

THE 3RD CARIFORUM-EU BUSINESS FORUM

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Hilton Rose Hall Resort and Spa
Montego Bay, Jamaica

Global Student Mobility and How to Attract International Students

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A NAFSA Global Advocate



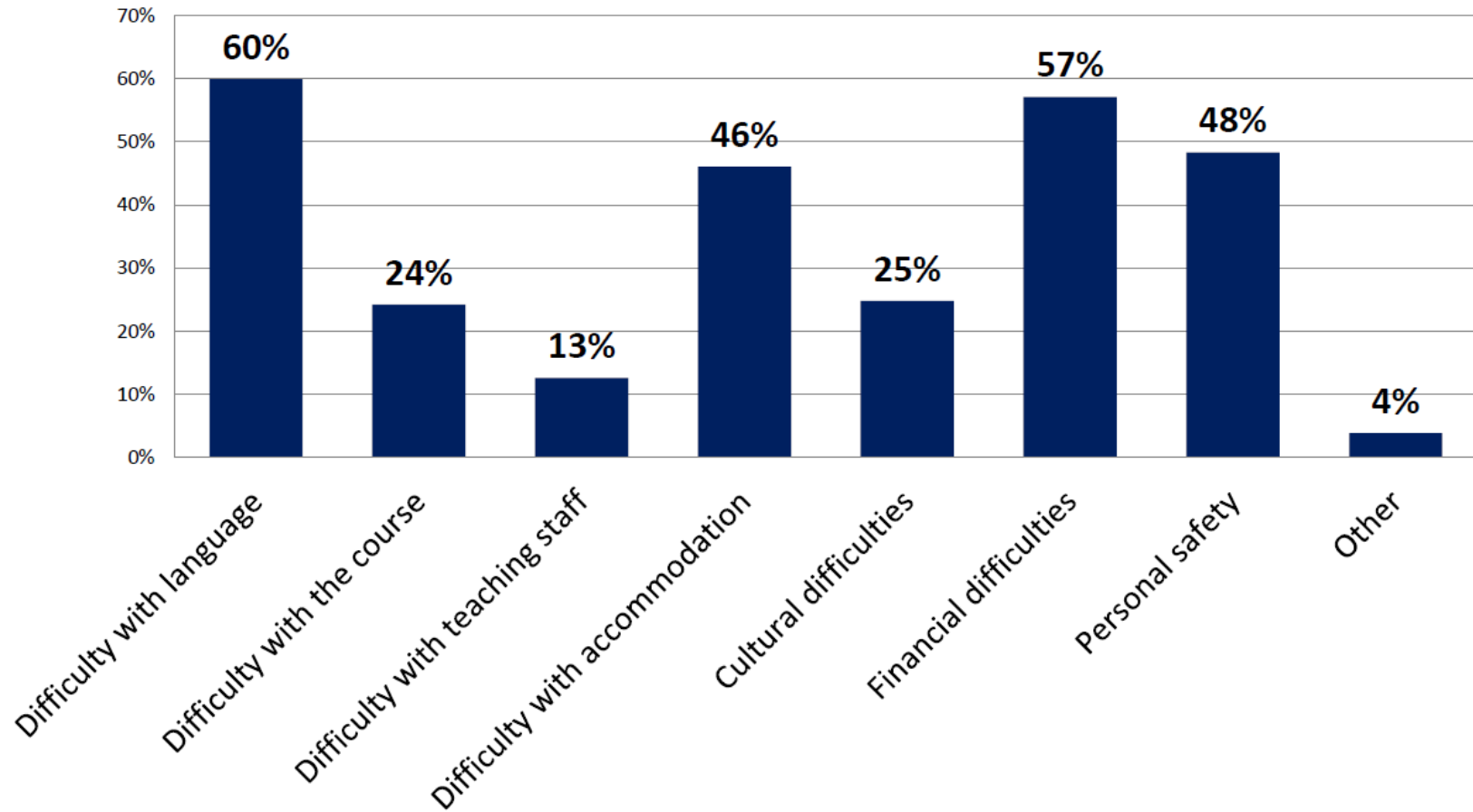
ICEF

Connect. Recruit. Grow.

