

# ICEF VIRTUAL LATIN AMERICA

29<sup>th</sup> Sept - 1<sup>st</sup> Oct 2020

## Event Report

### HUGE ENTHUSIASM FOR STUDENTS FROM ACROSS LATIN AMERICA CONTINUES DESPITE GLOBAL PANDEMIC



327  
attendees



2,584  
meetings



94%  
satisfied/  
highly satisfied

All over Latin America, education agents play a key role in helping students to find suitable study opportunities outside of their home countries. ICEF Latin America has been designed specifically to meet the needs of international education professionals who source students within this unique market and welcomed nearly 330 international education industry professionals over 3 days in October 2020. With 91% of event attendees rating the opportunity to consolidate existing contacts as excellent, this event shows both the **continued appetite for international student recruitment within this region**, and the continued ability of ICEF to provide outstanding networking opportunities even as travel remains limited.

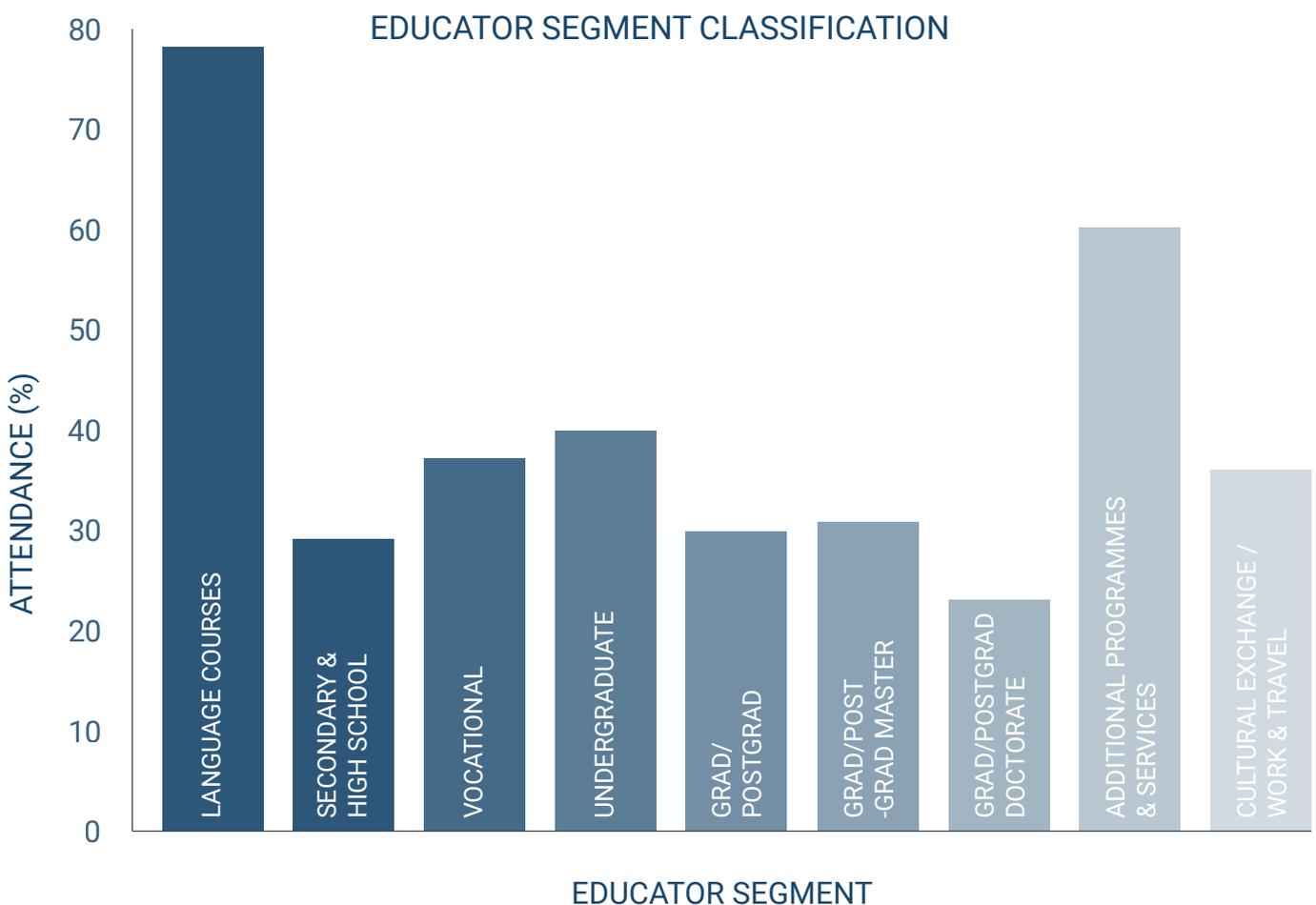
As our third virtual event taking part across the Americas this year, ICEF Virtual Latin America built upon the earlier success of ICEF Virtual Americas and ICEF Virtual French Education, and now firmly establishes **ICEF as the premier provider of networking events for the international education community in the region.**

With the all-online format now well established, participants at ICEF Virtual Latin America were tremendously positive about virtual events, with delegates **praising the efficiency** and focus felt during online meetings, as well as the opportunities for informal networking in our Meeting Lounges.

## PROVIDERS

2020 saw **91 representatives from 89 education institutions** join us online. Of these institutions, **40% were first-timers to a Latin American event**. In common with other ICEF events, ICEF Virtual Latin America welcomed a high proportion of senior decision makers from education institutions, with **over 60% in senior management roles**.

