



ICEF Virtual Higher Education

14 - 16 Sep 2021

Event Report

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ICEF Virtual Higher Education - a dedicated online networking event specifically designed to meet the needs of the international higher education sector



331
participants



2,393
meetings



87
countries

In 2021, ICEF Higher Education returned for its 14th edition and second virtual edition, to successfully connect international universities with ICEF-screened higher education-focused agents. **Over the three day event, 331 participants from 87 countries across six continents conducted 2,393 meetings**, demonstrating continued zeal and ardour for growth across the industry, in spite of the ongoing global travel restrictions. **Bringing together education agencies from 74 countries,**

we are proud that attendees again found this virtual event to be a valuable experience.

“ Great event and opportunity to make connections and partner with excellent education institutions. I have attended both the virtual and in person events and highly recommend them. ”

by Jennifer Boutet de Restrepo, EDUGrowth Panama

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HIGHER EDUCATION PROVIDERS

This event saw 61 representatives from as many organisations in attendance. With education providers representing 24 countries from across four continents, the event achieved a tremendously broad geographical range with 13% being first-timers to an ICEF Higher Education event. **The top five educator countries were: USA, Germany, Spain, Canada, and France.**

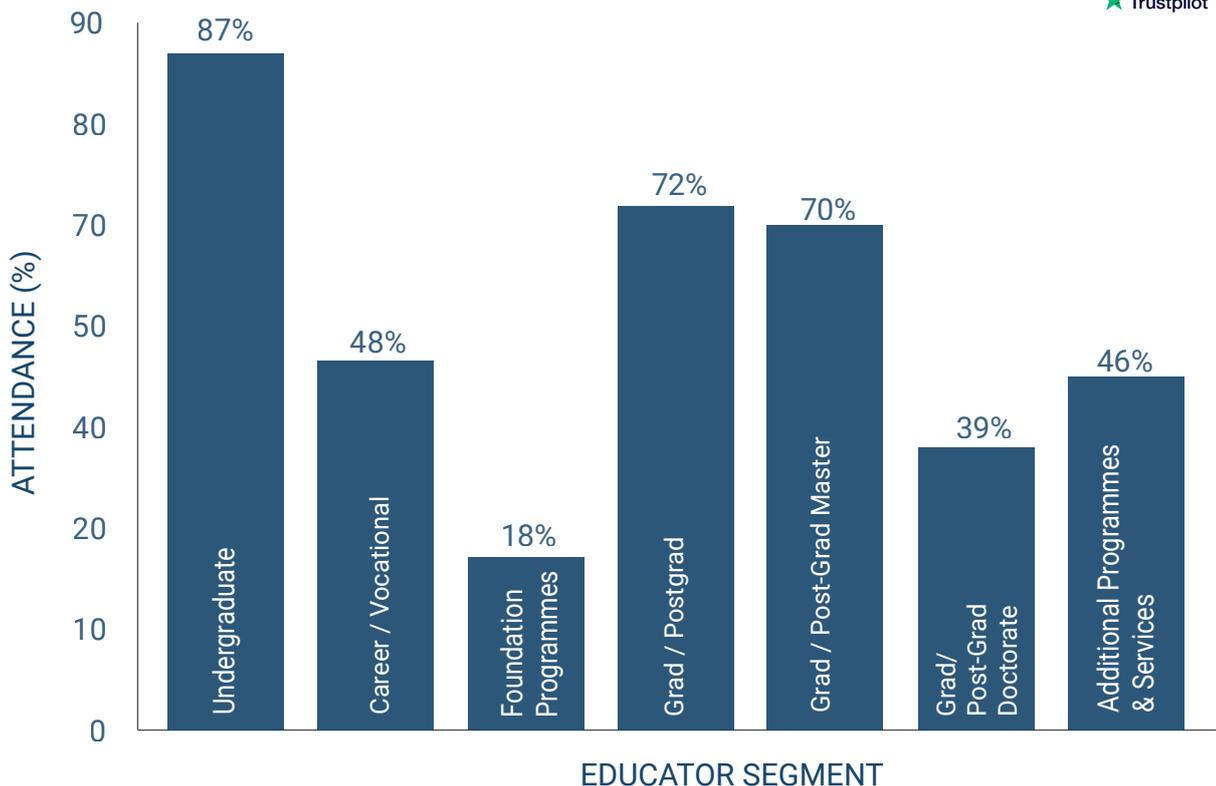
Just like other ICEF events, ICEF Virtual Higher Education welcomed a **high proportion of senior decision makers, with over 34% in senior management roles.** This is testament to the high intent demonstrated by our educational institutions in wishing to continue to develop partnerships with exceptional student recruitment agents.



“ It was our first time at an ICEF event and it was a really rewarding experience!

