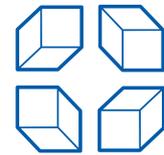


# Australia New Zealand Agent Workshop

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



**ICEF**

Connect. Recruit. Grow.



## ANZA Seminar Programme • Wednesday April 4, 2018

	Auckland Room 1	Auckland Room 3	Auckland Room 4
13:45 - 14:25	<p>The Future of Work: Careers and Skills Needed in the Coming Age of Robots <b>Darryn Melrose</b>, Chief Executive, Media Design School, New Zealand</p> <p>Audience: Agents</p>	<p>Provider Welcome + Workshop Overview - How to Maximise your Experience <b>Myriam Marchand</b>, Business Development Manager, ICEF, Australia</p> <p>Audience: Providers</p>	<p>Agent Welcome + Workshop Overview - How to Maximise your Experience <b>Karin Florez</b>, Agent Relations Manager, ICEF, Brazil</p> <p>Audience: Agents</p>
14:30 - 15:05	<p>Chinese Search and Social Media - A Winning Combination <b>Charles Coxhead</b>, Managing Director, Cross Border Digital, Ltd, New Zealand</p> <p>Audience: All</p>	<p>The Alumni Advantage: Leveraging this Powerful Resource to Enhance Agent Effectiveness <b>Gretchen Dobson</b>, Vice President, International Alumni &amp; Graduate Services, Managing Director Australia, Academic Assembly</p> <p>Audience: All</p>	<p>ENZ's New Approach to Supporting Education Agents <b>Dan Smidt</b>, Manager - Agents, Education New Zealand</p> <p>Audience: Agents</p>
15:10 - 15:45	<p>How to Grow your Profile and Business on Facebook <b>Kristen Meads</b>, Director - Student Engagement, Education New Zealand</p> <p>Audience: All</p>	<p>Navigating the Complex World of International Student Safety and Wellbeing <b>Clint Arizmendi</b>, Manager of Operational Intelligence, Sonder Australia</p> <p>Audience: All</p>	<p>New Zealand Institutes of Technology and Polytechnics - Applied Professional and Vocational Qualifications for International Students <b>Moira Hagenson</b>, General Manager International, Wellington Institute of Technology and Whitireia, New Zealand</p> <p>Audience: Agents</p>
15:50 - 16:30	<p>How to Grow your Share of the New Zealand Primary and Intermediate School Sectors <b>John van der Zwan</b>, Executive Director, SIEBA Schools International Education Business Association of New Zealand</p> <p>Audience: Agents</p>	<p>Multi-channel Branding Strategies for International Education <b>Mike Henniger</b>, Vice President, Sales &amp; Marketing, ICEF, Canada</p> <p>Audience: All</p>	<p>Partnering for Success - Working with New Zealand's Regions <b>Jo Keane</b>, Business Development Manager, Education New Zealand</p> <p>Audience: Agents</p>
16:30 - 17:00	Refreshment break		
	<b>Auckland Rooms 3 &amp; 4</b>		
17:00 - 18:00	<p>Australia - Our Commitment, Your Success <b>Brett Blacker</b>, Chief Executive Officer, English Australia <b>Alice Maclean</b>, Director, Student and Graduate Visas, Department of Home Affairs</p> <p>Audience: All</p>		
18:00 - 19:00	<p>Welcome to New Zealand <b>Dan Smidt</b>, Manager - Agents, Education New Zealand <b>Lisa Weakly</b>, Operations Manager, Palmerston North Area Office, Immigration New Zealand <b>Hayley Shields</b>, Director Student Experience, Education New Zealand</p> <p>Audience: All</p>		

**The Future of Work: Careers and Skills Needed in the Coming Age of Robots**

**Darryn Melrose**

Auckland Room 1

**Audience: Agents**



► **Session description**

The pace of technology change is increasing and will lead to more pressure on a range of education sector stakeholders to prepare students for the changing world, and to ensure that students are not choosing 'dead end' career fields that may not survive the next decade.

This presentation covers two broad areas:

- identifies the predicted impact of automation and robots on a range of career fields, highlighting likely winners and losers
- explores one of the opportunities: Australia / New Zealand education focused on creative technology

This presentation is looking for interactivity with participants and a range of questions will emerge, such as “an impact of technology change is the likely need for large sectors of the existing work force to reskill and retrain. How will agents, educators and businesses change when older learners become the market majority”?

