

# The ICEF Beijing Workshop

Meet quality student recruitment agents from China and other Asian countries



Grand Millennium Beijing • October 14 - 16, 2015

## Agent Information Pack

### 1. Venue

The ICEF Beijing Workshop 2015 will take place in the Chaoyang Grand Ballroom on the second floor of the Grand Millennium Hotel in Beijing.

**The address of the Grand Millennium Beijing is:**

Fortune Plaza, 7 DongSanHuan Middle Road, Chaoyang District, Beijing 100020, PR China

Tel +86-10-8587 6888 • Fax +86-10-6530 9053

**Email** ► [steven.wang@grandmillenniumbeijing.com](mailto:steven.wang@grandmillenniumbeijing.com)

**Website** ► [www.millenniumhotels.com.cn/en/grandmillenniumbeijing](http://www.millenniumhotels.com.cn/en/grandmillenniumbeijing)

### 2. Hotel Accommodation (only applicable to agents based outside of Beijing)

#### The Grand Millennium Beijing

Your accommodation at the ICEF Beijing Workshop 2015 will be sponsored by ICEF for 3 nights from Wednesday afternoon, October 14, 2015 until Saturday morning, October 17, 2015 provided you actively participate in the programme. Your presence at the ICEF Beijing Workshop will be expected from 09:00 to 19:00 on October 15 and from 09:00 to 18:00 on October 16. A formal hotel booking confirmation will be sent to you approx. 6 weeks prior to the event. ICEF will sponsor one room per agency, unless otherwise stated. **Should you need separate accommodation for a second representative or wish to extend your stay in Beijing, please make your own arrangements** following the instructions below.

Should you need to leave the event early, please inform us of this well in advance. In accordance with the ► [Agent Terms & Conditions](#), please note that clients leaving the event early without prior notification will be subject to an **Early Departure Fee** of CNY 1150 (incl. tax) for a single / double room that will be debited to their credit cards upon check-out of the hotel. Please note that the hotel will charge your card with a daily security deposit of CNY 500 for your incidentals which will be refunded upon check-out.

All additional costs for the use of **breakfast**, telephone, mini-bar, early check-in/late check-out, extra nights outside the workshop period, parking, laundry, room service, etc. will be at your own expense. The hotel will therefore ask you for your credit card details upon check-in.

#### Additional room night bookings at Grand Millennium Beijing

For any additional bookings we are pleased to offer you the preferential rate of CNY 1150 (Superior Room category) per night per single / double room at the Grand Millennium Beijing, where the workshop will be taking place. The above rate includes tax and **excludes breakfast**.

The preferential rates are available for bookings from October 11 to October 19, 2015 and are subject to availability. Please be advised that these rates are applicable only for reservations made before **September 11, 2015**. Early booking is recommended and a booking form can be downloaded ► [here](#).

#### Check-In / Check-Out

Earliest possible check-in time is 14:00 and latest check-out time is 12:00 noon.

#### Amenities

The Grand Millennium Beijing Hotel is situated in the heart of Beijing's financial and business district across from the landmark CCTV Tower. Only 45 minutes drive from Beijing Capital Airport the hotel is close to corporate offices, restaurants and excellent shopping facilities. The city's popular historical sites, such as the Forbidden City and Tiananmen Square, are just a short distance away, making the hotel an ideal base for both business and leisure travellers alike. The hotel's amenities include a state-of-the-art health club and spa, restaurants featuring Chinese and international cuisine and broadband internet access in its 521 contemporary guest rooms. Further information on the Grand Millennium Beijing is available at ► [www.millenniumhotels.com.cn/en/grandmillenniumbeijing](http://www.millenniumhotels.com.cn/en/grandmillenniumbeijing).

#### Alternative Hotel Options

We can also recommend the following hotels:

## Beijing Jinglun Hotel

The 4\* Beijing Jinglun Hotel is located in the Central Business District, approximately 10 minutes by taxi to the Grand Millennium Hotel. The Beijing Jinglun Hotel offers preferential rates of CNY 900 per night per single or double room. The above rate includes 15% hotel service charge and breakfast. Bookings can be made through Beijing YDWM Exhibition Co. Ltd. A booking form can be downloaded ► [here](#).

Further information on the Beijing Jinglun Hotel is available at ► [www.jinglunhotel.com](http://www.jinglunhotel.com).

