

The ICEF Higher Education Workshop

A targeted higher education workshop, connecting HE institutions and the best tertiary-focussed education agents from around the world



Hilton Glasgow • September 12 - 14, 2015



Connect. Recruit. Grow.

Agent Information Pack

1. Venue

The ICEF Higher Education Workshop 2015 will take place in the Ballroom of the Hilton Glasgow.

The address of the Hilton Glasgow is:

1 William Street, Glasgow, G3 8HT, United Kingdom

Phone: +44 141 204 5555 Fax: +44 141 204 5580

Website ► www.hiltonglasgow.co.uk

2. Hotel Accommodation (only applicable for agents based outside of Glasgow)

Your accommodation and breakfast at the Hilton Glasgow, the Glasgow Marriott Hotel or another partner hotel of our choice **will be sponsored by ICEF for 3 nights from Saturday afternoon, September 12 until Tuesday morning, September 15, 2015** - provided you actively participate in the programme. Your presence at the ICEF Higher Education Workshop will be expected from 09:00 to 18:00 on September 13 and 14. **A formal hotel booking confirmation will be sent to you approx. 4 - 6 weeks prior to the event** together with booking information for extra nights. ICEF will sponsor one room per agency, unless otherwise stated.

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 up to GBP 125 for a single / GBP 137 for a double room that will be debited to their credit cards upon check-out of the hotel.

All additional costs for the use 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 the Hilton Glasgow

If you intend to arrive before September 12, or wish to prolong your stay in Glasgow beyond September 15, we are pleased to offer additional nights between September 07 and September 17 at the preferential rate of GBP 125 for a single room and GBP 137 for a double room. Rooms can be booked subject to availability. Breakfast and 20% VAT are included. You will find a booking form download link in your hotel confirmation.

Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

Amenities

The Hilton Glasgow is centrally located in the heart of the city and with easy access to Glasgow's main tourist attractions, the hotel offers guests a convenient setting for this specialised event.

The hotel provides extensive business and leisure facilities, as well as well-appointed guest rooms, expansive event spaces and quality restaurants. Further information is available at ► www.hiltonglasgow.co.uk

Additional room night bookings at the Glasgow Marriott Hotel

For additional nights that you require prior to and after the event we are pleased to offer you the preferential rate of EUR 147 for a single room and EUR 162 for a double room at the Glasgow Marriott Hotel. Rooms can be booked subject to availability. Breakfast and 20% VAT are included. You will find a booking form download link in your hotel confirmation.

Further information on the Glasgow Marriott Hotel is available at ► <http://www.marriott.com/hotels/travel/gladt-glasgow-marriott-hotel>

Please refer to the ► [Hotel Map](#).

If you are also attending the ► [EAIE Annual Conference](#), please refer to the hotel booking website of the ► [EAIE](#).

3. EAIE Annual Conference 2015

Participants of the ICEF Higher Education Workshop will be able to benefit from the synergy of the ► [The 27th Annual EAIE Conference](#) taking place immediately after the ICEF Higher Education Workshop from September 15 - 18 at the ► [Scottish Exhibition and Conference Centre \(SECC\)](#).

4. Visa Requirements

Please contact your local UK Consulate or Embassy and enquire about visa regulations for your particular country and how to obtain a visa. As the visa procedures can be rather time consuming we recommend to obtain this information as soon as possible. For more information and online applications, please refer to the website of ► [UK Visas and Immigration](#).

Click ► [here](#) to check if you need a UK visa.

Please note that it is your responsibility to make the necessary arrangements for an appointment at your nearest Consulate or Embassy and to ensure you will have enough time to have the visa processed prior to the event.

When scheduling your visa appointment, please keep in mind the cancellation charge that comes into effect 30 days prior to the event. In order to avoid any last minute cancellation charges please try to ensure that your visa appointment is prior to August 12, 2015.

Please note that ICEF can only provide you with a letter of invitation for the duration of the workshop (September 12, 13, 14 and 15). If you require a letter of invitation, please contact ► ahenke@icef.com. Deadline for invitation letter requests is August 12, 2015.

5. Airport Arrival

From Glasgow International Airport

Taxis: Official Glasgow airport taxis are located directly in front of the main terminal and operate 24 hours a day. The ride to the Hilton Glasgow will cost approximately GBP 20.

