

# ICEF Toronto

13-16 May 2022

## EVENT REPORT



### ICEF Toronto 2022 – our largest North American event ever!

There was a great deal of excitement leading up to ICEF Toronto, with many in our community looking forward to catching up with friends and colleagues in person after such a long period apart. And the event certainly did not disappoint.

In an atmosphere of camaraderie and optimism, delegates relaxed and enjoyed the chance to get back to physical networking at what turned out to be ICEF's largest North American event to date.

With a focus on recruiting students from around the world to institutions in Canada and the US, 1,126 individuals representing 752 industry organisations from 84 countries held a total of 8,217 in-person and virtual meetings over the course of four days.



*"Very well organised event with a good variety of service providers, institutions and agents. We were well fed, entertained and very well cared for. The conference centre was excellent. I would attend this event again."*

**Jennifer Hope**, GSB Executive Education Inc. (University of Victoria – Faculty of Business), Canada

**8,217**

**MEETINGS** between

**1,126**

**INDIVIDUALS** representing

**752**

**ORGANISATIONS** from

**84**

**COUNTRIES** across

**6**

**CONTINENTS**



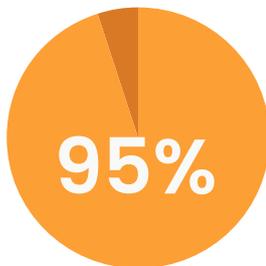
## Positive Delegate Feedback

We are very proud to announce that ICEF Toronto 2022 was very well received:

- 93.6% of our survey respondents rated ICEF Toronto 2022 as excellent or good.
- 95% said they were likely to attend a future ICEF event in Canada



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*"Taking part in ICEF Toronto 22 was a great experience. It was well-organised and very professional, and all the staff were really helpful."*

**Hugo Silva Franco, Air Canada, Brazil**



*"I have been attending since 2014, and ICEF Toronto 2022 was an outstanding event - as always."*

**Sanchari Sen Rai, ECC World Headquarters, Canada**



*"The organisation and scheduling features were excellent. We found the leadership very personable and responsive. We made several good contacts."*

**Fred Howe, WillowWood School, Canada**

## Education Providers

A total of 414 educators representing 248 institutions from Canada and the US joined the event - 388 in person in Toronto and 26 remotely. Of these, 47% held senior management positions.

For 16% of educator delegates, this was their first ICEF North America event in Canada, and 7% were first-timers at ICEF events.



*"This is a wonderfully organised event. It is flexible, purposeful and yields results!"*

**Jessica Della Latta**, Queen's University - School of English, Canada

## EDUCATOR COUNTRIES

Canada 81% | US 19%



*"Incredible work and support from the entire ICEF team. As always, truly impressed by the organisation and professionalism!"*

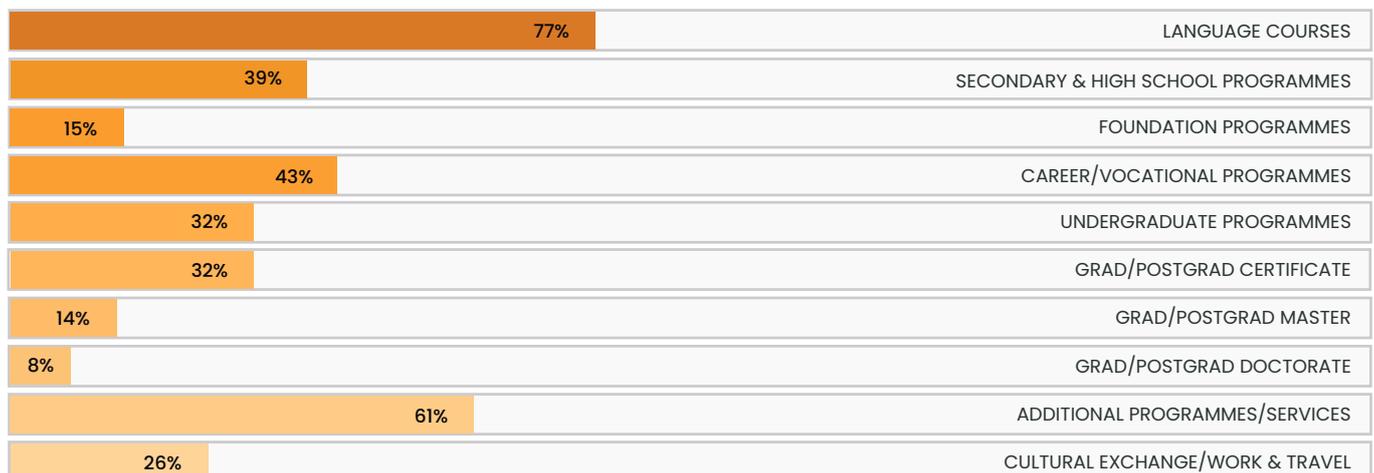
**Andrew Goulding**, ILSC Education Group, Canada



