



ICEF VIRTUAL AMERICAS

24th - 27th Aug 2020
Event Report

ICEF'S FIRST VIRTUAL EVENT IN THE AMERICAS SHOWS CONTINUED APPETITE FOR AGENT NETWORKING IN THE REGION



888
attendees



8,751
meetings



92%
satisfied/
highly satisfied

ICEF Virtual Americas maintains a clear focus on **Canada and the USA** as study destinations. In 2020, this online event welcomed nearly **900 international education industry professionals** over 3 days, hosting **over 8,750 meetings**, and showing the tremendous appetite and enthusiasm for continued networking across the industry, even as global travel is restricted. This was reinforced by our strong agency attendance, where we welcomed **over 40% more agents, from more countries**, than 2019's in-person ICEF Toronto event.

As ICEF's first virtual event in the region, Virtual Americas marked a significant change from 2019's ICEF Toronto, and the shift to an all-online format brought about several positive developments, allowing agents from around the world to join who may not otherwise have been able to attend an event in person. Despite missing the physical interaction of in-person ICEF events, participants at ICEF Virtual Americas recognised the value of attending online events while they were unable to travel. 92% of attendees reported that they were satisfied or highly satisfied by their experience, and 94% indicated they met their primary objective of attending.

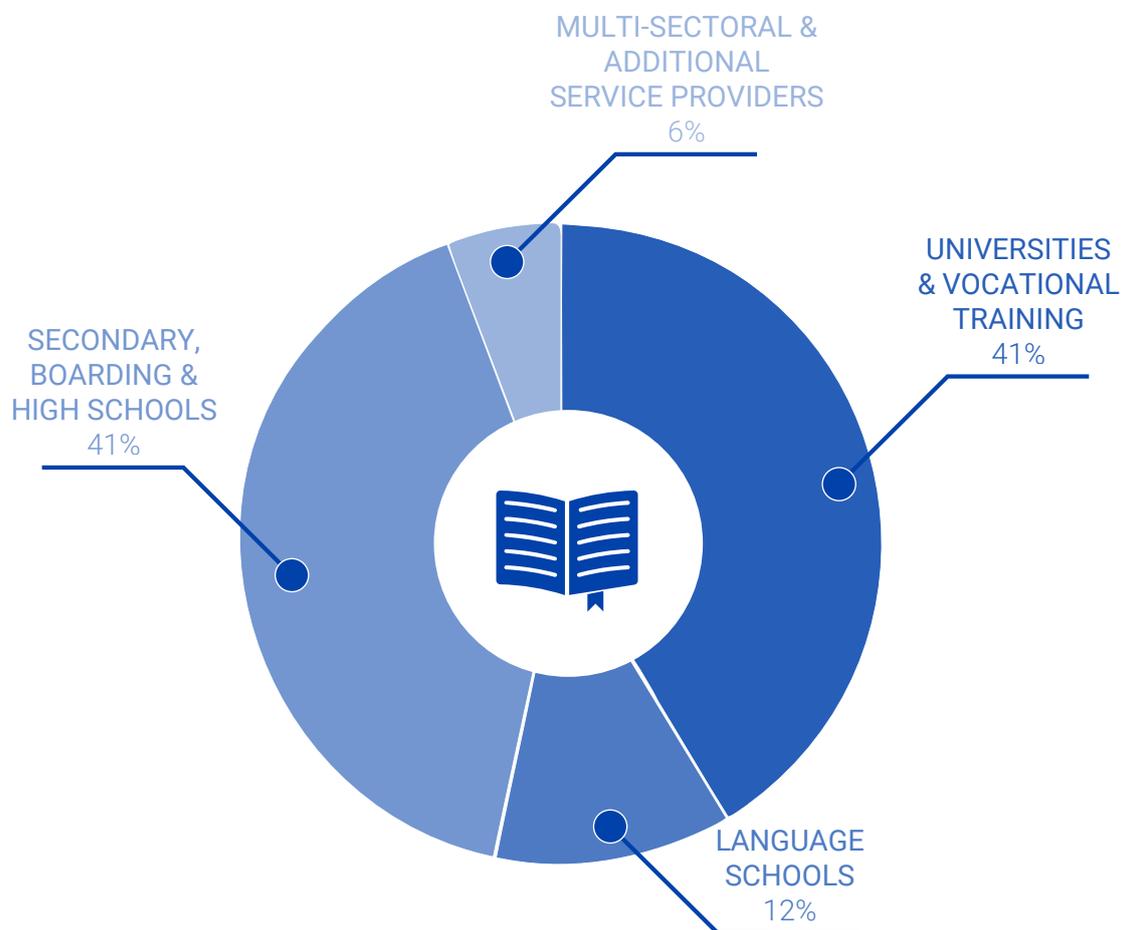
EDUCATION INSTITUTIONS

2020 saw 269 representatives from 225 education institutions from across 3 continents join us online. Of these institutions, 17% were first-timers to an Americas event. In common with other ICEF Events, ICEF Virtual Americas welcomed a high proportion of senior decision makers from education

institutions, with over 50% in senior management roles.

This year, we secured attendance from a broad range of educators, with strong representation from universities and secondary schools in particular (41% respectively of institutions attending).

EDUCATION INSTITUTIONS AT ICEF VIRTUAL AMERICAS 2020



“ This has been the best virtual event I have attended ... the agents I’m meeting with are really good and I have built great partnerships and projects. ”

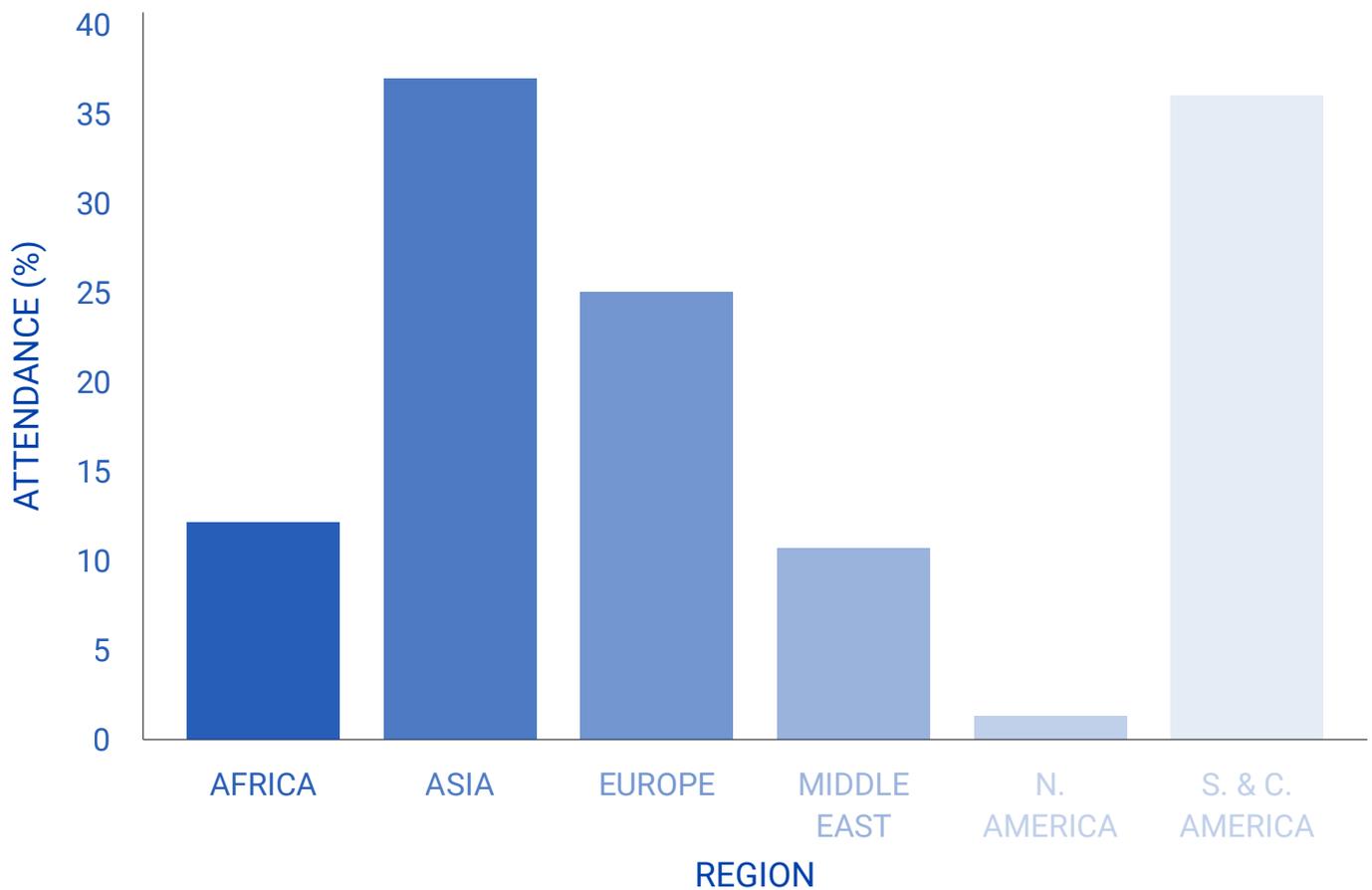
Jenny Perla Leon,
Ottawa Catholic School Board, Canada

