

ICEF San Diego

15-17 Dec, 2022

EVENT REPORT



ICEF San Diego brings a dedicated and unmatched forum for educators from the US, Canada and the rest of the Americas, and agents globally

As international education continues to face the challenges of recovery, economic uncertainty, and digital transformation - ICEF San Diego 2022 was a celebration of our industry's resilience and adaptability as **697 friends and colleagues came together from 76 countries**.

For **607 delegates** it was an opportunity to network and catch up with old friends in person, at the Hilton San Diego Bayfront Hotel, while **90 joined online**.

Together, over the course of three days, they held a total of **5,335 in-person and virtual meetings**.



ICEF San Diego 2022 was a blast! Loads of new contacts. It was good to meet people who are ready to give anything to make this industry great again after the pandemic. Go ICEF!

Valentina Ballan, Easy Apply Education Consultancy, Kuwait

5,335

MEETINGS *between*

697

INDIVIDUALS *representing*

546

ORGANISATIONS *from*

76

COUNTRIES *across*

6

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Great Delegate Feedback

In our after-event survey, the reasons selected for attending ICEF San Diego were: to meet new partners, refresh contacts with existing ones, increase industry knowledge, and brand growth. By the time the event had finished, **97% of respondents stated they had already achieved some or all of their objectives.**

95% of survey respondents rated the number of new contacts they made as good or excellent, and 93% 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 both rated as good or excellent by 98% of survey respondents, respectively.

For 98% of respondents, it is 'very likely' that they will return to an ICEF North America event 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.



Coming back to the ICEF event after 3 years was fantastic. Looking at packed hall with participants was delightful. The event went very smooth as always and was very productive in meeting new partners and above all catching up with the old partners as well. Looking forward the next event with renewed enthusiasm.

Subhakar Alapati, Global Tree, India



Attending ICEF San Diego gave me the opportunity to get to know people in the education industry, learn from them, make new friend and especially grow my agency.

Estefania Ayala, Canada Es, Canada



I'm very much grateful to ICEF for inviting me to such a wonderful event. I had lots of effective meeting which will boost up my business in the near future. Thanks ICEF for organising this wonderful event.

Mohammad Anisuzzaman, Faith Overseas Ltd., Bangladesh



This was the best ICEF I every attended. Not only I was able to make new connections but also network with people I already knew and also have some fun. Keep it up.

Soni Khanna, UniSearch, Australia

Education Providers

A total of 240 educators representing 179 institutions from the US (74%) and Canada (26%) joined the event – 231 in person in San Diego and 9 remotely. Of these, 61% held senior management positions.

For 13% of educator delegates, this was their first ICEF North America event, and 15% were first-timers at ICEF events.



ICEF is the premier forum to meet educational consultants and agents from around the world. It is exceptional and second to none in terms of how it's all organised.

Victor Traycey, Army and Navy Academy, USA



We had an excellent time at ICEF San Diego 2022. I was very impressed by the personalised service and support given to us before and throughout the experience. We feel we have come away with good contacts and new alliances. Thank you.

Rowena Selby, Vanier College, Canada

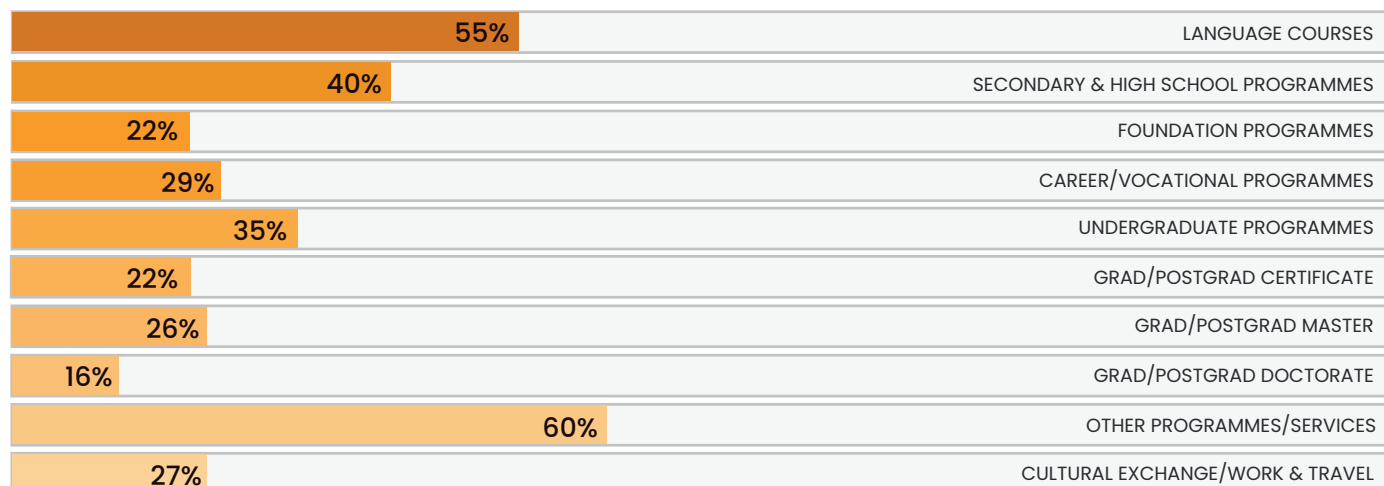


I have been fortunate to attend several ICEF events and every time, I am impressed with the caliber of the event AND the caliber of the staff! I will definitely be back.

