

# The Australia New Zealand Agent Workshop

Meet quality educators exclusively from Australia and New Zealand



The Sebel & Citigate Albert Park Melbourne • April 21 – 23, 2010



## Agent Info Pack

This document contains important information to facilitate a successful workshop experience.

### 1. Venue

The Australia New Zealand Agent (ANZA) Workshop 2010 will take place in the Grand Ballroom of the Sebel Albert Park Melbourne Hotel.

**The address of the Sebel Albert Park Melbourne Hotel is:**

65 Queens Road  
Melbourne VIC 3004

**Website** ► [www.mirvachotels.com/sebel-albert-park-melbourne](http://www.mirvachotels.com/sebel-albert-park-melbourne)

The hotel and conference centre overlook Albert Park Lake, just minutes from Melbourne's CBD and close by vibrant St Kilda Road.

### 2. Hotel Accommodation (only applicable to agents outside of Melbourne)

Your accommodation will be sponsored by ICEF for four nights from Tuesday night, April 20, 2010, until Saturday morning, April 24, 2010 at the four star Citigate Albert Park Melbourne Hotel or at the four star Bayview On The Park Melbourne. If you wish to arrive earlier or stay later than the workshop period, please indicate this on your travel itinerary booking form and ICEF will automatically book these extra nights, which are at your own expense.

All additional costs from use of telephone, mini-bar, breakfast, early/late check-out, extra nights outside the workshop period, parking, laundry, room service, etc will be debited to your credit card. The earliest possible check-in time on April 20 is 15:00 and latest possible check out time on April 24, is 11:00.

ICEF will provide either one single or twin (shared with your accompanying representative) room for confirmed agencies. If you require a second room, this will be at your own expense and arrangement.

### 3. Airport Arrival

Melbourne International Airport is located about 25 kilometres south of the city centre with several options to travel to the Central Business District:

#### Harlan

Harlan have been appointed official ground transport providers for the ANZA Workshop 2010. Harlan are offering ANZA 2010 participants the special price of AU\$ 50 for a one way airport / hotel transfer. This is a 50% discount on the normal fee; further discounts are available for group bookings. ► [Click here](#) for further information and booking details.

#### SkyBus Shuttle

SkyBus offers an express bus service from the airport to the city centre. This service operates 24/7, including all public holidays. Buses run from 06:00 every 10 minutes throughout the day.

- AU\$ 16 Adult - one way - Return AU\$ 26

Tickets can be purchased on arrival at the bus stop or purchased online at ► [www.skybus.com.au](http://www.skybus.com.au).

At no extra cost for SkyBus passengers, SkyBus can transfer passengers to their city hotel or motel from the city terminal using a fleet of mini-buses. The transfer desk is directly opposite the arrival point; transfer wait time can vary

from 15 – 30 minutes. Alternately, you can take a taxi from the city terminal to the Sebel & Citigate Albert Park Hotel at a cost of around AU\$ 10.

## Taxi

Taxis are available from the ground floor level of Melbourne Airport, outside Terminal 2 (T2-International) and both domestic terminals (Terminal 1 - T1 and Terminal 3 - T3). Expect a taxi fare of around AU\$ 80 to AU\$ 85 for a return trip between the CBD and Melbourne Airport.

AU\$ 2 taxi parking fee applies at Melbourne Airport. This AU\$ 2 per vehicle fee only applies to passengers leaving Melbourne Airport from a taxi rank. AU\$ 3 per vehicle pre-booked taxi fee also applies for passengers catching a limousine or taxi from the premium parking area opposite T2.

The Victorian Government urges travellers to be aware of unlicensed or illegal taxi and chauffeur drivers, also known as touters, operating at Melbourne Airport. If you are approached by someone offering to assist you with transport needs, you should decline the invitation and report the incident to the Victorian Taxi Directorate on +61 3 9320 4300 or (toll free) 1800 638 802.

## 4. Visa Requirements

The Australian Government Department of Immigration requires business visitors to hold an applicable visa. To attend ANZA Workshop 2010 you should apply for your visa well in advance; we recommend no less than 8 weeks prior to travel.

### Business (Short Stay) Visa (Subclass 456)

► [Click here](#) for additional information and visa processing.

#### About this visa

This visa allows business people to make a short business visit to Australia for up to three months during your visa validity period. Business activities may include a conference, negotiation or exploratory business visit.