► **Speaker**



**Darryn Melrose**  
*Chief Executive,  
Media Design School,  
New Zealand*

Darryn Melrose is the Chief Executive of Media Design School and the GM Design for Torrens University of Australia. He leads the Design vertical's strategic direction and innovative creative technology programmes across campuses in Auckland, Brisbane, Sydney, Melbourne, Adelaide and Online, as well as partnership programmes in Milan, Bangkok and Shanghai.

Media Design School was ranked as the world's best graphic design school, the best photography school and Asia-Pacific's leading Film Animation & VFX school in the 2016 global 'Rookie's student awards', as assessed by leading industry judges.

His career development has progressed through chartered accountancy, strategic planning, fmcg marketing, financial services marketing, loyalty, direct and digital agency leadership and brand and retail advertising agency leadership, across New Zealand, Australia and the United Kingdom.

His career highlights include being the creator and leader of the GlobalPlus alliance of Air New Zealand, Bank of New Zealand and Telecom. He also conceived and led the world's first entry by a bank into the retail telecommunications, ISP and energy markets for LloydsTSB in the UK.

In 2009 when appointed as the CEO of M&C Saatchi he became the first digital leader to take over the helm of a major advertising agency in New Zealand.

He is passionate about the need for businesses to adapt to the digital economy.

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

### Myriam Marchand

Auckland Room 3

**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:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and agent contracts
- How to maximise your working relationship with agents

#### ► Speaker



**Myriam Marchand,**  
*Business Development Manager,  
ICEF,  
Australia*

After graduating with a degree in English Language, Myriam worked in the UK in an educational role, before moving to Australia. In Sydney, she worked for various advertising agencies in production and marketing roles, specialising in print and radio production, as well as media buying. In 2000 Myriam joined a new venture in Amsterdam, developing programmes for digital television, as well as music video productions.

In 2007 Myriam joined ICEF Asia Pacific, working in a Business Development role. Myriam supports a wide range of institutions from many sectors, that are engaged in international student recruitment. She has particular responsibility for the secondary school sector.

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

### Karin Florez

Auckland Room 4

**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:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and contracts
- How to maximise your working relationship with providers

#### ► Speaker



**Karin Florez,**  
*Agent Relations Manager,  
ICEF,  
Brazil*

Karin Florez is ICEF's Latin America Account Manager. Karin helps to organise the annual ICEF Latin America Workshop, she recruits the top Brazilian and Latin American agents to ICEF's events around the world and introduces Latin American and especially Brazilian educators to ICEF workshops.

Karin holds a marketing degree from ESPM (Escola Sup. de Prop. e Marketing) as well as a Post Graduate Degree in "Planning and Marketing in Tourism/Events" from SENAC. She held various job positions in a number of industries (Chemical, Architecture, US Chamber of Commerce Visa Department, Consulting, Real Estate, Software, Licensing) before joining the New Zealand General Consulate in São Paulo where she worked for 8 years as a Visa/Consular Officer and as a Business Development Associate in charge of promoting New Zealand education within Brazil. As such she has a first-hand knowledge of our industry, not only from the Brazilian agent side but also from a foreign education provider perspective.

## Chinese Search and Social Media - A Winning Combination

### Charles Coxhead

Auckland Room 1

Audience: All

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#### ► Session description

As in Australia and New Zealand, search and social channels are among the most direct ways to reach consumers in China. Search and social media drives intent driven traffic and discovery respectively, but that is where the similarities with Google and Facebook end. China has an entirely different search and social media ecosystem to navigate. In this presentation we'll cover practical advice for foreign businesses who want to leverage Chinese search and social media channels to grow their brand and drive conversions. In particular, we'll dive into WeChat as a key social media channel, and Baidu and Sogou for paid and organic search, sharing practical know how that you can use to grow your visibility and brand awareness in China.

