

aiec

2017 ■ H o b a r t

Australian International
Education Conference

10 – 13 October 2017

Hotel Grand Chancellor
Hobart Tasmania

Embracing Diversity



Pre-conference workshops

Tuesday 10 October 2017

Kick start your AIEC by attending a masterclass or interactive workshop session on Tuesday 10 October.

The masterclass and workshops are interactive sessions in which skills or concepts are taught, demonstrated or explored, and are rooted in participation and active learning. They engage participants in the exploration of practical solutions based on real issues from a variety of specialised fields.

This year's pre-conference workshop program includes a wide range of topics to suit all tastes:

Full day masterclass (9am–4pm)

M The art of storytelling: producing online video like a pro

Morning (9am–12pm)

A Beyond the great firewall: social media in China

B Risky business: mitigating risk in learning abroad

C Cracking the code: ESOS National Code 2017

D Trends from across the pond: what's next for TNE in Australia?

Afternoon (1pm–4pm)

E Data demystified: unlock the value of data-driven decision-making

F From ni hao to know-how: understanding Chinese language and culture

G Global power shifts and the impact on pathways

H Innovation in employability

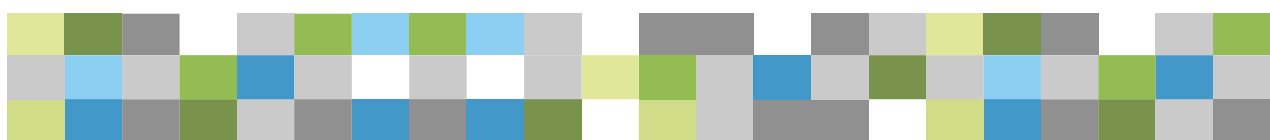
Registration

Masterclass (if also attending the conference)	\$540
Masterclass only	\$590
Workshop (if also attending the conference)	\$295
Workshop only	\$345

To register, visit www.aiec.idp.com



#aiec2017





Masterclass

The art of storytelling: producing online video like a pro

Keeping up with demand for content that really engages millennials can be a challenge. Thanks to iPad technology – and user-friendly editing programs – we have the tools right at our fingertips. Discover the tricks of the trade and learn how to master the art of producing compelling online video.

Workshops

A Beyond the great firewall: social media in China

Coming to grips with social media in China is no easy task. Between VPNs, firewalls and the influx of local platforms, it can be difficult to gain cut-through. This workshop will empower participants to get beyond the great firewall and embrace digital and social media platforms in China.

B Risky business: mitigating risk in learning abroad

Unprecedented demand for learning abroad has given rise to an increased focus on student safety. How can we best prepare students before they leave? Are we equipped to respond in an emergency? How can institutions, third-party providers and health insurers work together to mitigate risks associated with travelling overseas?

C Cracking the code: ESOS National Code 2017

What are the changes to the National Code and how will they affect your institution? This workshop aims to 'crack the code' and explore how the changes intersect with the broader regulatory and visa frameworks. It will also look at the implications for assessing GTEs and changes to PRISMS reporting.

D Trends from across the pond: what's next for TNE in Australia?

What are the emerging TNE trends in the UK and the US? What impact will they have on global delivery? And what are the opportunities for Australia? This workshop will explore the growing breadth and diverse approaches to TNE. It will examine new models and the regulatory frameworks under which they operate.

E Data demystified: unlock the value of data-driven decision-making

We all have access to data locked away in spreadsheets and databases, but do we know how to leverage this data and understand students more effectively? This workshop will unlock how data-driven insights – whether it's your own or publicly available data – can inform strategy and improve the student experience.

F From ni hao to know-how: understanding Chinese language and culture

China is Australia's largest market for international students, but many of us lack familiarity with its people, cultures and languages. This workshop will take your knowledge from ni hao to know-how. It will provide tips for recruiters, student support and business development staff working in China or with Chinese students.

G Global power shifts and the impact on pathways

How are geopolitical shifts affecting international pathway programs? Are students' preferred study destinations changing? How can Australia leverage these opportunities? This workshop will bring together representatives from large education providers around the world to examine how the changing political landscape and consumer trends are changing the world of pathways.

H Innovation in employability

Employability has long been a focus for Australia's international education sector. This workshop will look at innovation in employability and how providers and government are using innovation to enhance graduate outcomes. It will also explore how technology and virtual programs can overcome geographical distance and develop students' global business nous.