#### Who is this visa for?

This visa is available to all passport holders who want to visit Australia for business purposes. No sponsorship is required.

Certain business visitors will also be eligible to apply for an Electronic Travel Authority (ETA) or an eVisitor.

### ETA (Business Entrant)(Subclass 956 and 977)

► [Click here](#) for additional information and visa processing

#### About this visa

There are two different types of ETA (Business Entrant)

- ETA (Business Entrant - Short Validity) subclass 977
- ETA (Business Entrant - Long Validity) subclass 956

#### Who is this visa for?

These ETA types are designed for business people who are outside Australia and want to visit Australia for short-term business purposes, including:

- Attending educational or business related meetings, seminars, conventions, conferences, or networking
- Informal studies or training

Note: Short-term work is only permitted in strictly limited circumstances.

#### What does an ETA let me do?

ETA (Business Entrant - Short Validity) subclass 977: You can stay in Australia for up to three months on each visit within a 12 month period from the date of grant, or for the life of the passport if it is less than 12 months (single or multiple entry).

ETA (Business Entrant - Long Validity) subclass 956: You can stay in Australia for up to three months on each visit for

the life of the passport (multiple entry).

## 5. Appointment Scheduling

### Scheduling Appointments Prior to the Event

Approximately 8 weeks prior to the event you will receive login information to access the eSchedule PRO online appointment scheduling system. There you can download participant lists at any time. This download option is called Export list - you can select and export records you require. Use this list to pre-select delegates you wish to meet with.

The eSchedule PRO (► [www.marcom-education.com](http://www.marcom-education.com)) allows you to select the schools you want to meet with according to geographical origins, courses offered, etc. You can also send personalised appointment requests. If you are **using the eSchedule PRO for the first time**, please read the **“Getting Started”** page in your eSchedule PRO account.

### Benefits of the eSchedule PRO Scheduling System

- Personal: you can send personalised individual or multiple appointment requests
- Confidential: other participants do not see your schedule
- User-friendly: simple navigation, getting started instructions online and full support by Marcom Consulting
- Access from anywhere 24 hours / day
- Option of blocking appointment sessions

It is advisable to use the eSchedule PRO for all appointment bookings because the system automatically compiles appointments of educators, service providers and agents, thus preventing accidental double-bookings with the same participant or during the same timeslot, forgotten appointments, etc. The **deadline for confirming / making appointments is Tuesday, April 20, 2010 (09:00 Melbourne time)**.

### Scheduling Appointments with Educators

We strongly recommend you keep your appointment requests short and personal (listing the main features of your agency / programme that you are interested in). Educators interested in meeting with you will be able to confirm an appointment through the eSchedule PRO. You will receive automatic email notifications, whenever a new appointment is made on your schedule. If, following your appointment request, an educator does not schedule a meeting with you, it does not necessarily mean that this educator does not wish to meet with you. The educator may be out of the office for a few days or may have scheduled a certain time prior to the workshop to make his/her appointments. There is no need to re-send appointment requests as educators cannot delete requests received from agents.

In accordance to the agent terms and conditions a minimum of 20 appointments per agency must be scheduled prior to the event. ICEF does not schedule appointments for you.

**Important:** If you do not wish to meet with an educator who has contacted you, please notify them out of courtesy with a brief email message and decline their appointment request. Please reply to all appointment requests at your earliest convenience so that the educator can schedule an appointment with another agent if you are unable to confirm a meeting.

If your agency is represented by two people, we strongly recommend that you work separately as there are many schools interested in working with you. This means that both of you would conduct separate interviews with different educators at the same time and your agency would benefit from double the number of contacts during the two days of the workshop. You will automatically be provided with individual accounts on eSchedule PRO. If you wish to attend appointment together, please use “join this meeting” function so the educator is aware of how many persons will be attending the meeting.

### Scheduling Appointments with Service Providers

In addition to meeting with educators, you can also set meetings with service providers. These providers typically offer services such as insurance, accommodation, mobile phones etc. You will meet service providers at their exhibition booths.

## Scheduling Appointments during the Event

If your appointment schedule is not full when you arrive, you will be able to set more appointments during the two meeting days of the workshop. Agents can visit educators at their tables between 08:30-09:00 on April 23rd and 24th and set appointments to be held at a later time. It is recommended that at least 75% of your appointment schedule be completed before the start of the workshop.

