

# ICEF Virtual Latin America

28 - 30 September 2021

## Event Report

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**ICEF Virtual Latin America - a three day online networking event designed to enhance opportunities for international study within this region**



**463**  
participants



**4,166**  
meetings



**39**  
countries

Now firmly established as the largest networking event for international education professionals focused on Latin America, **this three day online event has been our largest ever to date in this region.** Over the course of the three days, 463 participants from 39 countries across five continents conducted 4,166 meetings, demonstrating that **ICEF Virtual Latin America is unquestionably the best way for international student recruitment professionals to grow their business networks within this exciting region.** Bringing together education

agencies from 17 countries across Central and South America, we are proud that attendees again found this virtual event to be a valuable and successful experience.

“ *Great experience, great meetings! I am in the way to do some agreements with very important institutions. Thanks a lot ICEF. Looking forward to the next event!* ”

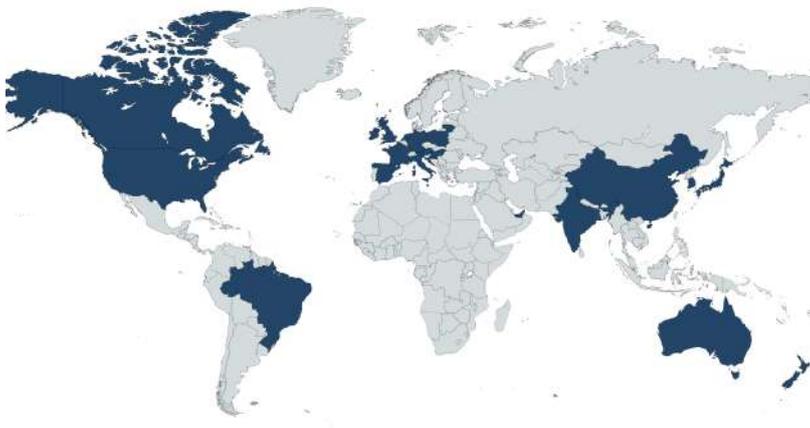
by Doris Granados, iExplore the world, Canada

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## EDUCATION PROVIDERS

This event saw 132 representatives from 128 organisations in attendance. With education providers representing 23 countries from across five continents, **the event achieved a tremendously broad geographical range with 70% being first-timers at this kind of event.** The top five educator countries were: Canada, United Kingdom, USA, Germany, and France.

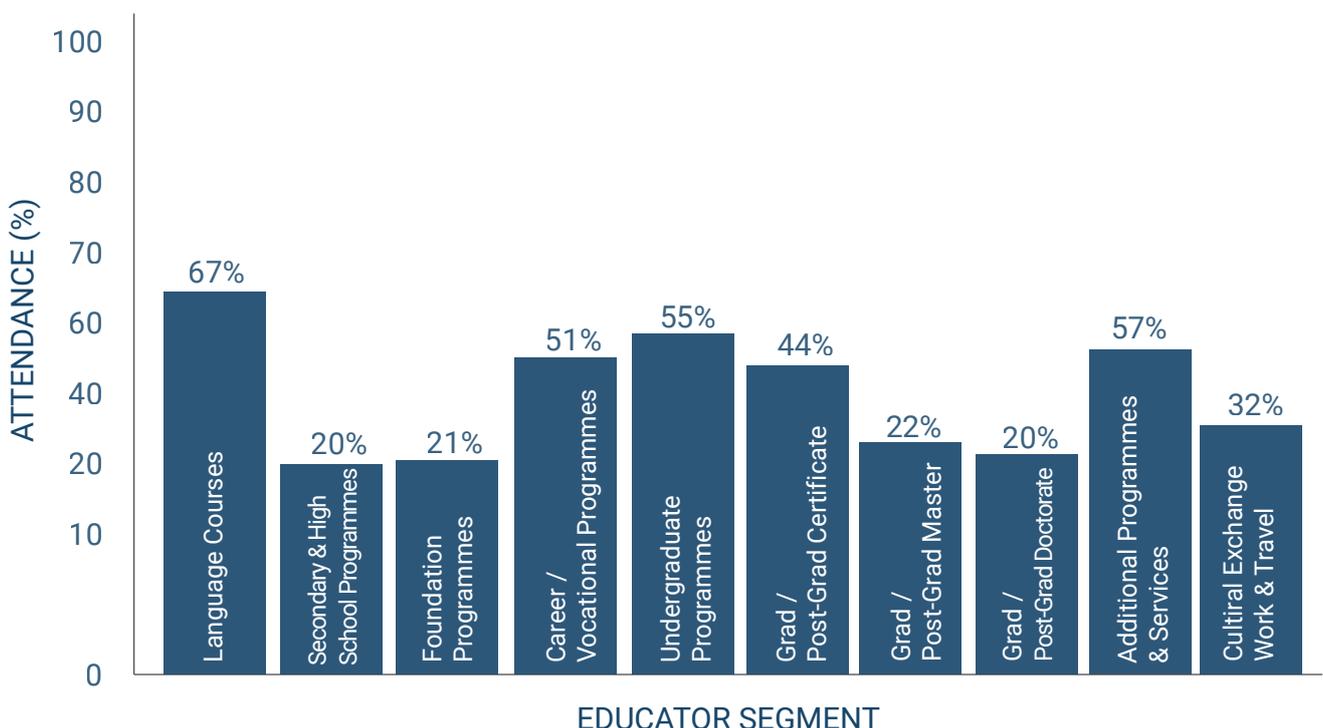
**Just like other ICEF events, ICEF Latin America welcomed a high proportion of senior decision makers, with over 59% in senior management roles.** This is testament to the high intent demonstrated by our educational institutions in wishing to continue to develop partnerships with exceptional student recruitment agents in this region.



