



The ICEF North America Workshop - Miami

Exclusively for educators from the US and Canada and international student recruitment agents focused on North America



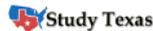
A NAFSA Global Advocate

Loews Miami Beach Hotel December 07 - 09, 2015

Destination Workshop

Supported by

USA



Canada



ICEF

Connect. Recruit. Grow.



www.icef.com/miami



Why ICEF Miami?

- Meet quality North America-focused agents from all over the world
- Offer agent familiarization tours and/or receptions
- Attend informative seminars
- Participate in the largest agent networking event of its kind in North America

Access 400+ quality-assured agents

Each year more and more North American institutions turn to agents to help them increase their international student populations. Quality agents mean quality student applicants. The best place to meet serious, screened agents is the ICEF North America Workshop.

In 2014, ICEF Miami grew by 5% and was the largest to date. ICEF Miami attracts new participants each year, reflecting the increase in the use of agents by schools in the region. Connecting representatives from more than 330 educational institutions with over 430 agents from 65+ countries around the world, ICEF Miami is the most efficient and effective way to increase your agent network.

ICEF's agent selection and screening process is known as the strictest measure of quality in the industry. Agents must provide detailed information about their business and references from current educator partners. In addition, agents must demonstrate a focus on, or a track record of, sending students to North America. Spanning pre-selection, onsite conduct and follow up, agents are carefully monitored and supported by ICEF at all times.

Prior to the event, educators are able to schedule up to 38 one-to-one business appointments with agents of their choice online. Educators are able to view comprehensive agent profiles, including the number of students sent to the US and Canada per education sector in the last 12 months. This information helps educators identify the most relevant agents for their institutions.

Meeting educator needs is crucially important. Before each event ICEF looks at school profiles and identifies educators' key areas of interest. This enables ICEF to recruit appropriate agencies from our vast pool of top quality professionals and also ensures seminar topics and professional development sessions are on point with participants.

Why ICEF Workshops?

- Meet the world's best agents in one place – save time and money
- Benefit from three days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Learn from industry experts
- Promote your brand within the international education industry

Venue

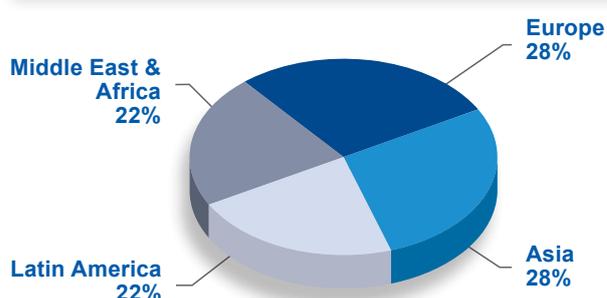
The ICEF North America Workshop is hosted at the Loews Miami Beach Hotel. Located in the heart of South Beach, the hotel features 790 guest rooms, extensive conference and function facilities, an oceanfront pool, direct beach access, a spa and fitness center, as well as first class restaurants and bars.

Workshop participants enjoy preferential rates, but can also choose from a selection of other hotels.

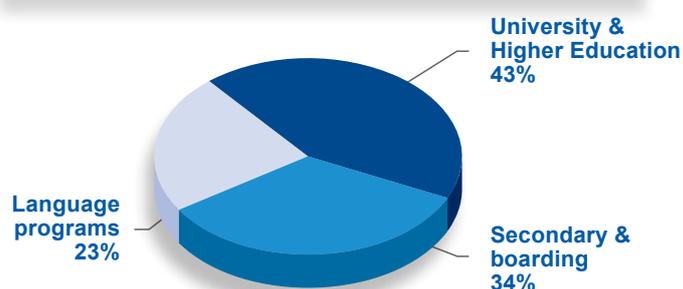
2014 Statistics

- **1052** participants representing **748** organizations from **69** countries
- **466** educators representing **335** education institutions from **2** countries
- **430** agents representing **346** agencies from **66** countries
- **120** exhibitors representing **65** organizations from **6** countries
- **10924** pre-scheduled meetings during **2** days

Agent Demographics



Educator Sectors





The Program

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 **25 minutes** in duration and serve the dual objectives of meeting new contacts and/or maintaining existing relationships. The workshop program also includes meals, refreshment breaks and evening functions, which offer **valuable social networking opportunities**.

