

The Australia New Zealand Agent Workshop 2008



Hilton Sydney • May 05 – 07, 2008



MARKET INTELLIGENCE SEMINARS • MAY 05, 2008

Seminar Room	Seminar Room 1
14:30 – 15:00	<p>Agent Welcome - How to Maximise your Workshop Participation Markus Badde, CEO, ICEF GmbH Germany <i>Audience: Agents</i></p>
15:00 – 16:00	<p>New Zealand Student Visa Policy Patrick Huang, Immigration Manager, Immigration New Zealand Australia <i>Audience: All</i></p>
16:00 – 17:00	<p>Improving Professional Practices through the Education Agent Training Course Eva Pap, EATC Manager, PIER Online Australia <i>Audience: Agents</i></p>
17:00 – 18:00	<p>Australian Student Visa and General Skilled Migration Programmes Michael Willard, Director, Student Policy and Elizabeth Carter, General Skilled Migration Programme Department of Immigration and Citizenship (DIAC) Australia <i>Audience: All</i></p>
18:00 – 19:00	<p>Australian Education International and the Endeavour Awards Tracy Harris, Director Scholarships, Exchanges and Alumni Section and Steve Nerlich, Director International Research and Analysis Section Australian Education International Australia <i>Audience: All</i></p>

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Seminar Room	Seminar Room 2
14:30 – 15:00	<p>Educator Welcome - How to Maximise your Workshop Participation Rod Hears, Director, ICEF Online and EdMedia Australia <i>Audience: Educators</i></p>
15:00 – 15:30	<p>How to Get the Best Out of the EMDG Scheme Peter Mackey, Senior Export Adviser and Owen Felsman, State Manager Grants AUSTRADE Australia <i>Audience: Australian educators</i></p>
15:30 – 16:00	<p>Maximising your Export Market Development Grant Benefit Katrina Gerhardt, EMDG Consultant and Greg Robson, EMDG Consultant, GovtGrants Australia <i>Audience: Australian educators</i></p>
16:00 – 16:30	<p>An Analysis of the Australian ELICOS Sector - Statistics & Market Trends Sue Blundell, Executive Director, English Australia Australia <i>Audience: All</i></p>
16:30 – 17:00	<p>English Language Programmes - What Australia Does Well in Meeting the Needs of International Students Seamus Fagan, Chairperson, English Australia Australia <i>Audience: All</i></p>
17:00 – 18:00	<p>eMarketing - Communicating with Students in "their" Space Rob Brown, Director of Marketing, Australian College of English Australia <i>Audience: All</i></p>
18:00 – 19:00	<p>Branding and Communication in the Education Industry Allison Doorbar, Managing Partner, JWT Education Australia <i>Audience: All</i></p>

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MARKET INTELLIGENCE SEMINARS / ICEF ONLINE SESSIONS MAY 05, 2008

Seminar Room	Seminar Room 3
14:30 – 15:00	<p>Improving Business Management and Workflow Efficiency Sandeep Sethi, Principal, Software Dreams Australia <i>Audience: All</i></p>
15:00 – 16:00	<p>ICEF Online - The Internet Platform for Agents and Providers How Smart Agents do Business with Smart Educators John Demer, Business Development Manager, ICEF Online Germany <i>Audience: Agents</i></p>
16:00 – 17:00	<p>ICEF Online - The Internet Platform for Agents and Providers How Smart Educators do Business with Smart Agents Rod Hearps, Director, ICEF Online Australia <i>Audience: Educators</i></p>
17:00 – 18:00	<p>To be Partners or Not to be! What Agents Look for When selecting Schools to Partner with Pascal Carré, Manager, Languages & Travel, IDP Education France <i>Audience: All</i></p>
18:00 – 19:00	<p>IELTS Global Impact - Change in Demand for English Language Proficiency Testing Anne-Marie Cooper, Director, IELTS Australia Australia <i>Audience: All</i></p>