



# ICEF Australia New Zealand (ANZA) 13<sup>th</sup> Edition

Meet buyers and sellers of education, edu-tourism, and youth and student travel at the region's largest B2B event



## Adelaide Convention Centre April 7 - 9, 2021

Destination Event

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# ICEF

Connect. Recruit. Grow.



[www.icef.com/anza](http://www.icef.com/anza)

# OFFICIAL IELTS PRACTICE TEST



## Why ICEF 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

## Showcasing Australia and New Zealand

**ICEF Australia New Zealand Agent (ANZA)** gives education providers, 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 2021, ANZA will come to Adelaide, Australia. Education and service providers attending ANZA 2021 will be able to view agent profiles and schedule up to 40 meetings with the agents best suited to their recruitment needs. All agents attending ANZA 2021 are subject to **rigorous vetting** by the ICEF Agent Team and must have a track record of sending students to Australia and New Zealand in the last year.

In addition to formal meetings, ANZA 2021 will offer many **networking opportunities** during lunches, evening receptions, and agent familiarisation (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.

ICEF ANZA is a must-attend for education and 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 about key trends and market intelligence from industry experts
- Promote your brand to the international education industry

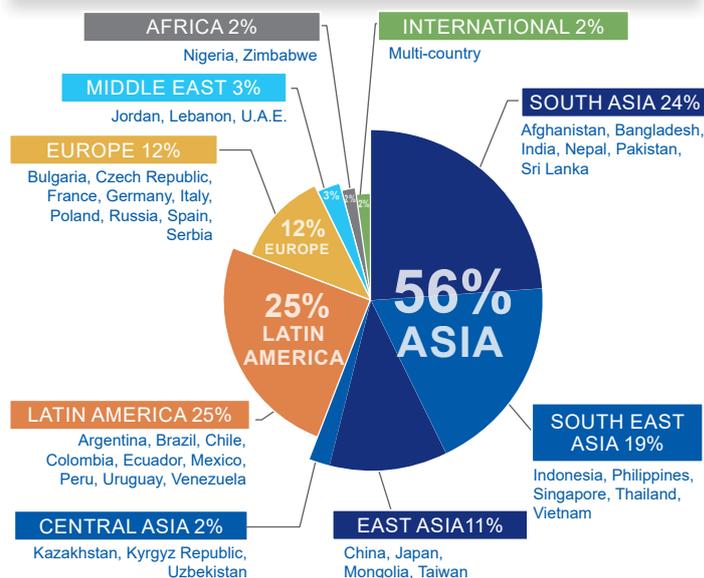
## Venue

ANZA 2021 will be held at the **Adelaide Convention Centre (ACC)**, regarded as one of the world's most modern and technologically advanced venues. The ACC is at the heart of Adelaide's Riverbank Precinct, where the city's cultural and entertainment zones merge. ANZA participants will enjoy preferential rates at a selection of nearby hotels.

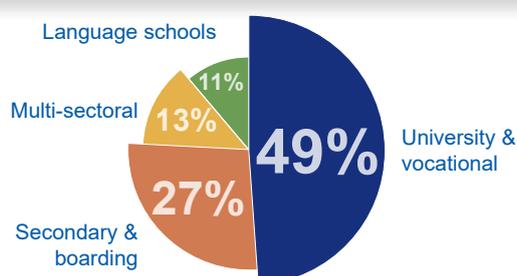
## 2019 Statistics

- 448 participants from 295 organisations in 48 countries
- 114 education providers from 85 schools in Australia and New Zealand
- 200 agents from 149 agencies in 43 countries
- 101 service providers from 48 organisations in 7 countries
- 19 guests and speakers from 3 additional institutions
- 3918 pre-scheduled business meetings over 2 days

### Agent student recruitment markets



### Education provider Profile





## Event Programme

The event enables providers to hold up to 40 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other education and service providers. These appointments are **25 minutes** in duration and serve the dual objectives of meeting new contacts and maintaining existing relationships. The event programme also includes meals, refreshment breaks, and evening functions, which offer **valuable networking opportunities**.

### Wednesday, April 7, 2021

|                      |                                |
|----------------------|--------------------------------|
| 09.00 - 13.00        | Agent FAM tours and activities |
| 13.00 - 19.00        | Registration                   |
| <b>14.00 - 16.30</b> | <b>ANZA Seminars I</b>         |
| 16.30 - 17.00        | Refreshment break              |
| <b>17.00 - 19.00</b> | <b>ANZA Seminars II</b>        |
| 19.00 - 22.00        | Welcome reception              |

### Thursday, April 8, 2021

|                      |   |
|----------------------|---|
| 08.00 - 08.30        | Meeting hall opens, light breakfast       |
| 08.30 - 08.55        | Scheduling extra meetings                 |
| <b>08.55 - 11.00</b> | <b>Business meetings (5 x 25 minutes)</b> |
| 11.00 - 11.20        | Refreshment break                         |
| <b>11.20 - 13.00</b> | <b>Business meetings (4 x 25 minutes)</b> |
| 13.00 - 14.20        | Networking lunch                          |
| <b>14.20 - 16.00</b> | <b>Business meetings (4 x 25 minutes)</b> |
| 16.00 - 16.20        | Refreshment break                         |
| <b>16.20 - 18.00</b> | <b>Business meetings (4 x 25 minutes)</b> |
| 19.00 - 23.30        | Dinner and dance                          |

