

The ICEF Higher Education Workshop

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



Hilton Glasgow • September 12 - 14, 2015



Connect. Recruit. Grow.

Educator and Exhibitor Information Pack

1. Venue

The ICEF Higher Education Workshop 2014 will take place in the in the Ballroom of the Hilton Glasgow.

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

Rate

We are pleased to offer you the preferential rate of EUR 187 per night per single room and EUR 205 per night per double room in the Hilton Glasgow, where the workshop will be taking place. The above rate is inclusive of breakfast and 20% VAT. A booking form can be found ► [here](#).

Bookings

The preferential rate is available for bookings from September 11 to September 17 and is subject to availability. For bookings outside this period the regular room rates become applicable. Rooms can be booked subject to availability until **August 13, 2015**. They will be allocated on a first-come, first-served basis.

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

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

Alternative Hotel

We can also recommend the following hotel:

Glasgow Marriott Hotel

The Glasgow Marriott Hotel is within a short walking distance (5 minutes) to the Hilton Glasgow and an excellent alternative. Please refer to the ► [Hotel Map](#). We are offering a preferential rate of EUR 147 per night per single room and EUR 162 per night per double room. Above rates are per room, per night, including breakfast and VAT and are based on a **minimum 3-night stay**. Rates are valid for the period from Sep 10 to Sep 16, 2015 and are subject to room availability.

A booking form can be found ► [here](#).

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

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 applications, please refer to the website of ► [UK Visas and Immigration](#).

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

If you require a letter of invitation, please contact ► mreuter@icef.com for further assistance. Please note that ICEF can only provide you with a letter of invitation for the duration of the workshop from September 12 to 15. Deadline for invitation letter requests is **August 12, 2015**.

5. Arrival in Glasgow

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 depart three times per hour on weekdays for Glasgow Central Station 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>

By Car

Instructions on how to get to the Hilton Glasgow are available at ► <http://www.hiltonglasgow.co.uk/map-and-directions.html>. The Hilton Glasgow offers on-site parking at GBP 12 per day and per car.

Glasgow Central Train Station

The Glasgow Central Station is just a short taxi-ride away from the Hilton Glasgow. The ride will cost approximately GBP 7,50. Further information can be found at ► <http://www.networkrail.co.uk/aspx/121.aspx>

6. Forwarding of Promotional Material

Please contact a courier of your choice.

Delivery Date

All materials should be sent to the Hilton Glasgow and should arrive on **Monday, September 07, 2015** (but not before) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

Package Preparation

When calculating the amount of promotional materials to send to Glasgow, please bear in mind that you will have a maximum of 26 pre-scheduled appointments of 30 minutes each plus other meetings outside workshop hours that may be arranged. Please refer to the ► [Shipping Instructions & Delivery Label](#) for detailed information, customs requirements and a delivery label template.

Some agencies may prefer to receive your information by e-mail, or postal mail, either prior to or after the event (see also the paragraph "Follow Up" at ► [ICEF Workshop Procedures: Guidelines for first-time Participants](#)).

NEW: You can now also upload documents into Marcom eSchedule PRO and make them available to agents prior to the event. You can upload up to five files with a maximum size of 5MB for all files, accepted formats are pdf, doc, docx, xls, xlsx, ppt, pptx, pps, ppsx.

7. 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.

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 [▶ Scheduling Meetings – Useful Hints & Tips](#) or have a look at our [▶ 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.

8. 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 institution's description, as participants 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 your institution's logo and up to two representatives' portrait-style pictures to your catalogue entry, please upload them into your profile.

Photos and logos should have the highest resolution possible (without exceeding the max. size of 4 MB). Logos should be uploaded in GIF format and photos in JPEG format. 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.

9. 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.

10. Meeting Tables

Meeting tables

Each meeting table (120cm x 80cm) will be covered with a white table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided. Meeting tables will be accessible as of **08:00 on Sunday, September 13, 2015**.

Exhibitor display tables

Exhibitors will be able to access their display tables on **Sunday, September 13, 2015 from 07:30 onwards**. Each display table (120cm x 80cm) will be covered with a white table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution as well as a literature display rack will be provided.

11. 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".

12. 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.

13. 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.

14. 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,

A handwritten signature in black ink that reads "Mascha Reuter".

Mascha Reuter