Jesse Fortney, Subiaco Academy, USA



EDUCATOR SEGMENT ATTENDANCE



Student Recruitment Agents

With agents coming from 69 countries, ICEF San Diego was a truly global event. Top 5 agent countries: India (13%), China (7%), Mexico (7%), Vietnam (5%), and Brazil (5%).

In total, 358 pre-screened agents attended, representing 312 organisations. Of those, 67% held top management positions and 25% were attending an ICEF event in the US for the first time – reflecting the increase in the number of students interested in pursuing overseas education opportunities in the US, Canada and the rest of the Americas.

While 278 joined us in person, 80 chose the virtual format. For 6% this was their first ICEF event experience.



I am very happy I decided to attend ICEF San Diego. I reconnected with our partners and made great new contacts that will get us new agreements. What means better choices for our Latin American students. Count on our agency for future ICEF events!

Laura Lopez, Western Canada Education Services, Canada

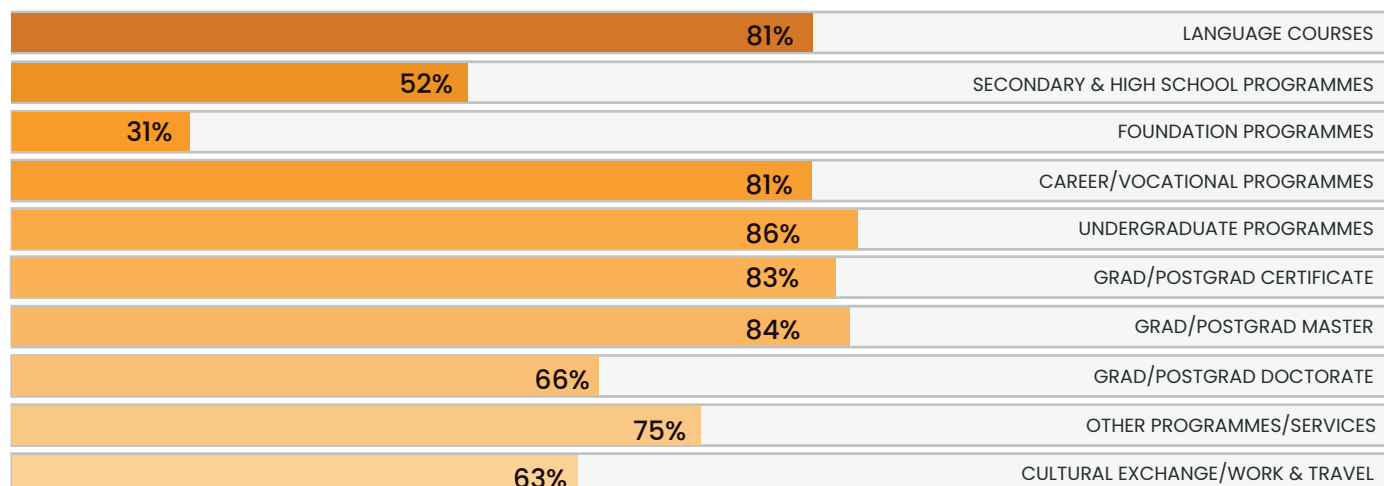


The ICEF conference at San Diego was a great networking event. It was an opportunity to meet a lot of educators and service providers across North America. We had the opportunity to pitch our 2023-2025 business plan to a couple of schools and they gave us the right platform to reach those goals. We sure won't miss any ICEF event if invited in the future.

Ojo Anthony Ayodele, Lumina Armitage Limited, Nigeria



AGENT SEGMENT ATTENDANCE



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 San Diego 2022, 77 service providers from 47 organisations attended. They came from 11 countries with the top 5 being: the US, Canada, the UK, Germany, and Australia. Together they represented 15 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.



This event has proven highly valuable year after year as an efficient way to connect with current partners and meet new ones. The event logistics and show management are so well done making the process as simple as possible for attendees.

Benjamin Waxman, Intead – International Education Advantage, USA



The event was very well organised. We were able to achieve our goals of meeting new potential business partners and help drive the need of our products amongst international students. The ICEF team did a great job in setting everything up, sending participants timely communications and supporting onsite for any requirements. Loved the venue as well. I am looking forward to attending the next ICEF event.

Sushrut Phadke, Zolve, USA

Seminars, webinars & informal networking

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

At ICEF San Diego 2022, we presented a full programme of 25 seminars, presentations and on-demand webinars, covering a range of topics including: 'Promoting the USA as a study destination: How agencies make the difference', 'Climate change and international student mobility', 'Smart data: Improve enrollment and visa approval for

studies in Canada', and 'Tailor your digital marketing strategy and track performance results to boost recruitment and student conversion'.

On-demand webinars can be viewed for up to four weeks after the event.

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.



Thank you to the ICEF San Diego sponsors



★ Platinum



Gold



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