

# ICEF Virtual Secondary Education February 22–24, 2022

## EVENT REPORT



### ICEF Virtual Secondary Education provides focused sector networking

ICEF Virtual Secondary Education 2022 welcomed 441 international education professionals, with participants from 66 countries across six continents. Together they held 4,033 business meetings.

As travel restrictions begin to lift, it was encouraging to see so many professionals coming together to connect with new and existing business contacts, in preparation for the return of international students to campuses across the globe.

Participants were able to make use of our flexible 24hrs scheduling system to accommodate all time zones, and each was able to schedule 100 video meetings with potential partners over the course of three days.

Of those participants who responded to our after event survey – 95.9% rated the event as good or excellent. 81.6% came to meet new partners, of those, 82% said they had been successful.



*“The ICEF Online Secondary Education event was very helpful for me to meet new partners to work with, as well as to get a better sense of how the industry is moving regarding the pandemic protections being lifted in certain countries.”*

Carolina Cruz, AcadeME, Mexico

**4,033**

**MEETINGS** between

**441**

**INDIVIDUALS** representing

**406**

**ORGANISATIONS** from

**66**

**COUNTRIES** across

**6**

**CONTINENTS**



## Education Providers

140 education institutions sent 143 representatives to join us in 2022. They came from 15 countries across four continents.

With our industry preparing to welcome back students after a long hiatus, many institutions are looking at different approaches to reach their student recruitment goals.

For 11% of our educator delegates, this was the first time they had attended an ICEF event as part of their strategy. While for 37% this was a return to ICEF, but their first time focusing on secondary education.

With a reputation for networking events with a high ROI, there are typically a high proportion of decision-makers among ICEF attendees. At ICEF Virtual Secondary Education 58% of attending educators held senior management roles.

The top 5 countries represented were: Canada, US, UK, Australia and Switzerland.

## Student Recruitment Agents

A total of 269 ICEF-screened student recruitment agents, representing 251 agencies attended via our 24hrs virtual platform from 59 countries.

The interest among agents in this specific sector was clearly demonstrated with 41% of them attending this secondary education focused event for the first time. While for 7%, this was their first ICEF event.

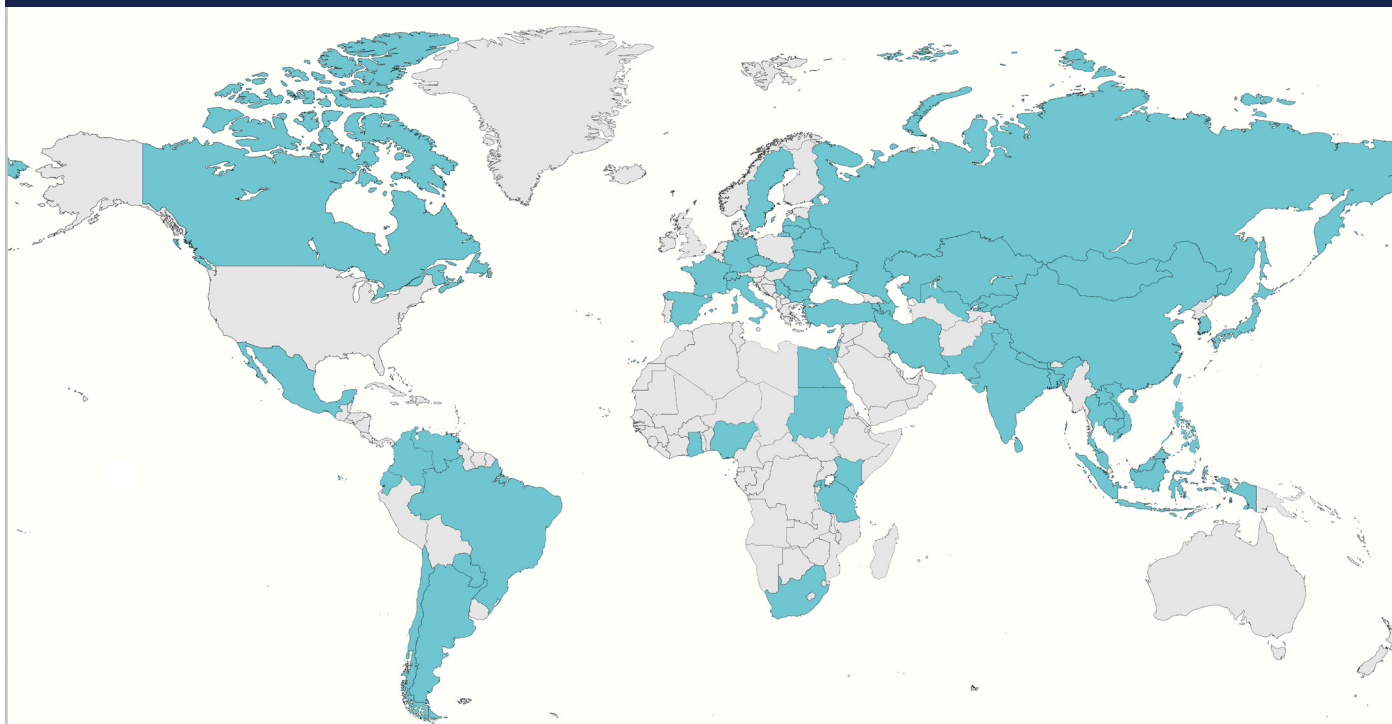
The top 5 countries represented by agents were: Mexico, Vietnam, Brazil, China and Spain.



*"This event was great! It was easy to access meetings and make contacts with new partners. It was also beneficial to speak with agents about the current international student interests coming from their countries. I highly recommend this event to schools looking for new partners."*

Nathan King,  
Manitowoc Lutheran High School, US

## 269 Student Recruitment Agents from 59 Countries



## Service Providers

We were also joined this year by representatives from **9 organisations** providing relevant products and services to the sector.

All had attended an ICEF event before, and **seven returned specifically to this secondary education focused event**, demonstrating that previous years had been successful.

These delegates came from the **US, Canada, New Zealand, and the UK.**



*"The ICEF Events are perfect for networking and making new connections with quality student agents from around the world. The fact that I don't have to leave my office and can schedule the meetings at times convenient for me is incredibly helpful. The ease of use for the scheduling platform is far superior to other conferences that I have attended and St. Bede Academy will definitely continue to attend events with ICEF."*

**Marcia Wagner**  
St. Bede Academy, US



*"I was able to make meaningful connections with talented industry professionals."*

**Damon Lequin, Delphian School, US**

## Webinar Programme

At ICEF Virtual Secondary Education we presented a programme of **17 webinars**, including ICEF Agent Voice - a survey of global agent opinions during the pandemic, and secondary education student recruitment focus sessions on Spain, Vietnam and Latin America.

Delegates can continue to enjoy these presentations on-demand for up to four weeks after the event.



*"Perfectly organised fair, best opportunity to find new partners"*

**Daniele Sahraoui**  
Rahn Education Gymnasium im Stift Neuzelle,  
Germany



*"Great space to meet new partners, learn about the market and to get prepared to better attend our clients."*

**Mirella Matthiesen**  
Mikix Intercâmbio, Canada



*"The event was very informative with excellent preparation and full support from the ICEF staff."*

**Jimmy Samwel Millinga**  
EduKwanza Consultants Limited, Tanzania