## Message Boxes for Agents

Educators can contact agents during the event using the message box allocated to each agency. Educators can leave individual messages and make appointment requests.

Late agent registrants or name changes may be found at the end of the message boxes under the listing NEW / CHANGES. If you cannot find your message box, please ask for assistance at the ICEF registration desk. Please note that educators have no message box - agents can contact educators by visiting them at their table.

Please do not leave any valuables in the message box - any information left in the message box is at your own risk. Please check your message box at least twice a day and please remove all contents each day. Please note, all message boxes will be emptied and contents discarded at the end of the workshop on April 24, at 17:00.

## 6. Workshop Procedures

### The ICEF Workshop

The Australia New Zealand Agent Workshop is designed to provide educators, service providers and study abroad agents opportunities to meet for 20 minute business appointments. Every 20 minutes a bell/gong will mark the end of a meeting session.

These discussions allow you to meet with new prospective business partners, as well as with pre-existing partners. More extensive discussions with a potential partner can be arranged by scheduling another business appointment or if required, by scheduling appointments during meals, refreshment breaks and receptions (eSchedule PRO allows you to unblock these timeslots).

### Meeting Tables

Discussions take place at tables allocated to each educator. Please refer to your list of attending institutions to find the table number allocated to each educator.

### Badges

Upon registration you will receive your name badge, which is not transferable. Please wear it at all times during the workshop. Your name tag also acts as a passport to attend the workshop sessions and social functions. As the workshop is a protected trading environment, **anyone not wearing a badge may not be admitted** into the workshop area. For this reason, non-registered family, friends or staff will not be allowed to enter the workshop hall.

### Workshop Catalogue

Upon registration you will receive The Educator & Exhibitor Catalogue, which includes a brief description of participating organisations. The catalogue index lists institutions in alphabetical order, by country, by programme and by table number. A floor plan of the workshop hall is also included in the catalogue showing all table numbers for educators. Please take care not to lose your catalogue, as replacement copies may not be available.

**Please note:** If you cannot find an organisation in the country list of the catalogue, please check the International section or Addendum.

Please take the time to review your company description in the eSchedule PRO as educators will use this information before requesting or confirming appointments with you. When you log on to the eSchedule PRO appointment system for the first time, you will be asked to review and confirm your profile. Please ensure you approve **the catalogue entry by March 24, 2010** so your complete company profile is included in the printed Workshop Catalogue.

## Workshop Code of Conduct

It is not possible for you to use the ANZA Workshop for your own commercial purposes, other than those of a study abroad agent. As a hosted agent you are not permitted to sell or offer any other services or products (e.g. advertisements in your publication or website, tours, promotion of your own commercial venues such as fairs and educational events that you host, etc.) to any of the participants attending the workshop. Please refer to the agent terms and conditions for further details.

As a hosted guest you are expected to attend the ANZA Workshop, at minimum, from 08:00 - 18:00 on Thursday April 22, and from 08:00 - 17:00 on Friday April 23. If you are unable to attend for these days and hours, please inform ICEF in advance. Participants may not attend any hospitality, seminars, events or tours organised by third parties during the official workshop meeting sessions. You may, of course, participate in the official agent familiarisation tours. Please refer to the enclosed Agent Familiarisation tour overview and booking form for details.

## Appointment No-Shows

As a courtesy to educators, please keep all appointments once they are confirmed. If you cannot keep an appointment, please inform the educator/s ahead of time so that they can re-schedule a meeting with somebody else. If you miss an appointment onsite, ICEF will be informed and will contact you onsite to ask you to immediately re-schedule the missed meeting. Multiple no-shows are considered as workshop misconduct and may lead to your expulsion from the event and further ICEF Workshops.

## How to Get the Most from your Appointments

Please see the following suggestions:

### a/ Review educator profile and school courses prior to your scheduled meeting

You will save valuable time and have focused questions for the educator you plan to meet by reviewing their programmes and institute profile prior to your meeting. This can be easily achieved directly on eSchedule PRO by simply clicking on the company name. We also strongly recommend that you review the institution's website to establish a fundamental basis on potential student recruitment opportunities.

