



# The ICEF North America Workshop - Montréal

Exclusively for educators from Canada and the US and international student recruitment agents focused on North America



A NAFSA Global Advocate

## Hilton Montréal Bonaventure May 10 - 12, 2015

Event partner

Destination Workshop

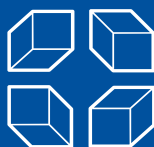
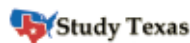


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[www.icef.com/montreal](http://www.icef.com/montreal)



## Why ICEF Montréal?

- Meet quality, North America-focussed agents from all over the world
- Participate in the largest agent networking event in Canada
- Join the growing trend in North America to work with international education agents

## Meet quality North America-focussed agents

For most international students, agents play an important role in selecting and applying to institutions abroad. As a result, agents have become a vital recruitment method for Canadian and US educators.

For the last four years, the **ICEF North America Workshop** in Canada has attracted an increasing number of participants, firmly establishing itself as Canada's leading education networking event. The workshop has recorded 47% growth since it began in 2010.

In 2015, the ICEF North America Workshop will be held in Montréal. At the event, educators and service providers from Canada and the US will meet with hundreds of education agents, all rigorously vetted through ICEF's renowned quality screening process. Among other requirements, agents must provide several references from current Canadian and US partners, and disclose the number of students they have successfully placed per education sector in North America in the last year. This ensures that only active, relevant agencies are accepted to the event.

Prior to the workshop, educators and service providers gain access to eSchedule PRO, ICEF's customised scheduling software. Through this software, educators and service providers can easily determine relevant agents and pre-arrange up to 38 face-to-face meetings.

In addition to formal meetings and social events, workshop participants may also participate in various market intelligence seminars and industry presentations.

Attended by the best North America-focussed educational agents, and organised by the industry leader in educator-agent networking events, the ICEF North America Workshop – Montréal, is the must attend international education event in Canada.

## Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Three days of business meetings and networking opportunities
- Develop your agent network
- Obtain market intelligence and latest industry news
- Promote your brand within the international education industry

## The Venue

The ICEF North America Workshop will be held at the Hilton Montréal Bonaventure hotel.

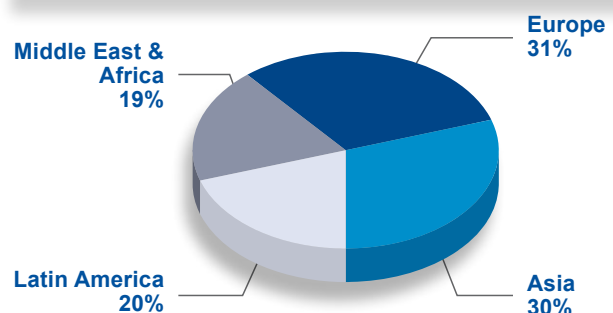
Located in the heart of downtown and just steps away from the central station, the hotel offers 395 beautifully renovated guest rooms, a year-round heated pool, exceptional business facilities, and is near many of the city's most popular attractions. Featuring Montréal's largest ballroom and 20000 sqft of exhibition space, the Hilton Montréal Bonaventure is an ideal venue for our Canada-based event.

Workshop participants enjoy preferential rates, but can also choose from a number of other hotels to meet differing budgets.

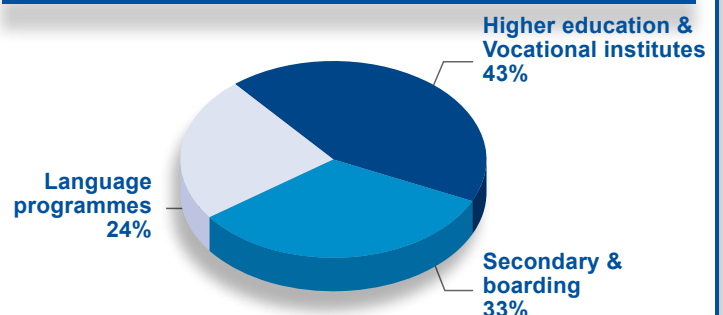
## 2014 Statistics

- **729** participants representing **506** organisations from **58** countries and **6** continents
- **301** educators representing **211** education institutions from Canada and the US
- **311** agents representing **246** agencies from **56** countries
- **74** exhibitors representing **45** organisations from **5** countries
- **6965** pre-scheduled meetings during **3** days

### Agent Demographics



### Educator Sectors





## Workshop Programme

The event enables educators to hold pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other educators and service providers. These appointments are **25 minutes** in duration and serve the dual objectives of meeting with new contacts and/or maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer valuable networking opportunities.

