

# The ICEF Latin America Workshop

For international educators and student recruitment agents from all over Latin America



Grand Hyatt São Paulo, São Paulo • September 24 – 26, 2015



## Agent Information Pack

### 1. Venue

The ICEF Latin America Workshop 2015 will take place in the Grand Ballroom on the ground floor of the Grand Hyatt São Paulo Hotel.

#### The address of the Grand Hyatt São Paulo is:

Avenida das Nações Unidas 13.301, 04578-000 São Paulo, Brazil

Tel +55 11 2838 1234 • Fax +55 11 2838 1235

Email ► [reservations.ghsaopaulo@hyatt.com](mailto:reservations.ghsaopaulo@hyatt.com)

Website ► [www.saopaulo.grand.hyatt.com](http://www.saopaulo.grand.hyatt.com)

### 2. Hotel Accommodation (only applicable for agents based outside of São Paulo)

Your accommodation at one of our partner hotels in São Paulo **will be sponsored by ICEF for 3 nights from Thursday afternoon, September 24, 2015 until Sunday morning, September 27, 2015** - provided you actively participate in the programme. Your presence at the ICEF Latin America Workshop will be expected from 09:00 to 19:00 on September 25 and from 09:00 to 18:00 on September 26. **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 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 BRL 568 per single and BRL 668 per double room (excl. tax) that will be debited to their credit cards upon check-out of the hotel.

All additional costs for the use of 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.

Please note that ICEF will provide one room per agency. **Should you need separate accommodation for a second representative or wish to extend your stay in São Paulo, please make your own arrangements** following the instructions below.

#### Additional room night bookings at the Grand Hyatt São Paulo

We are pleased to offer additional nights two days prior and two days after the event at the preferential rates of BRL 598 for single or BRL 698 for double occupancy, inclusive of breakfast and exclusive of 5% VAT and BRL 8.50 tourism tax (per room and day). Rooms can be booked subject to availability until August 24, 2015.

#### Check-In / Check-Out

Earliest possible check-in time is 16:00 and latest check-out time is 12:00 noon.

#### Amenities

The Grand Hyatt São Paulo is a stylish 5 star hotel ideally located on Avenida das Nações Unidas. The hotel is situated in the heart of the city's prestigious Marginal Pinheiros business and financial quarter in the Berrini district. It offers guests spectacular views of the city's new landmark, Estaiada Bridge, and features luxurious and spacious guest rooms. The hotel also benefits from French, Japanese and Italian fine dining restaurants, two bars, comprehensive event facilities and a full-service fitness centre and spa featuring an indoor as well as an outdoor pool.

Further information on the Grand Hyatt São Paulo is available at ► [www.saopaulo.grand.hyatt.com](http://www.saopaulo.grand.hyatt.com)

#### Additional room night bookings at the Blue Tree Premium Morumbi São Paulo

Additional nights prior to September 24 or after September 27 are available on request and subject to room availability at a rate of BRL 295 for single or double occupancy in the Blue Tree Premium Morumbi São Paulo. The rate is inclusive of breakfast and exclusive of 5% city tax and BRL 3,60 tourism tax (per room and day).

Further information on the Blue Tree Premium Morumbi São Paulo is available at ► [www.bluetree.com.br](http://www.bluetree.com.br).

### 3. Visa Requirements

Please check travel and visa regulations with your respective embassy well ahead before travelling. A list of Brazilian consulates and embassies can be found ► [here](#).

Visas are not required for nationals of the ► [following countries](#) who wish to visit for tourism or for business purposes for stays of up to 90 days.

Important: Please ensure that your passport is valid for at least 6 more months after the date you leave Brazil. If your country of citizenship is not listed above you will need to apply for a visa in advance. Please access an online application form ► [here](#).

If you need a visa and require a letter of invitation, please contact Laura Ott (► [lott@icef.com](mailto:lott@icef.com)) for further assistance. Please note that ICEF can only provide you with a letter of invitation for the duration of the workshop. **Deadline for invitation letter requests is August 24, 2015.**

### 4. Airport Arrival

#### a) Guarulhos International Airport (GRU) or São Paulo International

The Guarulhos International Airport is one of South America's prime airports, it is located 35 km northeast of São Paulo. Used by a large number of airlines flying to and from many international locations, the airport has two terminals. The drive from the airport to the recommended city hotels will take approximately 60 to 90 minutes depending on traffic.