## Hotel Ibis Beijing Dongdaqiao

The 3\* Hotel Ibis Beijing Dongdaqiao is located in the heart of the Chaoyang commercial centre and is approximately 20 minutes by taxi or public transport to the Grand Millennium Beijing Hotel. Single or double standard rooms are available from a rate of CNY 359 per night inclusive of 15% hotel service charge and exclusive of breakfast. Bookings can be made through Beijing YDWM Exhibition Co. Ltd. A booking form can be downloaded ► [here](#).

Further information on the Hotel Ibis Beijing Dongdaqiao is available at ► [www.accorhotels.com/gb/hotel-8009-ibis-beijing-dongdaqiao/index.shtml](http://www.accorhotels.com/gb/hotel-8009-ibis-beijing-dongdaqiao/index.shtml)

## 3. Visa Requirements

**Visas are required for all foreigners entering mainland China** except for those holding passports from Brunei, Japan and Singapore, who enjoy visa-free access to China (restricted to a maximum stay of 15 days).

Please note that the airport authorities do not issue visas and that you will have to apply for a visa in advance. It is not difficult to apply for a tourist visa from Chinese embassies and consulates in most countries. Travellers need to wait no longer than three to five working days to obtain a standard 30-day, single entry visa.

Please contact the Chinese consulate / embassy closest to you and enquire about the visa regulations for your specific country.

Further information, downloads and a list of Chinese embassies can be found at ► <http://www.travelchinaguide.com>.

If you would like to apply for a business visa, you will need an invitation letter. **Please note that the application for a business visa is time consuming and can take up to four weeks.** More information as well as processing and courier fees can be found ► [here](#). The application **deadline for a business visa invitation letter is September 19, 2015.**

## 4. Airport Arrivals

### Airport Limousine Transfer

If you are staying at the Grand Millennium Beijing Hotel a limousine transfer can be arranged for CNY 690 per car / per way (max.3 people). To book the airport transfer please use the ► [booking form](#).

### Taxis

The duration of the journey by taxi from the airport to the Grand Millennium Beijing Hotel is approximately 45 minutes. The taxi fare is around CNY 120. Most taxi drivers will not speak English and we would recommend to show your driver the address of your hotel in Chinese. Please find details for all event hotels ► [here](#).

### Airport Shuttle Bus

The duration of the journey from the airport to the Grand Millennium Beijing by shuttle bus is approx. 60 minutes. Take shuttle bus Line 1 to Dabeyao (World Trade Centre) from where it will take approximately 5 minutes by taxi to get to the hotel. The cost of the airport shuttle is CNY 16 and the taxi will cost around CNY 15. For detailed information please refer to the website: ► <http://en.bcia.com.cn>.

## 5. Scheduling Meetings

### Scheduling Meetings Prior to the Event

Approximately 8 weeks prior to the event you will receive access to the Marcom eSchedule PRO online meeting scheduling system. ► [Marcom eSchedule PRO](#) allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised meeting requests.

In accordance with the ► [Agent Terms & Conditions](#), a minimum of 25 appointments per agent must be scheduled prior to the event. ICEF does not schedule meetings for you. Please note that the **deadline for confirming / requesting meetings is October 13, 09:00 Beijing time.**

If you are using eSchedule PRO for the first time, we recommend to have a look at the ► [Getting Started Information](#) as well as ► [Marcom's video tutorials](#).

### Scheduling Meetings During the Event

In case your appointment schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the number of your meetings in the morning of each workshop day (October 15 and 16) between 08:30 and 09:00 when additional

appointments may be scheduled through personal contacts between participants. As a further means of contacting agents during the event, each agency has a message box located in the workshop area which may be used by providers for leaving individual messages and meeting requests. Please ensure to check your message box regularly, at least four times a day.

## 6. Your Catalogue Entry

Once you have logged on to the Marcom eSchedule PRO online meeting scheduling system for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter your company's description, as educators and exhibitors will use this information before requesting or confirming meetings with you and it will also appear in the ICEF Beijing Workshop catalogue. If you wish to add up to two representatives' portrait-style pictures to your catalogue entry, please upload them into your profile.

**Photos** should be uploaded in JPEG format and should have the highest resolution possible (without exceeding the max. size of 4MB). Please make sure the representative's name appears in the file name. If your file has a different format, please use the following [▶ image converter](#).

