

The ICEF North America Workshop - Montréal

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



Hilton Montréal Bonaventure • May 10 - 12, 2015

REPORT FROM THE ICEF VANCOUVER WORKSHOP 2014

Largest ICEF event ever held in Canada



The meeting hall at ICEF Vancouver

This year the first of the ICEF North America Workshops took place in Vancouver at the Hyatt Regency hotel. Held May 12 – 14, the number of participants increased once again, growing 3% overall and becoming the largest ever ICEF event in Canada.

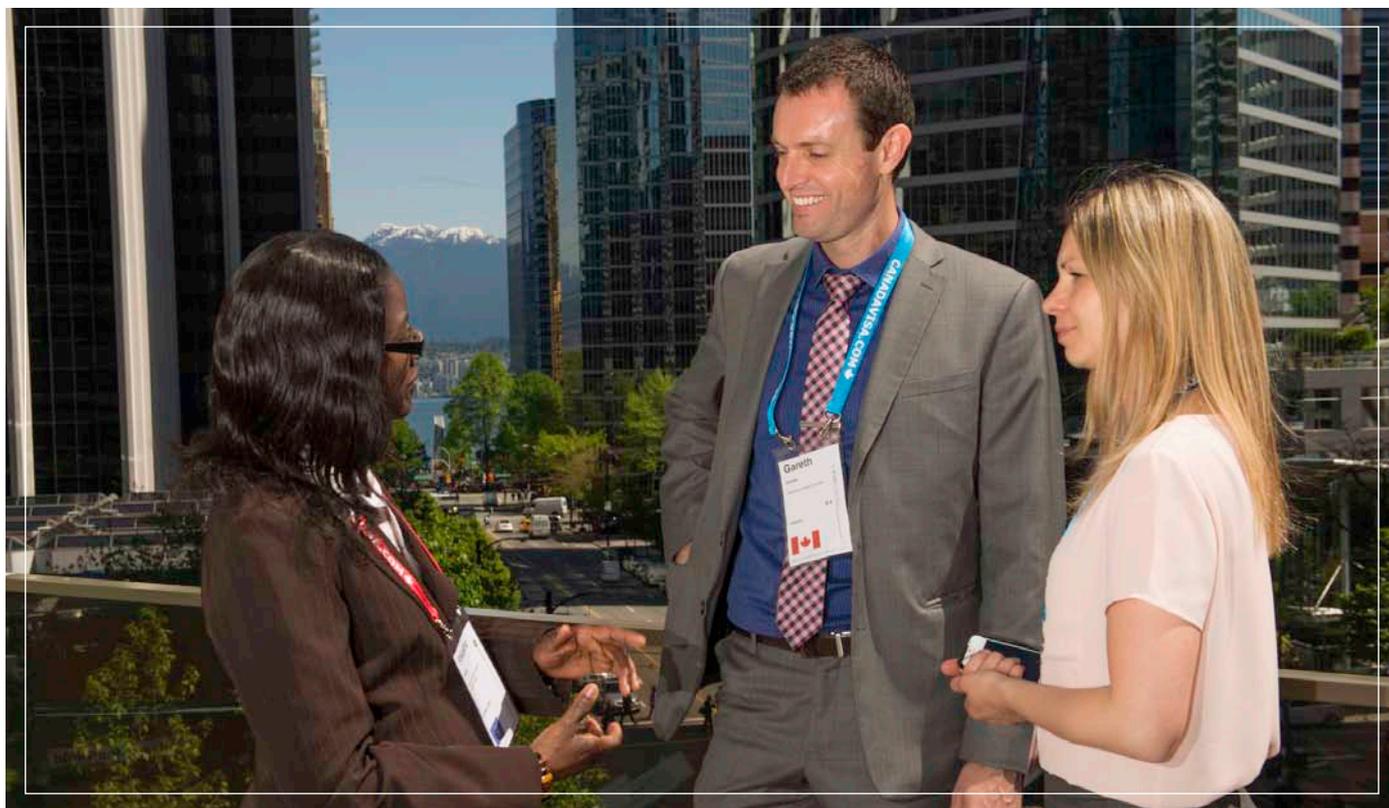
A total of 729 participants took part in the event, including 301 North American educators from 211 institutions (8% more than in 2013), 74 exhibitors from 45 organisations, 311 international student recruitment agents from 56 countries around the world and 43 guest speakers, government officials and other industry experts.