#### Taxis

Taxis are recommended from Guarulhos Airport into the city. The average cost to the Grand Hyatt Hotel is approx. BRL 175. Official airport taxis are recommended (i.e. Guarucoop: [www.guarucoop.com.br/eng/index.html](http://www.guarucoop.com.br/eng/index.html)). You will find a number of taxi companies located in booths alongside the rental car companies once you are outside the customs and immigration area. There you will be able to purchase fixed priced taxi vouchers.

#### Bus shuttle

Please take the Airport Bus Service ► [www.airportbusservice.com.br/en/linhas](http://www.airportbusservice.com.br/en/linhas) in the direction of Berrini (via Itaim Bibi), the last stop is at the Grand Hyatt. The journey will take about 90 minutes and costs BRL 42 per person.

#### b) Congonhas Airport (CGH)

Located in a very central area of the city, the Congonhas Airport is just 8 km from downtown. This airport should be given preference for domestic flights as it is much closer to the venue than Guarulhos Airport.

#### Taxis

The journey will take about 30 minutes depending on traffic and costs between BRL 35 to BRL 50.

### 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 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 23, 09:00 São Paulo time.**

If you are using Marcom 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 meeting 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 meeting scheduling function of Marcom Onsite, you may also schedule additional meetings through personal contacts between participants on the morning of each workshop day (September 25 and 26) between 08:00 and 09:00.

## 6. 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 Latin America Workshop catalogue. If you wish to add up to two representatives' portrait-style pictures to your catalogue entry, please also 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 picture has a different format, please use the following [▶ image converter](#).

Please make certain to **complete the catalogue entry by August 24, 2015** to ensure that your correct company profile is included in the printed catalogue.

## 7. Onsite Registration Procedures

Onsite workshop registration will take place on Thursday, September 24, 2015, from 13:00 to 19:00 at the ICEF hospitality and registration desk located in the Palm Foyer on the 2nd floor of the Grand Hyatt São Paulo. 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 Friday, September 25, 2015 from 08:00 onwards at the ICEF hospitality and registration desk situated in front of the Grand Ballroom.

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

Recognising the importance of market trends and their impact on student enrolments, the first day of the ICEF Latin America Workshop is dedicated to seminars.

The programme includes an introductory session on "How to maximise your ICEF Workshop Experience". A detailed programme will be available soon.

## 9. 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 the Department of Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education Marketing (CCIEM). The course 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 September 24 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 online either prior to or after the ICEF Latin America Workshop. Please contact ► [Tiffany Egler](#) for further details or to book your test.

## 10. Refreshments and Lunches

Coffee, tea and water will be available throughout the event. Refreshments will be served on September 25 and 26 from 08:00 to 09:00, 11:00 to 11:30 and 16:00 to 16:30. Lunch will be provided from 13:00 to 14:00 on September 25 and 26 in the Palm Ballroom and the Argentum, Chromium and Iridium rooms on the second floor.

## 11. Evening Functions

We cordially invite you to attend the following events:

### **Welcome reception**

Thursday, September 24, 2015, from 19:00 to 21:00 on the Palm Terrace.

### **Dinner and dance**

Friday, September 25, 2015, from 20:00 to 24:00 in the Palm Ballroom.

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

## 12. São Paulo - General Information

With an estimated 11 million inhabitants the city of São Paulo is not only the largest city in Brazil, it is also ranked as the second most populous metropolitan area in the Americas. São Paulo is the capital of the state of São Paulo which includes 645 municipalities and has a population of approximately 40 million inhabitants.

### **Quick facts**

**Time Zone:** Brazil is 3 hours behind GMT.

**Currency:** Brazilian Reals (BRL). For current exchange rates please see ► [x-rates](#). Credit cards are widely accepted.

**Electricity:** 110V.

**Plug type:** Electrical plugs have either two or three round prongs or two or three flat parallel terminals.



**Please remember to bring your own plug adapter if needed!**

More information about São Paulo can be found at ► [www.braziltour.com](http://www.braziltour.com)

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

We look forward to welcoming you in São Paulo!

Kind regards,

Laura Ott