

The ICEF Higher Education Workshop

The leading event for higher education student recruitment



Prague Marriott Hotel • September 13 -15, 2014



Connect. Recruit. Grow.

REPORT FROM THE ICEF HIGHER EDUCATION WORKSHOP Istanbul 2013

33% growth at the Higher Education Workshop reflects the importance of face-to-face networking



Participants at the ICEF Higher education Workshop in Istanbul

The 2013 ICEF Higher Education Workshop continued the impressive growth that has been seen at this event in recent years. Last week 31% more education institutions attended the event than in 2012. Overall the workshop experienced growth of 33%. This reaffirms that more higher education institutions are working with agents than ever before, and also highlights ICEF's position as the best place to meet them.

In total, 311 participants attended the workshop in Istanbul, Turkey. This included representatives from 89 accredited higher education institutions and 19 industry exhibitors from 24 countries, and agents representing 121 agencies in 54 countries around the world.

Due to the exceptional quality of the event, participants were emphatic that this was the best ICEF Higher Education Workshop to date, with both agents and educators commending the opportunity to connect and establish meaningful new working relationships. Kathie Kwilinski of South Seattle Community College in the USA, said *"The agents as a whole were very in tune with our sector"*, and Christian Mejia from Colombian agency Study Union International, added *"The contacts I made at this workshop will allow me to offer better, more specialised programmes to my students."*



Dancers at the evening reception

Social events within the workshop programme gave participants the opportunity to connect outside of the workshop hall. At the official evening reception participants were treated to traditional Turkish dancing and music.

In Istanbul, ICEF introduced a new tool designed to further enhance participants' workshop experience. For the first time ever, participants were able to access their meeting schedule, send messages and arrange last minute appointments on their smart phones via the new Marcom Onsite App. This innovative new tool was met with great praise, including from Svetlin Ilchev of Orange Education, Bulgaria, who said "The new Marcom Onsite app is great! 'Progressive thinking' really describes ICEF".



Meeting time in Istanbul

In 2014 the ICEF Higher Education Workshop moves to Prague in the Czech Republic. Held September 13 – 15, this event immediately precedes the EAIE Conference, also in Prague. More information can be found here: www.icef.com/workshops/higher-education

Any questions or comments may be directed to Korinne Algie, or Daryl Raven at communications@icef.com