

# ICEF French Education

17-18 May 2022

## EVENT REPORT



### French education sector gathers in Montréal for focused networking event

ICEF French Education finally took place in Montréal, providing a rare opportunity for B2B networking between French & Canadian educational institutions, study abroad advising organisations from 31 countries and service providers from four related sectors.

Having been postponed twice and held online over the past two years, this greatly anticipated in-person event proved to be worth the wait.

With a focus on recruiting students for programmes taught in French, 184 individuals representing 128 industry organisations from 32 countries held a total of 783 one-to-one meetings over the course of two days.



*"It was a quality event, completely fulfilling its purpose. Having an ICEF meeting especially covering French education is highly valuable, resulting in more productive meetings with agencies."*

Jeremy Gabreau, ESME Sudria - Paris - Lille - Lyon, France

**783**

**MEETINGS** between

**184**

**INDIVIDUALS** representing

**128**

**ORGANISATIONS** from

**32**

**COUNTRIES** across

**5**

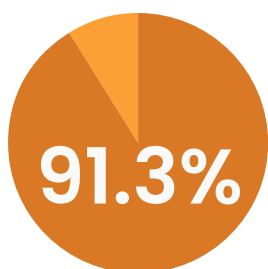
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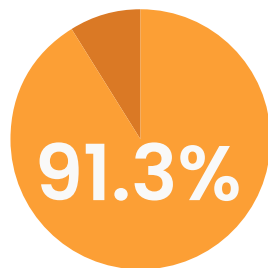
## Positive delegate feedback

We are proud to report that the event was very well received:

- 91.3% of our survey respondents rated ICEF French Education 2022 as excellent or good
- 91.3% also said they will be returning to ICEF French Education in 2023.



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*"A big THANK YOU for all your work and effort in organising ICEF French Education, which has far exceeded my expectations. I truly found a wide range of awesome programmes."*

**Mercedes Ferrer Igua, Truly Education Canada, UK**



*"J'ai apprécié l'échelle du salon et la facilité d'entrer en contact de façon spontanée avec divers intervenants."*

**Pascale Bergeron, Université du Québec à Montréal (UQAM), Canada**



*"I appreciated the scale of the show and the ease of connecting spontaneously with various stakeholders."*

**Pascale Bergeron, Université du Québec à Montréal (UQAM), Canada**

## Education Providers

A total of 82 representatives from 46 education institutes attended ICEF French Education.

91% of the educator delegates were from Canadian institutions, with the remaining 9% coming from France.

45% of those attending were senior management, and for 12% - this was their first ICEF event.

Educators from **two countries**: Canada 91%, France 9%



*"Great to have ICEF in the province of Quebec. The event was lovely. Congratulations all around. See you soon"*

