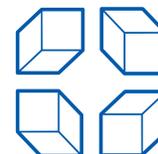


# The Australia New Zealand Agent Workshop

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



SKYCITY Auckland Convention Centre • April 28 – 30, 2015



**ICEF**

Connect. Recruit. Grow.

## ANZA Seminar Programme • Tuesday April 28, 2015

	Auckland Room 1	Auckland Room 3	Auckland Room 4
14:00 - 14:35	<p>Agent Welcome + Workshop Overview - How to Maximise your Experience  <b>Tiffany Egler</b>,                      Director, Agent Relations,                      ICEF, Germany</p> <p>Audience: Agents</p>	<p>Effective Communications for Student Recruitment  <b>Joanna Turner</b>,                      Marketing Director,                      Degrees Ahead, United Kingdom</p> <p>Audience: All</p>	<p>Provider Welcome + Workshop Overview - How to Maximise your Experience  <b>Rod Hearps</b>,                      Vice President,                      ICEF, Australia</p> <p>Audience: Providers</p>
14:40 - 15:15	<p>EATC and IATC Online Agent Training Courses - An Overview  <b>Chris Evason</b>,                      Managing Director,                      PIER Online, Australia</p> <p><b>Markus Badde</b>,                      CEO,                      ICEF, Germany</p> <p>Audience: Agents</p>	<p>Changes to English Requirements for Post Study Work in Australia  <b>Helen Cook</b>,                      Associate Director, Client Relations                      (Australasia), ETS TOEFL, Australia</p> <p><b>Cath Moore</b>,                      English-language Consultant (Australasia),                      ETS TOEFL, Australia</p> <p>Audience: Agents</p>	<p>Now and Tomorrow: Core Markets for New Zealand and Australian Education Providers  <b>Samuel Vetrak</b>,                      Founder and CEO,                      StudentMarketing Ltd.,                      Austria</p> <p>Audience: Providers</p>
15:20 - 16:00	<p>International Education Agent Project - A Potential Quality Assurance System for Agents  <b>Phil Honeywood</b>,                      Chief Executive Officer,                      IEAA, Australia</p> <p>Audience: All</p>	<p>How to Best Work with Brazilian Agents  <b>Carlos Robles</b>,                      Director,                      BELTA - Brazilian Educational &amp; Language                      Travel Association, Brazil</p> <p>Audience: Providers</p>	<p>State of the Market - Industry Panel Discussion  <b>Sue Blundell</b>, Executive Director, English Australia, Australia  <b>Samuel Vetrak</b>, Founder and CEO, StudentMarketing Ltd., Austria  <b>Adeila Makashi</b>, Chair, European Association of Quality Agencies (EAQA)  <b>Rod Hearps</b>, Vice President, ICEF, Australia</p> <p>Audience: All</p>
16:00 - 16:30	Refreshment break		
16:30 - 17:40	<p>Australia - Future Unlimited  <b>John Brand</b>, Consul General &amp; Senior Trade Commissioner New Zealand, Austrade, Australia  <b>Michelle Pearce</b>, Principal Migration Officer, Australian Consulate General (Auckland), Australia  <b>Sue Blundell</b>, Executive Director, English Australia, Australia</p> <p>Audience: All</p>		
17:45 - 19:00	<p>New Zealand - Think New!  <b>Sam Heeney</b>, International Event Manager, Education New Zealand, New Zealand  <b>Celia Coombes</b>, Sector Relationship Manager (Education), Immigration New Zealand, New Zealand</p> <p>Audience: All</p>		

## Agent Welcome + Workshop Overview - How to Maximise your Experience

### Tiffany Egler

Auckland Room: 1

Audience: Agents

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#### ► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ANZA Workshop in particular.

The session will cover the following topics:

- \* Preparations prior to the workshop
- \* Workshop parameters and how to maximise your time during the event
- \* Post-workshop follow-up
- \* How to maximise your working relationship with educators.

#### ► Speaker



**Tiffany Egler**  
*Director, Agent Relations,  
ICEF,  
Germany*

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

During her 15 year tenure at ICEF, Tiffany has overseen the successful organization of most of our agent workshops and today, manages an international team which continues to develop and increase efforts to ensure the recruitment of professional recruitment agents worldwide.