### b/ Designing your own educator questionnaire

Agents who participate regularly in ICEF events use an educator questionnaire as a general discussion guideline when meeting institutions during the workshop sessions. This questionnaire is usually designed by the agent themselves and is based on the information they require from an institution. Points to consider on this questionnaire are the educator's organisation structure, course offerings and entry requirements.

### c/ Filing of information

We strongly recommend that you bring along a small stapler to affix business cards and personal notes to the relevant page of your catalogue or meeting report.

### d/ Printing your meeting report

The eSchedule PRO will allow you to print a one-page meeting report of each participant you have scheduled an appointment with during the workshop. The meeting report page includes all section and details as well as a section for notes.

### e/ Assistance in preparation

Your attendance at the ANZA Workshop 2010 could yield considerable benefits. To take full advantage of this opportunity, meticulous preparation is highly desirable.

If you are new to ICEF events, or feel that you would benefit from assistance in preparation of staff or materials, please do not hesitate to contact us:

Stephanie Jensen ► [sjensen@icef.com](mailto:sjensen@icef.com)

Tel +49 228 201 1931 • Fax +49 228 201 1944

### f/ Follow up

Please remember that every working relationship needs time to develop. It is important to keep in touch with participants you have met and to answer any particular information requests they might have had during the workshop. ► [ICEF Online Workshop](#) is the ideal platform to follow-up and collaborate with educators and service providers you meet at ICEF Workshops.

All participants at each event receive a free ICEF Online Workshop account for this purpose. This membership is provided free of charge for 3 months for each workshop you attend. You will receive logins for your account approx. two weeks before the event. Please contact ► [info@icefonline.com](mailto:info@icefonline.com) for further information, or see an ICEF team member at the workshop to learn more about the features & benefits of your ICEF Online Workshop account.

You can also use your ICEF Online Workshop account to easily communicate with educators and service providers via text and voice messaging (skype account required). Once logged in you can see who is online, and instant message them. You can request to schedule an online meeting for later, if someone is not online at the same time as you are.

## 7. Advertising and Sponsorship Opportunities

### Advertising

In addition to your catalogue entry, you have the possibility of featuring your organisation / company by placing an advertisement in the workshop catalogues. All participants receive a catalogue, which is in constant use during the event and then consulted throughout the year as a reference tool. The ability to choose the workshop, as well as the catalogue in which you place an advert, enables you to deliver a targeted and lasting message. Booking an advert will enable you to position your institution in a more personalised manner (photos, logo, artwork, call to action) and is an excellent way of increasing your brand recognition. Advertisement must be approved by ICEF.

### Sponsorship

There is a range of sponsorship items available which will give your agency a higher profile and position you as an industry leader. Options include inserting your brochure into the workshop bag, printing your logo on the workshop bag, having your company pens placed on every table etc. Further information as well as pricing can be found on the ► [Marketing options page](#) or by sending an email to ► [info@anzaworkshop.com](mailto:info@anzaworkshop.com). Please note that you are not able to provide any pricing information of products, fairs or other venues in this information in accordance to the agent terms and conditions. Brochure materials will be subject to approval.

## 8. Onsite Registration Procedures

Onsite registration will take place on Wednesday, April 21, from 08:30 - 19:00 at the ICEF registration desk, located in the Citigate Lounge on the ground floor. There you will receive your name badge and delegate satchel.

## 9. Seminar Programme

A number of seminars will be held on Wednesday, April 21, 2010, between 14:30 and 19:00. The seminar programme includes introductory and training sessions for the ICEF Online Workshop - the world's first collaborative internet platform for the international education industry. Each session includes product training and advice on how to follow-up after the workshop via the Online Workshop.

Also included are Visa regulation updates for both Australia and New Zealand.

## 10. EATC Training

The following agent training and certification opportunities will be available on Saturday 24th April 2010 in Melbourne.

Please note that the optional Phillip Island day tour, including sightseeing and lunch, will also be held on this same day.

### Learn about the EATC and/or become an (Australian) Qualified Education Agent Counsellor

Professional International Education Resources (PIER) will introduce the Education Agent Training Course (EATC) to agents attending the ANZA Workshop. The EATC is offered in partnership with Australia Education International (AEI) and the Australian Department of Immigration and Citizenship (DIAC).

