
HOW TO MAXIMISE YOUR ICEF WORKSHOP EXPERIENCE – FOR AGENTS

Isabel Vogt
Vice President, ICEF

December 5 – 7, 2016

Agenda



ICEF

Connect. Recruit. Grow.

- ICEF Workshops
- Additional ICEF Services
- Pre-Workshop: Preparation
- During the Workshop: Parameters
- During the Workshop: Maximising your Time
- Meeting with Educators: Key Data
- Meeting with Educators: Key Questions
- Meeting with Educators: Questions you should be able to answer!
- Post-Workshop: Follow-Up
- Post-Workshop: Agreements
- How to Maximise your Working Relationship

ICEF Workshops



- 
- The world's premier student recruitment networking forums
 - 2 days of one-to-one business meetings with an international body of education providers offering a wide range of education programmes
 - Appointments serve a dual objectives of meeting with new contacts or maintaining existing relationships
 - Workshop meals, refreshment breaks and evening functions offer further valuable networking opportunities
 - ½ day of industry seminars providing the latest research on education and market trends



ICEF

Connect. Recruit. Grow.

ICEF Workshops cover the world

- 16 locations around the world
- 2 global workshops,
5 regional workshops,
3 destination focused workshops
2 agent roadshows
2 agent focus
- Each event focuses on a different market and attracts participants from various parts of the world
- Choose the workshop that best suits your organisation's focus in sending students abroad and recruitment partnership opportunities
- Register early!



Additional ICEF Services

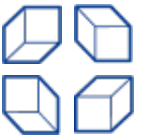


- The ICEF Agency Status: Recognising ICEF-screened and vetted recruitment agencies, providing quality assurance for educators
- The ICEF Agent Training Course (IATC): A practical, professional training course for agency-based international student recruitment counsellors
- The Canada Course for Education Agents (CCEA): An initiative of the Government of Canada in partnership with the Canadian Consortium for International Education (CCIE) and ICEF, officially launched in May 2013. Promotion of professional development for agents specialising in Canada as a study destination.
- The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities, and colleges to recruit international students, aimed at increasing agents' knowledge and standards of practice in their work with both institutions and students.
- ICEF Monitor (www.icefmonitor.com): A business development and market intelligence resource delivering news, research and commentary for international student recruitment
- The ICEF Education Fund: Providing support for selected causes, giving young people around the world access to education

Pre-Workshop: Preparation

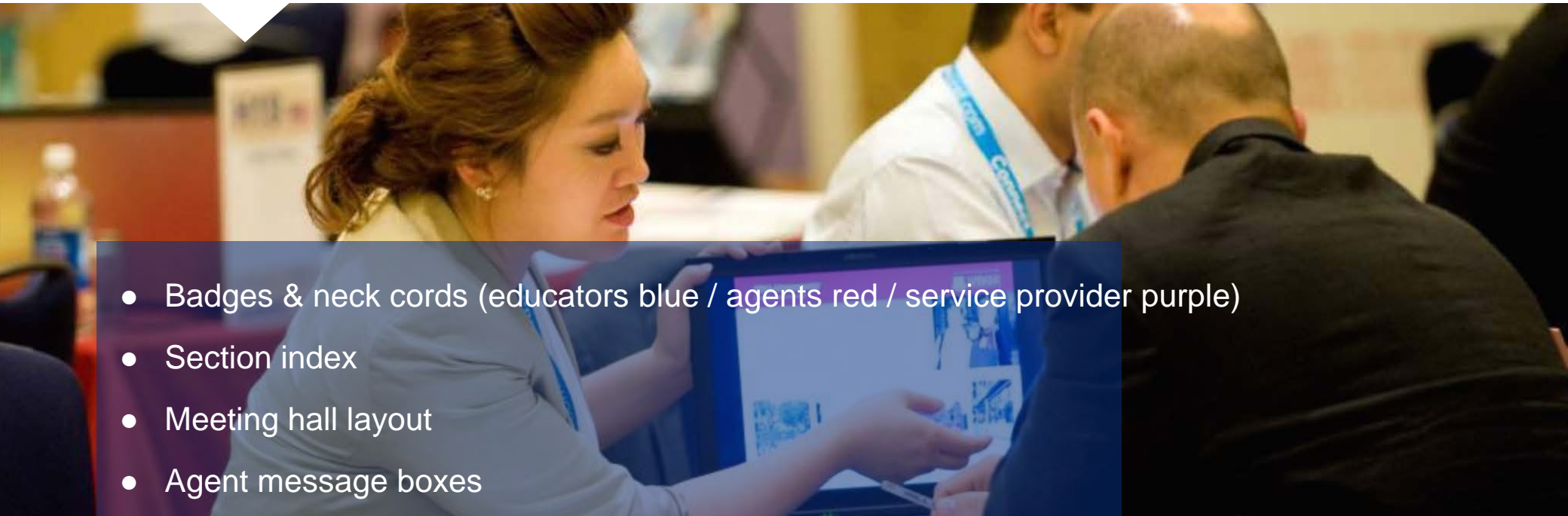
- Registration and evaluation process: specific information for certain events (references, fast track)
- Apply for your visa early, process is time consuming
- eSchedule PRO:
 - Update your own eSchedule PRO profile to ensure correct company information can be viewed by educators
 - Review educator profiles on eSchedule PRO to ensure compatibility
 - Request appointments and revisit site regularly
 - Make as many appointments in advance as possible
 - Request promotional material / schools brochure in advance
- Make sure you know the visa requirements of the school's country
- Design your own educators questionnaire
- Bring stapler to fasten business cards/brochure to educators profile
- Take photos of participants you meet – tip – include the badge

Pre-Workshop: Parameters



ICEF

Connect. Recruit. Grow.

