SYMPLED2018

The Education Agent Landscape.

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IES

Training platform for Intl. Ed

- Agent Training Courses
- Counsellor Certification
- Industry Professional Development

Global Education Counsellor registry

- Trained and Qualified counsellors
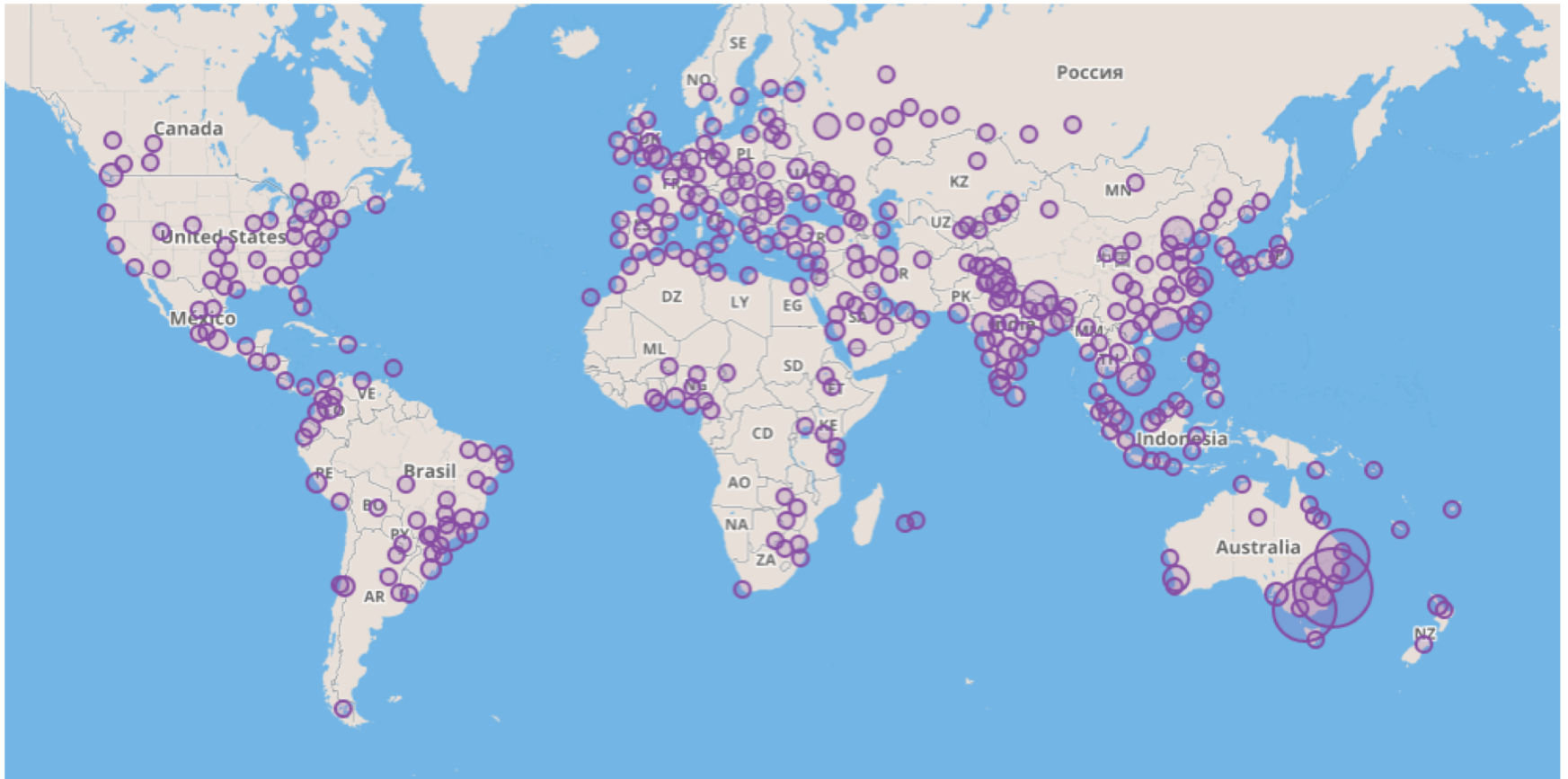- Education agencies

