

# ICEF Berlin

30 Oct - 01 Nov 2022

## EVENT REPORT



### Thousands of friends and colleagues gather for ICEF's flagship event

As international education continues to face the challenges of recovery, economic uncertainty, and digital transformation - ICEF Berlin 2022 was a celebration of our industry's resilience, adaptability, and innovation, as **2,460 friends and colleagues** came together from **114 countries**.

For 2,192 delegates it was an opportunity to network and catch up with old friends in person, at the InterContinental Hotel, while 268 joined online.

Together, over the course of three days, they held a total of **21,714 in-person and virtual meetings**.

For 10% of delegates this was their first time at an ICEF event, and for 11% their first time at ICEF Berlin.



*"In uncertain times, it's been great to feel the certainty, normality and joy of intercultural communication once again at ICEF Berlin."*

**Tim Fish**, Dukes Education, UK

**21,714**

MEETINGS *between*

**2,460**

INDIVIDUALS *representing*

**1,654**

ORGANISATIONS *from*

**114**

COUNTRIES *across*

**6**

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## Great Delegate Feedback

In our after-event survey, the reasons selected for attending ICEF Berlin were: to meet new partners, refresh contacts with existing ones, increase industry knowledge, and brand growth. By the time the event had finished, **92.8% of respondents stated they had already achieved some or all of their objectives.**

**90.7%** of survey respondents rated the number of new contacts they made as good or excellent, and **90.3%** gave the same high rating to the quality of contacts.

The organisation of the event and the support and level of communication provided by the ICEF team, were rated as good or excellent by **96.8%** and **96.4%** of survey respondents, respectively.

For **97.2%** of respondents, it is 'very likely' that they will return to ICEF Berlin in the future.

We are grateful for the generous feedback and will work to ensure all ICEF events meet the same high standards to enable professional, productive, and efficient networking.



*"Pristine organisation, super helpful ICEF staff, high quality participants. As always, an excellent event. Looking forward to ICEF Berlin 2023 already!"*

**Irene Stavrou**, Brive, Greece



*"It is an annual celebration of international education with our partners and friends all around the world. Great to participate in the recovery phase and be back at ICEF Berlin."*

**Turkiz Erdogan**, Regent College London, UK

**90.7%**  
New Contacts

**90.3%**  
Contact Quality

rated  
**Good or  
Excellent**

**96.8%**  
Organisation

**96.4%**  
ICEF Support



*"ICEF Berlin is an extraordinary event. Well structured and properly articulated to enhance the smooth running of the program. I enjoyed every bit of the event and built valuable partnerships. I am grateful to ICEF for organising such an unforgettable event."*

**Acqueen Obi**, Maczey Concept and Education services, Nigeria

## Education Providers

A total of **971 international educators** attended ICEF Berlin 2022. 923 travelled to Germany to join in person at the InterContinental Hotel, while 48 joined remotely.

8% were attending their first ICEF event, while for 11% it was their first time at ICEF Berlin.

Together they represented **593 organisations** from **40 countries**.



*"So good to see everyone in Berlin 2022! Great to see the world of international education bouncing back after a few very tough years! Thank you ICEF for another fantastic event!"*

**Ian Aird**, Universal English College, Australia

## TOP 5 EDUCATOR COUNTRIES

UK • Canada • US • Spain • Australia



*"This was another great ICEF Berlin event - ICEF Berlin is an unrivalled opportunity to meet new and old contacts under the same roof."*

**David Jones**, ETC International College, UK



*"It felt great to be back to meetings with international partners. ICEF's outstanding support and event organisation is a guarantee for a couple of enriching days."*

**Stephanie Nau**, Schule Schloss Salem gGmbH, Germany

## EDUCATOR SEGMENT CLASSIFICATION

75%	LANGUAGE COURSES
31%	SECONDARY & HIGH SCHOOL PROGRAMMES
21%	FOUNDATION PROGRAMMES
37%	CAREER/VOCATIONAL PROGRAMMES
36%	UNDERGRADUATE PROGRAMMES
28%	GRAD/POSTGRAD CERTIFICATE
29%	GRAD/POSTGRAD MASTER
14%	GRAD/POSTGRAD DOCTORATE
65%	OTHER PROGRAMMES/SERVICES
36%	CULTURAL EXCHANGE/WORK & TRAVEL



# Student Recruitment Agents

Confirming its position as the global agent networking event of the year, ICEF Berlin 2022 welcomed **1,101 agents** from **104 countries**. 891 joined in person, 210 virtually, and together they represented **908 organisations**.

