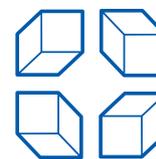


# The ICEF Latin America Workshop

The leading event for international student recruitment in Latin America



Grand Hyatt São Paulo • September 24 - 26, 2015



**ICEF**

Connect. Recruit. Grow.

## REPORT FROM THE ICEF LATIN AMERICA WORKSHOP 2014

**Participant growth, productive business meetings and lots of fun make the ICEF Latin America Workshop the region's place to be!**



*AIPE (Australia) meets with agents on Day 2 of the workshop*

The 2014 ICEF Latin America Workshop in Sao Paulo, Brazil saw good increases in both the number of agents (+8%) and exhibitors (+19%) at the event, ensuring that educators had a wide variety of potential partners to choose from.

In total 189 educators and service providers from 19 countries travelled to Sao Paulo for three days of networking with 228 quality agents from Brazil and 7 other Latin American countries. In total, 4032 meetings were scheduled before the event with many others booked at the workshop via Marcom Onsite. Break times and evening functions provided participants with even more time to get to know partners, share ideas and build important personal relationships.

Overall the feedback for the 2014 ICEF Latin America Workshop was very positive with both educators and agents very impressed with the opportunities presented at the event. Yvonne Brennan from Bridge Mills Galway Language Centre in Ireland said: *"It was a really enjoyable event, relaxed but at the same time allowed me to make and develop business contacts. The agents were all very prepared and easy to talk to. The workshop was definitely a worthwhile experience"*.



*The workshop hall*

Agents were also similarly impressed. Fernanda Breder from World Study in Brazil said: *“The quality of the schools was very good. All of these schools had good credentials and interesting programmes”*. First time participant Carolina Vergara from Interway Educational Consultancy in Argentina also commented: *“It was a pleasure to be a part of this event. The atmosphere was simply amazing!”*



*Dancing with the ICEF flag*

Each year the workshop evening reception impresses guests with a cultural performance. At the evening reception, sponsored by High Point University in North Carolina, participants enjoyed acrobatic capoeira and a variety of musicians and dancers, including two that performed samba on stilts. At the end of the performance participants joined the performers and learnt a dance routine.