Market Intelligence

- Surveys
- Data aggregation
- Global snapshots

PIER

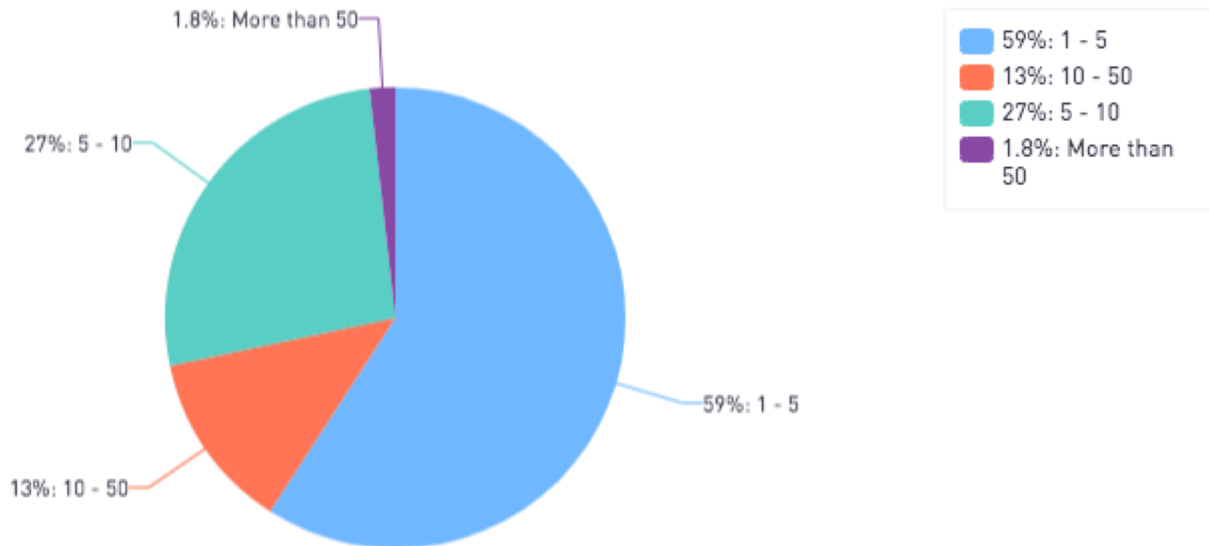IES INTERNATIONAL EDUCATION SERVICES

Big Picture

Agency Branch Offices

No. counsellors per agency office

1.8%: More than 50

27%: 5 - 10

59%: 1 - 5

13%: 10 - 50
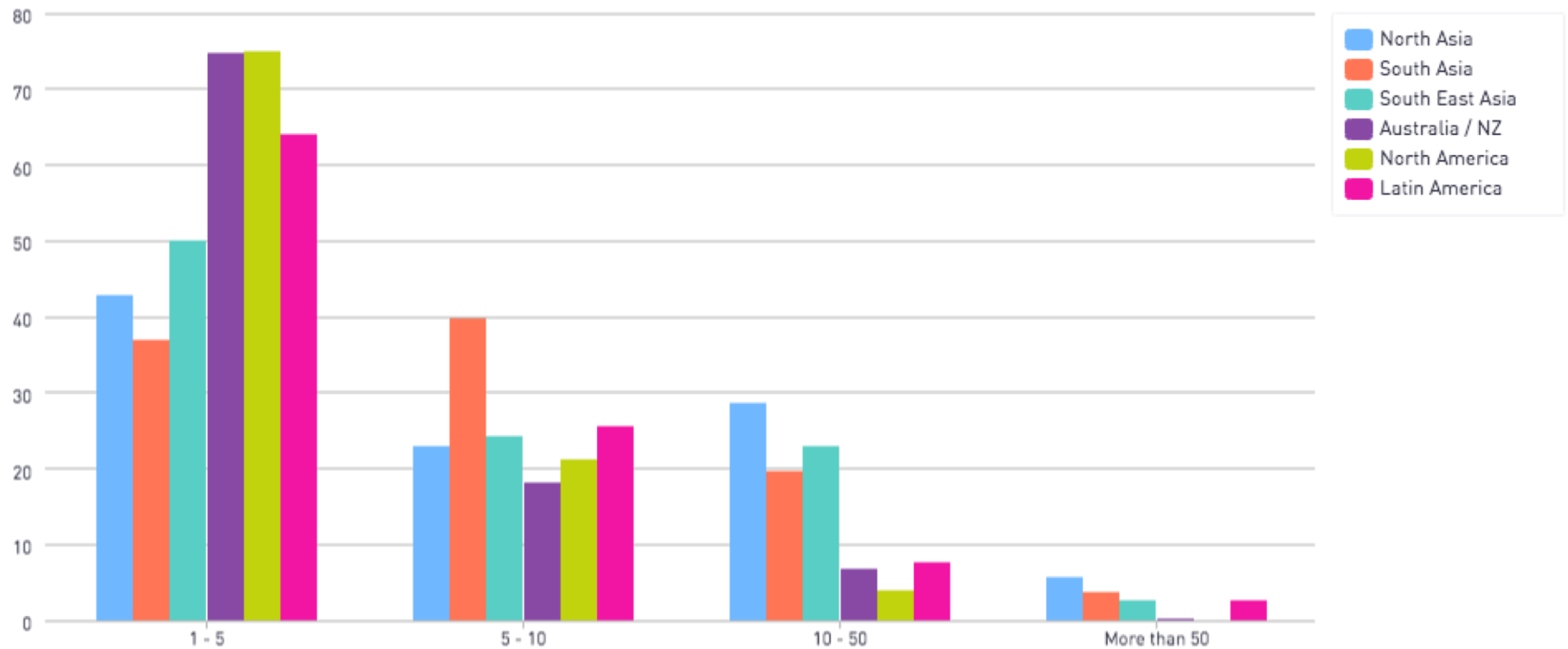
Legend:
- 59%: 1 - 5
- 13%: 10 - 50
- 27%: 5 - 10
- 1.8%: More than 50

