

**A BCCIE Webinar:
ICEF Agent Barometer with Results from 2012 and Projections for
2013: International Student Recruitment**

**Thursday January 10th, 2013
10:30 AM - 12:00 PM
ONLINE**

The ICEF Agent Barometer is an annual survey of over 1023 ICEF-screened agents from 107 countries. This webinar will present the latest results from the 2012 Barometer, with a particular focus on those results most relevant to Canadian educators. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by agents recruiting for a range of study programmes. The results provided will assist educators in developing strategies to market themselves and their destinations more effectively to agents worldwide.

Participants will leave the webinar with information on:

- Where agents plan to send students in 2013
- What key concerns agents see for the year ahead
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for the agents they work with
- Thought comparisons between agents from top sending markets

Sarah Mines brings over eight years of international education experience to her position as the Manager-Canada at ICEF. She works with national, provincial and sector working groups to help leverage Canada as a premier study destination, and works directly with institutions to recommend strategies to increase student enrolment. Prior to joining ICEF, Sarah was the Marketing & Events Manager at BCCIE and the Director of Marketing & Client Services at the CEC Network.

This is a paid BCCIE workshop open to all educators outside of BC as well as BC public school districts, recognized independent K-12 schools and EQA-designated post-secondary institutions and language schools. All revenue generated goes towards BCCIE on a cost-recovery basis.

To attend this event, please register online at <http://bccie.bc.ca/educators/professional-development> before Tuesday January 8th, 2013

For more information, please contact BCCIE at events@bccie.bc.ca.