



**ICEF**

Connect. Recruit. Grow.

# WORK WITH ICEF TO INCREASE YOUR INTERNATIONAL STUDENT RECRUITMENT

In a world where budgets are tight, higher education institutions are coming under growing pressure to get the most out of their marketing budgets as they seek to meet ambitious student recruitment targets. Why then do so many universities and colleges around the world put ICEF at the core of their international student recruitment strategies?

**4.8 / 5**

Average score  
on Trustpilot

**60:1**

Proven ROI

**10,000s**

of recruited  
students

In 2021, we spoke to forward-looking student recruitment professionals at leading institutions around the world. Here's what they had to say about why they rely on ICEF.



“ICEF is the flag holder of events globally; that's something that's critical to your brand and we're very happy to be associated with that.”

Mark Falvo,  
Torrens University, Australia

## IMPACT ON STUDENT RECRUITMENT NUMBERS

Whatever your ambition, ICEF events help you meet quality recruitment agents with a demonstrated track record of successful student placement. Offering an immediate and effective network, the relationships forged at our events rapidly pay dividends and often grow over time into strong, productive partnerships.

“We were able to meet with at least 60 agencies and we'll get at least 20 contracts out of that: This is a very effective way to build your international brand. I don't think there's any other way you can do that so quickly and at such a low cost.”

Matt Jansen,  
Corvinus University of Budapest, Hungary



“My co-operation with ICEF has always been successful. I don't think I've ever done an ICEF that hasn't brought me students.”

Oana Lelcu,  
SRH Berlin University of  
Applied Sciences, Germany



“We may have forty, fifty, sixty students over the years, via our contacts with ICEF, which is a large number for us, but also we have other students coming who know about our school through the branding that has happened, also through ICEF.”

Whitney Sterling,  
Berlin Brandenburg International School,  
Germany

**Watch the video testimonials**  
[icef.com/testimonials/#recruitment](https://icef.com/testimonials/#recruitment)

# RETURN ON INVESTMENT

For over 30 years, we have ensured that our networking solutions stand out as being cost-effective and time-efficient, helping education providers to identify trusted recruitment partners within the international education industry. Although there are other channels available to student recruitment professionals, we hear time after time that our events are unmatched in their ability to help forge and refresh connections and stand as the clear winners when compared against other available tools.



“ If we look at strict ROI, this event cost us €1,900. We’ve already got at least 20 agency contracts from it. If each of those agents sends us only 3 students for our next intake, we’re talking about €300,000 in revenue. So, it’s a significant financial gain for us as an institution. If I compare this €1,900 investment to attending some other B2C exhibitions that I’ve been to in the past, where you might get 20, 30, 40 student leads and you’re lucky to get one enrolled, it’s a significant return on investment. ”

Matt Jansen,  
Corvinus University of Budapest, Hungary

“ We have to plan very carefully how we’re going to invest the budget that we have. ICEF is one of the events that I can count on providing a good ROI, so it’s very important to be able to attend. ”

Gabriela Facchini, Sheridan College, Canada



“ The agent that I met at ICEF Berlin has delivered about ten students a year, for about three years, at full pay, 100% tuition, which is a big return for us. That’s just one example. ”

David Colbert,  
Trine University, USA



“ We have signed approximately 60 agent contracts last year through participating in ICEF events around the world... One of the key values we extract from attending ICEF events is being able to spread our brand, and spread the knowledge of Saskatchewan and the University of Regina and where it is, and we can do so in one place, from one flight away. ”

Yaya Siggins,  
University of Regina, CanadaGermany

Watch the video testimonials  
[icef.com/testimonials/#roi](https://icef.com/testimonials/#roi)

# STUDENT DIVERSITY & PENETRATION OF NEW MARKETS

Bringing expert local knowledge, the vetted student recruitment agents we accept at our events provide a ready-made recruitment network, able to help your institution scale rapidly in new markets, identify emerging growth opportunities and achieve challenging recruitment targets.



“ Diversity, inclusivity, a diversified student body. We’ve been lucky to have that already, but we are reaching another level now with ICEF where we’re truly being able to reach many more countries, so that’s fantastic. ”

Raj Kapoor,  
American University, Dubai

“ ICEF events bring you into contact with so many people worldwide that you can increase your knowledge of the market, of other cultures, other countries and the ways other people work and that’s really quite exciting. ”

Whitney Sterling,  
Berlin Brandenburg International School,  
Germany

“ As a general rule, we find that the agent network is definitely the quickest way and the most reliable vehicle to penetrate a market when used well. ”

Oana Lelcu,  
SRH Berlin University of Applied Sciences,  
Germany

**Watch the video testimonials**  
[icef.com/testimonials/#diversity](https://icef.com/testimonials/#diversity)

# STRATEGIC IMPACT

Combining expert local knowledge, demonstrable performance and a compelling return, it's no surprise that working with ICEF-screened agents has increasingly become central to the recruitment strategies of many higher education institutions.

A February 2021 survey of nearly 300 institutions conducted by the National Association for College Admission Counselling (NACAC) and the American International Recruitment Council (AIRC) found that 49% of respondents are now partnering with agents to recruit undergraduate international students. That is up from only 36% just three years ago. It's clear that institutions are increasingly seeing the value of working with agents to meet their student recruitment targets.



“ICEF is key in our overall holistic strategy for recruitment at Sheridan.”

Gabriela Facchini, Sheridan College,  
Canada

“We are certainly one of the only Australian institutions, if not global institutions, that are still growing throughout these difficult times. It's not just investing money, it's also investing time and personnel, people that attend these events, but investing in that type of megaphone to the market is absolutely critical.”

Mark Falvo,  
Torrens University, Australia

**Watch the video testimonials**  
[icef.com/testimonials/#strategic-impact](https://icef.com/testimonials/#strategic-impact)



“ *The global lockdown showed us the necessity to have in-country support. Generation-Z students expect a very customised, tailored, hands-on approach. That’s not only cost prohibitive, but nearly impossible logistically for institutions to have a permanent presence around the world. So, creating and fostering very close ties with key agents - that not only are able to promote and support your students through their journey, but also share your values and can really be your ambassadors - will continue to be a core piece of our international recruitment strategy.* ”

Isaac Garcia-Sitton,  
Ryerson University, Canada

“ *We actually have the opportunity to meet with agents from around the world, specifically markets that we want to target, and we can efficiently and cost-effectively spread the University of Regina brand around the world that way.* ”

Yaya Siggins,  
University of Regina, Canada

We pride ourselves on the unique quality and reach we offer education providers thanks to our unmatched agent network and would love to show you the value we can bring to your recruitment efforts. We insist on the highest standards, and the rigorous vetting process that we apply to all student recruitment agents that attend our events is a key reason why education providers have valued ICEF events for decades.

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