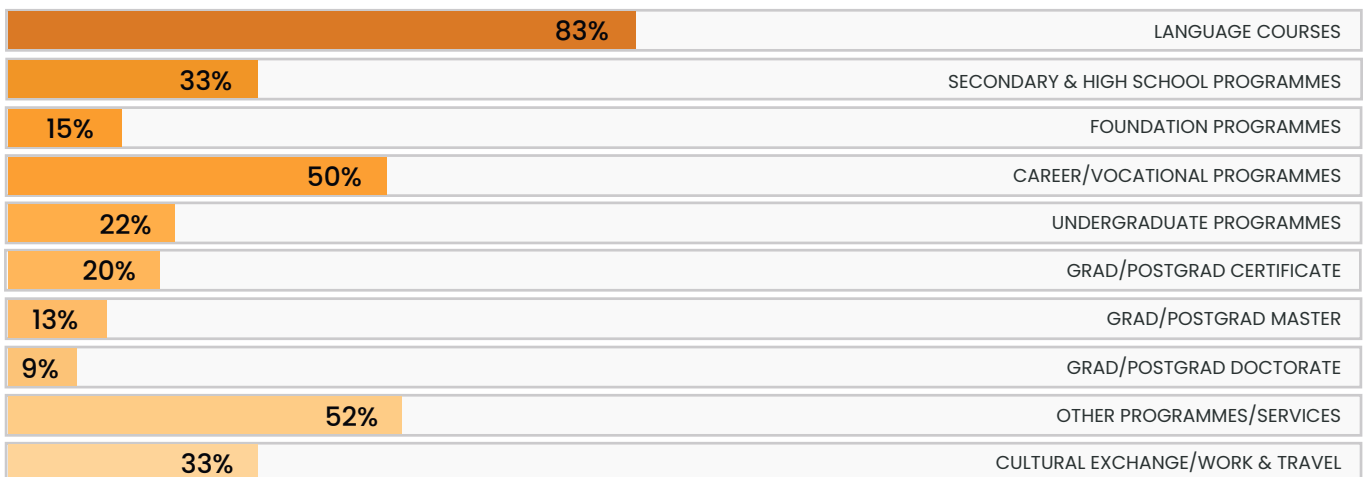
Carlos Uchima, Edu-Inter, Canada



*"I really appreciated the support of Monèle and Chris throughout the event. It is also easy to talk with Monèle during the year to get information about events, agents, and different markets. Both of them respond really quickly."*

Geneviève Côté-Therrien, Conseil des écoles publiques de l'Est de l'Ontario (CEPEO), Canada

## EDUCATOR SEGMENT ATTENDANCE

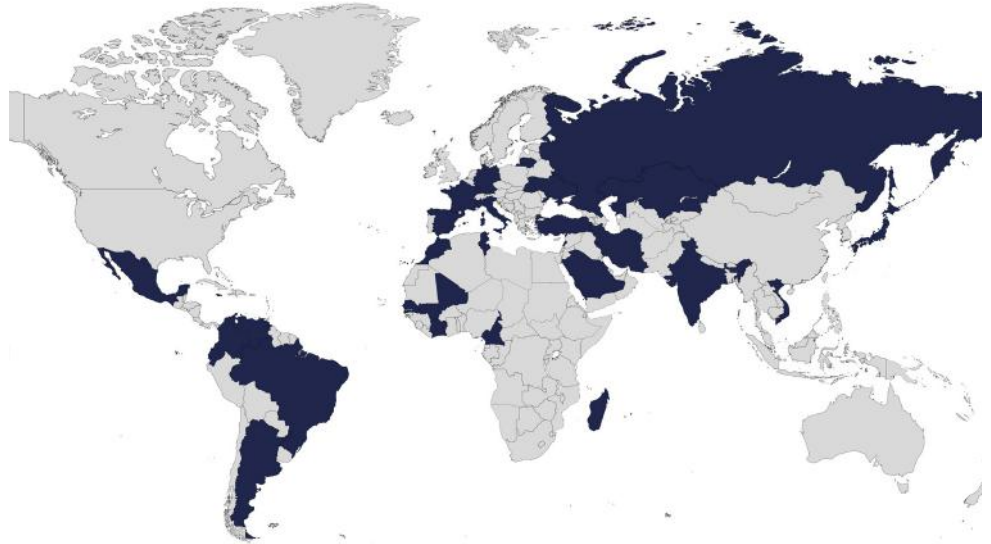


## Student Recruitment Agents

ICEF French Education was well received by our international community of student recruitment agents – in total 81 representatives from 69 organisations travelled to Montréal from 31 countries.

All attending agents were pre-screened by ICEF to ensure professional quality, and – as is customary for ICEF events – the majority, 69%, held senior management positions.

