



Event Report

ICEF Student Recruitment for Online Programmes

28 – 30 January, 2025



Tapping into new markets and increasing enrolments in e-learning

1,400

meetings

185

individuals

177

organisations

61

countries

ICEF Student Recruitment for Online Programmes connected providers of online and hybrid education programmes with high-quality, pre-screened international student recruitment agents from around the world, all of whom are experienced in promoting online and hybrid programmes across all study types.

This year, the event attracted **185 individuals**, collectively representing **177 organisations** from across **61 countries**. Over the course of 3 days, they held a total of **1,400 meetings**.

Helen Roowalla (Eastwood Global Online School, Switzerland)

ICEF Student Recruitment for Online Programmes was an intense and highly productive event, where I had the opportunity to connect with over 40 agents from around the world. ICEF seamlessly organised the event, and the online webinars were incredibly insightful and valuable.



Education and Service Providers

A total of **53 providers, representing 50 institutions**, joined the event.

They came from 16 countries, with the top 5 being: the US (27%), Canada (22%), the UK (16%), Spain (6%), and France (4%).

Roger Roberts (Online Business School, the UK)

This was my first ICEF event. It was well organised, the portal was easy to use, the quality of agents was impressive and overall, the event exceeded my expectations. I look forward to the next event.

Lina Perrotta (Herzing Colleges Montreal, Canada)

ICEF Student Recruitment for Online Programmes was excellent from the service aspect, the communication aspect, as well as the end result. Please continue what you are doing!

Educator segment representation

Language courses **59%**

Additional programmes and services **41%**

Secondary & high school programmes **39%**

Graduate / postgrad master **39%**

Undergraduate programmes **33%**

Career / vocational programmes **31%**

Graduate / postgrad certificate **31%**

Cultural exchange / work & travel **27%**

Graduate / postgrad doctorate **24%**

Foundation programmes **20%**

Student Recruitment Agents

In total, **129 pre-screened agents** from **125 organisations** attended this year's event.

They joined us from **53 countries**, with the top 5 being: India (9%), Nigeria (8%), Türkiye (6%), China (5%), and Ukraine (5%).



Midori Takahashi Wilson (Kotoba Education Institute, Japan)

A few years ago, I attended ICEF Student Recruitment for Online Programmes. This time I realised how far the technology has advanced over the years, to be able to make online programmes better, more accessible, and considerable in a lot of ways. It was far more valuable than I expected to just learn about it, not to speak of being connected with dedicated education providers.

Veronica Uzarralde (Fly On, Argentina)

In my opinion ICEF events are the best way and offer the best opportunities to network - I made a great deal of new contacts with organisations, which will definitely help me to become stronger in the market, as I offer the programmes that I got to know about.

Agent segment interest

Language courses **84%**

Additional programmes and services **79%**

Undergraduate programmes **72%**

Career / vocational programmes **71%**

Cultural exchange / work & travel **68%**

Graduate / postgrad master **67%**

Graduate / postgrad certificate **62%**

Secondary & high school programmes **61%**

Graduate / postgrad doctorate **51%**

Foundation programmes **42%**

Online webinars

ICEF events are renowned, not just for their networking opportunities, but also for the quality of their seminar programmes, which provide valuable market intelligence for the sector, as well as professional development sessions. This year, 640 people registered for the live streamed webinars that took place on day one of ICEF Student Recruitment for Online Programmes, showcasing the increasing demand for these expert-led sessions.



Great Delegate Feedback

Over the course of its 30-year history, ICEF has gained a reputation 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 Student Recruitment for Online Programmes, 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 100% and 95%** respectively. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

90% rated the number and 75% the quality of new contacts they made as good or excellent.

For 14% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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