

# THE 3<sup>RD</sup> CARIFORUM-EU BUSINESS FORUM

April 15 - 16, 2015  
Hilton Rose Hall Resort and Spa  
Montego Bay, Jamaica

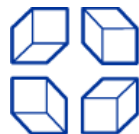
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## Global Student Mobility and How to Attract International Students

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A NAFSA Global Advocate



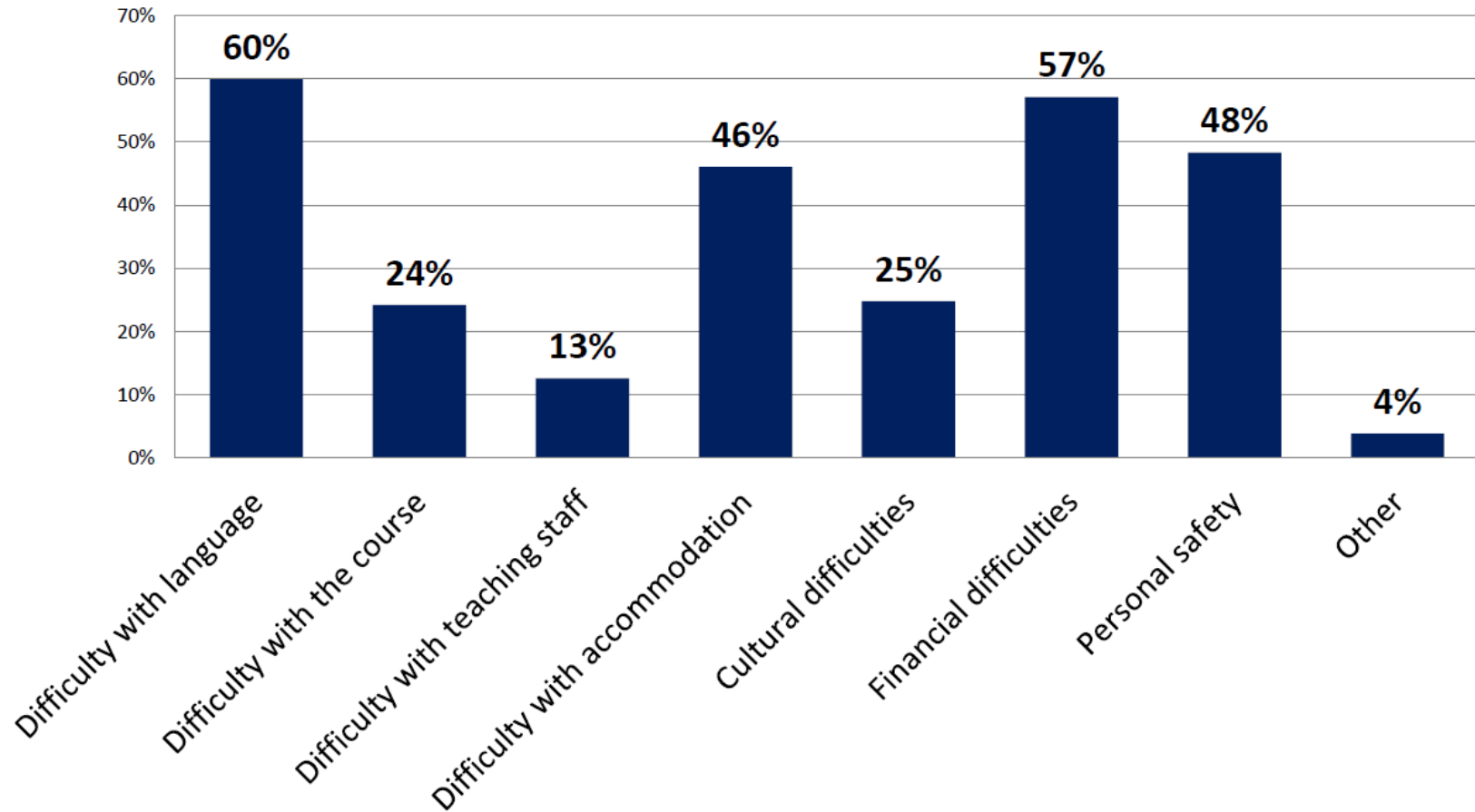
**ICEF**

Connect. Recruit. Grow.

