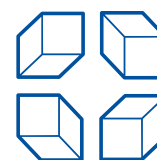


The Australia New Zealand Agent Workshop

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



Queenstown Events Centre • Feb 29 - Mar 02, 2012



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ANZA WORKSHOP 2011

ANZA grows again in terms of size and quality



An educator-agent meeting

The **ANZA Workshop grew by 6%** in 2011, making it the **largest ever ICEF event held in Australia**. Educators representing 117 institutions in Australia and New Zealand, 12 work and travel organisations, 52 exhibitors and 191 ICEF-screened agents from 48 countries around the world came to the Gold Coast for the two and a half day event. This year's workshop was also the best to date, with 98% of participants rating it as good or excellent, the highest possible ratings.

Over **4500 pre-scheduled business meetings** took place during the workshop allowing participants to make new business contacts and catch up with existing partners. *"This was my first ICEF event and it was extremely worthwhile! It was great to meet with so many positive and professional agents from all over the world"*, said Kerrin Carlson from AICA Education in Australia.

In its second year, the **Work and Travel Zone doubled in size** showcasing sellers of work and travel programmes and providing participants with the opportunity to extend their products beyond traditional study courses. Jo-Anne Wilkie of Aquarius Backpackers in Australia said, *"it was refreshing to see the tourism and education sectors working together. I'm looking forward to a more collaborative approach in the Australian market"*.



Informal networking

Educators were extremely happy with the quality and range of agencies at ANZA. **Agents came from all over the world**, allowing educators to expand their recruitment networks in both their key markets and new areas of interest. This was expressed by Lorraine Julian from New Plymouth Girls High School, New Zealand when she commented, *“the workshop has widened the range of countries that we deal with – the agents were well informed and aware of their students’ priorities”*.

Agents were also highly satisfied with the **variety of educators at the workshop** (university and vocational 34%, language schools 31%, secondary/boarding/high schools 34%, multi-sectoral 1%). *“I met such good educational providers and so many different schools”*, said Sang Soon Nam from International Internship Center in South Korea.



Participants enjoy dancing with The Nunukul Yuggera Yugimbir Nugi Aboriginal Dance Troupe

Informal networking is an important part of ICEF events. **Mealtimes, breaks, FAM Tours and social gatherings** allow participants to maximise their time through additional informal discussions. Both the Welcome Reception and Dinner and Dance were enjoyed by all participants. The welcome reception, held poolside at the Royal Pines, showcased Aboriginal culture with a dance performance by *The Nunukul Yuggera Yugimbir Nugi Aboriginal Dance Troupe*. The Dinner and Dance on the second night provided an extensive seafood buffet with participants enjoying prawns, oysters and shrimps. Dagmar Scupin from Dr. Frank Sprachen & Reisen in Germany commented, *“the functions were excellent! The evening receptions allowed me to do even more networking”*.

An **informative seminar programme** covered key issues such as: Cooperation between education & youth tourism industries; Latin American student expectations; Immigration New Zealand’s contribution to export education in New Zealand; and Australian visas and immigration. A complete list of topics can be found [here](#).

In 2012, [The ANZA Workshop](#) will take place in New Zealand at the Queenstown Events Centre from Feb 29 - Mar 02.

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