



ICEF Virtual Miami

14 - 16 Dec 2021

EVENT REPORT

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ICEF Virtual Miami - a dedicated online networking event specifically designed to meet the needs of the education sector in the Americas



617
participants



4,014
meetings



83
countries

ICEF Virtual Miami, like our Virtual Americas event held earlier this year, focused on sending international students to the Americas. The success of these events demonstrates both a high level of activity in this market segment and the confidence education professionals have in ICEF networking events.

Over the three day event, **617 participants from 83 countries across six continents conducted 4,014 meetings**, demonstrating continued commitment to growth across the industry, in spite of the ongoing global travel restrictions.

“ The event was well organised and we had access to great agencies from all around the world. All of the agents showed up for our appointments and many had done research on us ahead of time so came with good questions. I give ICEF a lot of credit for coordinating events like these as a way for all of us to stay engaged during the pandemic. ”

Heather Pearson, University of Wisconsin
La Crosse, USA

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EDUCATION PROVIDERS

This event welcomed representatives from 143 organisations. A total of 60% of education providers came from the US and 40% from Canada. 15% were new to an ICEF Miami event, and for 17% this was the first of our events they had attended.

As an organisation ICEF is very proud that typically our events attract a high proportion of senior decision makers. We can think of no greater testament to the quality of our events.

At ICEF Virtual Miami, 60% of attending education providers held senior management roles, demonstrating an exceptional level of confidence in the quality of the event.

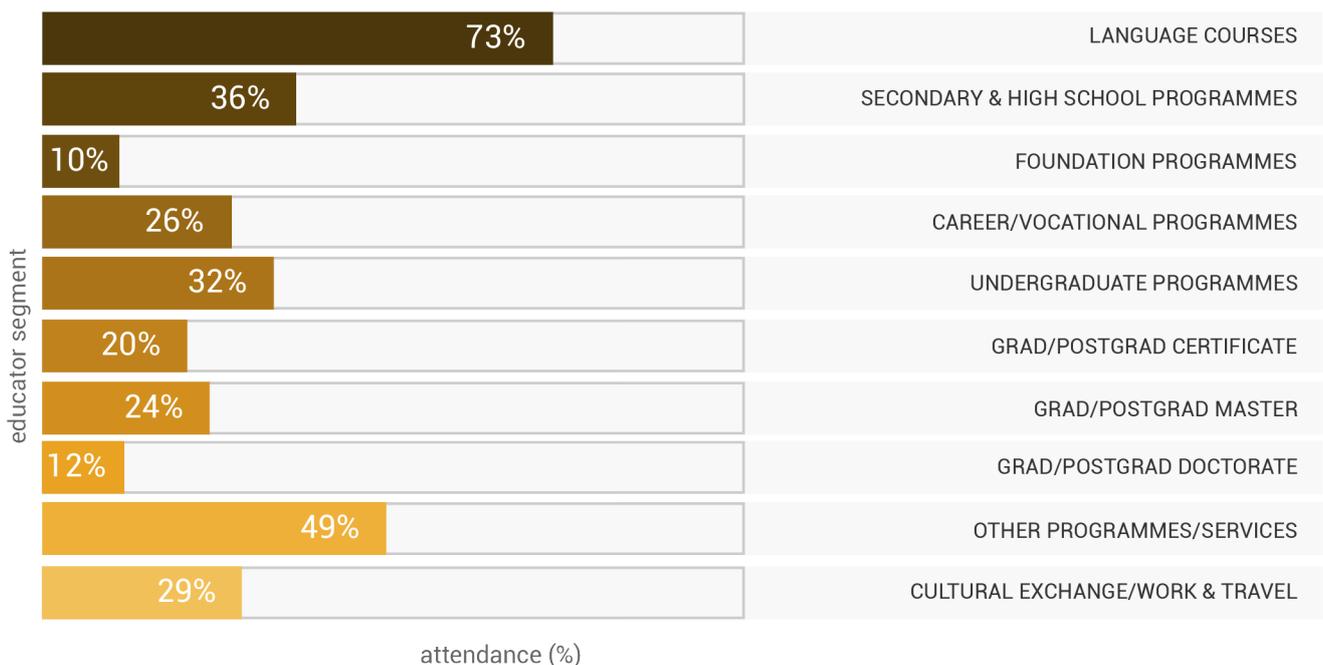
“Of course we missed being in the beautiful South Beach Loew’s this year, however, this well organised virtual fair was amazing. We feel very optimistic about the new friendships we made and look forward to having students from these new contacts.

ICEF is a “well oiled machine”. You have the entire process down to perfection. We are now looking to add on another virtual fair in 2022. GREAT JOB ICEF!! ”

Debra Walls, The Gilbert School, USA



Educator Segment Classification



STUDENT RECRUITMENT AGENTS

The Americas continue to be popular study abroad destinations, as a result we welcomed a large and diverse community of carefully-screened agents.

We hosted **420 agents from 78 countries, across four continents**. Once again a large proportion were decision makers, with 68% being in senior management roles.

The top five agent countries were **India, Colombia, Vietnam, Saudi Arabia and Mexico**.

