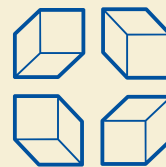


The region's largest B2B event for buyers & sellers of education, work, youth and student travel



Destination Workshop



ICEF
Connect. Recruit. Grow.

The Australia New Zealand Agent Workshop

Queenstown Events Centre

February 29 - March 02, 2012

Supported by



www.anzaworkshop.com



Destination New Zealand & Australia

As a destination-focused workshop, **ANZA** provides a unique opportunity for New Zealand and Australian sellers of education, work and youth travel to meet 1:1 with pre-screened, high quality agents (buyers) who collectively send **tens of thousands** of students and travellers to this region.

The ANZA Workshop 2011 hosted **519 participants** from **357 organisations** in **52 countries**. This was a **growth of 6%**, making it the largest ICEF event ever held in Australia. The workshop enabled organisations from education, work, travel and service provider sectors to hold over **4500 pre-scheduled one-to-one business meetings with 191 top quality international agents from 48 countries**.

Doubling in size from 2010, the 2011 **Work and Travel Zone** showcased sellers of work and travel, adventure and youth tourism products and services.

All agents attending the ANZA Workshop undergo **ICEF's selection and screening process**, considered to be the most stringent in the industry, and have an active interest in partnering with a broad range of educators and service providers.

The event offers many **networking** and **professional development opportunities** for all participants. The **ANZA Conference** on day one includes up-to-date information on international education trends, insights into **key markets**, current **visa issues** and guidance on building successful relationships with agents.

The ANZA Workshop is the most **time-efficient** and **cost-effective** way to personally meet a large number of high-quality, pre-screened agents committed to sending students and travellers to New Zealand and Australia.

Agent FAMIL Tours

Agents consistently report that **location is the most important driver of study and travel** choices, even more important than cost. The ANZA Workshop gives regional associations and individual organisations the opportunity to host agent familiarisation (FAMIL) tours. Invite agents to get to know your locations, institutions and regions. **FAMIL tours** enable agents to **increase their product knowledge** and bring back first hand experience to their clients.

Participation Benefits

- Increase international enrolments and sales
- Easily develop networks of high quality pre-screened agents from all over the world
- Broaden and diversify nationality mix of students/clients
- Improve student/client quality by working with quality conscious agents
- Maintain existing contacts and sales channels
- Promote your brand internationally
- Access up to date information on the latest market developments
- Maximise your time, effort and marketing/ recruitment budget

The Venue

The **Queenstown Events Centre** is located amidst the stunning scenery of the **New Zealand Lakes District**, and offers uninterrupted views of Coronet Peak, The Crown Range and The Remarkables.

This impressive multi-purpose sports and events complex offers an **extensive range of function and meeting facilities**, making it an ideal venue for the ANZA Workshop.

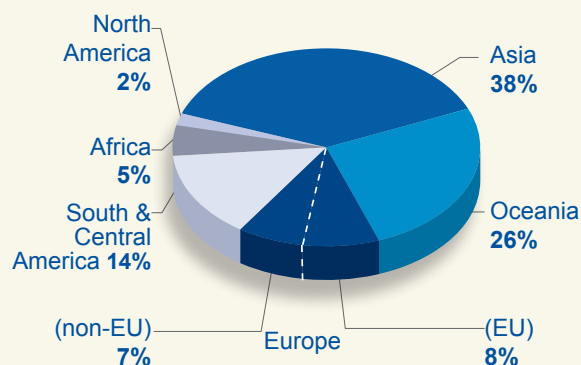
ANZA Workshop participants will stay in a range of accommodation options in Queenstown, where preferential rates will be offered.

Statistics 2011

Facts and Figures

- **519** participants representing **357** organisations from **52** countries and **6** continents
- **155** educators representing **117** education institutions from Australia and New Zealand
- **191** agents representing **155** agencies from **48** countries
- **101** exhibitors representing **52** organisations from **6** countries
- **17** work and travel providers representing **12** organisations from Australia and New Zealand
- **4582** pre-scheduled meetings over **2** days + thousands of unscheduled social meetings

Agent Demographics





Find more client feedback, photos and videos at www.anzaworkshop.com

Programme

The event enables educators and service providers to hold pre-scheduled **one-to-one business appointments** 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 with new contacts and/or maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer **valuable social networking opportunities** in a relaxed atmosphere.