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Agency Branch Offices By Region

No. counsellors per agency office - Regional

Student recruitment

Students recruited per agency

4.4%: More than 500
9.1%: 1 - 5
8.7%: 5 - 10
18%: 100 - 500
34%: 10 - 50
26%: 50 - 100

Legend:
- 9.1%: 1 - 5
- 8.7%: 5 - 10
- 34%: 10 - 50
- 26%: 50 - 100
- 18%: 100 - 500
- 4.4%: More than 500

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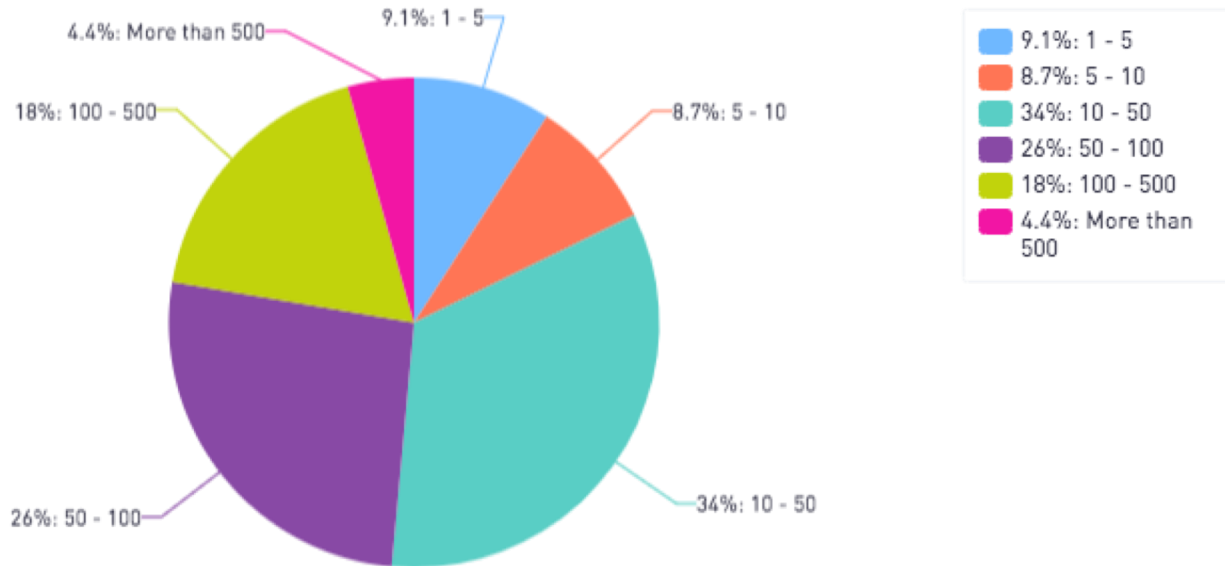
The average counsellor