*"Well rounded event with excellent opportunities to build and improve partnerships."*

**Jordan Anderson**, College of the Rockies (COTR), Canada

## EDUCATOR SEGMENT ATTENDANCE



## Student Recruitment Agents

With agents coming from 78 countries, ICEF Toronto was a truly global event.

In total, 510 pre-screened agents attended, representing 437 organisations. Of those, 68% held top management positions and 43% were attending one of our Canadian events for the first-time - indicating a huge increase in the number of students interested in pursuing overseas education opportunities in Canada and the US.

While 353 joined us in person, 157 chose the virtual format. For 8% this was their first ICEF event experience.

### TOP 5 COUNTRIES

India | Brazil | Colombia | Mexico | Turkey

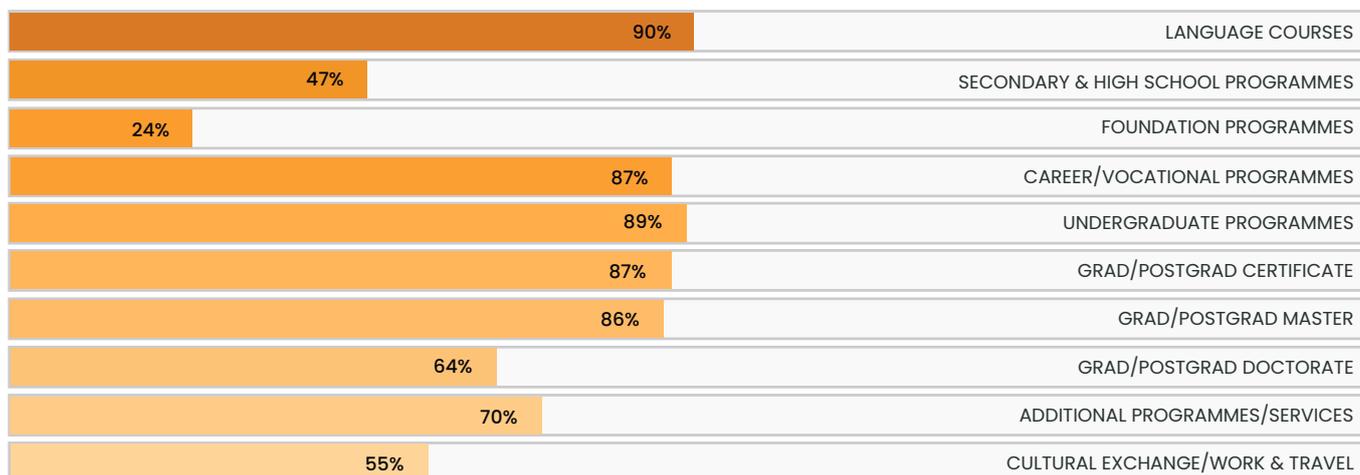


*"ICEF events are easily the gold standard in organisation, networking, and marketing. A platform that links thousands of people in a convivial yet professional atmosphere across regions and segments of related value chains in the education niche. The beneficial outcomes of the events have a positive impact on return on investment across various indices."*

**Agnes Aigbinode**, Virtue Educational and Allied Services Inc., Nigeria



## AGENT SEGMENT INTEREST



## Service Providers

Our North American events are becoming increasingly popular with providers of products and services relevant to the overseas student market. ICEF Toronto welcomed 126 representatives from 57 organisations covering 14 industry sectors.

