



Event Report

ICEF Miami (Latin America)

03 – 11 December, 2024



ICEF Miami: A gateway to Latin American student recruitment

5,459

meetings

634

individuals

416

organisations

42

countries

In 2024, ICEF Miami returned with a new format to become our largest Latin American event in 25 years. Held in a city famed for its economic, cultural, and infrastructural connections to the region, ICEF Miami connects global educators with quality, ICEF-screened international student recruitment agents from across Latin America. This year the event sold out, with **634 individuals** attending, collectively representing **416 organisations** from across **42 countries**.

Over the course of three days, **5,459 meetings** were held at the iconic Loews Miami Beach Hotel.

Mike Lovorn (North Cedar Academy, USA)

For me, ICEF Miami 2024 was another triumph of organisation, connection, and engagement. I made several promising agent contacts and am very optimistic they will lead to quality student applications/enrolment. Once again, it's my opinion the ICEF team runs a predictably seamless and professional fair. See you all in Miami again next year and several other cities along the way.



Education Providers

A total of **337 educators, representing 225 institutions**, joined the event in Miami.

They came from 20 countries, with the top 5 being: the US (48%), Canada (20%), the UK (14%), Spain (3%), and France (2%).

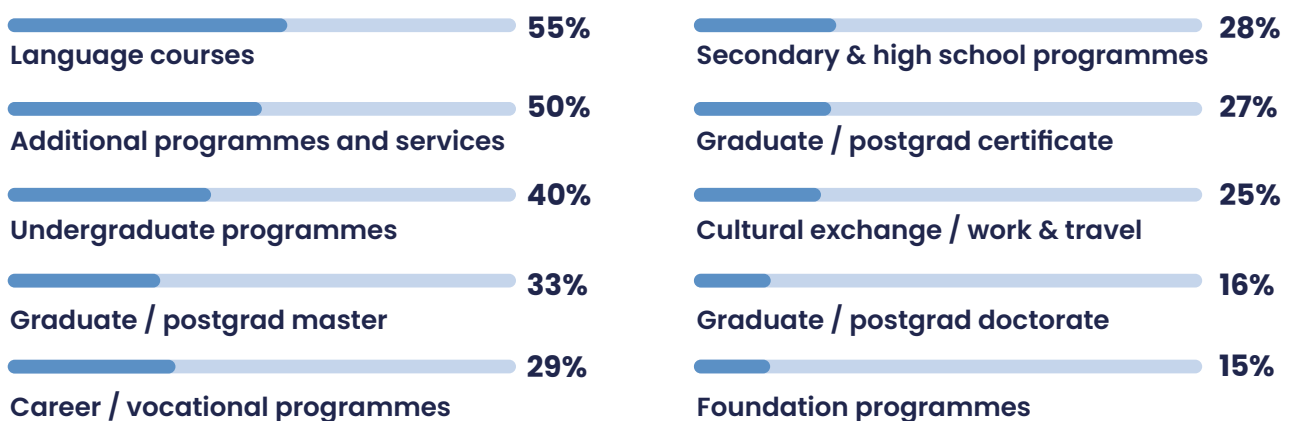
Jane Braglia (University of North Florida, USA)

Attending ICEF provides peace of mind. As educators, we no longer need to concern ourselves with vetting agents; we can simply focus on attending and promoting our programmes or institutions.

Dave Orellana (York University – School of Continuing Studies, Canada)

ICEF Miami 2024 was an excellent opportunity for us to meet with a wide range of professional agents who align with our ethical practices and are eager to prioritise quality of service while helping students pursue their academic goals. This was the perfect venue for engaging in quality conversations with key stakeholders in Latin America.

Educator segment representation



Student Recruitment Agents

ICEF Miami was enthusiastically supported by our community of pre-screened agents, with a total of **244 representatives** attending from **170 organisations**.

This year, agents came from **21 countries** across Latin America, with the top 5 being: Colombia (25%), Brazil (23%), Mexico (17%), Ecuador (5%), and Peru (4%).



Tatiana del Cisne Silva Castro

(You Can Learn Global Education, Mexico)

My experience was fantastic, I had the opportunity to learn about important institutions and explore their academic offerings. I believe this event helped me connect with many American universities, creating valuable partnerships for Latin America.

Marcela Amaral (IE Intercâmbio, Brazil)

I always enjoy ICEF events and this was no exception. The quality of the meetings and the support from the whole team is amazing. I will surely be back!

Agent segment interest

Language courses 87%

Career / vocational programmes 76%

Undergraduate programmes 73%

Additional programmes and services 72%

Graduate / postgrad master 68%

Graduate / postgrad certificate 67%

Cultural exchange / work & travel 62%

Secondary & high school programmes 53%

Graduate / postgrad doctorate 48%

Foundation programmes 21%

Service Providers

ICEF Miami proved popular with service providers supporting international student mobility. **24 representatives** joined from **16 organisations**. They came from **7 countries**: Canada, Germany, the US, Australia, Netherlands, Romania, and Türkiye.



Seminars & informal networking

With its new regional focus, ICEF Miami benefitted from a comprehensive programme of seminars, panel discussions, and roundtable debates, all led by experts, academics, and senior leaders from across the sector. Sessions this year included a panel discussion looking at the most welcoming study destinations for Latin American students, an interview focused on effective marketing strategies for engaging future international students from the region, an honest conversation around agent perspectives on Canada, and market updates on key countries from the region. Finally, the roundtable debates provided attendees with the opportunity to discuss key topics, including the expectations Mexican teenagers have of their education, the motivational factors driving Bahamian and Caribbean students, and the growing potential of online degrees.

An important component of any ICEF event, evening receptions create the necessary space for delegates to cement new partnerships and renew existing friendships in a more informal setting. This year's event featured a welcome reception, providing the perfect opportunity for our guests to become acquainted while, on the second day, a dinner provided this busy event with a suitably memorable conclusion.

Jeremy House (AMADEUS International School Vienna, Austria)

This is a first class destination for first class agents and educators!
Everything about it was great.

Great Delegate Feedback

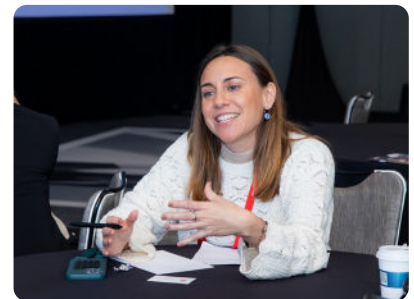
Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF Miami, 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 99% and 97%** respectively. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

90% rated the number and quality of new contacts they made as good or excellent.

For 12% of the participants, this was their first ICEF event, and we look forward to welcoming them back in the future.

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