

ICEF ANZA

14-17 June 2022

EVENT REPORT



ICEF ANZA 2022 - bringing a community back together again

The buzz of the ICEF ANZA community finally coming back together again was palpable throughout the duration of this much-loved event. There was a collective sigh of relief as friends and colleagues came together in a spirit of friendship and enthusiasm for the future.

With the event selling fast as soon as it was launched, it turned out to be our largest ICEF ANZA in its 15 year history. It was a fantastic reunion, and there is already a great deal of excitement about the 2023 event!

With a focus on recruiting students from around the world to institutions in Australia and New Zealand, **665 individuals** representing **471 industry organisations** from **65 countries** held a total of **4,855 in-person and virtual meetings** over the course of four days.



"What a fantastic event! Being back at ICEF ANZA really made it feel like we're finally coming out of the pandemic. The energy in the room and around the whole event was electric! The organisation was seamless and the hybrid format was so simple to use! Huge thank you to Rod and the ICEF team!"

Ian Aird, Universal English College, Sydney, Australia

4,855

MEETINGS between

665

INDIVIDUALS representing

471

ORGANISATIONS from

65

COUNTRIES across

6

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Great Delegate Feedback

Our after-event survey reflected the high energy and excitement that surrounded the return of ICEF ANZA.

100% of responding delegates rated the organisation of the event as good or excellent. And everyone, **100%**, said they will likely return to the event in Perth in 2023.

The number of new contacts made, and the quality of those contacts, were rated as good or excellent by **87.65%** and **92.7%** of survey respondents, respectively.

This year, 7% of delegates were attending their first ICEF event. We always appreciate the opportunity to help newcomers discover the unique benefits of ICEF events, and we look forward to welcoming them back as regular members of our global community.



"My organisation attended for the first time and found that the event was completely, thoroughly and professionally organised."

Margaret MacKay, Scots All Saints College, Australia



"After 12 years in the business as a provider, it was the first time I attended an ICEF event. I was very impressed with the excellent preparation, support and video tutorials. I enjoyed meeting so many agents from all over the world and having easy access to their information and contact details.

It was just what we needed for our restart after our border closure. Thank you, ICEF!"

Susanne Whale, DOIS Whakatāne High School, New Zealand.



"Great event. My first ICEF. Definitely won't be my last."

Maz Roberts, Mount Maunganui College, New Zealand



"This was my first ICEF event, and I would love to take this opportunity to thank the organisers and the event partners.

It was a great session with many colleges and universities open to working with agents from East African countries. For me, this was a breakthrough in growing my current educator partnerships and student network."

Fredrick Njuguna, Smarklinks Education Consultants Ltd., Uganda

Education Providers

A total of **178 educators** representing **122 institutions** from Australia and New Zealand joined the event - 158 came to the in-person gathering in Adelaide, and 20 joined remotely. Of these, 48% held senior management positions.

For 16% of educator delegates, this was their first ICEF ANZA event, and 10% were first-timers at ICEF events.



"I always find ICEF provides excellent opportunities. The virtual meetings this time were very good and I personally found it to be more convenient. Rod was excellent in providing support. Overall well done ICEF Team!!"

Daljeet Mongga, Sheffield College, Australia

EDUCATOR COUNTRIES

Australia 78% | New Zealand 22%



"I thought this 2022 event was very well organised. The seminars were very interesting, the exhibition and meetings were good. I liked the fact that at the breaks and lunches you could also chat to the agents. I must say the two night time functions were wonderful for networking. The ICEF team were the ultimate professionals."

Thomas Davies, The University of Notre Dame Australia.

EDUCATOR SEGMENT ATTENDANCE

71%	LANGUAGE COURSES
34%	SECONDARY & HIGH SCHOOL PROGRAMMES
16%	FOUNDATION PROGRAMMES
57%	CAREER/VOCATIONAL PROGRAMMES
26%	UNDERGRADUATE PROGRAMMES
25%	GRAD/POSTGRAD CERTIFICATE
21%	GRAD/POSTGRAD MASTER
7%	GRAD/POSTGRAD DOCTORATE
66%	OTHER PROGRAMMES/SERVICES
34%	CULTURAL EXCHANGE/WORK & TRAVEL

Student Recruitment Agents

In total, **334 pre-screened agents** attended, representing **285 organisations**. They joined us from **61 countries**. 183 travelled to Adelaide to join us at the Adelaide Convention Centre, and 151 attended online.

The quality of ICEF events is repeatedly demonstrated by the large number of senior management delegates who attend - for the greatly anticipated return of ICEF ANZA, that trend was even more evident with the vast majority of agency delegates, 75%, being senior management and decision makers.