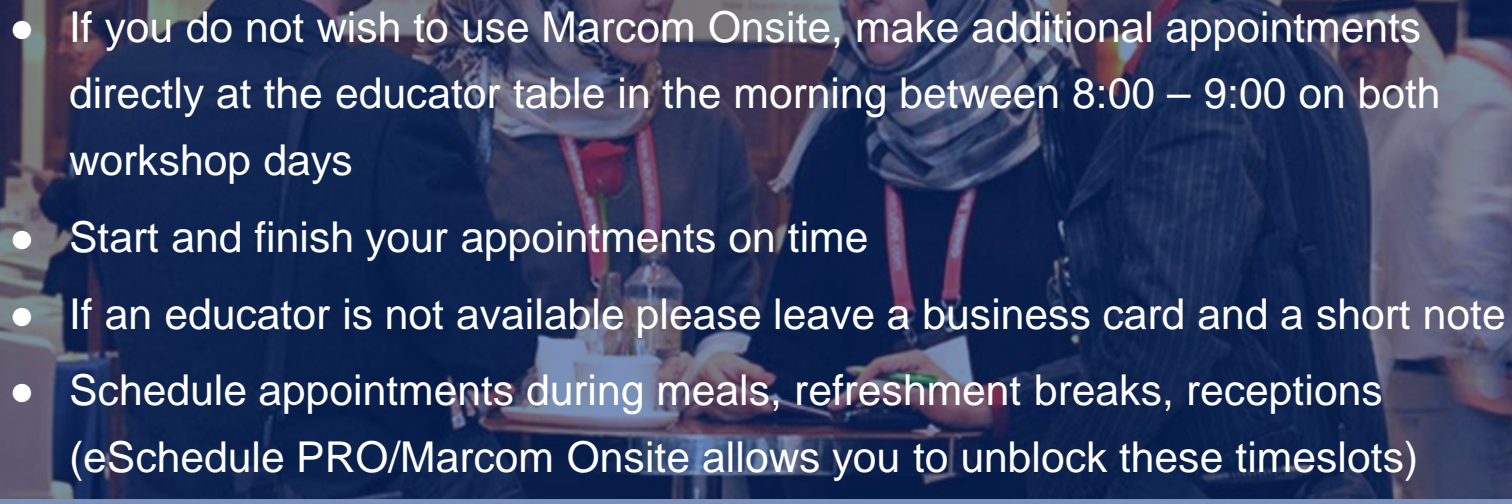
- 
- Badges & neck cords (educators blue / agents red / service provider purple)
 - Section index
 - Meeting hall layout
 - Agent message boxes
 - 25 min., 5 minute transfer time
 - Up to 30 business meetings
 - “No show” policy – once agreed keep your appointment time!
 - Agent “no selling” rule

During the Workshop: Maximising your Time

- 
- Print out the „meeting report“ of your workshop schedule, which shows the profile of the educators and provides space for comments / notes
 - Use workshop information guide, quick index reference as resource throughout and after the event
 - Schedule additional appointments using Marcom Onsite (opt-in required)
 - Link Marcom Onsite Video Tutorial
<https://www.youtube.com/watch?v=AbAGSSIxPOw>

- Marcom Onsite also allows you to search for participants, message others, take meeting notes, report no-shows and access general event information
- Any additional meetings booked on-site will automatically appear in your eSchedule PRO account

During the Workshop: Maximising your Time

- 
- If you do not wish to use Marcom Onsite, make additional appointments directly at the educator table in the morning between 8:00 – 9:00 on both workshop days
 - Start and finish your appointments on time
 - If an educator is not available please leave a business card and a short note
 - Schedule appointments during meals, refreshment breaks, receptions (eSchedule PRO/Marcom Onsite allows you to unblock these timeslots)
 - Check your message boxes regularly for appointment requests
 - Be aware of different cultural behavior and business etiquette
 - ICEF staff is here to assist you – make us aware of your concerns

Meeting with Educators: Key Data



ICEF

Connect. Recruit. Grow.

St. Michael's College

Table F27

USA

Address: Enrollment and International Students & Scholars
1 Winooski Park
Colchester, VT, 05439
USA

Tel.: +1-802-654 2357
Fax:
Web: www.smcvt.edu/international

Email: kspensley@smcvt.edu
appliesmc@smcvt.edu
Skype: kevinpensley

Facebook:
Twitter:
YouTube:



Saint Michael's College has a rich history of welcoming international students and scholars. Today, in any given semester, about 160 students and faculty from 40 countries are on our campus. Each year our US faculty travel to and engage with colleagues from all continents.