The organisation was excellent, with full support every step of the way. We are looking forward to following up with all the great contacts that we established at ICEF Virtual Higher Education and we will be on the lookout for the next event! ”

by Klara Volaric, Algebra University College, Croatia



STUDENT RECRUITMENT AGENTS

Amongst stiff competition to attend, we welcomed **231 representatives from 216 carefully selected, ICEF-screened agencies in 74 countries, across four continents**. The top five agent countries were India, Saudi Arabia, Nigeria, Brazil, and United Arab Emirates.

“ It has been a rewarding experience for us. I must admit the fact that **ICEF did contribute to a great extent in the growth of our agency over the last two years**. Looking forward to many exciting experiences at upcoming events! ”

by Vinay Mittal, Right Directions Overseas Education Consultantsl, India

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“ ICEF Virtual Higher Education was a very organised event where we had the opportunity of talking to and connecting with various institutions in different countries. **It was very diverse**. Well done! ”

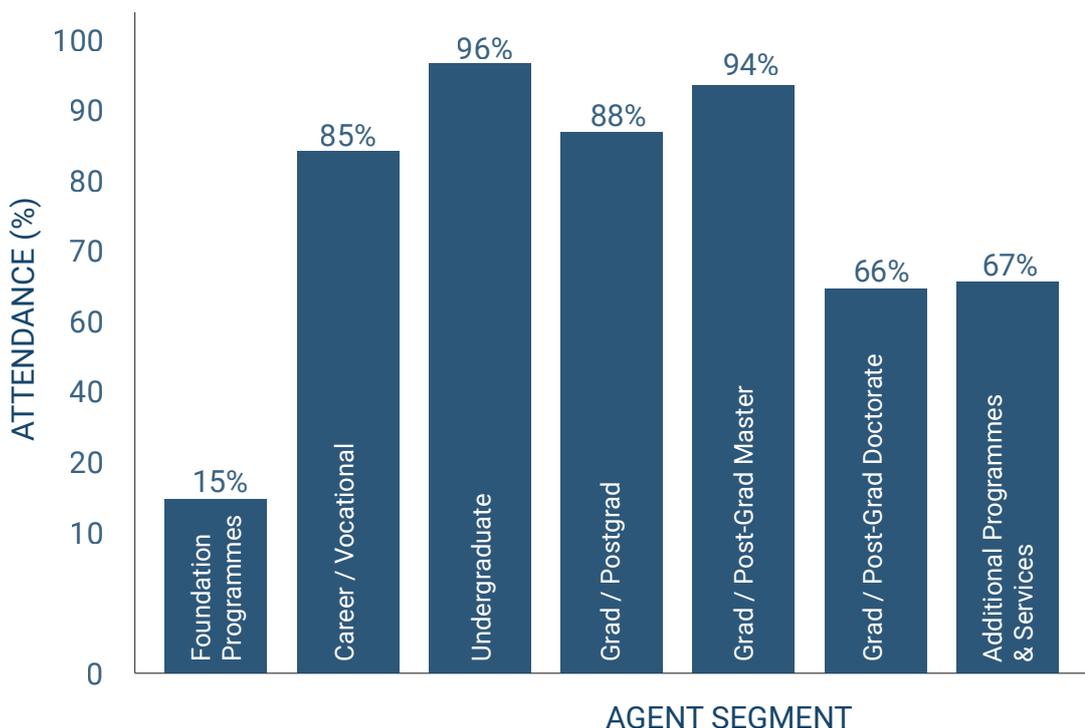
by Maria Thereza Mello, International Schools Viagens e Turismo Ltda, Brazil

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“ The event was valuable and met our most recent needs as we enter the recovery period in the recruitment cycle. **Thank you for connecting us with partners that best suit our needs**. We are hoping to developing long-term, sustainable relationships with them. ”

by Terence Ewane, ASGI Cameroon

★ Trustpilot ★★★★★



SERVICE PROVIDERS

13 representatives from 13 providers of services to the international education industry also took part in the event.

These organisations were from six countries across four continents (Asia, Australasia, Europe, and North America)

and **23% were new to ICEF**. This attendance shows strong service provider demand to actively engage with leading influencers and multipliers from across the international education community.

SEMINAR PROGRAMME

In addition to our core meeting schedule, ICEF Virtual Higher Education delivered a fantastic programme of seminars providing up-to-date information about the latest market trends and issues relevant to international higher education. These are also available for four weeks after the event.

These sessions included **ICEF Agent Voice** - a survey of agent opinions recruiting for higher education during the COVID-19 pandemic. Among the most popular sessions were also

International higher education state of play - where students are going and why? and USA: A study destination.

Overall, the outstanding delegate feedback, diverse participant attendance, and exceptional seminar programme alongside high quality meetings have firmly established ICEF Virtual Higher Education as a must-attend event in the calendar of any leading international higher education professional interested in expanding their global reach of international students.

EVENT SPONSORS



For more information, please visit:
icef.com/upcoming-events