**“ A well-run virtual event. Agents were invested and professional. Good back-end support from ICEF, pre+post communications were quick, accurate, and helpful. I miss the travel and face-face ICEF interactions, but the many benefits of virtual ICEF events surprised me and I look forward to doing additional ones. ”**

by Matt Jonah, St. John's Academy (Shawnigan Lake), Canada

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# STUDENT RECRUITMENT AGENTS

ICEF Virtual Latin America welcomed 284 representatives from 246 carefully selected, ICEF-screened agencies in 17 countries, across Central and South America. **The top five agent countries were Brazil, Colombia, Mexico, Argentina, and Chile.**

“ The event was productive, enjoyable and very well organised. The opportunity of meeting with new and current business partners, as well as keep up with the industry, is invaluable. Thank you! ”

by Eliana Gleide Vieira Silva, Best Way Intercâmbios, Brazil



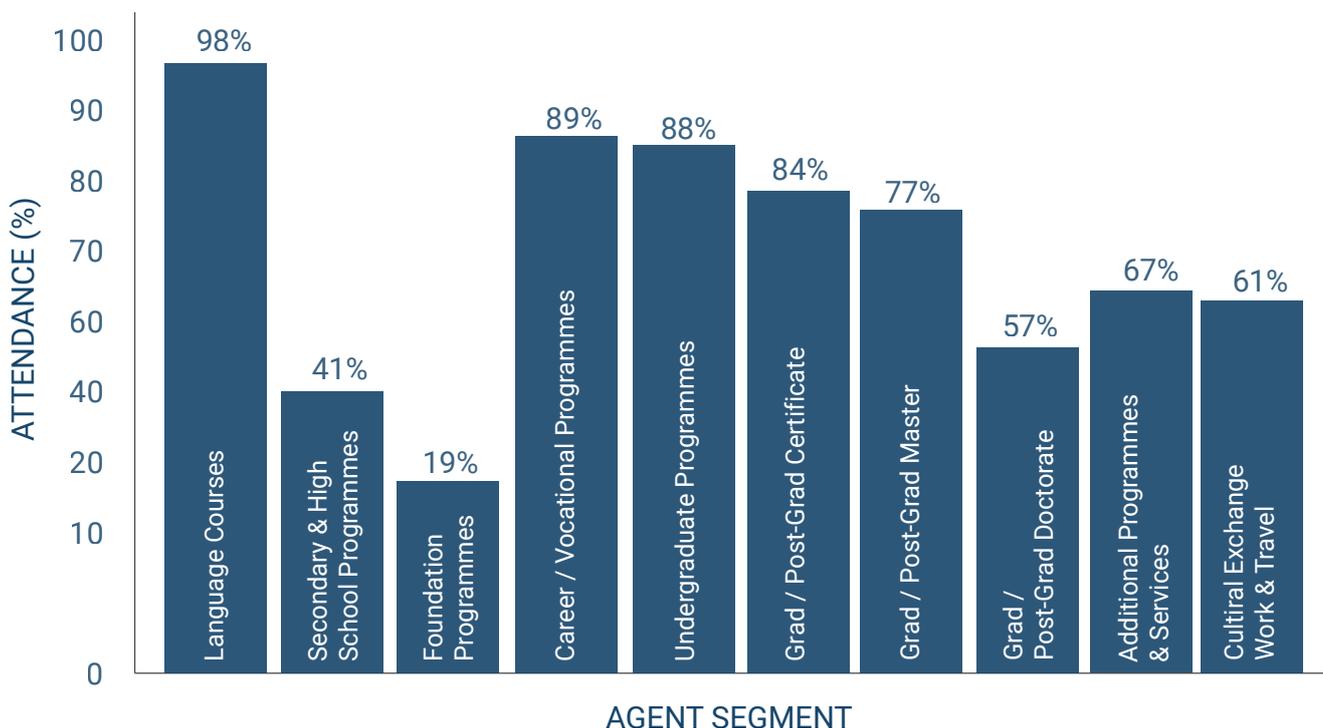
“ Thank you ICEF team for your great work and effort to make this event a successful gathering for International Students Agents and Educators. I enjoyed every single meeting and the webinars, I met fantastic and enthusiastic people and wonderful opportunities. I feel refresh after listening and sharing with many colleagues around the world. ”

by Zully Zambrano, ISI Canada, Canada



“ I enjoyed participating in this year's ICEF Event. It was our fist time participating and we where able to develop great partnerships with new universities. I'm very much looking forward to the upcoming event in December! ”

by Isabella Ponce, Bk2, USA



## SERVICE PROVIDERS

19 representatives from 18 organisations providing services to the international education industry also took part in the event. **These organisations were from eight countries across four continents (Australasia, Europe, North America,**

**Central, and South America) and 5% 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 Latin America delivered a fantastic programme of seminars providing up-to-date information about the latest market trends and issues relevant to this region.

Among the most popular sessions were *'Market updates from Argentina, Brazil & Chile'* and *'Market updates from Colombia, Ecuador & Mexico.'*

Overall, the outstanding delegate feedback, diverse participant attendance and high quality seminar programme alongside high quality meetings has firmly established ICEF Virtual Latin America as the largest networking event for international education professionals focused on Latin America.

## EVENT SPONSORS



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