- Over 50% have been in the industry less than 3 years

Survey responses %

Pie chart legend:
- 34%: Less than 1 year
- 26%: 1-3 years
- 13%: 3-4 years
- 17%: 5-10 years
- 10%: More than 10 years

Chart labels:
- 10%: More than 10 years
- 34%: Less than 1 year
- 17%: 5-10 years
- 13%: 3-4 years
- 26%: 1-3 years

Professional development and training

Trained counsellors by country

|	
Australia, 6473	
India, 5125	
Nepal, 2379	
China, 1741	
Canada, 1449	
Pakistan, 1193	
Vietnam, 1108	
Nigeria, 842	
Brazil, 686	
United Kingdom, 594	
Colombia, 544	
Russia, 513	
Bangladesh, 502	
Malaysia, 361	
Thailand, 359	
Philippines, 320	
United States of America, 319	
Mexico, 304	
Indonesia, 265	
Other	
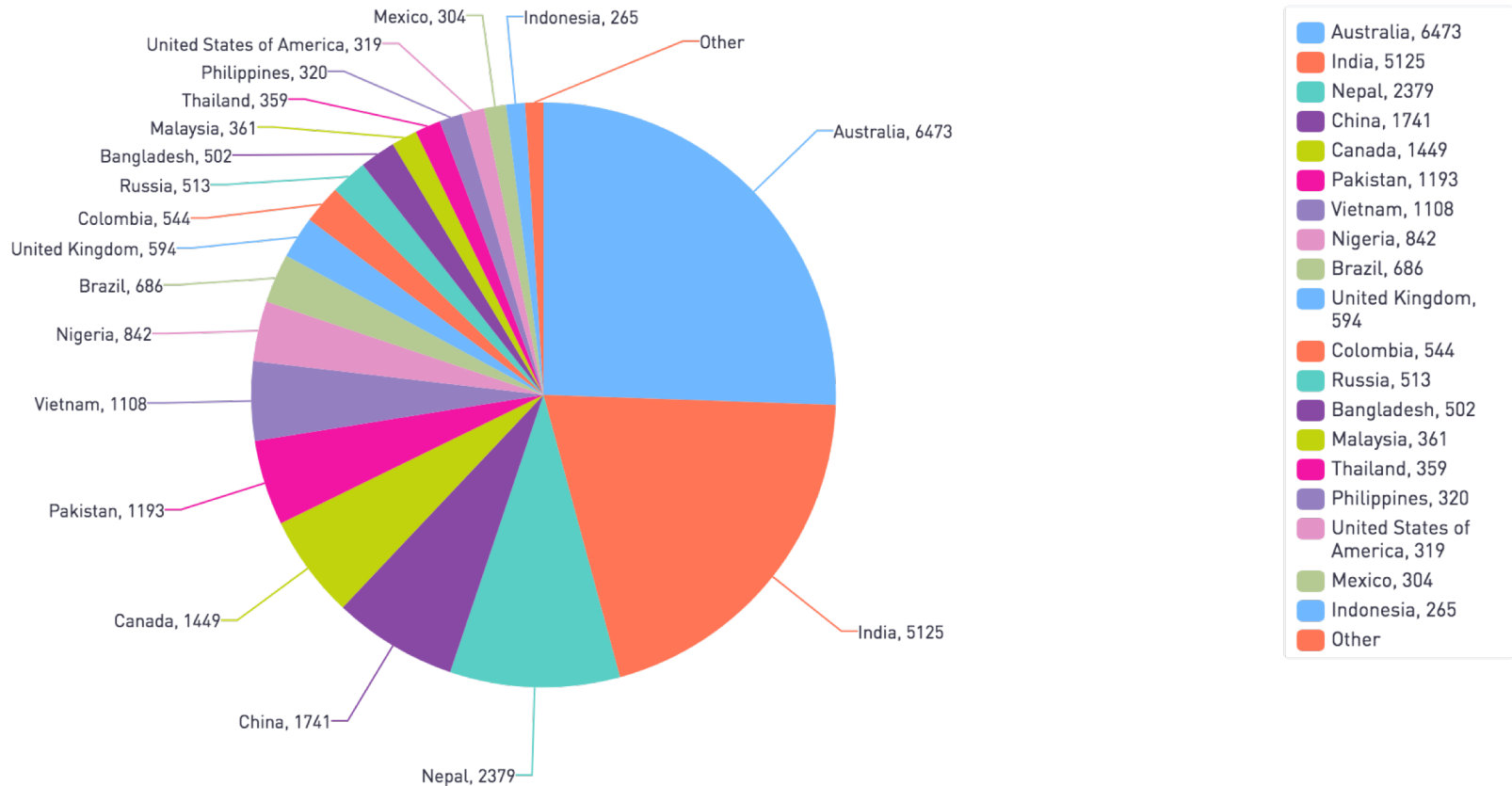
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Professional development and training