### Friday, April 9, 2021

|                      |   |
|----------------------|---|
| 08.00 - 08.30        | Meeting hall opens, light breakfast       |
| 08.30 - 08.55        | Scheduling extra meetings                 |
| <b>08.55 - 11.00</b> | <b>Business meetings (5 x 25 minutes)</b> |
| 11.00 - 11.20        | Refreshment break                         |
| <b>11.20 - 13.00</b> | <b>Business meetings (4 x 25 minutes)</b> |
| 13.00 - 14.10        | Lunch                                     |
| <b>14.10 - 15.50</b> | <b>Business meetings (4 x 25 minutes)</b> |
| 15.50 - 16.10        | Refreshment break                         |
| <b>16.10 - 17.00</b> | <b>Business meetings (2 x 25 minutes)</b> |
| 17.00                | Meeting hall closes                       |

### Saturday, April 10, 2021

|       |                             |
|-------|-----------------------------|
| 09.00 | Familiarisation (FAM) tours |
|-------|-----------------------------|

## Participant Feedback

*ANZA was absolutely amazing. With the abundance of well-qualified agents, my schedule was filled to the brim and then some. This event is a must for providers who want to consolidate existing relationships and create quality new connections.*  
**Sherelyn Hallam, Strategix Training Group, Australia**

*The consistently high standards set by the ICEF team were once again on display. This was an excellent event. Very useful for us.*  
**Nicholas Tan, Department of Jobs, Precincts and Regions, Australia**

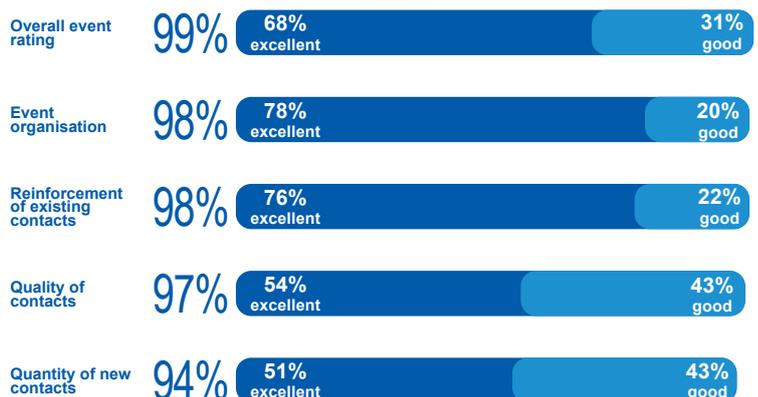
*ICEF ANZA is a fantastic way to connect with agents all in one place. The diversity of agents was great and enabled us to reach into markets that are otherwise difficult to access. It's very well-coordinated and professional.*  
**Jonathan Ersser, Additour, Australia**

*This was a fantastic event. The presentations on the first day were outstanding, relevant, useful, and interesting. I appreciated the ICEF team checking in and helping me regularly. The meeting booking system, the hospitality, and the layout of the meeting hall were great.*  
**Roxane Miller, Tuakau College, New Zealand**

*We have been coming to ICEF events for a few years consistently. As a young university we find ANZA to be particularly beneficial to us. It is a really great platform to meet existing partners and new contacts in one place. One of the key reasons we come to ICEF are the social events where we can get to know our partners outside of the work environment. It is always a good turnout.*  
**Petra Eckerova, Torrens University, Australia**

*This was my first ICEF event, and I was very impressed from start to finish. I particularly liked Marcom Onsite to keep track of meeting changes. I used it for every meeting to take notes.*  
**Stacey Monteith, The Intensive English Language Institute (IELI), Australia**

## 2019 Attendee Ratings





## Booking Meetings

The ICEF meeting scheduling system offers participants direct and total control over the potential partners they meet during the event. **Up to 40 meetings** can be scheduled with agents, as well as with education and service providers.

1. Prior to the event, details of all invited agents, education providers, and service providers are supplied via the industry leading **Marcom eSchedule PRO online meeting booking system**.
2. During the event, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

## Participation includes:

### Prior to the event:

1. Comprehensive details of participating agents & education and service providers
2. Access to the eSchedule PRO online meeting scheduling system
3. Preferential hotel rates

### At the event:

4. Access to the Marcom Onsite app for last-minute meeting booking
5. Copies of the Agent and Provider Catalogues
6. Profile in the Education Provider & Service Provider Catalogue
7. Access to seminars
8. Meals, refreshment breaks, and evening functions
9. Opportunity to offer and promote familiarisation (FAM) tours and receptions



Register online: [www.icef.com/anza](http://www.icef.com/anza)

## Advertising & sponsorship opportunities

### Give your organisation a higher profile during the event!

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

Email [seminar@icef.com](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## About ICEF

ICEF connects education providers, 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



## Contact

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