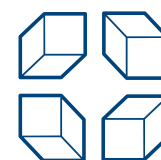


# The Australia New Zealand Agent Workshop

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



Queenstown Events Centre, Queenstown • February 29, 2012



**ICEF**  
Workshops

## Seminar programme • February 29, 2012

	Galaxy 1	Galaxy 2	Galaxy 3
13:30 - 14:05	<p>Provider Welcome + Workshop overview - How to maximise your experience</p> <p><b>Rod Hearps</b> Vice President ICEF, Australia</p> <p>Audience: Providers</p>	<p>Internships in New Zealand - Where Education meets Adventure</p> <p><b>Pim Vis</b> studynewzealand.eu Netherlands</p> <p>Audience: Providers</p>	<p>Agent Welcome + Workshop overview - How to maximise your experience</p> <p><b>Stephanie Zimmermann</b> Senior Agent Relations Manager, ICEF, Germany</p> <p>Audience: Agents</p>
14:05 - 14:40	<p>ICEF Online Services - From the Online Workshop to Student Enquiries</p> <p><b>Gavin Hopper</b> ICEF Online Services, Australia</p> <p>Audience: All</p>	<p>PANEL: Cooperation between the international education and youth tourism sectors</p> <p><b>Sue Blundell, Executive Director,</b> English Australia; <b>David Cox, Manager - Niche Markets,</b> Gold Coast Tourism</p> <p>Audience: All</p>	<p>IATC and EATC online agent training courses - an overview</p> <p><b>Markus Badde</b> CEO ICEF, Germany <b>Paula Dunstan,</b> Academic Manager, PIER, Australia</p> <p>Audience: Agents</p>
14:40 - 15:15	<p>Towards Higher Standards for Agents: A Non-Regulatory Approach</p> <p><b>Maurene Horder</b> CEO, Migration Institute of Australia (MIA), Australia</p> <p>Audience: Agents, Australian providers</p>	<p>International Student Trends across the Five Main English Speaking Destination Countries</p> <p><b>Paresh Kevat</b> GOMDA Consulting Australia</p> <p>Audience: Providers</p>	<p>New Zealand Specialist Agent Training - what, why and how to become a New Zealand Specialist Agent (NZSA)</p> <p><b>Prabha Ravi</b> Cluster Events Senior Manager Education New Zealand</p> <p>Audience: Agents</p>
15:15 - 15:40	Refreshment break		
15:40 - 16:50		<p>Brand Australia - Why &amp; how to recommend Australia</p> <p><b>Sue Blundell, Maurene Horder,</b> <b>François Robert</b></p> <p>Audience: All</p>	
16:50 - 18:00		<p>Brand New Zealand - Why &amp; how to recommend New Zealand</p> <p><b>Ben Crawford, Rema Maiava,</b> <b>Neil Barns</b></p> <p>Audience: All</p>	

## Provider Welcome + Workshop overview - How to maximise your experience

### Rod Hearps

Room: Galaxy 1

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**

*VP, Online Services / Regional Manager, Asia Pacific,  
ICEF Australia*

Rod Hearps is passionate about the international education industry. Over a 20 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 (Germany), ICEF Asia Pacific, EdMedia and Hyperstudy.com (Australia).

Rod owned and managed a student recruitment agency (Education International) 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.

## Internships in New Zealand - Where Education meets Adventure

### Pim Vis

Room: Galaxy 2

Audience: Providers

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#### ► Session description

An internship is a two-way-street learning experience for individuals to develop hands on work experience in a certain occupational field.

Students lend their talents to companies in return for an opportunity to develop business skills and gain exposure to the work environment. Many internship programs compensate interns financially, either by a retainer, pocket money, through paid board and lodging and a grant towards travel cost, or through a combination of these. Students receive "real world" business experience and an early opportunity to impress potential employers, without a large financial investment.

The Benefits of Interns to Companies: More Than Coffee and Copies Students are highly capable of contributing all kinds of business value. Interns can help a company do more. For example, using students' technology expertise and applied classroom learning to support marketing efforts, operational needs, and business intelligence work for clients and partners.

Expand the knowledge and skills of a student on a Professional Internship in New Zealand [StudyNewZealand.eu](http://StudyNewZealand.eu) carefully matches internship students with employers in New Zealand so the student can gain experience in their field of study to the benefit of both parties.

#### ► Speaker



**Pim Vis**  
[StudyNewZealand.eu](http://StudyNewZealand.eu)  
New Zealand

Pim Vis works in the field of international education and student mobility, in various combinations, including student recruiter, internship mediator and Education consultant.

Since 2007 he has been an auditor/inspector for the government Education Inspectorate and the Knowledge Centre for Exams in Amersfoort. He also advises institutions in the field of examinations and the inspections framework, as well as on off shore campuses, exchange programs and internationalisation. Mr Vis was previously Head of the International Office at the University of The Hague.

He has recruited students for institutions in various European countries. Now his focus is on recruiting students and interns for New Zealand. His company [StudyNewZealand.eu](http://StudyNewZealand.eu) has recruitment representatives in 18 European countries and 4 non-European countries.