Please **complete the catalogue entry by September 24, 2015** to ensure that your up-to-date company profile is included in the printed catalogue.

## 7. Onsite Registration Procedures

Onsite workshop registration will take place on Wednesday, October 14, 2015, from 13:00 to 19:00 at the ICEF hospitality and registration desk located in the Foyer area on the third floor of the Grand Millennium Beijing. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the workshop catalogue. Participants arriving after the registration period stated above can register on Thursday, October 15, 2015 from 08:00 onwards at the ICEF hospitality and registration desk in front of the Grand Ballroom on the second floor of the hotel.

As the workshop is a protected trading environment, **anyone not wearing a badge may not be admitted** into the workshop area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the workshop hall.

If you are new to ICEF Workshops, please have a look at the [▶ ICEF Workshop Procedures: Guidelines for first-time Participants](#) with further useful event information.

## 8. Seminars

A number of seminars will be held on Wednesday, October 14, 2015, between 14:00 and 19:00. The seminar programme includes an introductory session on "How to maximise your ICEF Workshop Experience". Further details will be available shortly.

## 9. ICEF Agent Training

We are delighted to invite you to participate in the [▶ The China Education Agent Course \(CEAC\)](#) a practical, professional on-line training course in Chinese offered by ICEF in partnership with Beijing Overseas Study Service Association (BOSSA). The CEAC was designed to support excellence and professional standards in international education and is aimed at Chinese agency based study abroad advisers and student counsellors.

[▶ The Canada Course for Education Agents \(CCEA\)](#) was created by Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education Marketing (CCIEEM). The CCEA supports professional development for agents specialising in Canada.

The new [▶ US Agent Training Course \(USATC\)](#) is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents' knowledge and standards of practice in their work with both institutions and students.

The seminar programme on October 14 will include an introductory session to all three training courses.

Student counsellors who have already completed the courses will be given the opportunity to take the test at the ICEF Beijing Workshop. Please contact [▶ Tiffany Egler](#) for further details or to book your test.

## 10. Refreshments and Lunches

Refreshments (sponsored by [▶ Full Sail University](#)) will be served on October 15 and 16 from 08:00 to 9:00, 11:00 to 11:30 and 16:00 to 16:30. Coffee, tea and water will be available throughout the event. Lunch will be provided from 13:00 to 14:00 on both workshop days in the CBD Restaurant on the first floor.

## 11. Evening Networking Functions

We cordially invite you to attend the following events:

### Welcome reception

Wednesday, October 14, 2015, from 19:00 to 21:00 in the Grand Ballroom Foyer on the second floor of the hotel.

### Dinner reception

Thursday, October 15, 2015, from 20:00 to 23:00 in the CBD Restaurant on the first floor of the hotel.

The dress code for both receptions is smart casual. Please note that participants not wearing their workshop badge may not be admitted.

## 12. Tour to the Badaling Great Wall and Summer Palace

Visit and walk on the world-famous Great Wall of China during this exclusive tour for ICEF Beijing Workshop participants. The tour will take you to Badaling, approx 45 miles from Beijing. After lunch you will return to Beijing and have the opportunity to visit the Summer Palace, a former imperial palace and a UNESCO World Heritage site.

A registration form is available ► [here](#).

Please note: A minimum of 20 guests will be required to operate this tour.

## 13. Beijing - General Information

Beijing is the capital of the People's Republic of China and with over 21million inhabitants one of the most important cities in the world. Beijing has been China's political, cultural and educational centre for almost 800 years.

### Quick facts

**Time zone:** Beijing is 8 hours ahead of GMT.

**Currency:** The official currency is the Chinese Yuan Renminbi (CNY). For current exchange rates please see ► [x-rates](#).

Credit cards are widely accepted.

**Electricity:** 220 volts

**Plug type:** A common type of outlet is shown below. This outlet can accept the Type A, Type I and Type C plugs. Please bring your own adaptors, if necessary!



More information about Beijing can be found at ► [www.travelchinaguide.com/cityguides/beijing.htm](http://www.travelchinaguide.com/cityguides/beijing.htm)

If you have any questions prior to the workshop, please do not hesitate to contact us.

We look forward to welcoming you to Beijing!

Kind regards,



**Ayumi Henke-Tokushige**