TOP 5 COUNTRIES

Colombia | India | Vietnam | Nepal | Brazil



"ICEF is definitely the best place to establish contacts, expand knowledge, and develop different programs with schools, government entities and leaders in the world. It is also very pleasing to find a space to share good practices with other agencies to generate joint projects for our community."

Sandra Joya, EDEX Education Group, Colombia



"ICEF is the event that brings people closer"

Phattharaphon Bunin, Charis Study Abroad, Thailand

AGENT SEGMENT INTEREST

91%	LANGUAGE COURSES
52%	SECONDARY & HIGH SCHOOL PROGRAMMES
24%	FOUNDATION PROGRAMMES
93%	CAREER/VOCATIONAL PROGRAMMES
91%	UNDERGRADUATE PROGRAMMES
92%	GRAD/POSTGRAD CERTIFICATE
91%	GRAD/POSTGRAD MASTER
74%	GRAD/POSTGRAD DOCTORATE
77%	OTHER PROGRAMMES/SERVICES
65%	CULTURAL EXCHANGE/WORK & TRAVEL

Service Providers

88% of the service providers joining us this year came from within Australia and New Zealand, however, we also welcomed delegates from Canada, Singapore, India, the UK and the US.

Of the 104 industry related service providers attending, for 15 this was their first time at ANZA.



"I am very pleased to have been able to attend the ICEF ANZA 2022 conference. The event has helped me gain new partners and is very useful for my work. I look forward to attending future ICEF events."

Co Thanh Binh, International Education Development Consultancy Company (IED), Vietnam



"In my experience, the most effective, efficient and productive business to business meeting event for the education industry. Well done to the organisers."

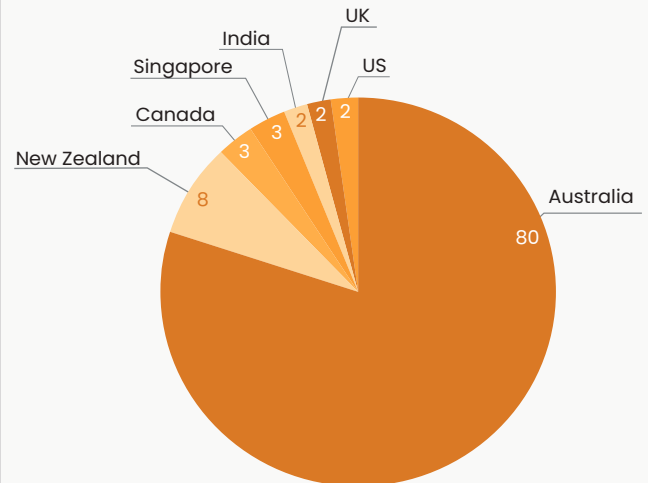
Mark Woolf, Convera, Australia



"It was overall a fantastic event with buzz, energy, and excellent facilitation of meetings between people in the industry."

Desmond Kohn, Sinorbis, Australia

Service Provider from 7 Countries



"What a great event. Special thanks to Rod, who went above and beyond to make it successful."

Carol Leoncini, Edvisor.io, Canada



Seminars, Webinars & Informal Networking

In addition to the one-to-one meetings, ICEF events are also known for their programmes of webinars and seminars featuring industry leaders, and covering the latest information affecting the sector.

At ICEF ANZA 2022, we presented nine on-demand webinars - including, 'ICEF Agent Voice - key findings from ICEF's biannual international agent survey'. We also held 11 market intelligence seminars and panel discussions covering a range of important on-trend topics, including - 'Study destinations Australia and New Zealand back in the game', and 'Edtech for international student recruitment'.

This year we live streamed our market intelligence presentations, free of charge,

for professionals not in attendance. This new initiative will feature in future events as well, to make important discussions concerning our industry as accessible to as many as possible.

Informal networking? It was a party!

The evening receptions at any ICEF event are an important part of the experience. We have a reputation for, not only introducing valuable business partners, but also connecting people who will become great friends.

This year, after more than two years locked behind closed borders, our community roared back with two evenings of celebration.

What a welcome return it has been!





"ICEF Events are always so wonderful and successful. There is always a buzz with people getting excited about the next event because of the hard work and fantastic job you did organising this one!"

From the journey to the venue, the morning of the first day with so many happy faces, the informative seminars, great atmosphere, FAM Trips, crazy evening parties and meeting old friends - thank you for all the effort in making it unique every time."

Sonia Dhawan, Fly Foreign (Grey Matters Group), India



"It is always a fantastic experience with ICEF. We gained lots of useful information, and it enabled us to learn about the latest trends in the international education industry."

Lydia Zeng, I NZ Education & Tourism Ltd., New Zealand



"If you are in the international education market you cannot miss out on the opportunity to participate in ICEF and enjoy a well-organised network event and learn powerful marketing intelligence information concerning the international industry in Australia."

Mauricio Pena, Pax Institute of Education, Australia

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