



Australia New Zealand Agent Workshop

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



Darwin Convention Centre April 03 - 05, 2019

Destination Workshop

Supported by:

Australia



New Zealand



ICEF
Connect. Recruit. Grow.



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Why ANZA?

- Meet agents from all over the world focused on Australia and New Zealand
- Participate in the largest education agent networking event in Oceania
- Host a familiarisation (FAM) tour – show agents first-hand what your institution or destination has to offer

A Showcase for Australia and New Zealand

The **Australia New Zealand Agent (ANZA) Workshop** gives educators, service providers, and work and travel professionals the opportunity to meet top-quality international student recruitment agents who are committed to sending students and youth travellers to Australia and New Zealand.

Australia and New Zealand are among the world's most popular study destinations, with exceptional quality of life, stunning scenery, and world-class education programmes. Agents focused on these countries are looking for partners to meet **rising student demand**.

In 2019, the ANZA Workshop will come to Darwin in Australia's Northern Territory. Educators and service providers attending the ANZA Workshop 2019 will be able to view agent profiles and schedule up to 40 meetings with those agents best suited to their recruitment needs. All agents attending ANZA 2019 are subject to **rigorous vetting** by the ICEF Agent Relations Management team, and must have a track record of sending students to Australia and New Zealand in the last year.

In addition to formal meetings, the ANZA Workshop 2019 will offer many **networking opportunities** during lunches, evening receptions, and agent FAM tours. Participants will also benefit from a seminar programme that includes sessions on current trends in global education, insights from important markets, current visa regulations, and best practices for working with agents.

ANZA is a must-attend for educators, service providers, and vendors of work and travel solutions to **showcase their programmes** to a large number of high-quality agents from around the world.

Why ICEF Events?

- Meet quality agents in one place – save time and money
- Benefit from three days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Learn key trends and market intelligence from industry experts
- Promote your brand to the international education industry

Venue

The Australia New Zealand Agent (ANZA) Workshop will be held at the Darwin Convention Centre in Australia.

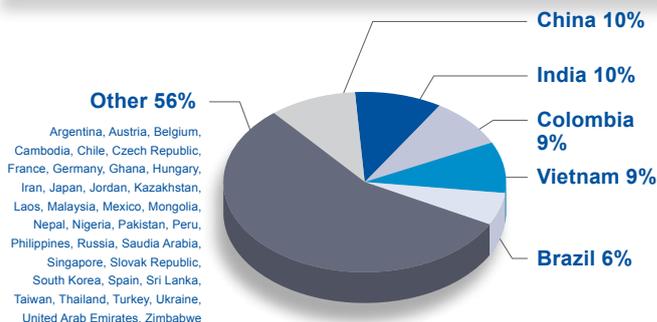
The **Darwin Convention Centre** is an award-winning, world-class venue located at the tropical waterfront in Darwin. It boasts 4 000 square metres of air-conditioned exhibition area, as well as state-of-the-art business and conference facilities to meet even the most sophisticated conference needs.

Workshop participants will enjoy preferential rates at a selection of nearby hotels.

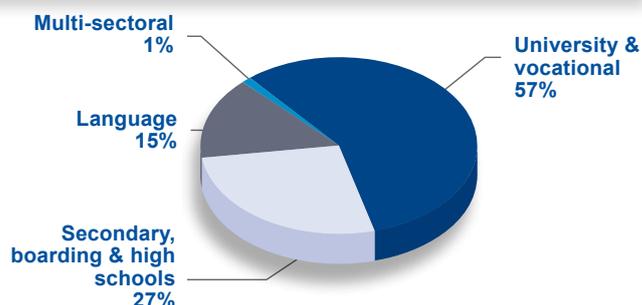
2018 Statistics

- 447 participants representing 308 organisations from 49 countries
- 119 educators representing 86 education institutions from Australia and New Zealand
- 190 agents representing 148 agencies from 43 countries
- 102 service providers representing 56 organisations from 6 countries
- 33 guests and speakers from 4 additional institutions
- 4 235 pre-scheduled business meetings over 2 days

Agent Demographics (student source countries)



Educator Profile





Event Programme

The event enables educators to hold up to 40 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 maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer **valuable networking opportunities**.

