



ICEF

Connect. Recruit. Grow.



ICEF Agent Screening & Selection

In the last 15 years, ICEF has built up an extensive database of over 20,000 international education agents. Our agents department is comprised of 10 Agent Relationship Managers, who are in charge of specific markets and are focussed on the happenings and events in particular regions on a daily basis, and also researching new agencies year round.

To keep our database updated, our Agent Relationship Managers are in regular contact with agents' associations worldwide, ministries of education, embassies as well as other relevant government bodies or certification boards who deal with educational matters. They also refer to present education events and fairs, taking place internationally and locally to keep up to date with existing clients and their particular market situation, and make contact with new clients.

An agent wishing to participate in an ICEF Workshop or join ICEF Online must complete an extensive four page application form (in English) including, but not limited to, the following details:

- Company structure
- Year of foundation
- Official registration details
- 150 word description of their activities
- Detailed information on the programmes they are interested in and promote
- Number of staff (part-time, full-time)
- Total number of students sent abroad each year (by education level)
- Four references from educational institutions with which they already work
- Main clients
- Promotional and marketing strategies (e.g. how do they recruit students and promote their partner institutions)
- Promotional items (e.g. do they publish their own brochure? Is their website professional?)
- Details of association membership and proof of professional standards
- Accreditation by a reputed entity
- Signed terms and conditions, indicating compliance

We only accept information dated within the last 12 months. To ensure agents attending the workshops are there to only do business as a student recruitment agency, we enforce a strict no selling policy and monitor this onsite. Agents may not sell any services or products to educators.

The ICEF agent selection involves the most stringent evaluation process in the industry and we ensure the quality of our workshops by being selective in the clientele we invite. The number of agencies we accept at each workshop is dependent upon the number of registrations we receive from educators. We have established quotas for the number of agencies we accept from specific countries. This maintains a balance of countries at our events and ensures that each educator has the opportunity to meet with participants of their choice.

We will only confirm an agency's participation in a workshop or on our online platform, after reviewing all the details noted above, performing a website check and receiving four positive references from legitimate educators. Additional requirements are requested of agents applying for the Higher Education Workshop, the Australia New Zealand Agent Workshop and the North America Workshops in order to demonstrate a clear focus on sending students to these markets.

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