# *The i-graduate ICEF Agent Barometer*

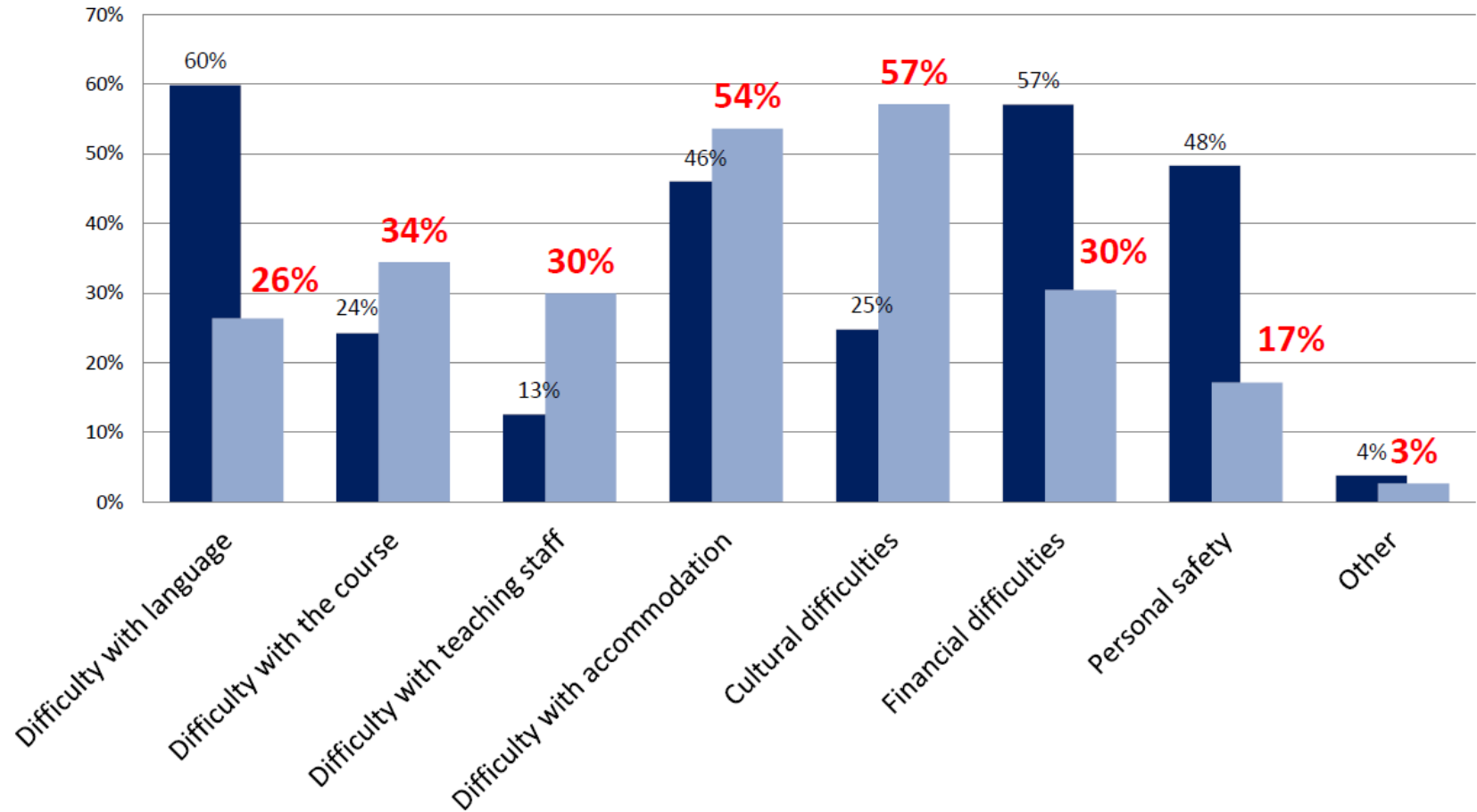
- Online survey developed in partnership by i-graduate & ICEF
  - Established in 2007, the ICEF Agent Barometer has tracked the opinions of agents across the world for **8 years**
  - The 2014 study ran for 3 weeks during October
  - **1,065 agents responded** from **104 countries** in this wave
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##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



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# Effective Marketing for Institutions

## Promotional materials and campaigns