Wednesday, April 03, 2019

| | |
|----------------------|--------------------------------|
| 09.00 - 13.00 | Agent FAM tours and activities |
| 13.00 - 19.00 | Registration |
| 14.00 - 16.30 | ANZA Seminars I |
| 16.30 - 17.00 | Refreshment break |
| 17.00 - 19.00 | ANZA Seminars II |
| 19.00 - 21.00 | Welcome reception |

Thursday, April 04, 2019

| | |
|----------------------|---|
| 08.00 - 08.30 | Workshop hall opens, light 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 | Networking 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 reception |

Friday, April 05, 2019

| | |
|----------------------|---|
| 08.00 - 08.30 | Workshop hall opens, light 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 | Workshop hall closes |

Participant Feedback

This was a very good event with an excellent organisation. There was a good balance of social and business opportunities and we made extremely worthwhile contacts at ANZA.

Delima Riach, Western Union Business Solutions New Zealand, New Zealand

ANZA always has a great atmosphere! We now have great new contacts we would not have without this opportunity, especially ones based in New Zealand.

Melanie Duff, Study Match, Australia

The event was remarkable, more than what I had expected. The agents demonstrated a good level of professionalism and a genuine intention to engage in our education industry. We have signed a few new agency agreements and two students have already enrolled via one of the agencies, which is a very positive result.

Julie Soh, Queensland International Institute, Australia

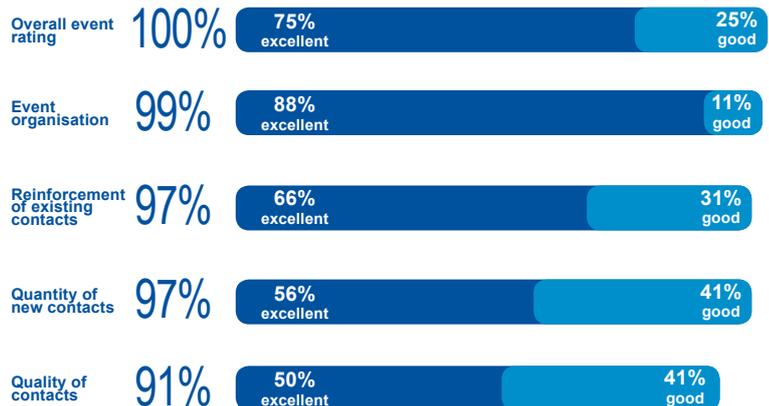
The ANZA Workshop and the familiarisation tours were excellent, professional, well run and successful in putting organisations in touch with agents.

Colleen Steyn, Middleton Grange School, New Zealand

Overall we were really impressed with the agents we met and were fully booked with a few tracking us down at break times as well. There seemed to be a genuine interest in our region and school and it was great having a good representation from the region at the event. Our agent familiarisation tour also went really well afterwards. We are feeling positive about actual outcomes in students. As always the professional learning aspect of attending an ANZA is invaluable and we have already acted on several ideas we gained.

Kerry Macdonald, New Plymouth Girls' High School, New Zealand

2018 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 40 meetings** can be scheduled with agents, educators, service providers and work and travel professionals.

1. Prior to the workshop, details of all invited agents, educators, service providers, and work and travel professionals 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, service providers, and work and travel professionals are supplied
2. Access to the eSchedule PRO online appointment scheduling system
3. Preferential hotel rates

At the workshop:

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



Register online: www.icef.com/anza

Advertising & Sponsorship Opportunities

Give your organisation a higher profile during the event!

Email marketing@icef.com for information on advertising and sponsorship opportunities available (e.g. exhibition space, literature display racks, conference bag inserts, and advertisements in workshop catalogues). Items are limited, so early reservations are essential.

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

About ICEF

ICEF connects educators, education agents, work and travel professionals, and industry service providers with 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 enrolment.

They choose ICEF for its long-standing reputation for quality and commitment to accepting only the **highest calibre of education agents**, as well as its excellent events and marketing resources.

ICEF Event Locations



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