In total, 693 agents, or 63%, held top management positions. For 10% this was their first ICEF event, and for 12%, their first time at the flagship event in Berlin.

**1,101** AGENTS from **104** COUNTRIES



*ICEF Berlin has been extremely vital for us as a consultancy as it has allowed us to offer a whole new service within our portfolio. I highly recommend it to anyone, no matter the size of the company. It really did open our eyes to the opportunities we could explore. We gained extremely valuable information, which has made the possibilities for expansion and growth endless!*

**Anton Kolarov**, DanBul Study, Bulgaria



*"As always, one of the most vibrant & beneficial workshop of the year in the educational & youth travel industry."*

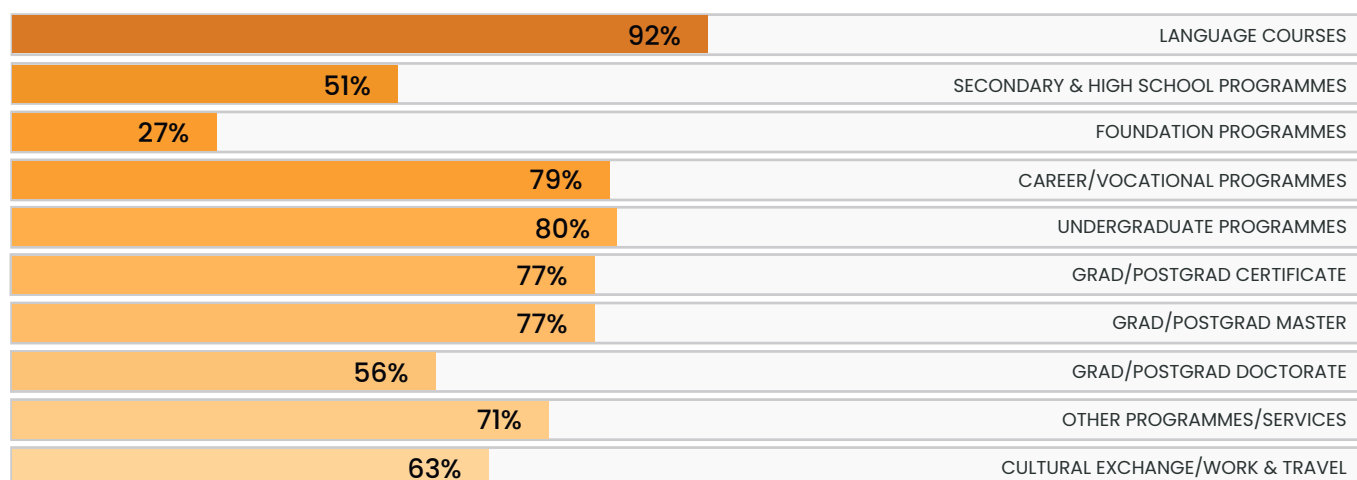
**Muhammad Hussain**, M.K.H Consultancy Services, UAE

## TOP 5 AGENT COUNTRIES

India • Turkey • Spain • Italy • Brazil



## AGENT SEGMENT INTEREST



## Service Providers

ICEF events provide an ideal opportunity for providers of services related to international student mobility to connect, one-to-one, with educators and agents representing hundreds of thousands of overseas students.

As our industry undergoes a digital transformation, at recent events we have witnessed both an increase in providers attending, and a more diverse range of services being showcased.

At ICEF Berlin 2022, **260 service providers** from **119 organisations** attended, an increase of 162% over last year. They came from **22 countries**, and together they represented **22 service sectors** ranging from accommodation providers, telecommunications and student counselling, to a wide selection of digital tools and services, including recruitment and accommodation platforms, CRM systems and school/agency software.

For 16% this was their first time attending an ICEF event, and for 15%, this was the first time at ICEF Berlin.