## Effective Communications for Student Recruitment

### Joanna Turner

Auckland Room: 3

Audience: All

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#### ► Session description

Recent research shows that students use websites as the first point of contact for institutions, once they have made contact students prefer email for ongoing communications and students have specific information needs. Website and email content is therefore really important for student recruitment.

This seminar addresses how we need to communicate with students using these mediums and if we get it right how enrolments can increase. We look at how to adopt a proactive approach and move away from the traditional reactive approach, why relationship development is important and how to use content to engage today's students.

#### ► Speaker



**Joanna Turner**  
*Marketing Director,  
Degrees Ahead,  
United Kingdom*

Joanna has been involved in international education as an advisor to students and a marketing consultant to universities. Joanna has extensive experience in advising students, parents and careers advisors on studying overseas.

This experience, alongside research into the requirements of today's students to enable informed decisions, has given Joanna the resources to develop effective communication strategies for potential students. She has worked with universities and colleges across the globe in developing effective marketing strategies. Her current focus is on how proactive communications with students can impact on enrolments.

## Provider Welcome + Workshop Overview - How to Maximise your Experience

### Rod Hearps

Auckland Room: 4

Audience: Providers

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#### ► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ANZA Workshop in particular.

The session will cover the following topics:

- \* Preparations prior to the workshop
- \* Workshop parameters and how to maximise your time during the event
- \* Post-workshop follow-up
- \* How to maximise your working relationship with agents.

#### ► Speaker



**Rod Hearps**  
*Vice President,  
ICEF,  
Australia*

Rod Hearps is passionate about the international education industry. Over a 24 year career Rod has sought to innovate and create better ways of doing business, for both educators and agents.

Rod has been involved in the ownership, management and marketing of numerous international education companies, including ICEF GmbH, ICEF Asia Pacific, EdMedia and Hyperstudy.com.

Rod owned and managed a student recruitment agency for 7 years, with offices in Japan and Australia, as well as serving as Principal and Marketing Manager of an Australian ELICOS College.

Rod currently works as Vice President of ICEF GmbH, and is Convenor of the annual Australia New Zealand Agent (ANZA) Workshop.

## EATC and IATC Online Agent Training Courses - An Overview

**Chris Evason & Markus Badde**

**Auckland Room: 1**

**Audience: Agents**

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### ► Session description

An overview of how the Australian EATC (Education Agent Training Course) and the IATC (ICEF Agent Training Course) help improve and professionalise agency counsellor practices.

The EATC (Education Agent Training Course) is an agent training course aimed at agents sending students to Australia. The main purpose of the EATC is to provide these agents with information about the Australian education system and Australia as a study destination, as well as education quality assurance issues and the Australian visa regulation system. Qualified Education Agent Counsellors are publicly listed at <http://eatc.pieronline.org/qeac>

The IATC (ICEF Agent Training Course) is a practical, professional training course developed by ICEF for education agency-based student counsellors. The course is available online and free of charge to agency student counsellors in a self-paced modular format. After taking the training course, agents have the possibility to sit an official assessment online from their office or home and also at all ICEF Workshops. Participants who complete the IATC assessment successfully will be issued a certificate, certifying them as ICEF Trained Agent Counsellors (ITAC). Agencies with at least one ITAC on their staff are featured in an agency locator at [www.icef.com/agent-training/itacfinder.html](http://www.icef.com/agent-training/itacfinder.html)

This session will introduce the EATC and the IATC, their contents, and how to access these training courses and tests.

### ► Speakers



**Chris Evason**  
*Managing Director,  
PIER Online,  
Australia*

Chris Evason is the Director of PIER - Professional International Education Resources, who offer professional development and agent training for Australian-focussed recruitment worldwide. Since 2006, PIER have trained and certified over 3,000 agents and conduct agency workshops and focus groups to explore changing attitudes and work practices. [www.pieronline.org](http://www.pieronline.org)



**Markus Badde**  
*CEO,  
ICEF,  
Germany*

Markus Badde is the CEO of ICEF GmbH, connecting international educators and student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments.

He has a background in journalism and publishing, having studied at CELSA (Sorbonne University – Paris IV) and worked in the media and communications sector in France during the 1980's before co-founding ICEF in 1991. After that, Markus held various senior marketing positions over eight years at Cisco Systems, the world leader in Internet networking.

He is a member of NAFSA, the EAIE and other international associations, and presents regularly on topics related to international education. Markus speaks seven languages fluently and is at home nearly anywhere in the world.

