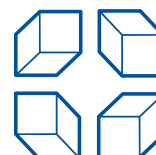


The Australia New Zealand Agent Workshop

Meet quality educators exclusively from Australia and New Zealand



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



ICEF
Workshops

Educator 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

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

The Sebel Albert Park Melbourne

Rate

We are pleased to offer you the preferential rate of AU\$ 170 per night in a Luxury Queen / Twin Room in the Sebel Albert Park Melbourne. The recently refurbished rooms at The Sebel Albert Park Melbourne are stylish and well appointed. The Sebel Albert Park Melbourne is offering 242 guest rooms, many overlook stunning Albert Park Lake and the surrounding parkland.

Visit the Sebel Albert Park Melbourne hotel website at ► www.mirvachotels.com/sebel-albert-park-melbourne/rooms

The Sebel & Citigate Albert Park is a non-smoking Hotel. Rates are inclusive of GST. Breakfast is not included. Room types are subject to availability. Lakeview upgrades can be requested at a rate of AU\$ 20 per room per night. Buffet breakfast will be available at AU\$ 23 per person per day.

Bookings

1. Book online by clicking ► [here](#).
2. Book directly with the hotel by calling 13 15 15: Ensure you quote 'ANZA Workshop 2010'
3. Download & complete this ► [booking form](#) before faxing or emailing it directly to the hotel at Fax: +61 3 9510 5795 or Email: ► reservations@tsapm.mirvac.com.au

Check-In / Check-Out

Earliest possible check-in time is 14:00 and latest check-out time is 11:00.

Alternative Hotel Choices

Bayview on the Park

We are pleased to offer you the preferential rate, for a Premier Queen Room or Premier Twin Room, of AU\$ 140 per night per single, double or twin occupancy. The Bayview on the Park is a well-appointed four-star hotel overlooking Albert Park Lake and Golf Course. It is a 6 minute walk from Sebel & Citigate Albert Park and has 194 comfortable guest rooms, many with exceptional views.

Above rates include GST and service charges. Breakfast is not included. Earliest possible check-in time is 15:00 and latest check-out time is 11:00.

Visit the Bayview on the Park website at ► www.bayviewhotels.com/bayviewonthepark

1. Book directly with the hotel by calling +61 3 9243 9999: Ensure you quote 'ANZA Workshop 2010'
or
2. Download & complete this ► [booking form](#) before faxing or emailing it directly to the hotel: Fax: +61 3 9243 9800

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 Transport Services

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.

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). A trip to the Sebel Albert Park Melbourne Hotel from Melbourne Airport costs around AU\$ 50.

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. Forwarding of Promotional Material

Please contact a courier of your choice.

Delivery Date

Your materials should not arrive before Friday, April 16, 2010.

Package Preparation

When calculating the amount of promotional materials to send to Melbourne, please bear in mind that you will have a maximum of 40 pre-arranged appointments plus other meetings outside workshop hours that may be arranged.

All materials sent to the hotel should be addressed to:

Sebel Albert Park Melbourne Hotel
The Australia New Zealand Agent Workshop 2010 / April 21 - 23
Ms Angela Geysler
65 Queens Road
Melbourne VIC 3004
Australia
Tel. +61 3 9529 4300
Fax +61 3 9521 3111

New Zealand educators should enclose a proforma invoice marked "Information material for exhibition", to avoid unnecessary customs charges and delays in delivery. Please make sure that your forwarding agent or courier service will clear your materials through customs, as neither the hotel nor ICEF are entitled to handle customs arrangements for you. Shipments requiring any additional fees upon receipt will be denied.

It is advisable not to send any liquids, textiles (T-shirts, caps, etc.) or DVDs/CDs as these will be subject to customs clearance and may result in delays and / or additional charges. If you want to send textiles or DVDs/CDs, you should stress their non-commercial character and that they are not for sale or resale but for promotional use only. If sending DVDs/CDs it is also required to provide a short description of their content. For all textiles you send, it is important to provide detailed information about the type of material (e.g. 80% cotton, 20% wool). All these items need to receive a small nominal value.

As requirements may differ please check regulations carefully with your chosen courier.

We strongly advise you to bring copies of your shipping documents with you to the workshop. This will enable us to help you track your packages, should they for any reason not arrive at the hotel on time.

5. Appointment Scheduling

Scheduling Appointments Prior to the Event

Approximately two months prior to the event, and upon payment of workshop fees, you will be supplied with login information to access the eSchedule PRO online appointment scheduling system. There you can generate lists containing both the contact details and the programme focus of participating agents, educators and service providers to pre-select participants with whom you wish to meet during the workshop. Updated lists may be downloaded from the eSchedule PRO at any time. This download option is called "**Export list**" and enables you to select and export the record you require.

The eSchedule PRO ([▶ www.marcom-education.com](http://www.marcom-education.com)) allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised appointment requests. If you are using the **eSchedule PRO for the first time**, we recommend you look at 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 Agents

We strongly recommend you keep your appointment requests short and personal (listing the main features of your school / programme / company, main competitive advantages). Agents 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 agent does not schedule a meeting with you, it does not necessarily mean that this agent does not wish to meet with you. The agent 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 agents cannot delete requests received from educators.

We recommend you request **more appointments than possible** as agents might decline some meeting requests. Once appointments have been scheduled consider sending your promotional material in advance to “confirmed” agents, so they will be able to prepare for the meeting.

The ICEF - customised eSchedule PRO also allows agents to send appointment requests to educators. If you are interested in meeting with these agents, login to the eSchedule PRO and schedule a meeting as described above. Agents will not be able to see your schedule when requesting an appointment with you.