Year on year counsellor training vs certification uptake - EATC
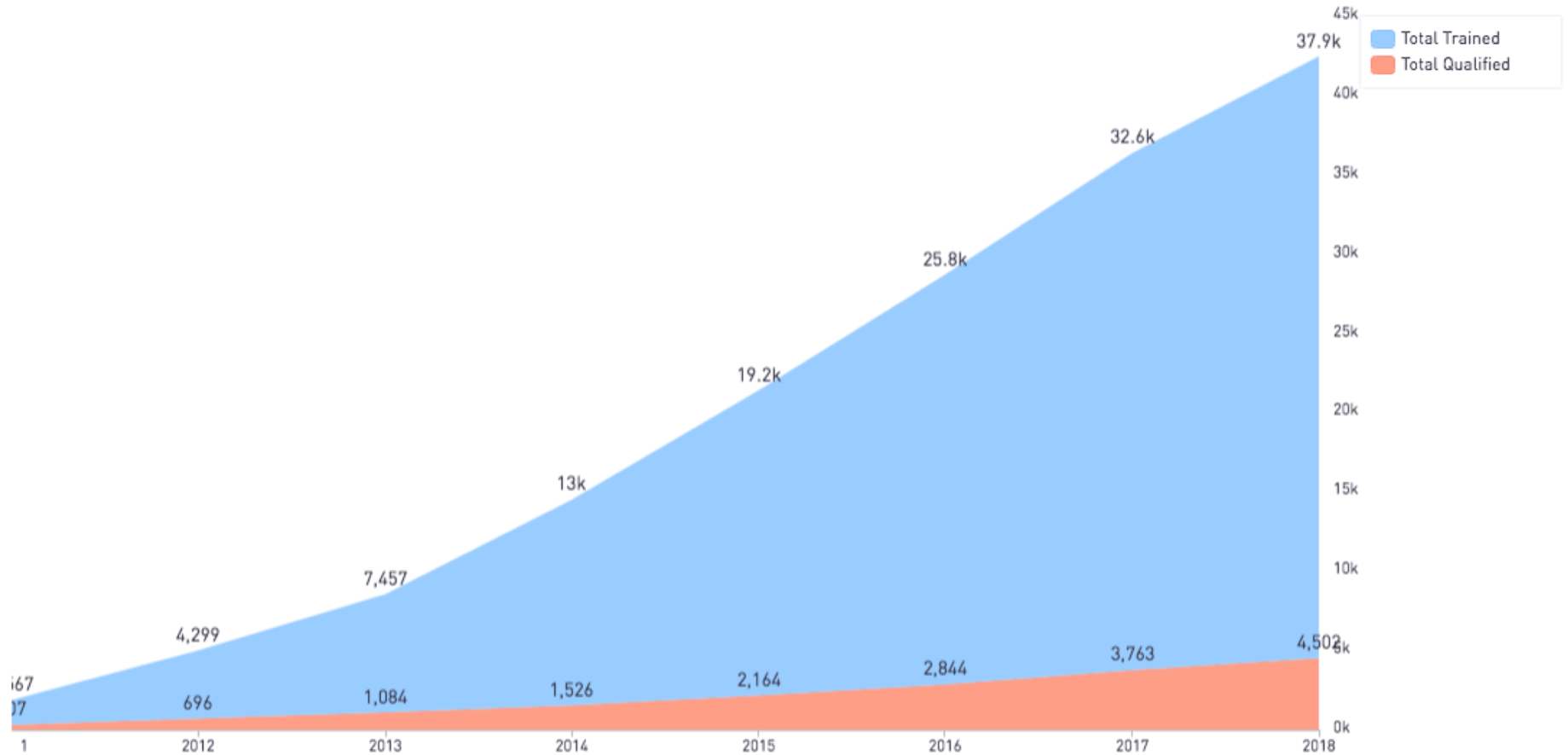
Global counsellor opinion - provider best practice