This year, we welcomed a broad range of educators, with **strong representation from universities and language schools** in particular (45% and 26% respectively of institutions attending).



“ Keeping momentum with agents is **easier with virtual events** as these allow me to quickly move further into the partnership process. Agents are already in their usual work routine, so keeping them engaged after the initial meeting is much less challenging. ”

Giuliana Bonvini,  
International Sales Manager, University College Dublin

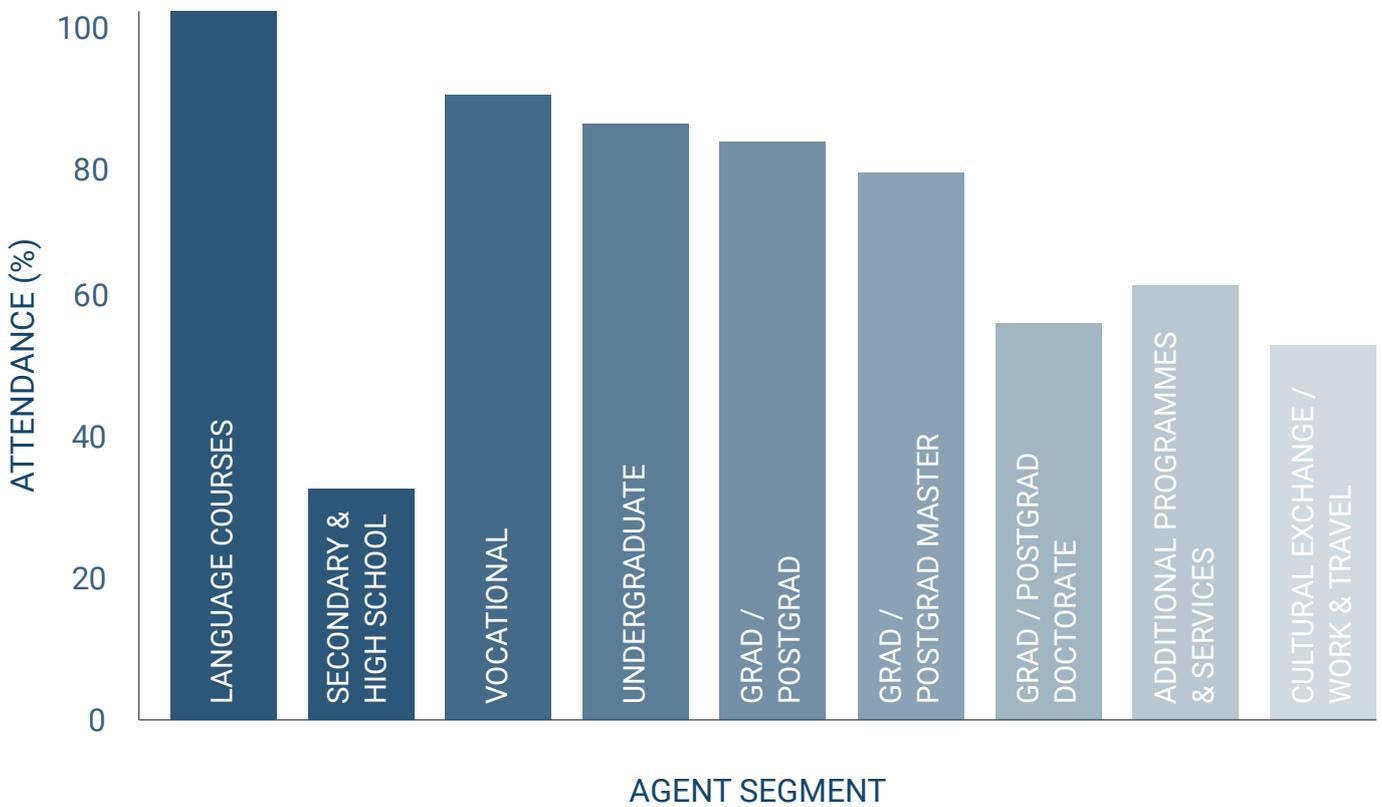
Alongside our enthusiastic attendance from educators from 4 continents, we were also happy to have 15 service providers and other organisations join us for ICEF Virtual Latin America this year.

# STUDENT RECRUITMENT AGENTS

We welcomed **195 representatives** from 174 carefully selected, ICEF-screened agencies to this event, indicating a **strong interest** by agents to reach out and represent internationally-mobile students from the region at this time.

Representing **15 countries**, these agencies held student recruitment coverage **across the whole of Latin America**. The top 5 countries represented at 2020's event were: Brazil, Colombia, Mexico, Ecuador and Argentina.

### AGENT SEGMENT ATTENDANCE



“ Thank you all so much, and congratulations for such a successful event. I have missed attending ICEF Events in person but this virtual version was amazing. So productive! ”

Arleny Hernandez,  
Gestur, Dominican Republic

## SEMINAR PROGRAMME & NETWORKING LOUNGES

Alongside our core meeting schedule, ICEF Virtual Latin America delivered an enriching seminar programme of **14 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, over 91% 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 Latin America 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 60% 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 Latin America's meeting schedule, 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 furthering international student mobility both within and from the region.

**ICEF LATIN AMERICA 2021:**

**30<sup>th</sup> Sept - 2<sup>nd</sup> Oct 2021**

**São Paulo**

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