, including the Kremlin and St. Basil's Cathedral.

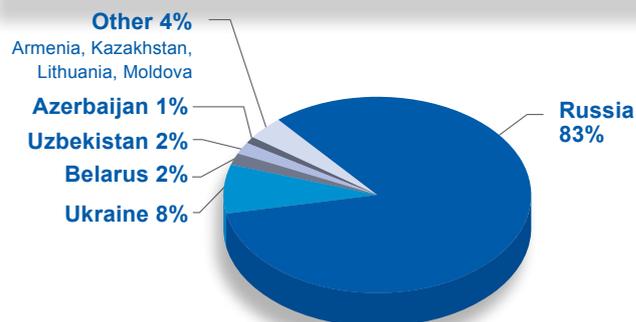
With a full service business centre, state-of-the-art meeting spaces, and wireless internet access in all public areas, the Ritz-Carlton Moscow offers the ideal location for this event.

Participants enjoy preferential rates at the Ritz-Carlton, but can also choose from other hotels to meet differing budgets.

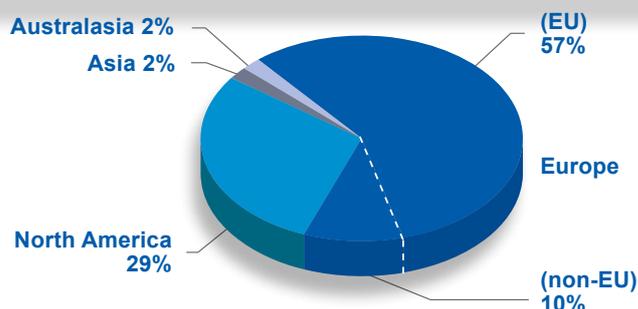
2015 Statistics

- **503** participants representing **355** organisations from **30** countries and **4** continents
- **197** educators representing **135** education institutions from **22** countries
- **250** agents representing **191** agencies from **9** countries
- **26** exhibitors representing **14** organisations from **7** countries
- **5793** pre-scheduled meetings during **2** days

Agent Demographics



Educator Demographics





Workshop Programme

This event enables educators to conduct pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other educators and service providers. These meetings 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 networking opportunities**.

Friday, March 18, 2016

- 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 drinks reception

Saturday, March 19, 2016

- 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 20, 2016

- 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 2015

The ICEF Moscow Workshop was a really great event. There were many fantastic agents and it was a very important few days for understanding how best to work with Russian speaking countries going forward. Overall, it has been a well organised event with a great choice of agents.

Ronan Carolan, New College Manchester, UK

The ICEF Moscow Workshop was an excellent event and really well organised. We established several excellent leads, which we are already following up on.

Penny Simmonds, Southern Institute of Technology, New Zealand

The Moscow Workshop was efficient, well organised and affordable, especially in terms of exposure to agents. I established personal contact with many agents and look forward to positive results.

Tam Fawcett, Ruamrudee International School, Thailand

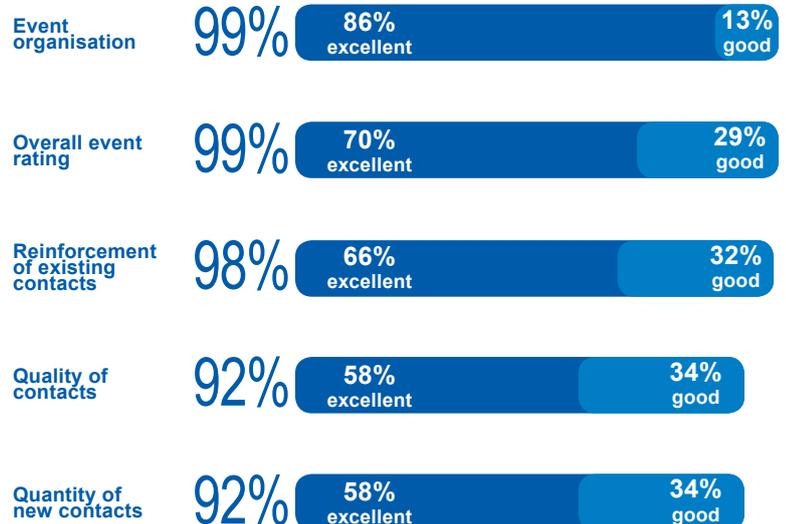
ICEF Workshops remain the best organised events in the international education industry. Although, the connections established vary slightly between workshops, ICEF endeavours to bring improvements, year after year to all of its events.

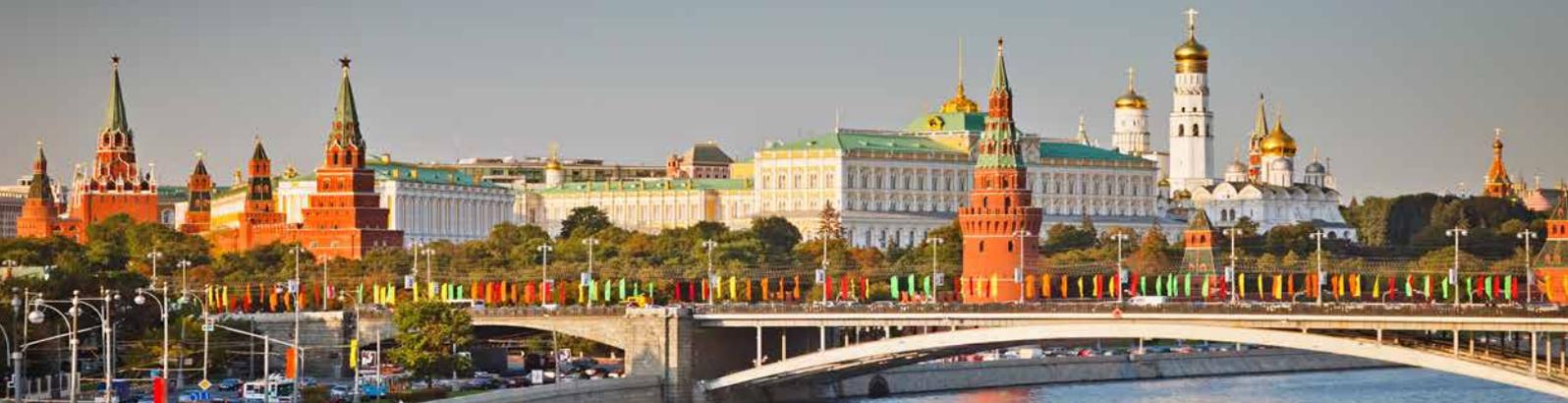
Oana Lelcu, International University of Applied Sciences, Germany

The ICEF Moscow Workshop provided a great opportunity to meet current partners and new agents!

Angelika Volkman, University of California, 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 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



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



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