*"This was my first ICEF and it was great! I met lots of new partners and contacts. Really well organised and very supportive atmosphere. Thanks!"*

**Matt Oldham**, Unizest, UK

### TOP 5 SERVICE PROVIDER COUNTRIES

UK • Canada • Australia • US • Germany



*"ICEF is an eye opener for a young company like ours. The amalgamation of diversity seen during the event was more than expectations. Everyone had a lot to offer. A novice like me felt like being in the Mecca of like-minded individuals in the field of learning & education."*

**Ram Singh**, Schule+Uni Consulting, India



*"ICEF Berlin is an incredible event that brings education partners together to address the challenges and opportunities of Education in the 21st century."*

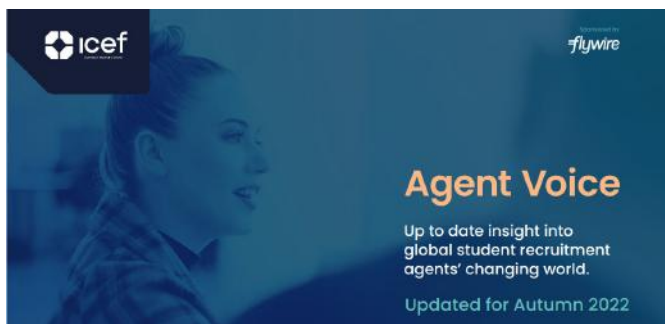
**Chris Osman**, Educational Testing Service (ETS Toefl), Netherlands

## Seminars, Panel Discussion & Informal Networking

At ICEF Berlin 2022, over 80 guest speakers and panellists contributed to a programme of 45 seminars and panel discussions, covering the latest issues in international education. Topics included, *'Digital student identity'*, *'Exploring the future of the Young Learners market'*, *'UK ELT - the state of the market and where is it headed?'*, and *'The big picture: Three trends that shape tomorrow's international education sector'*.

Accompanying the publication of the new **ICEF Agent Voice** bi-annual survey of agents, ICEF and StudyPortals presented, *'The changing world of international education: Combined agent and student perspectives'*, highlighting some of the changes our industry is experiencing.

Download the new [ICEF Agent Voice Autumn 2022 survey](#).



*"The experience was great, from the organisation to the actual meetings. Pablo and Rubén, the ICEF organisers assigned to us, were always willing to help quickly and effectively."*

*The event was also highly instructive, and the seminars were a good way to discover ways we can grow in the future."*

**Israel Serrano**, Colegio de San Francisco de Paula S.L., Spain

As our industry continues to undergo unprecedented change and transformation, ICEF has been working to extend the reach of these valuable on-trend presentations to as many international education professionals as possible.

At ICEF Berlin 2022, we achieved this by live streaming many of the presentations to over 700 people around the world through ICEF Monitor, ICEF social media channels, and Zoom.

You can view a selection of recorded presentations on our ICEF Vimeo channel.

Informal networking at 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.



*"ICEF is our number one organisation for enabling us to meet new quality agents, develop relations with existing agents, and grow our market intelligence. As always, our experience at ICEF Berlin was the best."*

**Jayne Jones**, Long Bay College, New Zealand



# ICEF Coach in Berlin

As a first-timer to ICEF Berlin, walking into a hall with 2,460 professional colleagues from 114 countries, can be daunting, to say the least. This year, the **ICEF Coach programme** worked with a group of delegates before, during and after the event to help them get the most out of the ICEF Berlin experience.

The programme helps delegates confidently navigate large professional networking conferences, to maximise their opportunities and avoid common pitfalls.

The ICEF Coach programme is available at: ICEF San Diego, ICEF Secondary Education, and ICEF Vancouver.

Visit the [ICEF Coach webpage](#) for more details.



*“Vanessa and Birgit have been amazingly helpful at this event. They both MADE this event for me and my school. They walked me through what to expect and how to navigate ICEF Berlin.”*

**Amy Garelick**, Desert Christian High School - AZ, US



## EVENT SPONSORS

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## Upcoming ICEF Events

For information visit [icef.com/upcoming-events](https://icef.com/upcoming-events)