## Agent Welcome + Workshop overview - How to maximise your experience

### Stephanie Zimmermann

Room: Galaxy 3

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



**Stephanie Zimmermann**  
*Senior Agent Relationship Manager,  
ICEF,  
Germany*

Stephanie joined ICEF in 2006 through an internship programme while completing her Masters degree in Germany. In 2007 she accepted a full time role as a Project Manager in the Agents Department and has since May 2011 held the position of Senior Agent Relationship Manager.

Stephanie's role includes connecting multinational student recruitment agents with international educators at ICEF events. In addition, she is responsible for building and managing a wide range of agent relationships and advising agents as to which ICEF Workshops will provide them with educator contacts to fit their student profiles and demand.

### ICEF Online Services - From the Online Workshop to Student Enquiries

#### Gavin Hopper

Room: Galaxy 1

Audience: All

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#### ► Session description

The ICEF Online Workshop is the ideal tool for fast follow-up and ongoing collaboration with colleagues you meet at ICEF Workshops. All participants receive a free ICEF Online Workshop account as a workshop inclusion. Gavin will give you a brief introduction and a product training leading agents, educators and service providers through the online system and showing them how to best communicate with partners using the Online Workshop. Student Enquiries - Gavin will introduce you briefly to the the ICEF CourseFinder sites that are now integrated into the ICEF offering.

#### ► Speaker



**Gavin Hopper**  
*ICEF Online Services,  
Australia*

Gavin advises ICEF clients how to maximise their resources to source international agents & students. Previous roles have included recruiting students (as an education agent) for Australian educational institutions, international marketing and recruitment for Australian universities, managing work & travel programs into Australia, and developing online course content for an eLearning company.

**PANEL: Cooperation between the international education and youth tourism sectors**

**Sue Blundell, David Cox**

Room: Galaxy 2

Audience: All

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▶ Session description

Join us to explore the feasibility, challenges and practicalities of cooperation between the international education & youth tourism industries.

▶ Speakers



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



***David Cox  
Manager - Niche Markets,  
Gold Coast Tourism***

## IATC and EATC online agent training courses - an overview

### Paula Dunstan & Markus Badde

Room: Galaxy 3

Audience: Agents

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#### ► Session description

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

The IATC (ICEF Agent Training Course) is a practical, professional training course developed by ICEF for education agency-based student counsellors which was launched in May 2010. 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 at all ICEF Workshops or online. 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 will be featured in an agency locator on ICEF's website.

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.

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

#### ► Speakers



**Paula Dunstan**  
*Academic Manager,  
PIER  
Australia*

Paula is the PIER Manager at International Education Services, and leads the development and delivery of the first accredited vocational courses in international education in Australia, the Education Agent Training Course (EATC) and the Diploma of International Education Services.

Paula has been working in international education since 1992. She has a background in education, and is currently undertaking Doctoral studies at the University of Queensland. She has experience in teaching, research, curriculum development, international student program management, educational administration, staff training and coordinating staff teams. She has delivered workshops and papers at a number of conferences in Australia and overseas. She is also a life member of ISANA: International Education Association, and was its national President from 2003-2006.



**Markus Badde**  
*CEO,  
ICEF GmbH  
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. Before re-joining ICEF in 2004, Markus spent two years as Business Development Director at ICWE GmbH, organizer of events such as StudyWorld, Expolingua Berlin and Prague, the EAIE Exhibition, as well as E-learning Africa and Online Educa Berlin, the largest international e-learning conference. He is a member of NAFSA, the EAIE and other international associations, and speaks regularly on topics related to international education. Markus speaks seven languages fluently and is at home nearly anywhere in the world.

## Towards Higher Standards for Agents: A Non-Regulatory Approach

### Maurene Horder

Room: Galaxy 1

Audience: Agents, Australian Providers

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#### ► Session description

The February 2010 Baird Review of the Education Services for Overseas Students (ESOS) Act 2000 found “the lack of a peak body for Education Agents” a significant impediment to public confidence and stakeholder engagement. Whilst amendments have been made to address issues in Australia’s international education, a gap still remains in the regulatory framework overseeing the Education Agent marketplace.

A recent initiative by the Migration Institute of Australia (MIA) to extend Affiliate Membership to qualified Education Agents seeks to address the concerns raised by Baird, by developing and maintaining professional standards, ethics and conduct for the industry.

The MIA currently acts as the professional association for over 2200 Registered Migration Agents (RMAs) in Australia, a quarter of whom also work in the international education recruitment sector.

MIA Chief Executive Officer, Ms Maurene Horder, will address:

- How the establishment of a peak body for Education Agents will benefit the international education industry
- Regulatory developments within the marketplace
- How lessons learnt from the migration advice profession can develop and enhance the international student recruitment sector

#### ► Speaker



**Maurene Horder**  
CEO,  
*Migration Institute of Australia,*  
*Australia*

Maurene Horder has been Chief Executive Officer of the Migration Institute of Australia (MIA) since 2008.

