



# ICEF VIRTUAL FRENCH EDUCATION CANADA

15<sup>th</sup> - 16<sup>th</sup> Sept 2020

## Event Report

### ICEF'S FIRST VIRTUAL EVENT FOR EDUCATORS AND AGENTS FOCUSSED ON FRENCH LANGUAGE PROGRAMMES IN CANADA



140  
attendees



696  
meetings



100%  
satisfied/  
highly satisfied

ICEF Virtual French Education delivered a clear focus on recruiting international students for French language programmes at educational institutions in Canada. In 2020, this fully-virtual event welcomed nearly 150 international education industry professionals over 2 days, hosting over 690 meetings, and showing the tremendous appetite and enthusiasm for international education professionals in this industry niche.

As ICEF's second virtual event covering the Canadian market this year, ICEF Virtual French Education built upon the

earlier success of ICEF Virtual Americas, and the all-online format for this inaugural event was warmly received by educators and agents alike. Participants at ICEF Virtual French Education were tremendously positive about the all-online format, with delegates praising the efficiency and focus felt during online meetings. Our participants were so positive about the online format that 100% of attendees reported that they were satisfied or highly satisfied by their experience, and 94% indicated they met their primary objective of attending.

## PROVIDERS

2020 saw **38 representatives from 35 education institutions** join us online. Of these institutions, **21% were first-timers** to a French education event. In common with other ICEF events, ICEF Virtual French Education welcomed a high proportion of senior decision makers, with **over 60% 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 (40% and 37% respectively of institutions attending).

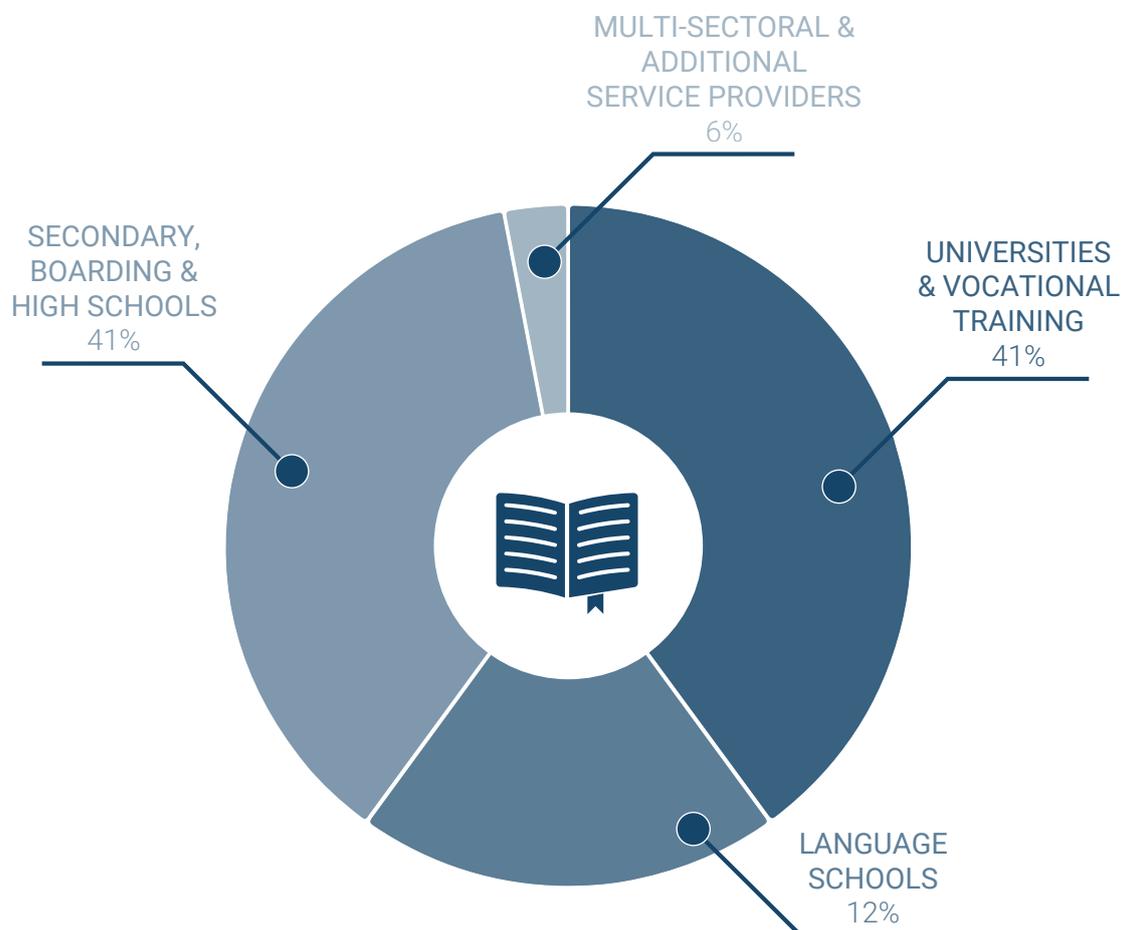
Alongside our strong representation from Canadian educators, we were also happy to have 6 service providers and other

organisations join us for ICEF Virtual French Education this year.