Monday, December 07, 2015

09.00 - 19.00	Registration of participants
13.00 - 14.00	Networking Lunch
14.00 - 14.30	Introductory seminars - "How to maximize your ICEF Workshop experience"
14.30 - 19.00	Seminars
19.00 - 22.00	Welcome reception

Tuesday, December 08, 2015

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business meetings (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.00	Business meetings (4 x 25 minutes)
16.00 - 16.30	Refreshment break
16.30 - 19.00	Business meetings (5 x 25 minutes)
20.00 - 24.00	Dinner / dance

Wednesday, December 09, 2015

08.00	Workshop hall opens, light breakfast
09.00 - 11.00	Business meetings (4 x 25 minutes)
11.00 - 11.30	Refreshment break
11.30 - 13.00	Business meetings (3 x 25 minutes)
13.00 - 14.00	Lunch
14.00 - 16.00	Business meetings (4 x 25 minutes)
16.00 - 16.30	Refreshment break
16.30 - 18.00	Business meetings (3 x 25 minutes)
18.30	Workshop hall closes

Thursday, December 10, 2015

Familiarization tours

Participant Feedback 2014

This was only my second ICEF Event but I cannot imagine doing my job without ICEF. Needless to say that the location, hotel, food and entertainment at ICEF Miami were just superb.

Eva McVicar, Unity College, USA

This has been a great first workshop for us. We have really enjoyed it. It was so well organized and we made some great connections with agents!

Andrea Williams, Village English Language School, Canada

This is my first time at ICEF Miami. It has been an excellent and efficient way for me to network with colleagues and introduce my school to new markets. The agents were friendly, curious, and professional.

Colleen Warnick, Hyde School at Bath, USA

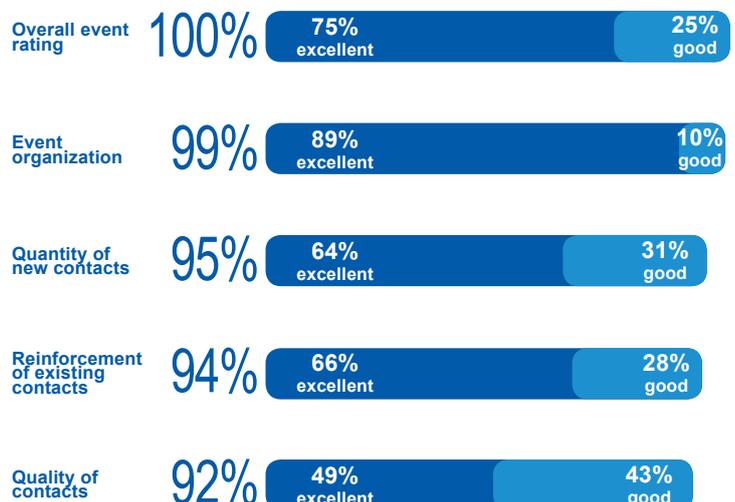
ICEF Miami was an excellent workshop that was professionally executed. The contacts we made were positive and encouraging - the number, diversity and quality of agents exceeded our expectations. We cannot wait to start our follow up!

Donald Rose, Great Lakes Christian High School, Canada

This was my first ICEF Event. I found it to be well organized and professionally structured. I would recommend ICEF Miami and plan on attending future workshops also.

John Nekic, Avalon University, USA

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 38 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/miami

Marketing & Sponsorship Opportunities

Give your organization 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.

Organizers

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 enrollments.

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

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



ICEF

Connect. Recruit. Grow.