#### ► Speaker



**Charles Coxhead,**  
*Managing Director,  
Cross Border Digital Ltd,  
New Zealand*

With over 15 years in web development and online marketing management, Charles' professional experience spans b2b ecommerce, b2c multi-channel marketing and agency side online marketing services in a wide range of industries including tech, travel, retail and education. Today Charles runs Cross Border Digital with offices in Auckland, Shenzhen and Beijing. Cross Border Digital provides web and digital marketing services to New Zealand businesses growing their brand in China. With deep experience in Chinese search engine marketing, social and performance media, CBD is the go-to agency for international lead gen and digital marketing strategy and execution for New Zealand businesses selling to the Chinese market.

### The Alumni Advantage: Leveraging this Powerful Resource to Enhance Agent Effectiveness

#### Gretchen Dobson

Auckland Room 3

**Audience: All**

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#### ► Session description

The power of personal referral goes a long way. International students want to know (and deserve to know) what it's really like to attend the universities on their lists. Alumni are an integral resource to the recruitment agenda but new research confirms universities have not identified nor resourced alumni relations as a strategic priority. This seminar will review the latest findings from an American survey and recommend key steps for agents to building a mutually beneficial relationship with alumni, at home and abroad.

#### ► Speaker



**Gretchen Dobson,**  
*Vice President,  
International Alumni & Graduate Services,  
Managing Director Australia,  
Academic Assembly*

With over 25 years of experience in higher education and constituent relations, Dr. Gretchen Dobson and her team at Academic Assembly, Inc. lead institutions, governments and member-based organizations towards sustainable international alumni engagement strategies and solutions. Dobson also provides professional coaching for international alumni relations, development, admissions and academic officers new to global engagement practices. Dr. Dobson is the author of *Being Global: Making the Case for International Alumni Relations* (CASE Books, 2011), the *International Travel Handbook: Engaging Constituents Abroad* (Academic Impressions, 2014), and editor of *Staying Global: How International Alumni Relations Advances the Agenda* (EAIE, 2015). She was recognized by the *Chronicle of Higher Education* as one of the leading “Innovators in Internationalization” for her work at Tufts University (USA).

Dobson received her Bachelor’s and Master’s degrees from Boston College, and her Doctorate in Higher Education Management from the University of Pennsylvania. She is based in Australia.

## ENZ's New Approach to Supporting Education Agents

### Dan Smidt

Auckland Room 4

**Audience: Agents**

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#### ► Session description

Education agents are valuable partners for New Zealand's international education industry, and play an important role in the attraction of high-value students. This session will outline ENZ's commitment to supporting the quality education agents who work with us to enhance the student journey. You will also hear about plans for the upcoming Education New Zealand Recognised Agent (ENZRA) programme relaunch, and how the new online agent training platform will add value to your business.

#### ► Speaker



**Dan Smidt,**  
*Manager - Agents,  
Education New Zealand*

Dan Smidt is Education New Zealand's Manager – Agents. His current key areas of focus are the revitalisation of the Education New Zealand Recognised Agent (ENZRA) programme, the relaunch of ENZ's Online Agent Training programme, and the development of an ENZ agent interaction strategy. Dan has returned to New Zealand after working internationally for Immigration New Zealand (INZ) for the previous seven years. His most recent previous role was Operations Manager based at INZ's Mumbai office where he had day to day responsibility for the management of student visa applications from India, Sri Lanka, Nepal, and Bangladesh. Prior to this he was based in Pretoria, South Africa as Market Manager with responsibility for all visa applications from sub-Saharan Africa. He has also had prior stints in Singapore and Thailand.

## How to Grow your Profile and Business on Facebook

### Kristen Meads

Auckland Room 1

Audience: All

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#### ► Session description

This seminar will outline of ENZ's activities in the social media space, particularly Facebook, and provide information to agents on how they can leverage this work to promote New Zealand on their own Facebook pages, as well as giving tips and ideas as to how agents can best use Facebook to promote their agencies, increase their followers and make their page more relevant, authentic, and attractive to prospective students and their parents.

