



Event Report

ICEF Higher Education

23 – 25 September, 2024



Specialist event connecting higher education focused international student recruitment

2,662
meetings

401
individuals

282
organisations

74
countries

ICEF Higher Education connects senior decision makers from global higher education providers with ICEF-screened international student recruitment agents specialised in recruiting for higher education institutions. This year's successful event saw **401 international education professionals**, representing **282 organisations** from **74 countries**, join us at the InterContinental – The O2, in London.

Over the course of this three-day conference, **2,662 meetings** were held.

Johnson Olakotan (Explorer Advisory Services, Nigeria)

ICEF has put us on the world map, where we never imagined we were going to be.

Akbar Ali Khatian (Apex Consulting Services, Pakistan)

It has been a great pleasure to participate in the ICEF Higher Education event in London. ICEF provides an excellent platform for both agents and education providers to connect, collaborate, and build meaningful partnerships.



Education Providers

A total of **124 education providers**, representing **75 institutions** from **22 countries**, joined ICEF Higher Education.

The majority came from the UK (22%), the US (17%), Canada (9%), Germany (9%), and France (6%).

92% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events.

Chloe Gorlei (Falmouth University, United Kingdom)

It was my second ICEF Higher Education event after a few years' hiatus, and I found it refreshing to meet with motivated and positive agents. It was also a great chance to meet current partners face-to-face.

Joseph Ramauger (Montpellier Business School, France)

I really enjoy the great events ICEF organizes to connect qualified and experienced agents worldwide.

Educator segment interest

Undergraduate programmes **78%**

Grad / postgrad certificate **52%**

Grad / postgrad master **60%**

Grad / postgrad doctorate **36%**

Career / vocational programmes **39%**

Foundation programmes **36%**

Additional programmes and services **44%**

Student Recruitment Agents

ICEF Higher Education was enthusiastically supported by our community of pre-screened agents – **a total of 209 representatives** from **180 organisations** joined us.

They came from 61 countries with the top 5 being: India (9%), Pakistan (8%), Türkiye (7%), Uzbekistan (5%), and Nigeria (4%).

For 17% of the agents, ICEF Higher Education was their first ICEF event.



Asif Chaudhary (Nexco-Education & Migration Consultants, Australia)

Attending ICEF events has been a game-changer for our team. The quality of networking opportunities and the depth of insights shared have significantly enhanced our strategies in international student recruitment. It's a must-attend for anyone serious about succeeding in the global education market.

Diana Leon Cantera (Will World Education - Europe, Venezuela)

It has been a great experience, the networking opportunities help us to bring the best services for our students.

Agent segment interest



Service Providers

ICEF Higher Education welcomed **60 individuals** representing **26 organisations** from Australia, Canada, Germany, India, New Zealand, UAE, the UK, and the USA.

86% of those attending were in **top management**, reflecting the importance of the event.



Seminars & informal networking

The first day of ICEF Higher Education incorporated the inaugural ICEF Monitor Global Summit. A unique one-day conference leveraging ICEF Monitor's reputation for gathering, analysing, and presenting strategic market intelligence to its global subscriber base of 40,000+ readers, it delivered a groundbreaking programme reflecting the diversity of the international education community. With over 40 speakers and 20 seminars, panels, and round table discussions, the summit delivered tangible outcomes to support sustainable international student recruitment. The summit was organised around five themes to focus on the most pressing issues facing the sector: Key student mobility trends and factors; The emerging public policy environment for international education; Quality assurance and standards of practice; Strategic recruitment, and International student accommodation issues.

With the event held in the five-star InterContinental - The O2, attendees were able to continue their networking in style. On the first night, an evening reception sponsored by [St George's University](#) offered the perfect opportunity for guests to get to know one another in a relaxed setting. For day two, an elegant evening reception sponsored by [GEDU Global Education](#) saw delegates cementing their new partnerships with a sitdown dinner and entertainment, providing the event with a memorable conclusion.

Tina Poletto (Studey Ltd., United Kingdom)

I participated in ICEF Higher Education 2024 in London. The first day was very inspiring, full of seminars with high-profile panellists who helped us understand the changes in the sector. During the meetings, I met institutions with whom I look forward to working. The entire organisation was smooth and the staff was very kind and supportive.

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 Higher Education, **the organisation of the event was rated as good or excellent by 97% of respondents**, as was the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

72% rated the number of new contacts they made as good or excellent, and 77% gave the same rating for the quality of the new contacts.

For 23% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



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