

Event Procedures for Educators & Service Providers

Guidelines for First-time Participants

1. ICEF Events

ICEF Events are designed to provide educators, service providers and study abroad agents with the opportunity to meet and undertake brief discussions during pre-scheduled business meetings. The beginning and end of each meeting is indicated by a bell/gong.

These discussions are useful for purposes such as

- to hold introductory meetings between parties who have not previously worked together
- to examine the possibility of business co-operation in the future
- to have liaison discussions between already established partners

More extensive discussions with a potential partner can be arranged by scheduling another business meeting or if required, by scheduling meetings during meals, refreshment breaks, receptions (**Marcom eSchedule PRO allows you to unblock these timeslots**).

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the [▶ Getting Started Information](#).

Event Code of Conduct

Participants may not organise any hospitality, seminar event or tour which encourages agents to leave the event during official event hours and functions. Agents may not use the event for their own commercial purposes by trying to sell their services or products (e.g. advertisements in publications or web-sites, fairs, tours, etc.) to other event participants. Should this happen, please inform us immediately.

Meeting No-Shows

As a courtesy to other participants, please keep all meetings once they are confirmed. If you cannot keep a meeting, please inform the other party ahead of time so that they can re-schedule a meeting with somebody else. Should an agent miss a meeting with you, please complete one of the yellow forms that can be found on your meeting table. ICEF will collect these forms on a regular basis during the meeting sessions and will endeavour to follow-up with the agent immediately.

2. Educator Meeting Tables

Discussions take place at meeting tables allocated to each participating educator, which are identified by name cards provided by ICEF. The only type of display material which may be used are laptops, relatively small posters, photographs, etc. which can be placed on your table or attached to the covering table cloth. Materials that obstruct the view of other educators' tables are not permitted.

3. Service Provider Display Tables or Booths

Service Provider display tables or booths are located in a dedicated area of either the meeting hall or the foyer area. ICEF will allocate tables/booths and comply, as far as possible, with the wishes of the Service Provider.

4. Message Boxes for Agents

As it can be a challenge to locate agents who will be moving from one meeting to the other in the meeting hall, each agency has a message box which providers can utilize to leave individual messages and additional meeting requests. Message boxes will be located in the event area and are in order by country and in alphabetical order by agency name.

5. Badges

At the ICEF hospitality and registration desk you will receive your registration package including your badge, print-out of your meeting schedule as well as the event catalogues.

To easily recognise potential partners, agent badges will be provided with a red lanyard; provider badges will have blue lanyards. Your badge is not transferable. Please wear it at all times during the event as it assists participants to address you correctly and acts as a “passport” to attend the event sessions and receptions.

As the event is a protected trading environment, **anyone not wearing a badge may not be admitted** into the event area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the meeting hall.

6. Event Catalogues

Upon registration you will receive two event catalogues listing participating organisations with a brief description:

- Agent Catalogue: listed by country
- Educator & Service Provider Catalogue: listed in alphabetical order, by country, by programme and by table number.

Each catalogue contains a floor plan of the meeting hall indicating the location of the tables. Please take care not to lose your catalogues, as replacement copies may not be available.

Please note: If you cannot find an organisation in the country list of the catalogue, please check the International section or Addendum.

Please complete your own company profile on Marcom eSchedule Pro and send us your representative photo and logo four weeks prior to the event to ensure that your complete company profile is included in the printed Educator & Service Provider Catalogue that agents will receive upon registration.

7. Scheduling Meetings

For a comprehensive overview of how to schedule meetings prior to and during the event please refer to the separate document ► [Scheduling and Preparing Meetings – Useful Hints & Tips for Educators & Service Providers](#).

8. Follow up after the Event

Please remember that every working relationship needs time to develop. It is important to keep in touch with participants you have met and to answer any particular information request they might have had during the event. Please consider that you are competing with other educators for the agents’ mind space, their attention and loyalty.

We wish you a successful event!