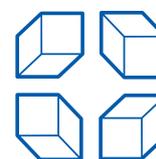


The ICEF Moscow Workshop

The leading event for international student recruitment in Russia, Eastern Europe, Central Asia and the Caucasus



Ritz-Carlton, Moscow • March 27 - 29, 2015



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF MOSCOW WORKSHOP 2014

Growth and satisfaction ensure the best ICEF Moscow yet



Participants enjoy traditional Russian music

Despite the current political situation in the region, the 2014 ICEF Moscow Workshop was the largest ever to date, hosting 572 participants, 11% more than the previous year.

Overall, participants were extremely satisfied with the event, 99% rating it as good or excellent (excellent 69%, good 30%). *“Well done on another successful and very professional workshop. I found the quality of agents even better this year!”* Said Ann Marie Xuereb from English Language Academy in Malta.

In total, 163 educational institutions and 18 exhibitors from 23 countries, and 290 student recruitment agents (219 agencies) from Russia, Eastern Europe, Central Asia and the Caucasus (Ukraine, Kazakhstan, Uzbekistan, Belarus, Armenia, Azerbaijan, Estonia, Moldova and Tajikistan) gathered in Moscow for three days of business meetings and networking opportunities.

Of the agents in Moscow, 16% were participating in their first ICEF event, giving long-time participants the opportunity to establish new contacts. Maria McDonnell from the Liverpool School of English said: *“Overall the event was excellent – especially the new agents that I met. I had 100% attendance and many other agents also introduced themselves and left their cards. I did so much business! I think that the Moscow Workshop has been one of the most productive events I have attended!”*

Agents were also very satisfied with the range of educators at the event. *“This was a great opportunity to meet with current and new partners. For agents, it is always better to meet partners in person to talk about how best to cooperate and to make sure we have all the necessary information. I found lots of new quality partners at ICEF Moscow, I am excited to offer these schools to my students.”* Said agent, Volodymyr Naidiuk of VladEducation, Ukraine.

Further to the 7 000+ formal business meetings held during the workshop, participants also enjoyed a number of informal networking opportunities, including two receptions and a tour of the city. The tour held at the conclusion of the workshop, provided an overview of Moscow’s impressive architecture and allowed participants to visit some of the city’s most famous sites.



ICEF’s Renata Tylaeva and Sergey Krasnyanskiy with a group of ITACs

In addition, during the workshop seven agents qualified as ICEF Trained Agent Counsellors (ITACs) bringing the total number of ITACs to 585 in 90 countries around the world. For more information on the ITAC certification and a full list of qualified ITACs, including their contact details, please visit www.icef.com/agent-training

For further information please contact Korinne Algie or Stan Bobrov at communications@icef.com