

WHAT IS EDU-TOURISM?

Join us at this half-day workshop and hear from experts in the Education and Tourism industries who will explain the **Edu-Tourism trends and opportunities** available right now!

LEARN how you can easily diversify your tourism product and get 'education-ready' for the Edu-Tourism & Study Tour markets.

CONNECT with International Education institutes and learn how you can work with Education Agents.

HEAR from case studies that are currently successful in this new market and about upcoming opportunities with ANZA 2017 – the ATE of the education industry!

NETWORK with Study Cairns members and learn how we can support your Edu-Tourism business.

WORKSHOP DETAILS

Date: Thurs 6 October 2016

Time: 12 noon – 5.30 pm

(including light lunch & afternoon tea)

Venue: Pacific Hotel Cairns

Cost: Complimentary

BOOKINGS

To book, please contact the team at Study Cairns:

E: info@studycairns.com.au

W: www.studycairns.com.au

Space is limited – BOOK TODAY!



EDU-TOURISM WORKSHOP AGENDA

Proudly supported by Trade & Investment Qld | TTNQ

Thursday, October 06, 2016

- | | |
|---------------------|---|
| 12:00 pm - 12:30 pm | Registration and Welcome Lunch |
| 12:30 pm - 12:40 pm | Welcome and Workshop Overview
Presented by Carol Doyle, President Study Cairns |
| 12:40 pm - 1:00 pm | Education & Tourism – What does it look like?
Presented by Rebecca Hall, TIQ |
| 1:00 pm - 1:20 pm | Edu-Tourism – What are the Trends & Opportunities?
Presented by Robert Lawrence, Marketing & Research Consultant |
| 1:20 pm - 1:35 pm | How can the Tourism Industry partner with Schools?
Presented by Linda Forbes, Education Qld International |
| 1:35 pm - 2:20 pm | How can the Tourism Industry partner with Education Institutes?
Presentation by Laurie Murphy, JCU
Presentation by Jodie Duignan-George, CQU
Presentation by Mark McCarthy, TAFE Qld North |
| 2:20 pm - 2:35 pm | Case Study: How we diversified our product to suit the Edu-Tourism market.
Presentation by The CaPTA Group |
| 2:35 pm - 2:50 pm | NETWORKING BREAK |



STUDY CAIRNS



- 2:50 pm - 3:10 pm How to get your product/service Education ready for the Study Tour market.
Presented by Janine Bowmaker, Banora International
- 3:10 pm - 3:20 pm Case Study – Expanding the tourism experience to include education & research.
Presented by local tourism operator
- 3:20 pm - 3:35 pm How do I work with an Education Agent?
Presentation by Chiharu Craig, JTB
- 3:35 pm - 3:55 pm What is ANZA 2017 and how can the Cairns tourism industry benefit?
Presented by Rod Hearps, ICEF
- 3:35 pm - 3:55 pm Case Study – how did ANZA grow our share of the Edu -Tourism market?
Presented by local tourism operator
- 4:10 pm - 4:30 pm How can Study Cairns support my Edu -Tourism business?
Presented by Carol Doyle, Study Cairns
- 4:30 pm - 4:35 pm Wrap-up
Vote of Thanks by Rebecca Hall, TIQ
- 4:35 pm - 5:30 pm Networking Drinks



Venue	Pacific Hotel Cairns
Date & Time	6 th October 2016 12 noon – 5:30pm (including light luncheon & afternoon tea)
Cost	Complimentary
Bookings	info@studycairns.com.au