An information session will be held from 09:30 - 12.30 on Saturday, April 24th 2010; further details appear below. Whilst it is not compulsory to join this session in order for sit for the EATC test, it is highly recommended.

**Please note:** This introductory session will NOT provide agents with sufficient practice and knowledge to successfully undertake the EATC test on the same day, unless they have previously studied the EATC for the (recommended) 50

hours usually required to prepare for sitting the EATC test. ► [Click here](#) for further details.

**Cost:** None

**Date and time:** Saturday, 24th April 2010, Time 09.30 - 12.30

**Venue:** SELMAR Institute of Education, 3 Wellington Street, St. Kilda, Melbourne

**Places offered:** 40

**Registration deadline:** 20th April

**To register:** complete the ► [Contact form](#) indicating you wish to join the EATC information session on Saturday, April 24th.

### **Formal Assessment (testing) for the Education Agent Training Course (EATC)**

Persons wishing to become Qualified Education Agent Counsellors (for Australia) need to undertake a Formal Assessment of the EATC. Testing is available on Saturday, April 24th 2010, and takes around 80 minutes to complete.

► [Click here](#) for further details.

**Cost:** Administration fee - AU\$ 400

**Date and time:** Saturday, 24th April 2010, 13.30 - 15.00

**Venue:** SELMAR Institute of Education, 3 Wellington Street, St. Kilda, Melbourne

**Places offered:** 20

**Registration deadline:** 20th April

To register: ► [Click here](#) for further details.

## **11. Evening Functions**

We cordially invite you to attend the following events:

### **Welcome Reception**

Wednesday, April 21, 2010, 19:00 - 21:30, at the Sebel & Citigate Albert Park Melbourne, in the Windows & Element rooms on the ground floor.

### **Evening Dinner Buffet & Dance Reception**

Thursday, April 23, 2010, from 19:30 - 23:00 at the Carousel Albert Park.

Prior registration via eSchedule PRO is required in order to attend.

The dress code for both receptions is smart casual. Please note that participants not wearing their workshop badge may not be admitted.

## **12. Refreshments and Lunches**

### **Lunch Cruise**

On Wednesday April 21 we invite you to join a cruise with light, stand-up lunch. The lunch cruise will take place from 11:30 - 13:30 on the Voyager. There will be a shuttle bus departing from the Sebel Hotel at 10:30. The cruise departure location map is available ► [here](#).

This event is free of charge, however, prior registration via eSchedule PRO is required in order to attend.

Coffee, tea and water stations will be provided throughout the workshop days in the workshop area. A light breakfast will be provided on April 22 and 23 between 08:00 and 09:00 in the workshop area and the Convention Centre Lobby of the Sebel & Citigate Albert Park Melbourne.

Lunch will be provided from 13:00 - 14:20 on April 22 and 23 in the State, Windows, Park and Lake Rooms plus the Sebel Lobby.

## **13. FAM Tours & Receptions**

Prior to and following ANZA workshop 2010, peak industry bodies from Australia and New Zealand provide participating agents the opportunity to attend a variety of familiarisation tours. Many of the 2008 and 2009 tours were fully booked, proving FAM tours to be a highly successful vehicle for showcasing both educational institutions and destinations.

- increase your product knowledge, by visiting institution campuses, the regions and their local tourist attractions
- get to know the staff from host institutions better
- network with other agents
- get to know the country and culture better, so you can pass this knowledge on to your counselors and clients

## FAM tour destinations for 2010 are:

### Extended Tours

- Adelaide, South Australia (StudyAdelaide) - Sunday April 25 to Thursday April 29 (4 days / 4 nights)
- Cairns, Queensland (Study Cairns) - Sunday April 25 to Wednesday April 28 (4 days / 3 nights)
- Perth, Western Australia (Perth Education City) - Saturday April 17 to Tuesday April 20 (4 days / 4 nights)
- Tasmania (Government Education and Training International Tasmania + University of Tasmania) - Sunday April 18 to Tuesday April 20 (3 days / 2 nights)
- Wellington, New Zealand (Education Wellington) - Sunday April 25 to Wednesday April 28 (3 days / 3 nights)
- Wellington, New Zealand (Education Wellington) + Manawatu continuation (Education Manawatu) - Sunday April 25 to Friday April 30 (5 days / 5 nights)

### Short Tours

- Melbourne, Victoria (Australian Institute of Technology & Education - AITE) Tuesday April 20 (4 hours)
- Melbourne, Victoria (Glen Eira College) - Tuesday April 20 (4 hours)
- Melbourne, Victoria (Eltham College) - Tuesday April 20 (one day)
- Melbourne, Victoria (Kaplan Business School Melbourne) - Tuesday April 20 (2 hours)
- Melbourne, Victoria (SELMAR Institute of Education) - Tuesday April 20 (4 hours)

Costs and conditions will vary for each tour. Please refer to the enclosed ► [Agent Familiarisation tour overview](#) for further details.