#### ► Speaker



#### **Kristen Meads**

*Director - Student Engagement,  
Education New Zealand*

Kristen Meads has studied and worked around the globe which has translated into a passion for International education. Kristen not only started her career with Open Polytechnic but she also grew up as an International student herself studying in the US and UK during her early school years, in Canada at Undergraduate and then back home in NZ at Post Graduate level. Kristen has worked in marketing for over 20 years, in New Zealand and Australia with a digital focus over the last 10 years. She was instrumental in moving Te Papa's (New Zealand's national museum) marketing activity from traditional channels to fully digital and developing the Social Media strategy for marketing. As Director, Student Engagement for Education New Zealand, her focus is curating engaging stories for the 1 million followers across Facebook, Instagram and Twitter to make NZ their preferred education destination.

## Navigating the Complex World of International Student Safety and Wellbeing

### Clint Arizmendi

Auckland Room 3

Audience: All

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#### ► Session description

As the number of international students in Australia and New Zealand has grown over the past five years, so too have the challenges faced by agencies and organisations supporting them. These challenges range from the extent and reach of Duty of Care obligations, to wellbeing, to ensuring student safety and welfare during critical incidents, both on-campus and off. Further complicating these challenges, and responses, is student confusion regarding how and when to access information and assistance during emergency situations. This presentation will use current research and case studies to highlight these challenges and discuss the requirement for integrated and innovative solutions for ensuring the safety and wellbeing of international students.

#### ► Speaker



#### **Clint Arizmendi**

*Manager of Operational Intelligence,  
Sonder,  
Australia*

Dr Clint Arizmendi joined the Sonder Australia team after spending fifteen years specialising in research and analysis in both the public and the private sectors. Originally an international student from the USA, Clint understands the importance of balancing the desire to explore and experience all that Australia has to offer with personal safety and wellbeing. As the Manager of Operational Intelligence, he is responsible for predictive systems and proactive methods that ensure Sonder customers are aware of incidents that may affect their journey.

## New Zealand Institutes of Technology and Polytechnics - Applied Professional and Vocational Qualifications for International Students

### Moira Hagenson

Auckland Room 4

Audience: Agents

#### ► Session description

Of the 700+ New Zealand tertiary education organisations there are three categories of NZ government-owned and funded tertiary education institutions: Eight Universities, three Wānanga (with a specific focus on Maori educational needs) and sixteen Institutes of Technology and Polytechnics (ITPs).

The 16 ITPs jointly receive about \$600 million funding annually from the government and have a mandate within the tertiary education sector to:

- Deliver technical, vocational and professional education that provides skills for employment
- Enable students to complete relevant qualifications that meet industry needs and/or lead to higher levels of learning
- Work with industry to ensure that vocational learning meets industry needs, and
- Undertake applied research

Of the approximately 140,000 annual ITP enrolments, around 10% are international students studying across the levels of the NZ Qualification Framework, at certificate, diploma, degree and post-graduate levels.

This presentation introduces all 16 NZITPs, focuses on some key programme offerings and describes some of the benefits of studying at NZITPs. There will be an opportunity to meet with representatives from those ITPs present at ANZA, and to gain information and contact details for other ITPs. You will leave the presentation convinced of the high value educational opportunities of offer for international students from across the ITP sector!

#### ► Speaker



#### **Moira Hagenson**

*General Manager, International,  
Wellington Institute of Technology & Whitireia New Zealand*

Moira Hagenson is the General Manager, International at Wellington Institute of Technology and Whitireia New Zealand, two leading New Zealand Institutes of Technology (NZITPs) based in capital city Wellington with campuses across the Wellington region and in Auckland. Moira has held senior academic and management roles in a number of New Zealand Institutes of Technology and Universities and was 2016/17 Chair of ITP International, the peak body for senior International Directors and Managers of New Zealand's 16 ITPs.

Moira, herself an ITP graduate, is a proud advocate of the benefits of professional and vocational education to individual students and graduates, and of NZITPs' significant contribution to the economic growth and success of New Zealand.

### How to Grow your Share of the New Zealand Primary and Intermediate School Sectors

#### John van der Zwan

Auckland Room 1

**Audience: Agents**

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#### ► Session description

This seminar is for agencies wanting to build stronger relationships with schools, improve workflows and get better value from working with the New Zealand school sector. Agents will learn how to drive business through the SIEBA Student Placements Service and maximize opportunities from the growing primary and intermediate school sector. This seminar provides a valuable opportunity for agencies to learn more about the growing range of SIEBA services that can lead to improved efficiency and profitably when working with New Zealand schools.