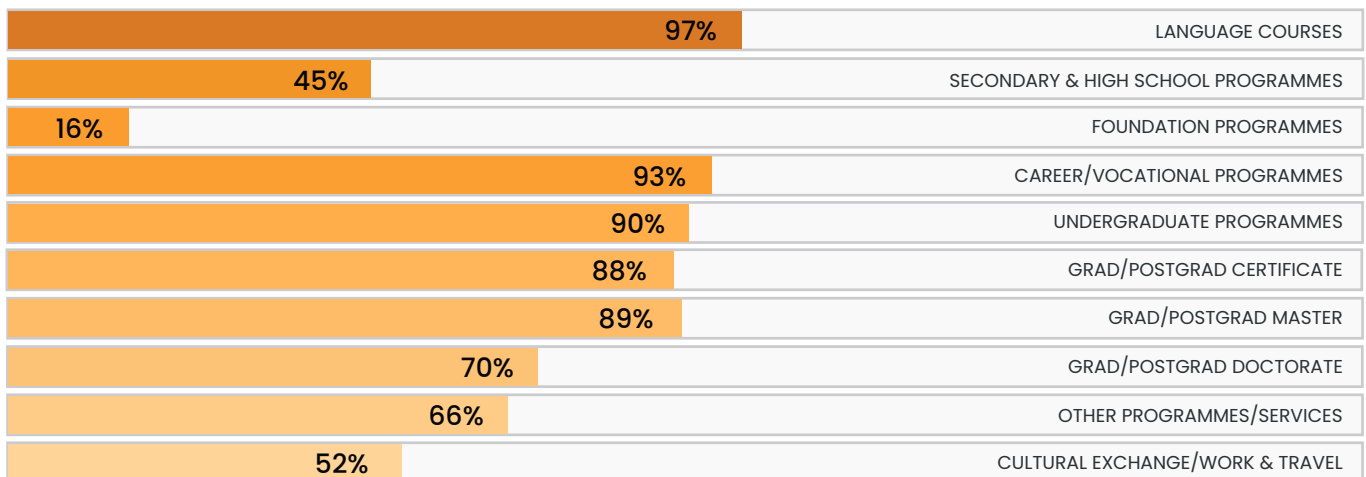
Agents from **25 countries** – with the top 5 being **Brazil, Mexico, Colombia, Cameroon and Iran**



*“These events are very important because of the contacts that are made. But being able to meet again is more important. Every day we learn more about the industry and many deals are closed during breaks and in meetings after appointments. Being able to spend time and share experiences is the best..”*

Martha Salcedo, I.E.P. International Education Programs – Colombia, Colombia

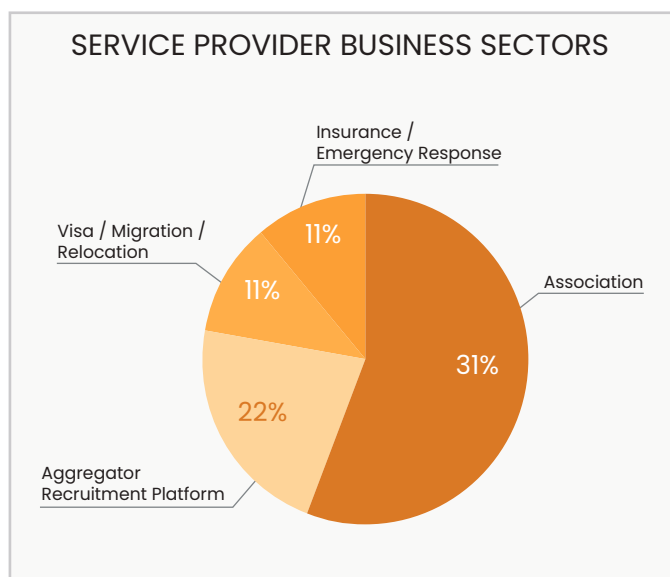
## AGENT SEGMENT INTEREST



## Service Providers

The event was of particular interest to education industry service providers, who joined us from four business sectors. 11 representatives joined from 9 organisations, all from Canada.

45% held top management positions and all had attended an ICEF event before.



## Seminar Programme

In addition to the one-to-one meetings, ICEF events are also an opportunity to gain a deeper understanding of our industry.

ICEF French Education featured a programme of 12 seminars and panel discussions concerning the development of the French education sector.

In the programme, seven market intelligence presentations covered on-trend topics, including: Private French secondary education in Québec: a pathway to success and higher education, and key findings from ICEF's biannual international agent survey - ICEF Agent Voice.

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



*"It was a really good event."*

Carla Castilho Simon, Université de Montréal,  
Canada

## Relax with colleagues, peers & friends

ICEF isn't just famous for its organisation of great networking conferences, the informal networking at our events is also an important part of our success as a facilitator for the global education industry - at ICEF events you don't just meet valuable business partners, you also make great friends.



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