“ As a French-language institution in Canada, a French-speaking event organized and managed by **ICEF was more than essential for our institution**. ICEF's expertise in coaching professional agencies is a critical resource to keep moving forward in international recruiting. ICEF is an international benchmark and **its reputation guarantees the quality of its members**. ”

Mathieu Gingras, Directeur du développement – recrutement étudiant, Université de Moncton

### TYPES OF EDUCATION INSTITUTIONS REPRESENTED

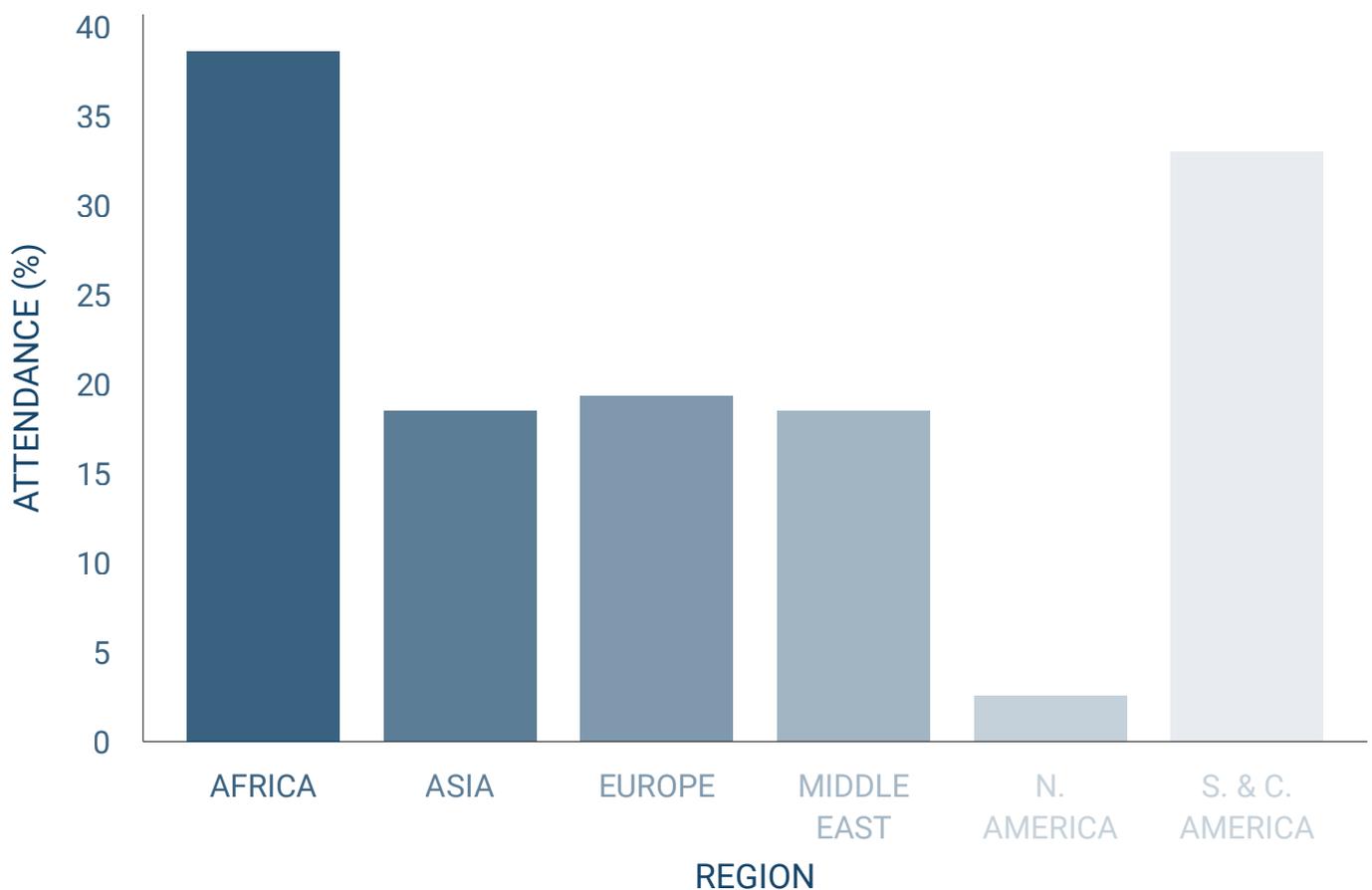


## STUDENT RECRUITMENT AGENTS

We welcomed **86 representatives** from 81 carefully selected, ICEF-screened agencies to this first event, indicating a strong interest by agents to develop and maintain contact with their French language education partners from across Canada at this time.

Agents from **36 countries** attended ICEF Virtual French Education. Between them, these agencies held student recruitment coverage **across 6 continents**, giving this event truly global reach.

AGENT RECRUITMENT REGIONS



## SEMINAR PROGRAMME & NETWORKING LOUNGES

Alongside our core meeting schedule, ICEF Virtual French Education delivered an enriching seminar programme of **32 live and on-demand sessions** with speakers presenting on pertinent issues relevant to international education and student mobility. As testament to the quality and insightfulness of the topics covered, 100% of delegates who attended a webinar were happy, or very happy, with their experience.

Continuing our mission to connect the international education community, ICEF Virtual French Education 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 70% 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 French Education's 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 French language programmes in Canada.

**ICEF FRENCH EDUCATION CANADA 2021:**

**18<sup>th</sup> - 19 May 2021**

**Montréal**

For more information and to book your place, please visit  
**[icef.com/events/icef-french-education](https://icef.com/events/icef-french-education)**