## Changes to English Requirements for Post Study Work in Australia

**Helen Cook & Cath Moore**

Auckland Room: 3

Audience: Agents

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### ► Session description

Students received more good news late last year about the streamlining of English language requirements for a wide range of visas. Changes to the English language requirements for skilled migration were announced by Senator Cash, the Assistant Minister for Immigration in Australia in November 2014.

These changes allow graduates a choice of English tests when applying for post study work visas, permanent residence and a range of sponsored work visas. New visa requirements have led to professional bodies such as Certified Practising Accountants (CPA) and state government migration authorities to add TOEFL iBT test requirements to their approved list of English tests.

What does this mean for your prospective student clients who want to remain in Australia after they complete their study? How are changes likely to impact on their study and work plans? How can you assist them to achieve the outcome they seek with their English test score?

The session will cover the recent regulatory changes. It will outline some English test preparation options (online, face-to-face and independent study) suitable for students wanting to take advantage of these changes. It will also provide agents with other resources to assist students to prepare to meet English language requirements.

### ► Speakers



**Helen Cook**  
*Associate Director, Client Relations (Australasia),  
ETS TOEFL,  
Australia*

Helen Cook is the Associate Director Client Relations (Australasia) for Educational Testing Service (ETS), the largest not-for-profit research and measurement company globally.

As a consultant and researcher with over 25 years experience, Helen works with education institutions, organisations and government regarding the TOEFL test, the most longstanding English proficiency test worldwide. Prior to joining ETS, Helen held senior management positions in international higher education at one of Australia's largest universities. From 2008- 2012, Helen Cook was Vice-President of the International Education Association of Australia (IEAA).



**Cath Moore**  
*English-language Consultant (Australasia),  
ETS TOEFL,  
Australia*

Catherine Moore has over 25 years experience in the international education sector both in Australia and overseas. She has extensive experience in managing and teaching across the sector in tertiary, high school, VET and private ELT centres. She worked with young learners as Academic Manager of John Paul International College, Queensland, Australia; a language centre providing High School Preparation, Primary School Preparation and Foundation Courses for overseas students. She is currently employed as an English Language consultant for ETS Global providing professional development on the TOEFL iBT.

### Now and Tomorrow: Core Markets for New Zealand and Australian Education Providers

#### Samuel Vetrak

Auckland Room: 4

Audience: Providers

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#### ► Session description

The recent 12% bump in the number of international students proved a turn in market development in New Zealand. Australia continues to attract a growing number of international students, the country's ELT sector recorded a strong rebound especially in 2014.

What are the implications for education providers operating in New Zealand and Australia and what recommendations does Samuel Vetrak, Founder and CEO of StudentMarketing, have for you? Samuel will comment on which markets represent the highest potential and reveal data-driven strategies that institutions should apply in order to increase their international recruiting results.

#### ► Speaker



**Samuel Vetrak**  
*Founder and CEO,  
StudentMarketing Ltd.,  
Austria*

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specializing in the global youth, student and educational travel market.

The company, a United Nations World Tourism Organization (UNWTO) Affiliate Member, also a member of the prestigious international research association ESOMAR (Samuel Vetrak), provides comprehensive insights on the global student mobility patterns and market trends, and helps organisations to succeed in the international youth travel market (strategies, policies, solutions).

## International Education Agent Project - A Potential Quality Assurance System for Agents

### Phil Honeywood

Auckland Room: 1

Audience: All

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#### ► Session description

Since education agents are critical stakeholders in Australia's international education industry, it is imperative that the quality of advice they provide to prospective students meets the highest standards of probity and professionalism. Currently governance of agents recruiting into Australia is self-regulated and relies on institutions to provide contractual, financial or other support to particular agencies as a means of quality assurance.

The International Education Association of Australia (IEAA) is undertaking a project to scope the potential for a national quality assurance system for agents. The industry-driven project, supported by the Federal Department of Education, will also investigate the development of a code of ethics and an education agent accreditation system. Focus group sessions with agents, institutions, government and peak bodies have already commenced. A survey developed from focus group interviews will be disseminated to key stakeholders in April 2015, with a final report due to the Department of Education in late June.