We offer:
36 undergraduate majors
Master's Programs in TESOL and Education
Scholarships up to \$20,000 for Bachelor's program
Pathway and Non-Degree programs
English-language programs



Founded by Edmundites, who came to Vermont from France via Canada, the university is rooted in the concepts of world education, justice, and service. St. Edmund, himself, was the first rector of Oxford University in Great Britain. In 1954, our Applied Linguistics Department was founded when Hungarian students arrived to study English. Since then, more than 20,000 international students from over 120 countries have made our campus their home while earning a degree, improving their English, or experiencing a semester or two of study abroad.

Saint Michael's College graduates and faculty have made their mark around the world scientists, diplomats, politicians, journalists, entrepreneurs, educators, business people, leaders in social justice, fashion stars, and artists.

Saint Michael's College is top-100 liberal arts college/university.



◀ **Mr Kevin Spensley**
Director of International
Enrollment, SIO

Language Programs: Chinese in: USA English in: USA French in: USA Spanish in: USA

Programs	Institutional Partnerships sought <input checked="" type="checkbox"/>													Classroom-based Learning <input checked="" type="checkbox"/>			Online Learning <input checked="" type="checkbox"/>			Blended Learning <input checked="" type="checkbox"/>		
	Programs offered (see codes on the Program Index)																					
	1	2	4	5	7	8	9	10	16	17	18											
1 Types of Language Programs																						
2 Secondary, High School and Foundation Programs		2																				
Career / Vocational Certificate / Diploma																	19					
Undergraduate Degree / Bachelor	28	30			33	34		36	37			42	44	45	46	48	50	51				
3 Graduate / Postgraduate Certificate / Diploma																	64	73	76			
Graduate / Postgraduate Masters																	91	100	103			
Graduate / Postgraduate Doctorate																						
4 Additional Programs and Services / Work & Travel Others:	1	3								10	11	12	13									

Meeting with Educators: Key Questions

About the institution

- In which languages do you conduct courses?
- Course restrictions (i.e. entry qualifications, min/max numbers, language ability...)
- Examinations / diplomas / certification that can be obtained by students, credit transfer to (your country) for continuing education
- Accommodation possibilities
- Location aspects: accessibility, social etiquette, food, climate
- Max. student numbers / ratio per country
- Cultural programmes and or social activities
- Visa support
- Student support services provided, which languages are spoken
- Student job available?

Meeting with Educators: Key Questions



ICEF

Connect. Recruit. Grow.

Financial and Marketing:

- Agent compensation (percentage commission, fee per head, marketing allowance). How is it paid?
- Publicity and marketing, brochure, educator website? Video or promotional CD for potential students? Newsletter?
- Other agent incentives? Financial or non-financial?
- Do you use a standard form of agent agreement?

Meeting with Educators: Questions you Should be Able to answer!

- What is your core business? What other business activities does your organisation engage in?
- Do you have offices in other countries, or sub agencies in different regions?
- How many student counselling staff do you employ and what are their qualifications?
- Is your agency already sending students to the educator's country and if yes, how many in the last academic year?
- What other institutions in the educator's country do you already represent?
- Are you familiar with the education system in the educator's country?
- How do you promote your agency to students (website, brochure, education events, advertising...)?
- What marketing services do you provide to your partners (arrange advertising, coordinate visits, participate in recruitment fairs)?
- What services do you currently provide for students (counselling, travel, language training & testing, immigration...)?
- Do you offer testing facilities for entrance examinations (IELTS, TOEFL, GMAT, etc.)?

Post-Workshop Workshop: Follow-up



- Establish contact with educator asap after the workshop, remember you are competing with other agents for educator's mind-space
- Keep in touch regularly (telephone, email) and always respond promptly to educator enquiries and questions
- Provide regular updates about your own activities to your educator partners
- Keep your profile updated (website, brochure, etc) to promote your educational partners

Post-Workshop: Agreements



Ensure you have a written agreement, outlining:

- Respective roles & responsibilities
- Business plan (marketing strategy, budget)
- Targets in terms of student numbers and quality
- Support required from educator partner
- Compensation model, payment terms
- Cost recovery of marketing and other expenses
- Dispute settlement clause, legal jurisdiction
- Duration of contract and termination clause

How to Maximise your Working Relationship



- Take part in FAM tours if available
- If available use / request resources such as an agency manual
- Partake in any available Agent Training
- Special agent login area on educators website
- Inform and train your staff
- Invite educators to see your office, arrange student appointments & presentation opportunities during educator visits
- Ensure that the educators' promotional materials are always on stock, if not produced in your native language, offer to translate materials
- If previously arranged, assist the educator to advertise in targeted local media
- Pass on post-study feedback (positive/negative)

Use our official hashtag **#ICEF16** to share your event experiences, pictures or videos on Twitter



Thank you!



Please visit the ICEF registration and information desk in the foyer or any of our information points throughout at any time throughout the event.

We wish you a successful ICEF North America Workshop!