STUDENT RECRUITMENT AGENTS

We welcomed **529 representatives from 484 carefully selected, ICEF-screened agencies** this year, marking a 40% increase in student recruitment agents over attendance in 2019, and indicating a continued and strong interest by agents to maintain contact with their education partners from across the Americas at this time.

Agents from **91 countries** across 6 continents in total attended, giving truly global student recruitment representation, with the top five countries being: Brazil, Mexico, Colombia, India and Russia.

AGENT RECRUITMENT REGIONS



“Hats off to you for creating the ideal atmosphere to replicate the in-person experience for ICEF meetings. The schedule with countdown timers, alerts and links to the next meeting was seamless. Everyone was in agreement that we loved the quiet and focus meeting one-on-one online offered.”

Struan Robertson, President,
Best Fit Education, Canada

SERVICE PROVIDERS

We were also happy to have 41 service providers and other organisations join us for ICEF Virtual Americas this year, with **53 representatives** participating. Of these, 23% were completely new to ICEF.

“ An exciting and productive event full of engaging and fruitful interactions. It's fantastic to communicate with agents virtually. Thank you for your team's great efforts! ”

Emily Zhu, VP,
Business Development & International Partnership, HSBC

SEMINAR PROGRAMME & NETWORKING LOUNGES

Alongside the packed meeting schedule, ICEF Virtual Americas delivered an **integrated seminar programme of 32 live and on-demand sessions** with speakers including the US Department of Commerce, Immigration Refugees and Citizenship Canada (IRCC), and other leading voices within the international education sector. With 10 exclusive live seminars to choose from, 90% of our attendees were able to participate in at least one, with 88% of delegates happy, or very happy, with their experience.

Continuing our mission to connect the international education industry, ICEF Virtual Americas saw the return of our acclaimed virtual networking lounges to allow event attendees to meet in an informal setting and preserve the

serendipitous encounters so enjoyed at our in-person events. Over 62% of event attendees dropped into one of our networking lounges during the event to enjoy the opportunity to chat with like-minded industry professionals and discuss the latest issues affecting our sector.

Alongside strong, high quality, and diverse attendance, as well as **outstanding delegate feedback**, the success of ICEF Virtual Americas integrated seminar programme and networking lounges firmly established this event as a must-attend in the calendar of any leading international education professional with an interest in this exciting market.

**ICEF AMERICAS 2021:
14TH - 16TH MAY 2021
VANCOUVER**

For more information and to book your place, please visit
icef.com/events/icef-vancouver