



# ICEF COACH

**ICEF Coach** is a training and development programme designed to help educators avoid common pitfalls encountered in international student recruitment. ICEF Coach provides you with the necessary knowledge and tools to get the most out of an ICEF Event and ultimately realise your institution's international student recruitment goals.



With over **25 years of experience** in international student recruitment, ICEF is well aware of the obstacles educators face prior to, during, and following ICEF Events. These include:



Insufficiently preparing and articulating your value proposition



Focusing too heavily on small details instead of building personal relationships



A lack of follow-up strategy



Not understanding the key aspects agents are looking for in partners



**ICEF**

Connect. Recruit. Grow.

International student recruitment is like anything else; experience is key. ICEF brings together international educators, industry service providers and carefully screened student recruitment agents at networking events around the world, helping them to create strategic partnerships and increase international student enrolments. The question is, are you ready?



**ICEF Coach offers you exceptional value at the low cost of €500**

**ICEF Coach pairs you with an experienced mentor to provide:**



Personal consultation  
before ICEF Events



On-site training on  
registration day



Supervision of meetings  
and immediate feedback  
on the first day of the event



Advice throughout the event



Post event consultation to  
assist with follow-up strategy

**ICEF Coach is available at the following events:**

ICEF Toronto • ICEF Vancouver • ICEF Berlin • ICEF Higher Education  
ICEF Miami • ICEF Secondary Education • ICEF Australia New Zealand