#### ► Speaker



**Phil Honeywood**  
*Chief Executive Officer,  
IEAA,  
Australia*

Phil has been IEAA's Chief Executive Officer since November 2011. Previously, he was a Member of the Victorian State Parliament (1988–2006), Minister for Tertiary Education, Training and Multicultural Affairs (1996-1999) and Deputy Leader of the Opposition (2002–2006). Since retiring from politics, Phil has worked at Stott's Business College and Cambridge International College. Phil is a member of the Steering Committee for the Australian International Education Agent Project.

## How to Best Work with Brazilian Agents

### Carlos Robles

Auckland Room: 3

Audience: Providers

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#### ► Session description

Partnering with agents leads to better enrollment results. An overview of a cultural aspect behind this statement will help the educators to understand better the Brazilian market. Data from the Marketing Research of the Brazilian Market will also be discussed.

Educators will learn why partnering with quality Brazilian agents is an effective way to increasing the quantity and quality of their international enrollments.

#### ► Speaker



#### **Carlos Robles**

*Director,*

*BELTA - Brazilian Educational & Language Travel Association,  
Brazil*

Carlos Robles was born in Brazil. He has an MA in Applied Linguistics from the Federal University of Minas Gerais, Brazil as well as a BA in English and French and a BA in Fine Arts. Carlos is the President of Belta, Brazil in addition to being a New Zealand Specialist Agent and Member of Tesol International. He is also Past Chair of Tesol Awards Committee and a Braz-Tesol former director and teacher trainer. Carlos was also a Scholar in-residence at Daytona State College on a Fulbright fellowship. Carlos is presently director and founder of IEP Brazil Agency for Intercultural Education in Latin America, based in Belo Horizonte, Brazil and is pursuing a PhD in International Education with the University of Auckland, New Zealand.

## State of the Market - Industry Panel Discussion

### Sue Blundell, Samuel Vetrak, Adeila Makashi, Rod Hearps

Auckland Room: 4

Audience: All

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#### ► Session description

An exploration of hot topics, global trends, challenges and opportunities in international education.

Which global trends have the potential to impact your business?

What are some of the things that keep you (the audience) awake at night?

What are the greatest challenges and barriers to growth of your businesses?

What and where are our best opportunities?

Come prepared to share your issues and questions and to gain insights from international education thought-leaders.

#### ► Speakers



**Sue Blundell**  
*Executive Director,  
English Australia,  
Australia*

Sue Blundell is the Executive Director of English Australia, the national association and 'peak body' representing the English language sector in Australia.

Sue has been in this role for 13 years and has worked in the international English language industry for over 30 years, both overseas and in Australia, as a teacher, teacher trainer, marketer and manager. She has a wealth of experience across all aspects of the international education and language travel industry.

Sue is a member of a number of government and industry consultative committees in Australia focused on international education. Internationally, she is the immediate past Convenor of the Global Alliance of Education and Language Associations (GAELA) and was also on the Board of the Association of Language Travel Organisations (ALTO) for one year.

Sue was presented with the IEAA Excellence in Leadership in International Education Award in 2011.



**Samuel Vetrak**  
*Founder and CEO,  
StudentMarketing Ltd.,  
Austria*

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specializing in the global youth, student and educational travel market.

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**Adeila Makashi**  
*Chair,  
European Association of Quality Agencies (EAQA)*

Adeila Makashi has been Chair of the European Association of Quality Agencies (EAQA) since its inception. With an MSc. in Human Resources Management and Leadership, a BSc. in Business Management and 10 years of experience in international education, Adeila has led Albania's leading education consultant agency from a very young age. Adeila is a Qualified Education Agent Counsellor for Australia, a Canada Course for Education Agents graduate, an ICEF Trained Agent Counsellor, and truly

enjoys working within the international education industry.



**Rod Hearps**  
*Vice President,  
ICEF,  
Australia*

Rod Hearps is passionate about the international education industry. Over a 24 year career Rod has sought to innovate and create better ways of doing business, for both educators and agents. Rod has been involved in the ownership, management and marketing of numerous international education companies, including ICEF GmbH, ICEF Asia Pacific, EdMedia and Hyperstudy.com.

Rod owned and managed a student recruitment agency for 7 years, with offices in Japan and Australia, as well as serving as Principal and Marketing Manager of an Australian ELICOS College. Rod currently works as Vice President of ICEF GmbH, and is Convenor of the annual Australia New Zealand Agent (ANZA) Workshop.

