



The Australia New Zealand Agent Workshop

The region's largest B2B event for buyers & sellers of education, work, youth and student travel



Pullman Melbourne Albert Park
April 13 - 15, 2016

Destination Workshop

Supported by

Australia



New Zealand



ICEF
Connect. Recruit. Grow.



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Why ANZA?

- Meet some of the best and highest producing agents for Australia and New Zealand from all over the world
- Participate in the largest agent networking event in Oceania
- Host a FAM Tour and show agents first-hand what your school/region has to offer

Oceania's leading agent networking event

In 2016, the Australia New Zealand Agent (ANZA) Workshop will be held in Melbourne. The event is set to attract hundreds of Australian and New Zealand educators, sellers of youth travel including work & travel, and quality-screened agents (buyers) who send tens of thousands of students and youth travellers to this region each year.

Australia and New Zealand are popular study destinations, offering world class education programmes that have recently experienced strong growth in demand. This combined with stunning scenery and an exceptional quality of life ensures these countries will continue to be in high demand.

In 2015, the ANZA Workshop hosted **394 participants** from **261 organisations** in **39 countries**. The workshop enabled educators, work & travel organisations, and industry related service providers to conduct over **3400 pre-scheduled business meetings with 147 top quality agents from 37 countries**, including 32 QEAC agents, 25 Education New Zealand Recognised Agents (ENZRA), and 17 ICEF Trained Agent Counsellors (ITACs).

All agents at the ANZA Workshop will have passed **ICEF's selection and screening process**, considered the most stringent in the industry. Additionally, each will have proven an active interest in partnering with educators, work and travel and service providers in Australia and New Zealand.

The ANZA Workshop offers many **professional development opportunities** for participants, such as information on international education trends, insights into **key markets**, current **visa issues** and guidance on building successful relationships with agents.

The ANZA Workshop is the most efficient and cost-effective way to personally meet a large number of high-quality agents committed to sending students and youth travellers to Australia and New Zealand.

Why ICEF Workshops?

- Meet the world's best agents in one place - save time and money
- Benefit from three days of business meetings and social events
- Maintain existing relationships and develop new agent networks
- Learn about the latest industry news and developments
- Promote your brand within the international education industry

Venue

The Pullman Melbourne Albert Park Hotel is located in the heart of East Melbourne. Situated just 24 Kilometres from Melbourne Airport and within the city's main sport and entertainment district, the Pullman Melbourne Albert Park Hotel is an ideal venue for the ANZA Workshop.

The Pullman Melbourne Albert Park Hotel is an exceptional facility, offering guests a wide range of business services and recreational facilities, such as pool, sauna, spa, and world class restaurant and bars.

Workshop participants enjoy preferential rates at Pullman Melbourne Albert Park Hotel and the adjoining Mercure Melbourne Albert Park.

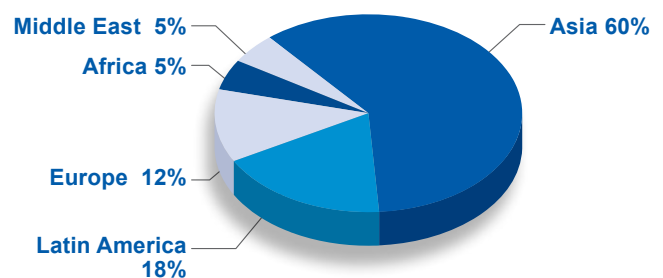
Agent FAM Tours

Agents consistently report that **location is an important driver in choosing a study destination**, in many cases even more important than cost. The ANZA Workshop gives regional associations and individual organisations the opportunity to host agent familiarisation (FAM) tours. Invite agents to your institutions, cities and regions. **FAM tours** allow agents to **increase their product knowledge** and take back first hand experience to their clients.

2015 Statistics

- **394** participants representing **261** organisations from **39** countries and **6** continents
- **116** educators representing **86** education institutions from Australia and New Zealand
- **147** agents representing **115** agencies from **37** countries
- **63** exhibitors representing **35** organisations from **4** countries
- **16** work & travel providers representing **12** organisations
- **3425** pre-scheduled meetings over **2** days + thousands of unscheduled social meetings

Agent Recruitment Regions





Workshop Programme

The event enables providers to conduct pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other educators and service providers. These appointments are **25 minutes** in duration and serve the dual objectives of meeting new contacts and/or maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer **valuable networking opportunities**.

Wednesday, April 13, 2016

09:00 - 13:00	Agent FAM tours and activities
13:00 - 19:00	Registration
13:00 - 14:30	IATC Testing
14:00 - 16:30	ANZA Seminars I
16:30 - 17:00	Refreshment break
17:00 - 19:00	ANZA Seminars II
17:30 - 19:00	IATC Testing
19:00 - 21:00	Welcome Reception

Thursday, April 14, 2016

08:00 - 08:30	Workshop & Exhibition hall opens, light networking breakfast
08:30 - 08:55	Scheduling extra meetings
08:55 - 11:00	Business meetings (5 x 25 minutes)
11:00 - 11:20	Refreshment break
11:20 - 13:00	Business meetings (4 x 25 minutes)
13:00 - 14:20	Lunch
14:20 - 16:00	Business meetings (4 x 25 minutes)
16:00 - 16:20	Refreshment break
16:20 - 18:00	Business meetings (4 x 25 minutes)
19:00 - 23:30	Dinner / Dance