- The importance of training
- Desirable information
- Channels of communication

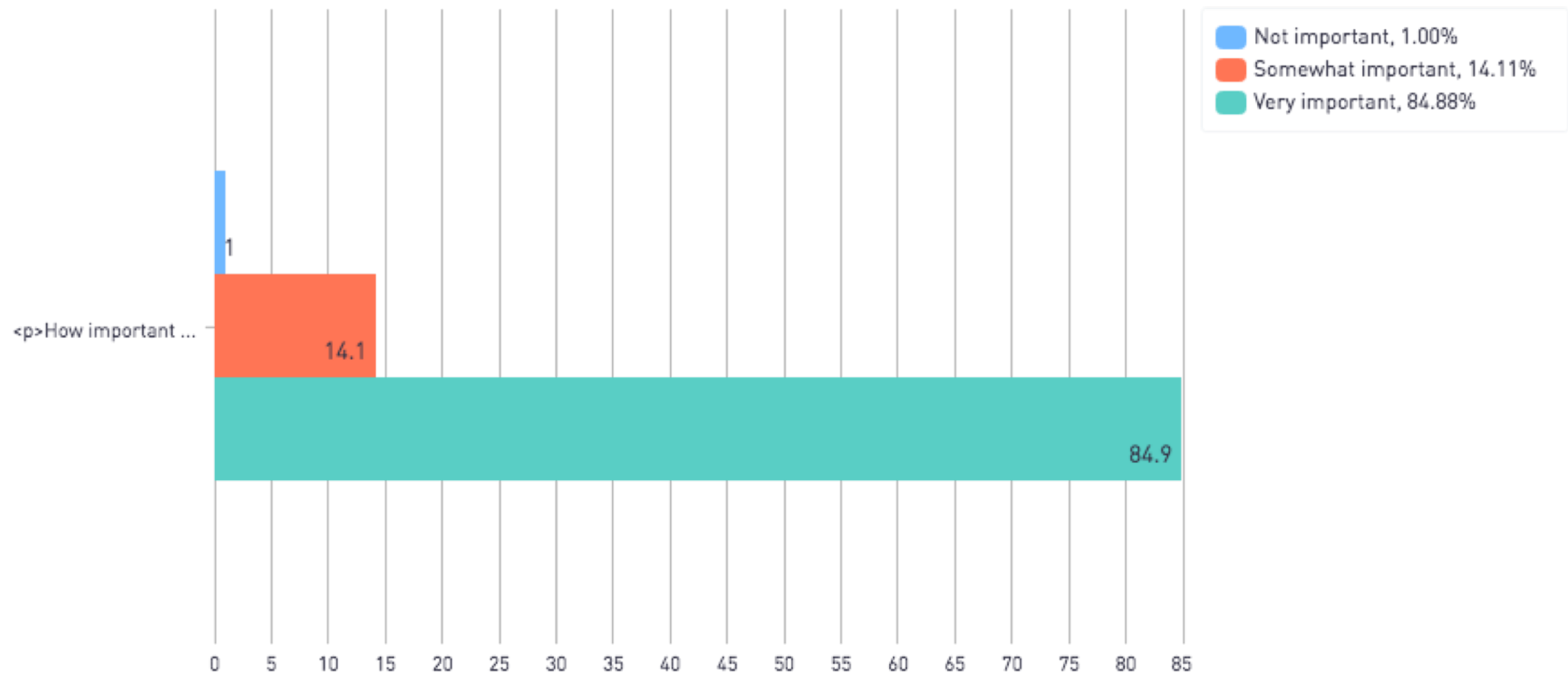# The importance of training

85% rate it as Very important

How Important Is Receiving Training from the Education Providers You Recruit For?

Not important, 1.00%
Somewhat important, 14.11%
Very important, 84.88%

<p>How important ...