### Sunday, May 10, 2015

Agents arrive in Montréal, some from pre-workshop FAM tours

11.00 - 19.00	Registration of participants
13.00 - 14.00	Networking lunch
<b>14.00 - 15.00</b>	<b>Introductory seminars - "How to maximise your ICEF Workshop experience"</b>
<b>15.00 - 19.00</b>	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Monday, May 11, 2015

08.00	Workshop hall opens, light continental breakfast
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business meetings (4 x 25 minutes)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 19.00</b>	<b>Business meetings (5 x 25 minutes)</b>
20.00 - 24.00	Dinner reception and dance

### Tuesday, May 12, 2015

08.00	Workshop hall opens, light continental breakfast
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business meetings (4 x 25 minutes)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 18.00</b>	<b>Business meetings (3 x 25 minutes)</b>

### Wednesday, May 13, 2015

Familiarisation (FAM) tours

## Participant Feedback 2014

*As a first time attendee I have never been to such a welcoming and organised conference in all my years as an educator. I left the conference with numerous contacts and new ideas. I look forward to next year's conference in Montréal.*

**Antonio Ross, Princeton Academy of Canada**

*The University of Windsor uses ICEF events as our premier way of finding new agent partners. Nothing replaces the personal contact with prospective agents that the workshop provides.*

**Clayton Smith, University of Windsor, Canada**

*It is always a wonderful opportunity to attend an ICEF event. They are extremely well organised in every respect. The unique approach to meeting new agents and partners is very effective as well a lot of fun. ICEF Workshops will continue to be an important way for our school to develop new contacts.*

**Susan Hawkins, Study Abroad Canada Language Institute, Canada**

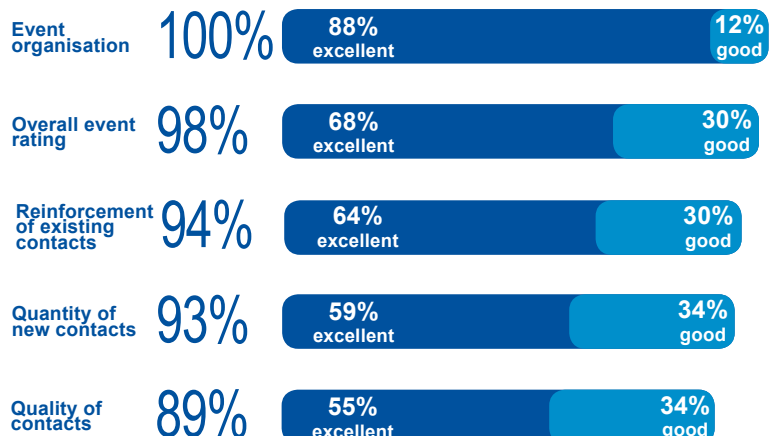
*The workshop was extremely well organised. I loved the "speed-dating" format. This was my first ICEF Workshop and I have been impressed with every aspect of the event.*

**Elizabeth Tanaka, University of Mary Hardin-Baylor, USA**

*ICEF Workshops have proven to be a great way to expand our agent network and to also meet other education institutions, friends and colleagues. The workshop is also a great place to strengthen relationships with existing partners, and meet new, screened, high-quality ones. For these, and many other reasons, we keep coming to ICEF events!*

**Cristhina Starke, Wentworth Military Academy and Junior College, USA**

## 2014 Attendee Ratings





## Booking Meetings

The ICEF appointment system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. **Up to 38 meetings** can be scheduled with agents, as well as educators and service providers.

1. Prior to the workshop, details of all invited agents, educators and service providers are supplied via the industry leading **Marcom eSchedule PRO online appointment scheduling system**.
2. During the workshop, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

## Participation Includes

### Prior to the workshop:

1. Comprehensive details of invited agents, educators and service providers
2. Access to the eSchedule PRO online appointment scheduling system
3. Preferential hotel rates

### At the workshop:

4. Access to the Marcom Onsite app for last-minute appointment scheduling
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Educator & Exhibitor Catalogue
7. Access to seminars
8. Meals, refreshment breaks and an invitation to the evening functions
9. Opportunity to offer and promote FAM tours and receptions



Register online: [www.icef.com/montreal](http://www.icef.com/montreal)

## Marketing & Sponsorship opportunities

### Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto:marketing@icef.com) for information on the marketing & sponsorship opportunities available (eg. exhibition space, literature display racks, conference bag inserts and advertisements in workshop catalogues). Items are strictly limited so early reservations are essential.

Email [seminar@icef.com](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## Organisers

ICEF connects educators, education agents, work and travel professionals, and industry service providers to key markets and networks worldwide, supporting the **growth and development of international education and global student mobility**. Through ICEF's various services, education institutions are able to achieve results and efficiencies in growing international student enrolments.

They choose ICEF for its longstanding reputation of quality and commitment to accepting only the **highest calibre of education agent** and to providing excellent events and marketing resources.

## ICEF Workshop Locations



## Contact

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