She has held senior management positions in the public and private sector across a diverse range of industries prior to joining the MIA, including nine years as Chief Executive Officer of the Council of Australian Governments (COAG) body the National Marine Safety Committee (NMSC). During her stewardship, significant reforms to maritime safety regulations were achieved.

A former teacher, Horder entered politics in the 1980s and became Minority Leader of the Australian Capital Territory (ACT) House of Assembly.

She worked as a Ministerial Consultant in ethnic affairs and is a former Chair of Commonwealth Accommodation and Catering Services, which managed Australia’s migrant centres prior to their privatisation.

Horder has also served on a wide range of community boards and committees, including Alzheimer’s Association NSW and the Child Accident Prevention Foundation.

## International Student Trends across the Five Main English Speaking Destination Countries

### Paresh Kevat

Room: Galaxy 2

Audience: Providers

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#### ► Session description

According to the OECD, 3.7 million tertiary students enrolled outside their country of citizenship in 2009 of which 42% enrolled to study in one of the five Main English Speaking Destination countries: Australia, New Zealand, the United States, United Kingdom and Canada.

International education exports have become a significant part of each country's economy, as international students generate an economic activity far beyond enrolment fees.

This session will:

- provide an overview of the current international student trends in Australia, New Zealand and the key competitor countries, USA, United Kingdom and Canada,
- examine key events, impacts and challenges currently facing these countries, such as immigration policy, the Global Financial Crisis and increased global competition.

#### ► Speaker



**Paresh Kevat**  
*Director,  
GOMDA Consulting,  
Australia*

Specialising in business intelligence, education and research in the International education sector, Paresh Kevat is a consultant for GOMDA Consulting and the Business Intelligence Analyst in the Research Department at IDP Education Limited in Melbourne.

His key areas of expertise include business analytics; data management, forecasting, research and critical analysis of complex data sets, sourced from Australian and International sources for business reporting, strategic planning and evidence-based decision making.

Prior to joining the education sector, Paresh has worked for over fourteen years in a variety of professional roles working with data analysis and management, in a range of companies in Australia and New Zealand.

He holds a Bachelor of Technology degree in Biotechnology & Bio-Process Engineering from Massey University and a Graduate Certificate in Business from Swinburne University.

### New Zealand Specialist Agent Training - what, why and how to become a New Zealand Specialist Agent (NZSA)

#### Prabha Ravi

Room: Galaxy 3

Audience: Agents

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#### ► Session description

The New Zealand Specialist Agent (NZSA) programme is run by Education New Zealand (ENZ), a crown entity, around the world to support qualified and motivated education Agents, and their personnel, to become more effective at marketing New Zealand education and New Zealand education institutions.

This session will provide information on how and why should agents become a NZSA member followed by a short Q and A session.

The session will be very useful for well-established education agents who are already promoting NZ or considering promoting NZ to learn more about this training and accreditation programme and the benefits of becoming a NZSA member.

#### ► Speaker



**Prabha Ravi**  
*Cluster Events Senior Manager,  
Education New Zealand*

Ms. Prabha Ravi joined Education New Zealand in January 2010 as Cluster Events Senior Manager. At ENZ, she oversees and manages the NZSA training and accreditation programme, offshore cluster events and Inbound agent and media familiarization visits to NZ. She has over 10 years of management experience in the education industry in both public and private sector in domestic and international divisions in NZ. She has promoted NZ and worked with education agents in 30 countries and recruited several international students to NZ in the past 12 years through agents and institutions links.

## Brand Australia - Why & how to recommend Australia

**Sue Blundell, Maurene Horder, François Robert**

Room: Galaxy 2

Audience: All

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### ► Session description

- Agent opinions of Australia - findings from the i-graduate ICEF Agent Barometer 2011
- Agent commentary - when, why & how I recommend Australia to my clients
- Immigration commentary - why & how to recommend Australia
- Education commentary - why & how to recommend Australia
- Youth Tourism commentary - why & how to recommend Australia
- Q&A

### ► Speakers



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



**Maurene Horder**  
*CEO,  
Migration Institute of Australia,  
Australia*



**François Robert**  
*Manager,  
Frogs Down Under,  
Australia*

## Brand New Zealand - Why & how to recommend New Zealand

**Ben Crawford, Rema Maiava, Neil Barns**

Room: Galaxy 2

Audience: All

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### ► Session description

- Agent opinions of New Zealand - findings from the i-graduate ICEF Agent Barometer 2011
- Agent commentary - when, why & how I recommend New Zealand to my clients
- Immigration commentary - why & how to recommend New Zealand
- Education commentary - why & how to recommend New Zealand
- Youth Tourism commentary - why & how to recommend New Zealand
- Q&A

### ► Speakers



**Ben Crawford**  
*Marketing Manager - Youth,  
Tourism New Zealand*



**Rema Maiava**  
*Immigration Manager,  
Immigration New Zealand*



**Dr. Neil Barns,**  
*Board Member,  
Education New Zealand*