SIEBA's purpose is to provide leadership, increased business capability, greater collaboration and stronger representation for international education in New Zealand schools. As the peak body for schools, we play a key role in supporting consistent growth in quality, professionalism and value in international education.

#### ► Speaker



**John van der Zwan,**

*Executive Director,*

*SIEBA - Schools International Education Business Association of New Zealand*

John van der Zwan is executive director SIEBA. SIEBA began in July 2015 to provide leadership, build commercial capability and drive growth in international education for the school sector. Since then, SIEBA has grown to represent more than 300 New Zealand primary, intermediate and secondary schools and is still growing. Combining careers in business and education and a love for travel, John served in a range of schools and businesses in New Zealand, China, South Korea, Nigeria and Cambodia. In 2011, John returned to New Zealand with his family to take up the role of international director for Waihi College. He then played a key role in the early development of SIEBA and was appointed interim executive director to lead the establishment of SIEBA. John now heads the organization as executive director. John lives with his partner and five boys in Athenree in the lovely Bay of Plenty.

### Multi-channel Branding Strategies for International Education

#### Mike Henniger

Auckland Room 3

**Audience: All**

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#### ► Session description

Successful internationalisation means having recruitment and branding solutions that work - from digital, advertising, and partnerships to exhibitions, alumni, and the agent channel. These elements all help your institution build an international brand, attract international students, and create global opportunities for your domestic students. The challenge is to use these channels to deliver a solution that meets your specific internationalisation goals. This session takes up that challenge, using market data and experience to provide effective branding and recruitment solutions.

#### ► Speaker



**Mike Henniger,**  
*Vice President, Sales & Marketing*  
*ICEF,*  
*Canada*

Mike Henniger is the VP Marketing and Sales for ICEF and has previously held senior positions in the language, vocational and post secondary sectors.

Mike has been actively involved in the marketing and recruitment sphere in international education for more than 15 years and is a regular presenter and panellist at international education conferences.

Mike specializes in cross media marketing, brand advocacy, social media strategies and effectively using agents to maximise international student recruitment.

### Partnering for Success - Working with New Zealand's Regions

**Jo Keane**

Auckland Room 4

**Audience: Agents**

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#### ► Session description

Education New Zealand's Regional Partnership Programme (RPP) is a collaboration between local government and education providers to grow and support international education in New Zealand's metro and regional centres. RPP Coordinators in 15 regions are working with agents and institutions to support the attraction of international students and help them to access great Kiwi experiences, inside and outside the classroom.

RPP Coordinators sit within local government and work across education sectors from tertiary to primary, including government-funded and private providers. With strong links into central government, the Mayor's office, local businesses and tourism providers, RPP Coordinators are best placed to facilitate opportunities for agents, international students and their families.

Join this interactive session and hear from the regions about the practical ways they add value to agents' businesses including introductions to providers and key influencers, the development of destination marketing tools and bespoke group products, and the facilitation of education or employment pathways for students.

#### ► Speaker



**Jo Keane**

*Business Development Manager,  
Education New Zealand*

Jo Keane is Business Development Manager for Education New Zealand (ENZ), the Crown agency for international education, and is currently leading ENZ's work with Institutes of Technology and Polytechnics (ITPs) and the Regional Partnership Programme (RPP).

Under the RPP, Jo works closely with economic development agencies, education providers and business sectors to support the value growth of international education across New Zealand's regions.

After graduating with a BA English degree from the University of Birmingham in 1994, Jo worked for more than 10 years in the marketing, PR and events industry in London with clients such as Guinness, Nestle and Ford. A change of career took Jo to Yorkshire in 2004 where she completed the CELTA English language teaching course and went on to teach international students across the north of England.

Jo joined ENZ at the start of 2016 after five years at Nelson Marlborough Institute of Technology where she was International Market Manager for Japan, Sri Lanka, Philippines and Europe.