Scheduling Appointments with Educators or Service Providers

In addition to the one-to-one educator / agent appointments, the programme also enables meetings between educators, in recognition of the many opportunities available for exchange programmes, twinning arrangements and other partnerships. If an appointment has been scheduled, the meeting will take place at the assigned table of the organisation **requesting** an appointment.

Scheduling Appointments during the Event

In case your appointment schedule is not full at the beginning of the workshop, you will still have the possibility to maximise the number of your appointments. On the morning of each workshop day (April 22 and 23) between 08:30 and 09:00 additional appointments may be scheduled through personal contacts between participants.

Message Boxes for Agents

As a further means of contacting agents during the event, each agency has a message box located in the workshop area which may be used for leaving individual messages and 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 an agency's message box, please ask for assistance at the ICEF hospitality and registration desk. Please note that educators can be contacted by agents at assigned tables and therefore have no message boxes.

Appointment No-Shows

Because a key to the success of ICEF Workshops is the rigorous agent screening process, it is important that you let us know when agents do not show up for their agreed-upon appointment. Please complete the yellow forms (found at your workshop table) if an agency does not show up for their appointment or if you wish to comment on the agency in any other way. We ask that you complete all fields to enable us to effectively follow up. ICEF will collect these forms on a regular basis during the appointment sessions. Your assistance in this matter will ensure the ongoing quality assurance of agents at ICEF workshops.

6. Workshop Procedures

The Australia New Zealand Agent Workshop

The Australia New Zealand Agent Workshop is designed to provide educators, service providers and study abroad agents with the opportunity to meet and undertake brief discussions during 20 minute-long business appointments, which are indicated by a bell / gong.

These discussions are useful for purposes such as

- to hold introductory meetings between parties who have not previously worked together
- to examine the possibility of business co-operation in the future
- to have liaison discussions between already established 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 participating educator, which are identified by name cards provided by ICEF. The only type of display material which may be used are laptops, relatively small posters, photographs, etc. which can be placed on your table or attached to the covering table cloth. Materials that obstruct the view of other educators' tables are not permitted.

Badges

Upon registration you will receive your name badge, which is not transferable. Please wear it at all times during the workshop as it assists participants to address you correctly and acts as a “passport” to attend the workshop sessions and receptions.

As the workshop is a protected trading environment, anyone not wearing a badge will not be admitted into the workshop area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the workshop hall.

Workshop Catalogue

Upon registration you will receive two workshop catalogues listing participating organisations with a brief description:

- Agent Catalogue: listed by country
- Educator & Exhibitor Catalogue: listed in alphabetical order, by country, by programme and by table number

Each catalogue contains a floor plan of the workshop hall indicating table numbers. Please take care not to lose your catalogues, as replacement copies may not be available.

It is very important that you take the time to enter (into the eSchedule PRO system) your company's / institution's description that will appear in the catalogue, as agents will use this information before requesting or confirming appointments with you. Once you have logged on to the eSchedule PRO online appointment scheduling system for the first time, you will be asked to edit your profile, which you may change at a later date. Please make certain to complete the catalogue entry by **March 24, 2010** to ensure that your company / institution profile is included in the printed Educator & Exhibitor Catalogue.

If you would like to have your logo and one representative picture included in the Australia New Zealand Agent Workshop catalogue, send them to ► sfendrich@icef.com before **March 24, 2010**. If we already have your logo and picture on file from a previous workshop catalogue it is not necessary to send it again.

Accepted file formats for logos are: EPS, TIFF, JPG, PNG or PDF (EPS: Fonts created to outlines / PDF: with embedded fonts). Size: minimum of 300 dpi.

Accepted file formats for photos are: JPG, PNG, TIFF or GIF. The file should have a resolution of at least 130x160 pxl (72 dpi). Please make sure the representative's name appears in the file name. If you are sharing the table with a colleague, please let us know whose representative's portrait-style photo should appear in the catalogue.

How to Get the Most from your Appointments

In order to collect information from potential partners you meet during the workshop you might find the following suggestions useful:

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.

Designing your own agent questionnaire

Some institutions who participate regularly in ICEF events use an agent questionnaire as a general discussion guideline when meeting agents during the workshop sessions. This questionnaire is usually designed by the institutions themselves and is based on the information they require from an agency representing them. Points to consider on this questionnaire are the agency's company structure, references and previous experience.

Assistance in preparation

Your attendance at the Australia New Zealand Agent 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:

Ms Myriam Marchand ► icefaustralia@icef.com

Tel +61 7 5545 4146 • Fax +61 7 5545 4147

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](#) is the ideal platform to follow-up and collaborate with the agents and educators 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 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.

Many agents will not wish to take large quantities of promotional materials home with them at the end of the workshop. Please help our event “go green” by uploading all your marketing and promotional materials into your Online Workshop profile (eg. brochures, prospectuses, price lists, application forms, enrolment forms, images and videos). These materials can be set so that agents can easily and quickly download and/or order them.

You can also use your ICEF Online Workshop account to easily communicate with agents 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.

Sponsorship

There is a range of sponsorship items available which will give your institution 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, displaying your brochures in a well-located display stand etc.

For further information as well as pricing please see the ► [Marketing options](#) or send an email to ► info@anzaworkshop.com.

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 sessions on the latest market intelligence, visa and immigration updates for both Australia and New Zealand plus introductory and training sessions for ICEF Online - the world's first collaborative internet platform for the international education industry. Each ICEF Online session includes product training and advice on how to follow-up after the workshop via the Online Workshop.

10. 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.

11. 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.

12. 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 services 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

13. 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.

14. 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](#)

15. 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: 240 volts, 50 hertz
Plug Type: three pin sockets



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>

We look forward to welcoming you to Melbourne!

Kind regards,

A handwritten signature in black ink, appearing to read 'Rod Hearps'.

Rod Hearps