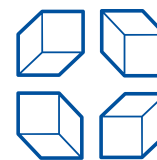


The ICEF Berlin Workshop

The world's leading event for international student recruitment professionals



Hotel InterContinental, Berlin • Oct 31 – Nov 02, 2010



ICEF

Connect. Recruit. Grow.

REPORT FROM BERLIN ICEF Berlin Sees Record Growth for Eighth Consecutive Year

“If you were to attend only one major event in the year, it would have to be ICEF Berlin.”

Tim Fish, Buckswood School, United Kingdom

“The Berlin workshop is a must when you want to consolidate relationships and establish new contacts.”

Odile Migieu, Cork Language Centre International, Ireland

In each of the last eight years, the ICEF Berlin Workshop has set a new record as the world's largest professional networking event for educators and agents. The 2009 workshop in Berlin was the largest-ever ICEF event with 1,740 participants from 97 countries. This included a 13% increase in participating agents over 2008, with the agents coming from 16% more countries than in the previous year. In total 22,744 pre-scheduled business meetings were held over two days.



Overall, 99% of workshop participants rated the event as good or excellent, the highest possible ratings. *“For me ICEF Berlin is the most consistent workshop in terms of organisation and quality of contacts. It is the central event in our marketing calendar,”* said **Brian Burns of International Study Institute Ireland**.

This year the number of agents at the ICEF Berlin Workshop set a new record, increasing 13% over 2008. Agents also came from more countries than ever before—16% more than last year. This meant that educators were able to select from a large number of agents in each of their key markets. **Ken Krall of the Boston Academy of English** in the US said the workshop was an *“excellent event with serious agents—I had a 100% “show” rate for my meetings!”*

New in 2009, the Work & Travel Zone showcased international sellers of Work & Travel and provided educators and agents with the opportunity to extend their products beyond traditional study programmes. **Anca Radoi-Bodnarescu of IntoEdVentures** in the US, and a Work & Travel Zone exhibitor said, *“I was pleased to meet well prepared agents eager to discuss business opportunities.”*



Agents were also able to tailor their meetings to best fit their client profiles. With all education sectors covered, agents were impressed with the quality of educators. **Heleen Pelle of Bureau Buitenland in the Netherlands** said: *“I was very happy to be able to meet such a wide variety of providers—from New Zealand to Cuba and from language schools to internship organisations! I appreciated the opportunity to broaden our scope.”*

The 2009 workshop provided participants with a large number of informal networking opportunities including mealtimes, breaks, and social gatherings. The ICEF Berlin Party was once again the highlight of the social programme. The party kicked off with dinner, followed later by a live band and dancing. **George Trifan from Corporate & Study Tourism SRL**, an agency in Romania, said, *“I strongly feel that meeting your partners in person, socialising, having a drink and a dance really helps you to build a strong relationship.”*

In total there were 21 industry presentations and 10 Market Intelligence Seminars given in Berlin, covering topics such as “Make your website a successful sales tool via references from social networks and search engine friendly sources” and “Diversifying your markets—Putting your eggs in different baskets.”

The ICEF Berlin seminars have become a showcase for new industry research [insert link to Agent Barometer article above], and this year ICEF CEO Markus Badde also presented findings from a new global survey of language schools. Conducted in association with Schools & Agents and i-graduate, the survey generated 330 responses from more than 40 countries. Its findings provide a unique overview of student demographics, programmes of study, and popular programme features at language schools around the world. [The complete survey results have been published by Schools & Agents.](#)



Please see the [ICEF website for a complete overview of the Berlin seminar programme.](#)

[The 2010 ICEF Berlin Workshop](#) will be held October 31–November 2.

[Early registrations](#) are encouraged as the workshop is normally fully booked some months in advance.



[“The Hotel Intercontinental in Berlin.”](#)