## Australia - Future Unlimited

### John Brand, Michelle Pearce, Sue Blundell

Auckland Room: 3 & 4

Audience: All

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#### ► Session description

- Education commentary & updates from Austrade

John Brand from the Australian Trade Commission (Austrade) will discuss the Framework for International Marketing and Promotion of Australian Education and Training which guides all of Austrade's education promotion work, including agent engagement. The role of the Future Unlimited brand will also be discussed, as well as recent trends in international student numbers.

- Immigration commentary & visa updates

Michelle Pearce from the Australian Consulate General will discuss various aspects of Australia's student visa programme, including its role, recent reforms and trends. There will be an opportunity for participants to ask questions after the presentation.

- Q&A.

#### ► Speakers



**John Brand**  
*Consul General & Senior Trade Commissioner New Zealand,,  
Austrade,  
Australia*

John commenced his role as Consul General & Senior Trade Commissioner to New Zealand based in Auckland in January 2014. He is responsible for the New Zealand, Melanesia, Polynesia and Timor-Leste markets and is supported by two Trade Commissioners with staff in Auckland, Brisbane, Port Moresby, and Suva.

He has spent 10 years in the Pacific in various roles including Senior Trade Commissioner Pacific Islands and Timor Leste, and Senior Trade Commissioner PNG and Solomon Islands.

Other roles within Austrade include onshore assignments at both its Sydney and Brisbane offices, and short term overseas assignments to Africa, and the Middle East.

John has a previous private sector career that spanned over 20 years - primarily in pharmaceutical and food manufacturing – in various sales, marketing and general management roles.



**Michelle Pearce**  
*Principal Migration Officer,  
Australian Consulate General (Auckland),  
Australia*

Michelle Pearce is the Principal Migration Officer / Consul (Immigration) at the Australian Consulate General, Auckland and has responsibility for migration issues in New Zealand, Niue, Cook Islands and PitCairn Island.

Michelle's posting from Canberra to Auckland is for 3 years until November 2016.

Michelle has worked in the field of migration for 14 years. Michelle joined the Department of Immigration and Border Protection in 2006. Recent positions include Director, Skilled and Labour Migration Policy Director Health Policy and Immigration. Prior to joining the Department, Michelle worked for the Migration Review Tribunal/ Refugee Review Tribunal in both Canberra and Sydney. Michelle lived and worked in Istanbul, Turkey for 3.5 years as an English language teacher and then as Visa Manager, Australian Consulate General, Istanbul, Turkey. She has also worked for a community legal centre that specialised in social security law.

Michelle has a Bachelor of Arts (Communication) (Hons 1), Certificate of Teaching English as Second Language (UNSW) and a Masters of Arts (International Relations) (UNSW). Michelle is married with two children.



**Sue Blundell**  
*Executive Director,  
English Australia,  
Australia*

Sue Blundell is the Executive Director of English Australia, the national association and 'peak body' representing the English language sector in Australia.

Sue has been in this role for 13 years and has worked in the international English language industry for over 30 years, both overseas and in Australia, as a teacher, teacher trainer, marketer and manager. She has a wealth of experience across all aspects of the international education and language travel industry.

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Sue was presented with the IEAA Excellence in Leadership in International Education Award in 2011.

## New Zealand - Think New!

### Sam Heeney & Celia Coombes

Auckland Room: 3 & 4

Audience: All

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#### ► Session description

- Education New Zealand - The Student Journey
- Immigration New Zealand Commentary & visa updates
- Q&A

#### ► Speakers



**Sam Heeney**  
*International Event Manager,  
Education New Zealand,  
New Zealand*

Sam is tasked with delivering high quality events in Education New Zealand's targets markets to raise awareness of New Zealand as a study destination internationally. These events range from commercial and education fairs to virtual fairs and involve consultation with industry; universities, institutes of technology and polytechnics, private training establishments and schools. Sam has an extensive background in events spanning four continents and too many countries to list. Her career in International Education began at Le Cordon Bleu NZ where she worked as part of the business development and marketing team to get the school up and running and open the doors with classrooms full of students.



**Celia Coombes**  
*Sector Relationship Manager (Education),  
Immigration New Zealand,  
New Zealand*

Celia is Immigration New Zealand's (INZ) Sector Relationship Manager (Education). She leads INZ's engagement with other government agencies on matters related to international students and immigration. She also leads INZ's engagement with the education sector peak bodies in New Zealand. Celia is located in INZ's National Office in Wellington and has been with INZ for 11 years, always working in the area of foreign students and education.