



## The Work & Travel Zone at ICEF Berlin

Hotel InterContinental, Berlin, October 31 – November 02, 2010

### An Unprecedented Opportunity for Work & Travel Providers

The Work & Travel Zone is a key feature of the ICEF Berlin Workshop designed for sellers of work & travel products to gain exposure at the world's leading event for international student recruitment professionals.

More and more education professionals are expanding their product offerings beyond traditional study programmes. This is an ideal opportunity for those whose core business is the provision of work & travel, apprenticeship, internship, volunteer, au pair and / or gap programmes to access over 1700 international educators and agents.

The Work & Travel Zone is a dedicated area within the workshop venue where sellers of work & travel services can exhibit and conduct one-to-one business appointments with both educators and agents from all over the world. The ICEF version of the eSchedule PRO online appointment scheduler allows sellers, prior to the event, to select who they meet through country and education sector filters.

### Feedback from Work & Travel Providers

*The Work & Travel Zone was just fantastic. The location of the Work and Travel Zone provided us with excellent opportunities to catch up with both educators and agents from a wide range of markets. A perfect opportunity to also catch up with existing partners. An excellent event, which I have no hesitation in recommending to others in our industry.*

**Diana Pilling, Australian Internships, Australia**

*The Work & Travel Zone provided us access to a large number of potential representatives in different countries. The efficient model of the workshop, the online scheduling system and procedures in place to ensure discipline amongst all attendees made sure that we met over 40 organisations/agencies in the 2 days and have already started business with over 15 of them.*

**Ninad Sharma, Indian Network for Development Exchange - Idex, India**

*Berlin was very successful for me. All in all I have only good things to say and will certainly be looking to sign up for next year.*

**Heilwig Jones, Kaya Responsible Travel, United Kingdom**

*The Work & Travel Zone was a great opportunity to network in our respective fields.*

**Daniel Dwyer, Intern Options Ireland, Ireland**

*I was pleased to meet well prepared agencies, eager to discuss all possibilities - it was refreshing!*

**Anca Radoi-Bodnarescu, IntoEdVentures, USA**

### Participation Benefits

- Increase your number of placements
- Broaden and diversify nationality mix of placements
- Develop networks of important industry multipliers from all over the world
- Maintain existing contacts and promotional networks
- Promote your brand within the international education and work & travel industries
- Gain access to the largest and most important networking event for education travel and student recruitment professionals in the world
- Obtain market intelligence and latest industry information on latest developments
- Maximise your time, effort and marketing/sales budget



## The global market for work & travel professionals

### Appointment System

The **industry-leading ICEF appointment system** offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. Meetings can be scheduled with educators, agents and service providers.

1. Prior to the workshop, details of all invited participants are supplied via the ICEF version of the **eSchedule PRO online appointment scheduling system**. Login access is available 24 hours a day from anywhere in the world. Organisations with two representatives can double their effectiveness by scheduling simultaneous meetings.
2. During the workshop, **additional meetings** and schedule adjustments can be made through personal contact or via a message delivery system.

### Participation Deliverables

#### Prior to the workshop:

1. Comprehensive details of invited agents, educators and service providers
2. Access to the eSchedule PRO online appointment scheduling system
3. Hotel reservation forms offering preferential rates for ICEF participants
4. City, venue and leisure programme information
5. Access to targeted marketing and sponsorship opportunities

#### At the workshop:

6. Exclusive use of your own meeting table throughout the event
7. A copy of the *Agent Catalogue*
8. An entry in – and a copy of – the *Educator & Service Provider Catalogue*
9. Access to Market Intelligence Seminars
10. Participation in workshop meals, refreshment breaks and evening functions
11. Opportunity to offer and promote FAM tours and receptions
12. Twelve weeks of access to the Online Workshop for follow-up with agents

### How to register?

Register online: [www.icef.com/wtz](http://www.icef.com/wtz)

### The Work & Travel Zone at ICEF Berlin