Friday, April 15, 2016

08:00 - 08:30	Workshop & Exhibition hall opens, light networking breakfast
08:30 - 08:55	Scheduling extra meetings
08:55 - 11:00	Business meetings (5 x 25 minutes)
11:00 - 11:20	Refreshment break
11:20 - 13:00	Business meetings (4 x 25 minutes)
13:00 - 14:10	Lunch
14:10 - 15:50	Business meetings (4 x 25 minutes)
15:50 - 16:10	Refreshment break
16:10 - 17:00	Business meetings (2 x 25 minutes)
17:00	End of Workshop & Exhibition

Saturday, April 16, 2016

Agent Familiarisation (FAM) tours

Participant Feedback 2015

We have attended three ICEF events recently, including the ANZA Workshop. So far we have doubled our numbers from 7 to 14 international students, with 10 more girls to start in 2016. The exposure we have gained through these three events has put the school in front of many people and we are now reaping the benefits.

James Roache, St Aidan's Anglican Girls' School, Brisbane, Australia

The ANZA Workshop is Australasia's most effective international marketing tool. It is efficient and effective for both new and established providers. I am very pleased with the quality of agents at the event.

Ewen Mackenzie-Bowie, ICL Education Group, New Zealand

The ANZA Workshop was a great experience for the AUT International team. We met new agents, shared experiences with colleagues and learnt so much.

Frances Little, AUT University, New Zealand

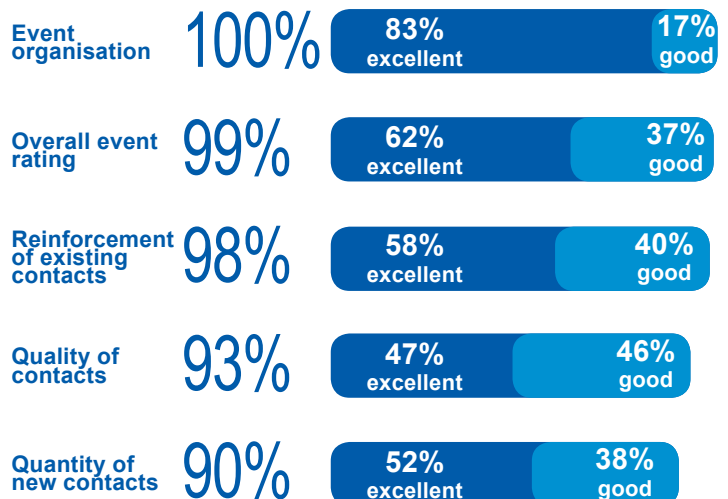
ANZA 2015 was a great experience! Excellent organisation, venue and food! The agents were knowledgeable which allowed for good networking opportunities. I am looking forward to ANZA 2016 in Melbourne.

James Silva, Charlton Brown, Australia

It was great to have attended ANZA Auckland and meet so many quality agents from around the world. It was perfect timing for us, as we want to diversify our markets and attract more students from other countries. The ANZA Workshop offered us the right platform and the right opportunities.

Zhu Lin, North Tec, New Zealand

2015 Attendee Ratings





Booking Meetings

The ICEF appointment system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. **Up to 32 meetings** can be scheduled with agents, as well as educators and service providers.

1. Prior to the workshop, details of all invited agents, educators and service providers are supplied via the industry leading **Marcom eSchedule PRO online meeting booking system**.
2. During the workshop, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

Participation Includes

Prior to the workshop:

1. Comprehensive details of invited agents, educators and service providers
2. Access to the eSchedule PRO online appointment scheduling system
3. Preferential hotel rates

At the workshop:

4. Access to Marcom Onsite for last-minute appointment scheduling
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Educator, Exhibitor and Work & Travel Catalogue
7. Access to seminars
8. Meals, refreshment breaks and evening functions
9. Opportunity to offer and promote FAM tours and receptions

Marketing & Sponsorship Opportunities

Give your organisation a higher profile during the event

Email marketing@icef.com for information on the marketing & sponsorship opportunities available eg. exhibition space, literature display racks, conference bag inserts and advertisements in workshop catalogues. Items are strictly limited so early reservations are essential.

Email seminar@icef.com if you wish to be considered as a seminar presenter.

Advisory Board

The ANZA Advisory Board comprises representatives of the following organisations:

- Australian Council for Private Education and Training
- Backpacker, Youth and Adventure Tourism Association (New Zealand)
- Education New Zealand
- English Australia
- English New Zealand
- ICEF
- Independent Tertiary Education New Zealand

Organisers

ICEF connects educators, education agents, work & travel professionals, and industry service providers to key markets and networks worldwide, supporting the **growth and development of international education and global student mobility**. Through ICEF's various services, education institutions are able to achieve results and efficiencies in growing international student enrollments.

They choose ICEF for its longstanding reputation of quality and commitment to nurturing and accepting only the **highest calibre of education agent** and to providing excellent events and marketing resources.

ICEF Workshop Locations



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