## Australia - Our Commitment, Your Success

### Alice Maclean, Brett Blacker

Auckland Rooms 3 & 4

**Audience: All**

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#### ► Session description

From primary schools to PhDs, more and more international students are choosing Australia to pursue their dreams of a world-class education. Regardless of what has captured a student's interest, Australia has courses across all sectors that can help students realise their future. Exploring one of these sectors, English Australia will showcase just how well the international education sector is performing and note some of its challenges. A key challenge is often the regulatory environment, so we will look at what the Australian government is doing to help you navigate your students' visa requirements. These requirements are just one step of the process, so we will also discuss how the government can help you better manage your involvement in international student markets. This will help us all work towards unlocking our students' 'future unlimited' in Australia.

#### ► Speakers



**Alice Maclean**

*Director, Student and Graduate Visas,  
Department of Home Affairs,  
Australia*

Alice Maclean is the Director Student and Graduate Visas section at the Department of Home Affairs (Australia). She focuses on ensuring the effective and efficient delivery of the visa programmes and managing risks within them. Alice also seeks to engage constructively with the international education industry and provide clear guidance to students and education providers. Alice's team provides decision makers with all the tools they need to do their job, including advice about how to apply legislation and assistance with complex cases. Alice has had a varied career in the Department of Home Affairs working in roles as diverse as detention management to designing legislative frameworks.



**Brett Blacker**

*CEO,  
English Australia*

Brett is Chief Executive Officer of English Australia, the national peak body for English language colleges in Australia. Previous employment includes Director International, the University of Newcastle, Director of Murdoch International at Murdoch University and also General Manager – Health, Allianz Global Assistance. He is the former President of the International Education Association of Australia (IEAA), and has served on the Board of Perth Education City (PEC) and as part of the executive group of Australian Universities International Directors Forum (AUIDF). Brett is currently a member of StudyNSW International Education Advisory Board, the South Australian International Education Ministerial Advisory Council and the first ever Council for International Education.

## Welcome to New Zealand

### Lisa Weakly, Dan Smidt, Hayley Shields

Auckland Rooms 3 & 4

Audience: All

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#### ► Session description

New Zealand is one of the world's most welcoming study destinations, home to 213 nationalities and ranked 2nd in the world for peacefulness. New Zealand was also the first country in the world to adopt a code of practice for the care of international students. In this plenary session, Education New Zealand will outline who we are, what we do, and showcase the benefits of studying in New Zealand. You will leave with a deeper understanding of New Zealand's commitment to working with quality agents, its unique Student Wellbeing strategy, and why New Zealand education is ranked first in the world for preparing students for the future. You'll also hear from Immigration New Zealand about the latest trends and data to help you assist your students in making their visa applications.

#### ► Speakers



**Lisa Weakly**

*Operations Manager, Palmerston North Area Office,  
Immigration New Zealand*

Lisa is one of two Operations Manager in the Palmerston North Area Office for Immigration New Zealand. Lisa has 20 years of experience working within the Immigration industry. She has worked for INZ in Wellington, Shanghai, Bangkok and Singapore and brings a wealth of knowledge to Palmerston North of the offshore student market. Lisa participated in student fairs working in conjunction with Education New Zealand in both China and Malaysia.



**Dan Smidt,**

*Manager - Agents,  
Education New Zealand*

Dan Smidt is Education New Zealand's Manager – Agents. His current key areas of focus are the revitalisation of the Education New Zealand Recognised Agent (ENZRA) programme, the relaunch of ENZ's Online Agent Training programme, and the development of an ENZ agent interaction strategy. Dan has returned to New Zealand after working internationally for Immigration New Zealand (INZ) for the previous seven years. His most recent previous role was Operations Manager based at INZ's Mumbai office where he had day to day responsibility for the management of student visa applications from India, Sri Lanka, Nepal, and Bangladesh. Prior to this he was based in Pretoria, South Africa as Market Manager with responsibility for all visa applications from sub-Saharan Africa. He has also had prior stints in Singapore and Thailand.



**Hayley Shields,**

*Director Student Experience,  
Education New Zealand*

Hayley leads the national student experience strategy for Education New Zealand. Formerly Deputy Director International at the University of Auckland where she led international business development. She worked in Australia for a decade in international business development at the University of New South Wales and the University of Melbourne.

Hayley is passionate about developing the potential in people, having worked as a leadership coach prior to living in Cambodia, volunteering for an American NGO developing future women leaders.