Tuesday February 28, 2012

Agents arrive in Queenstown (some from agent FAMIL tours)

Wednesday February 29, 2012

08.30 - 19.00	Registration
09:00 - 13:00	Agent FAMIL tours and activities
11:00 - 12:30	EATC & IATC testing (for agents)
13.30 - 18.00	ANZA Conference - seminars & training
16:30 - 18:00	EATC & IATC testing (for agents)
19.00 - 21.30	Welcome reception

Thursday March 1, 2012

08.00 - 08.30	Workshop & Exhibition hall opens, light breakfast
08.30 - 08.55	Scheduling extra appointments
08.55 - 11.00	Business appointments (5 x 25 minutes)
11.00 - 11.20	Refreshment break
11.20 - 13.00	Business appointments (4 x 25 minutes)
13.00 - 14.15	Lunch
14.15 - 16.20	Business appointments (5 x 25 minutes)
16.20 - 16.40	Refreshment break
16.40 - 18:20	Business appointments (4 x 25 minutes)
19.30 - 23.30	Dinner/Dance

Friday March 2, 2012

08.00 - 08.30	Workshop & Exhibition hall opens, light breakfast
08.30 - 08.55	Scheduling extra appointments
08.55 - 11.00	Business appointments (5 x 25 minutes)
11.00 - 11.20	Refreshment break
11.20 - 13.00	Business appointments (4 x 25 minutes)
13.00 - 14.20	Lunch
14.20 - 16.00	Business appointments (4 x 25 minutes)
16.00 - 16.20	Refreshment break
16.20 - 18:00	Business appointments (4 x 25 minutes)
18.00	End of Workshop & Exhibition
TBA	Farewell party

Saturday March 3, 2012

Optional day tour to Shotover River (optional Jet Boating), Gibbston Valley Winery and Arrowtown

Sunday March 4, 2012

Agent FAMIL tours to various regions of New Zealand & Australia

Participant Comments

"Amazing as always! It was an incredible opportunity to meet high calibre agents. New and vibrant agents from a great number of European countries - it gets better every year."

Terry Kraettli, Papatoetoe High School, New Zealand

"This was a great networking event. I met many agents I would not be able to meet otherwise."

Izo Lourival, Southbank Institute of Technology, Australia

"This workshop has widened the range of countries we have previously dealt with. I found the agents as a whole well informed and aware of their client's priorities. They were interested in our school and we look forward to extending our relationship with them."

Lorraine Julian, New Plymouth Girls' High School, New Zealand

"This was our first workshop and it was extremely worthwhile/promising."

Sean Morriss, Insurance Advisernet Australia

"This was my first ICEF Workshop. I have been extremely inspired by the event and the way it has been run. I will definitely be looking to attend future events."

Ivan Mckinney, International Student Alliance Guardian and Student Care Services, Australia

"As a first time participant at ANZA I found the agents and educators to be of a high professional standard. I'm looking forward to a more collaborative approach towards making Australia an attractive and safe destination for youth travellers and students alike."

Jo-Anne Wilkie, Aquarius Backpackers, Australia

"Absolutely brilliant! Well done to your entire team. I'll be back."

Kim Edwards, Sea English Academy, Australia

Attendee Ratings 2011





The ANZA Workshop - keeping agents focussed on New Zealand and Australian programmes, products and providers

Scheduling Meetings

Detailed personal and company profiles help participants ensure they meet with the most appropriate people. Up to **35 formal meetings** can be scheduled with agents, as well as with educators and service providers. At the event, additional social networking meetings and schedule changes can be made via personal contact or messaging. Organisations with two meeting schedules can **double their effectiveness** by scheduling simultaneous meetings.

Participation Deliverables

Prior to the workshop:

1. Comprehensive details on all participants
2. Use of the eSchedule PRO online appointment scheduling system
3. Hotel reservation options and preferential rates
4. City, venue and leisure programme information
5. Access to targeted marketing and sponsorship opportunities
6. Opportunity to offer and promote FAMIL tours and receptions

At the workshop:

7. Exclusive use of your own meeting table, with wireless internet and power
8. Entry in the Educator, Exhibitor and Work & Travel (seller) Catalogue
9. Copies of both buyer (Agent) and seller Catalogues
10. Access to market intelligence & training seminars at the ANZA Conference
11. Access to Welcome Reception, networking breakfasts, lunches, refreshment breaks & dinner/dance
12. Access to the ICEF Online Workshop, for effective follow-up and networking with over 2500 agents from all over the world

ANZA Exhibition and Conference

Give your organisation a higher profile during the event.

Email info@anzaworkshop.com for information on the marketing & sponsorship opportunities available (eg. exhibition space, delegate satchel inserts and advertisements in workshop catalogues). **Items are strictly limited** so early bookings are essential.

Email info@anzaworkshop.com if you wish to be considered as a seminar presenter at the **ANZA Conference** on February 29.

Advisory Board

The Advisory Board is comprised of representatives of the following organisations:

- Australian Council for Private Education and Training
- Backpacker, Youth and Adventure Tourism Association (New Zealand)
- Education New Zealand
- English Australia
- English New Zealand
- New Zealand Association of Private Education Providers
- ICEF and EdMedia

How to register?

Register online: www.anzaworkshop.com/register

Organisers

ICEF Workshops connect **educators** and **service providers** with carefully screened, high-quality **agents** at two and a half day networking forums devoted to **achieving results and growing international sales**. ICEF Workshops are renowned for their organisation, quality controls and sophistication, and occur annually across the globe.

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