



Event Report

ICEF Spanish Education

22 – 24 May, 2024



ICEF Spanish Education: Bringing international student recruitment agents to Spain

2,131

meetings

280

individuals

197

organisations

54

countries

ICEF Spanish Education connects quality, ICEF-screened international student recruitment agents from around the world with educators specialised in providing programmes in Spanish speaking countries. This year, **280 international education professionals, representing 197 organisations, attended from 54 countries.**

Over the course of this three-day event, **2,131 meetings** were held at the Hotel Riu Plaza, in Spain's vibrant capital of Madrid.

Alejandro Casado Jess (Homologation Student Services S.L, Spain)

We are very grateful to ICEF for having been able to attend the event held in Madrid; for having been able to participate in the seminars; and for having enjoyed such interesting professional meetings with international agents and with universities of Spain, so we can continue expanding our collaboration network. We will undoubtedly see you at the ICEF 2025 event in Madrid.



Education Providers

A total of **85 educators, representing 59 institutions**, joined the event in Madrid. 95% were from Spain, 3% from the UK, and 2% from Mexico. Of these, 32% held senior management positions.

88% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events. For those who attended ICEF Spanish Education as first-timers (12%), we look forward to welcoming them to ICEF events in the future.

Susana Molina (Tandem, escuela internacional SL, Spain)

Congratulations on the excellent organisation. The platform for preparing the appointments is excellent and has made the work much easier. The variety of agents and countries has been very good and has allowed us to select what we are interested in. The venue was also perfect, comfortable, accessible, with very good service and catering.

Educator segment interest

Language courses **68%**

Undergraduate programmes **45%**

Grad / postgrad certificate **38%**

Grad / postgrad master **45%**

Career / vocational programmes **47%**

Additional programmes and services **80%**

Cultural exchange / work & travel **28%**

Secondary & high school programmes **33%**

Graduate / postgrad doctorate **23%**

Foundation programmes **40%**

Student Recruitment Agents

ICEF Spanish Education was enthusiastically supported by our community of pre-screened agents, **with a total of 134 representatives from 119 organisations.**

Agents came from 51 countries, with the top 5 being: India (9%), Colombia (7%), Morocco (7%), Ukraine (7%), and Mexico (4%).

For 13% of the agents, ICEF Spanish Education was their first ICEF event.



Fanny Michaud (Study Experience, France)

ICEF Spanish Education is a great event where we can meet both our current partners, and new ones. The quality of schools there is great, diverse, and the seminars are really interesting. I highly recommend it.

Ana Trindade (Interstudios, Colombia)

Attending ICEF Spanish Education in Madrid was the most efficient way to meet schools, colleges, universities, and service providers from Spain to develop new business opportunities.

Agent segment interest

Language courses **96%**

Undergraduate programmes **86%**

Grad / postgrad certificate **79%**

Grad / postgrad master **84%**

Career / vocational programmes **78%**

Additional programmes and services **78%**

Cultural exchange / work & travel **74%**

Secondary & high school programmes **70%**

Graduate / postgrad doctorate **50%**

Foundation programmes **34%**

Service Providers

ICEF Spanish Education proved particularly interesting for local education industry service providers. **21 representatives joined from 12 organisations**, 83% of which were based in Spain, with the other 17% joining from Lichtenstein and the US.

For 10%, this was their first time joining an ICEF event.



Pablo Canca-Pedraza (Student Experience, Spain)

I had an absolutely fantastic experience. The organisation was top-notch, and the sessions were incredibly productive. It was a great opportunity to network and connect with like-minded individuals. Highly recommend attending!

Seminars & informal networking

As is expected from ICEF events, ICEF Spanish Education 2024 kept attendees up to date with a seminar programme, featuring six sessions and panel discussions, all led by sector experts. The sessions held this year were: Challenges when applying for a student visa in Spain; Spanish student visa – panel discussion; Secondary education opportunities in Spain; AEPELE – Small schools, great experiences; Study in Spain – Education, Our Art; and FEDELE sectoral report: certification & quality standards in Spanish language tourism.

Finally, evening receptions are a key component of any ICEF event, providing attendees with the opportunity to renew existing friendships and cement new partnerships in a more informal setting. ICEF Spanish Education was no exception. With a welcome reception on day one, providing attendees with the opportunity to get acquainted; and a dinner sponsored by Oficina del español de la Comunidad de Madrid on day two, ICEF Spanish Education provided delegates with myriad opportunities to forge long lasting relationships.

Great Delegate Feedback

Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF Spanish Education, the organisation of the event, as well as the support and level of communication provided by the ICEF team, **were rated as good or excellent by 96% and 98% respectively.** This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

92% rated the number of new contacts they made as good or excellent, and 86% gave the same rating for the quality of the new contacts.

For 33% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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