“ Another great event to meet our industry partners. We met many first-timers along with existing partners, and discussed new opportunities. **We have refreshed hopes for next year.** ”

Sezai Cildir, Delta International Education and Career, Turkey



“ It was an amazing experience to touch base with schools and colleges. I learned a lot of new guidelines and policies that will help our future clients. Kudos to ICEF Virtual Miami Organisers! ”

Vincent Puig, FILCAN Visa and Management Consultancy Experts, Inc, Philippines

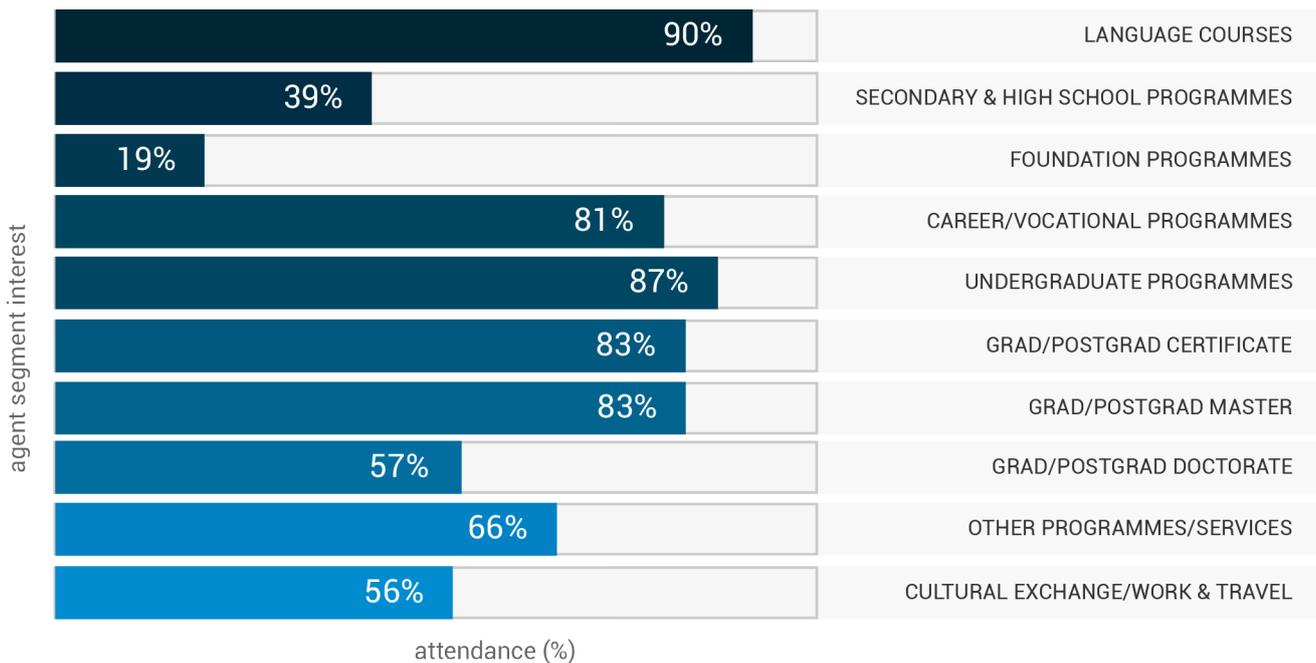


“ Excellent virtual education platform to connect with new providers and expand my network. I've been attending ICEF for a decade, in that time it has exposed my 20 year old company to many business opportunities, especially after attaining the much-coveted ICEF Agency Status (IAS). ”

Simun Roesly, JS Education Consultant, Indonesia



Agent Segment Interest



SERVICE PROVIDERS

Representatives from 29 organisations providing services to the international education industry, also took part in the event. They represented **eight countries** across **five continents** (Asia, Australasia, Europe, North America, South & Central America) and **43% attended ICEF Virtual Miami for the first time.**

This shows strong service provider demand to actively engage with decision makers and influencers from across the international education community.

“ It provided a very good venue for people to meet, interact, explore B2B marketing partnership opportunities and discuss the ways to work together as well as getting updates on global education matters. ”

Arturo Mendez, REVPRO
Education & Visa Assistance
Services Co., Philippines

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SEMINAR PROGRAMME

In addition to our core meeting schedule, ICEF Virtual Miami delivered a comprehensive programme of seminars providing up-to-date information about the latest market trends and issues relevant to education in Canada and the Americas.

In total the programme featured **21 sessions, including one live event, 15 on-demand webinars and four presentations by education and service providers.** These are available for four weeks after the event.

A diverse range of topics were covered some with a focus on individual source countries like '*India market insights*', '*Market focus on Russia and Ukraine*' and '*Trends and shifts in the Chinese study abroad market*', while others explored the recent global challenges, such as, '*ICEF Agent Voice - a survey of global agent opinions during the COVID-19 pandemic*'.

“ ICEF Miami was a great event where I met some excellent potential partners.

The webinars were also very useful! ”

Krishna Niyogi, The Chopras Global, India

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