Bus: The *First 500 Glasgow Shuttle* to Glasgow city centre departs from the bus stand 1. This bus departs approximately every 10 minutes for Buchanan Street Bus Station, also stopping at Glasgow Central train station. One single journey to or from the airport from anywhere within the *First Glasgow* network is GBP 6.50.

For further information please refer to ► <http://www.glasgowairport.com/im-arriving/onward-travel/>

From Glasgow Prestwick Airport

Taxis: Taxis are available for immediate hire outside the terminal building and operate 24 hours a day. The ride to the Hilton Glasgow will cost approximately GBP 60.

Train: Glasgow Prestwick is the only airport in Scotland served by its own railway station which is accessible by a covered walkway to/from the airport. Trains from Glasgow Prestwick Airport to Glasgow Central Station depart three times per hour on weekdays and twice per hour on Sundays and public holidays.

For further information please refer to ► <http://www.glasgowprestwick.com/to-and-from-prestwick/train-connections/default.html>

6. Scheduling Meetings

Scheduling Meetings Prior to the Event

Approximately 7 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 20 meetings 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 September 11, 09:00 Glasgow time**.

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

Scheduling Meetings During the Event

In case your schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the

number of your meetings through **Marcom Onsite**, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite workshop information and access your latest schedule.

If you prefer not to opt into the last-minute scheduling function of Marcom Onsite, you may also arrange additional meetings through personal contacts between participants on the morning of each workshop day (September 13 and 14) between 08:30 and 09:00.

7. Your Catalogue Entry

Company Profile

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 Higher Education 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 August 19, 2015** to ensure that your correct company profile is included in the printed catalogue.

8. Onsite Registration Procedures

Onsite workshop registration will take place on Saturday, September 12, 2015, from 13:00 to 19:00 at the ICEF hospitality and registration desk located in the Ballroom foyer, on the third floor of the Hilton Glasgow. 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 Sunday, September 13, 2015 from 08:00 onwards at the ICEF hospitality and registration desk.

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 halls.

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.

9. Seminars

Recognising the importance of market trends and their impact on student enrollments, a number of seminars will be held on Saturday, September 12, 2015, between 14:00 and 19:00.

The seminar programme includes an introductory session on "How to maximise your ICEF Workshop Experience".

10. ICEF Agent Training

We are delighted to invite you to participate in the ► [ICEF Agent Training Course \(IATC\)](#) a unique online training course leading to a global professional designation for agency-based student counsellors. The course is delivered online - free of charge - and is offered by ICEF in partnership with ► [PIER Online](#).

The IATC is designed to raise the standards of practice as well as the professional standing of student counsellors worldwide. It is based on the input of 769 education agents from 113 countries as well as 437 education institutions from 78 countries.

► [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 May 12 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 Higher Education Workshop Glasgow. Please contact ► [Tiffany Egler](#) for further details or to book your test.

11. Refreshments and Lunches

Refreshments will be served on September 13 and 14 from 08:00 to 09:00, 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 14:30 on September 13 and 14 in the Morblas, Riverside, Clyde and Dee rooms on the third floor of the hotel.

12. Evening Networking Functions

We cordially invite you to attend the following events:

Welcome reception

Saturday, September 12, 2015, from 19:00 to 21:00 in the Ballroom foyer.

Dinner reception

Sunday, September 13, 2015, from 20:00 to 23:00 in the **Grand Central Hotel** (99 Gordon Street, Glasgow, G1 3SF)

A shuttle bus service between the Hilton Glasgow and the Grand Central Hotel will be provided.

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

13. Glasgow - General Information

Glasgow is the largest city in Scotland, and the third largest in the United Kingdom. Glasgow offers a blend of internationally-acclaimed museums and galleries, stunning architecture, vibrant nightlife, fantastic shopping and a diverse array of restaurants and bars. The city has a long-standing reputation for its live music scene and its many city parks.

Quick facts

Time Zone: GMT

Temperature: Average temperatures in September are around 16°C during the day and 9°C at night. Rain can be expected and appropriate clothing is recommended.

Currency: The official currency is the British Pound (GBP). For current exchange rates please see [▶ x-rates](#).

Electricity: 220 - 240 volts

Plug type: The Type G electrical plug has three rectangular blades in a triangular pattern. Please bring your own adaptors, if necessary!



More information about Glasgow can be found at [▶ http://conference.peoplemakeglasgow.com](http://conference.peoplemakeglasgow.com)

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

We look forward to welcoming you in Glasgow!

Kind regards,



Ayumi Henke-Tokushige