Higher education was the most represented education sector at the workshop, making up 42% of the total number of educators. Other major sectors represented were secondary / boarding / high schools (33%) and language schools (23%). This diversity was extremely well received by agents and was reinforced by Eliana Gleide Vieira Silva from Best Way Intercambios in Brazil, who said: *“The quality of the different educators was outstanding. All in all, the workshop was a very valuable opportunity for me to make new contacts, consolidating my current partnerships and keeping up with what is going on in the industry.”*

ICEF events are renowned for providing highly professional, quality agents. The agents in Vancouver were among the most active North American recruiters ensuring that educators had the best opportunity to make fruitful partnerships. Agents at the event represented all corners of the world, the largest numbers coming from China (10%), India (7%), and Mexico and Russia (each with 6%). Completing the top ten agent countries were: Brazil, Ukraine, Nigeria, South Korea, Saudi Arabia, Japan and Turkey (tenth equal). *“We use ICEF Workshops as our primary way of finding new agent partners. Nothing can replace personal contact with prospective agents!”* said Clayton Smith of the University of Windsor, Canada.

In addition to the extensive formal networking opportunities, participants also enjoyed a number of official receptions, gala dinners and other social events. These events allowed attendees to further develop their working relationships. The highlight of the social programme was the dinner and dance, sponsored by Coquitlam School District 43 (Canada). Held at the Commodore Ballroom, participants enjoyed good food, music and dancing. Arlette Fellores from North Seattle College, USA said: *“This was my first ICEF Workshop. Not only was the quality of the agents excellent, the evening receptions were also really fun!”*

During the workshop four agents qualified as ICEF Trained Agent Counsellors (ITACs) and a further four became Canada Course Graduates (CCGs). There are now 120 CCGs in 40 countries and 618 ITACs in 91 countries around the world. You can read more about these two courses, as well as find the full lists of all qualified agents on our website: www.icef.com/agent-training



Break time networking in the sun

The ICEF Vancouver Workshop received wide support from within the education industry. Major supporters included the Department of Foreign Affairs, Trade and Development (DFATD Canada), Languages Canada, CAPS-I, BCCIE, Alberta Education, EduNova. These associations, along with DFATD formed the very popular Canada Pavilion. Supporters from the USA included The Association of Boarding Schools (TABS), Study California, Study Georgia, Study Texas and Study Mississippi.

On the morning of May 12, ICEF in cooperation with Barton Carlyle, held a recruitment masterclass: *“Hot Topics, New Perspectives”*. This four hour class was attended by 39 people and included topics such as risk management, marketing strategies and immigration perspectives. One of the attendees, Jennifer Bertsch from Golden Hills School Division #75 in Canada, said: *“The masterclass was excellent! I hope you continue to do them”*. Following the success of the Vancouver class, ICEF will offer additional masterclasses / professional development seminars in both Berlin and Miami.

For an overview of the Vancouver Workshop, please watch our video postcard:

www.youtube.com/watch?v=f2LdKIQHXMo

The next ICEF North America Workshop will take place in Miami, December 08 – 10, 2014.

In 2015, the ICEF North America Workshop in Canada will be held in Montréal, May 10 – 12.

For more information regarding these workshops, agent training or any other ICEF event please visit ICEF at NAFSA at booth 913. Alternatively, contact Korinne Algie or Stan Bobrov at communications@icef.com or look for us online at www.icef.com