The i-graduate ICEF Agent Barometer

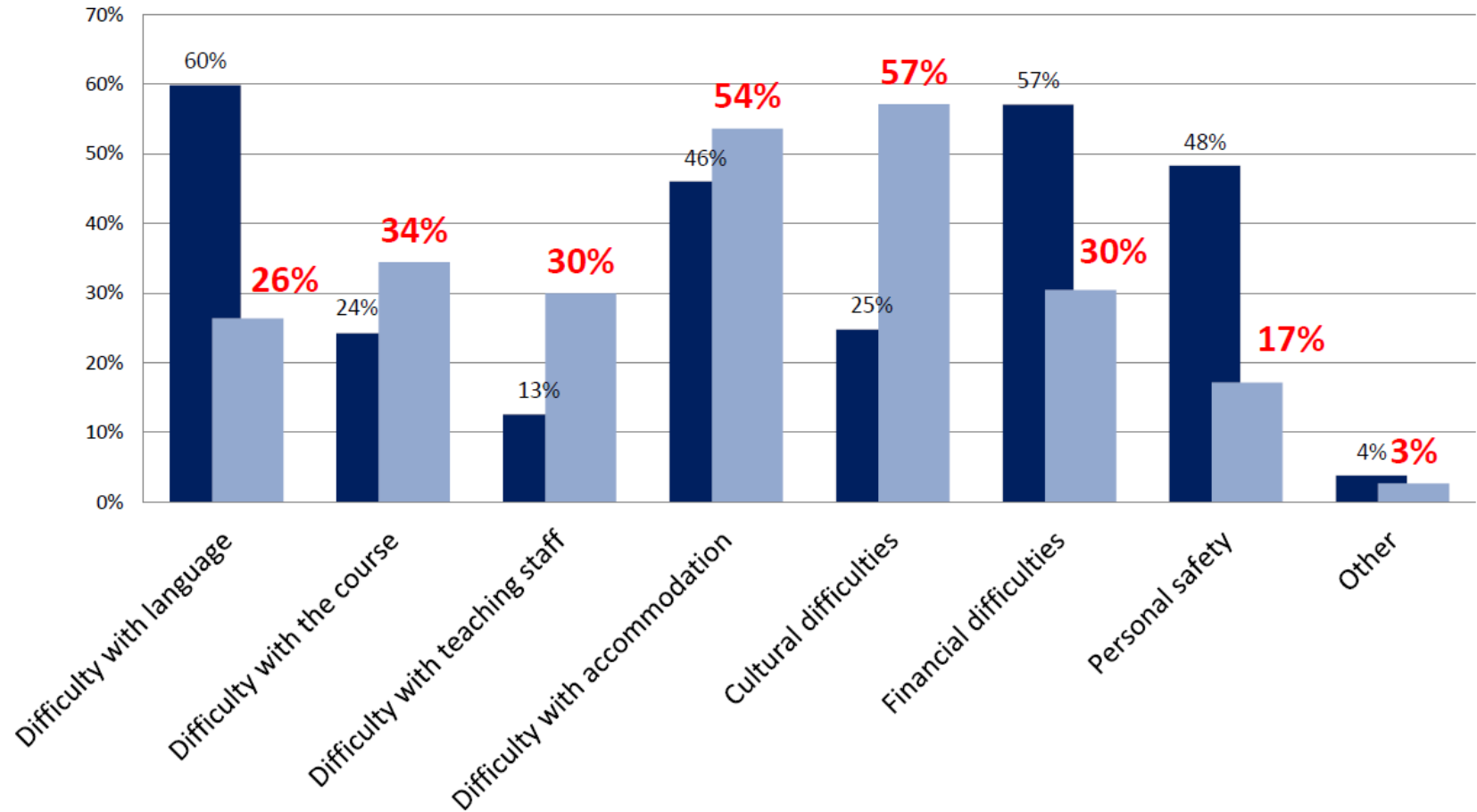
- Online survey developed in partnership by i-graduate & ICEF
 - Established in 2007, the ICEF Agent Barometer has tracked the opinions of agents across the world for **8 years**
 - The 2014 study ran for 3 weeks during October
 - **1,065 agents responded** from **104 countries** in this wave
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Main concerns students and parents have BEFORE departing for international study:



n=706

Main concerns students and parents have BEFORE AND AFTER departing for international study:



n=706

Effective Marketing for Institutions

Promotional materials and campaigns