Delegates came from 9 countries, across 4 continents and 38% held senior management positions. For 35% this was their first time joining us in North America, and for 22% this was their first ICEF event.



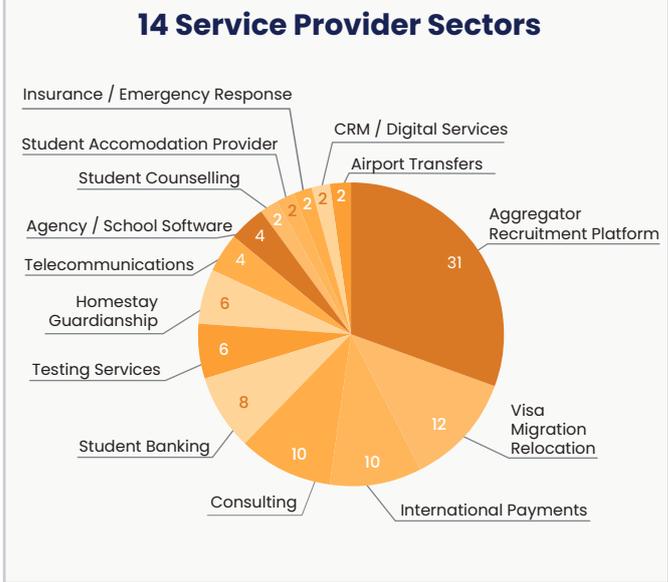
## TOP 5 COUNTRIES

Canada | US | Australia | UK | Singapore



*"ICEF is the best, largest and most productive platform for all the players in the international student B2B ecosystem. It adds tremendous value to all its participants and always strives to improve its game."*

**Amit Brahme**, Royal Bank of Canada RBC, Canada



## Seminars, Webinars & Informal Networking

In addition to the one-to-one meetings, ICEF events are also an opportunity to gain a deeper understanding of our industry. In Toronto we presented a programme of 29 live and hybrid seminars, webinars and panel discussions.

At ICEF we are constantly innovating to find ways to make our events better, and accessible to as many people as possible. During ICEF Toronto we live-streamed some of our presentations for the first time, and enabled participants attending both in-person and virtually to take part in discussions, through real-time polls.

The trials were very promising and we look forward to enhancing, and rolling out these features for future events.

Our informal networking events are an important part of our success as a facilitator for the global education industry - at ICEF events you don't just meet valuable business partners, you also make great friends.



*"ICEF has always been an excellent platform for networking, and the seminars are very useful. Kudos to the staff for organising such a superb event!"*

Krishna Niyogi, The Chopras Global, India





*"A great come back after Covid and lovely to connect back with educators, make new relationships and improve after covid industry experience. Thank you ICEF!"*

Terence ewane Ekane, Alpha Study Group International, Cameroon



*"It was a great event, very organised and we achieved our goals. The quality of agents and education providers was high, and that is what we are looking for."*

Lubna Alomari, Quebec International Education Center (QIEC), Canada



*"My first ICEF was in Toronto years ago, and to be back here - after seeing your business severely affected by Covid - is a powerful, important and incredible experience. Thank you for all the support."*

Patricia Degani Panzetti, Converse Intercâmbio, Brazil



*"Very well organised, staff very helpful, we made great connections and are looking forward to a repeat of this event."*

Ivonne San Vicente, Hermes College Network, Canada

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## Upcoming ICEF Events

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