In order to apply to attend a FAM tour, please contact ► [Tiffany Egler](#) advise us your preferences for participating in Agent FAM tours by listing the desired tours in order of preference (maximum of 4 tours) .

The deadline for FAM tour registration is March 01, 2010.

You will be considered for a place on your first preference tour, however, if unsuccessful, you will be considered for your second, third or fourth preference tour. You will receive final confirmation and tour details directly from the FAM tour organiser by February 19, 2010 for the first agent selection or by March 05, 2010 for the final agent selection.

**Please note:** The offer of a place on a FAM tour is at the sole discretion of the organising bodies for that FAM tour. If you are unable to attend a FAM tour, please inform ► [Tiffany Egler](#) so we can remove your name for the mailing list for these events.

## 14. Hotel Business Centre

The Business Centre at the Sebel & Citigate Albert Park Melbourne is located on the mezzanine level, broadband internet access and printers are available for use, in addition facsimile and photocopying service are also available on request. The hotel also has an internet cafe available in the lobby area.

### Internet

½ hour:	AU\$ 8
1 hour:	AU\$ 10
2 hours:	AU\$ 20

### Photocopying

Per page:	AU\$ 0.10
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## 15. Day Tour to Phillip Island

Educators and agents are invited to spend a day of valuable networking while touring beautiful Phillip Island. Enjoy a tour of Warrook Farm with BBQ lunch followed by a visit to the Maru Koala and Animal Park. This perfect day out is completed by a trip to Nobbies Centre and a walk along the boardwalk to view the spectacular coastline, the penguin colonies and Seal Rocks.

To book the optional ► [day tour to Phillip Island](#) please ► [click here](#)

## 16. Parking

Self parking is available at a cost of AU\$ 16 per day or alternatively Valet parking is available at a cost of AU\$ 27.50 per day.

## 17. Melbourne General Information

Melbourne is Victoria's capital city and the business, administrative, cultural and recreational hub of the state. The city has been ranked as one of the world's most liveable cities and enjoys great events, an impressive selection of food and wine and an exceptional arts scene.

### Quick facts:

Official language: English

Time zone: 11 hours ahead of GMT.

Temperature: Temperatures in Melbourne in April are generally from 10° – 25°C. The workshop hall will be air-conditioned.

Currency: Australian Dollar – AU\$

Approximate Exchange Rates:

US \$1 = approx. = AU\$ 1.1

GBP 1 = approx. = AU\$ 1.78

EUR 1 = approx. = AU\$ 1.56

Electricity: 240V AC, 50Hz

The Australian-style plug has two flat angled blades and one vertical grounding blade. Please bring your own adaptors, or purchase one upon arrival, if required.



Further general information about Melbourne can be found on the following websites:

<http://www.visitmelbourne.com/>

<http://www.melbourneinfocentre.com.au/information/melbourne/home/visit-melbourne.html>

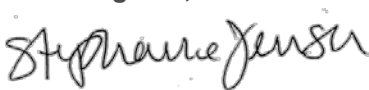
## 18. Agent Terms & Conditions

Please refer to the ICEF Agent Terms & Conditions for additional criteria in accordance with your participation at the Australia New Zealand Agent Workshop 2010. Please ensure that this document is signed and returned to ICEF. If you have already done so we thank you for your assistance.

Important! Please take note of the cancellation policy which comes into effect 30 days prior to the event. Should you cancel your participation on or after March 21, 2010 you will automatically be charged a cancellation fee of 300 euro, in accordance to the ICEF agent terms and conditions.

If you have any questions prior to the workshop, please contact us.  
We look forward to welcoming you to Melbourne!

Kind regards,



**Stephanie Jensen**