1

14.1

84.9

The importance of training

Make it online or in-person please!

What Are Your Preferred Methods of Receiving Training from Education Providers?

Online course content and activities, 31.99%
In-person, 23.12%
Phone / Skype, 14.04%
Video content, 15.21%
On demand access to staff through chat / email, 15.63%

32
23.1
14
15.2
15.6

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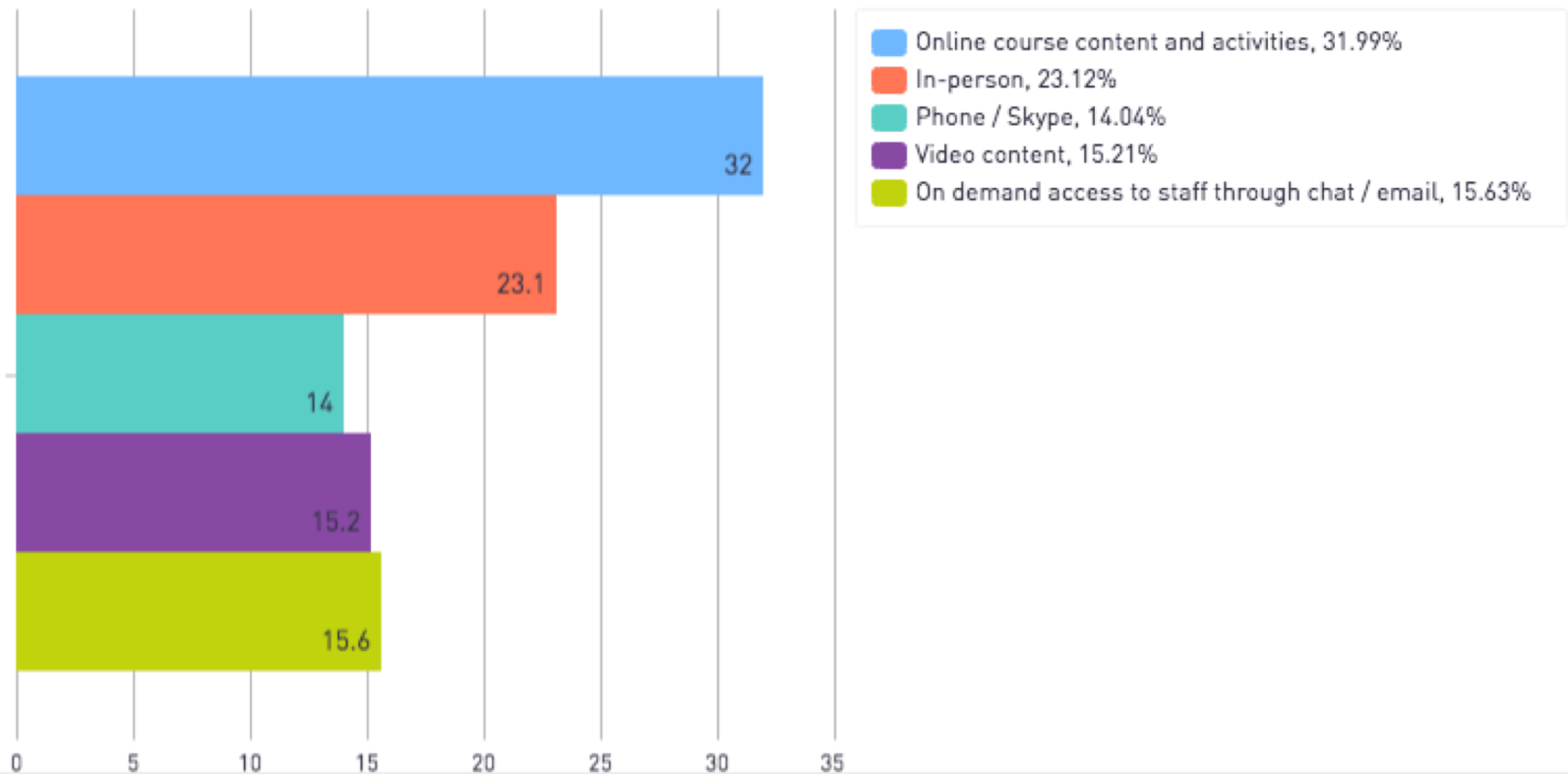
The importance of training

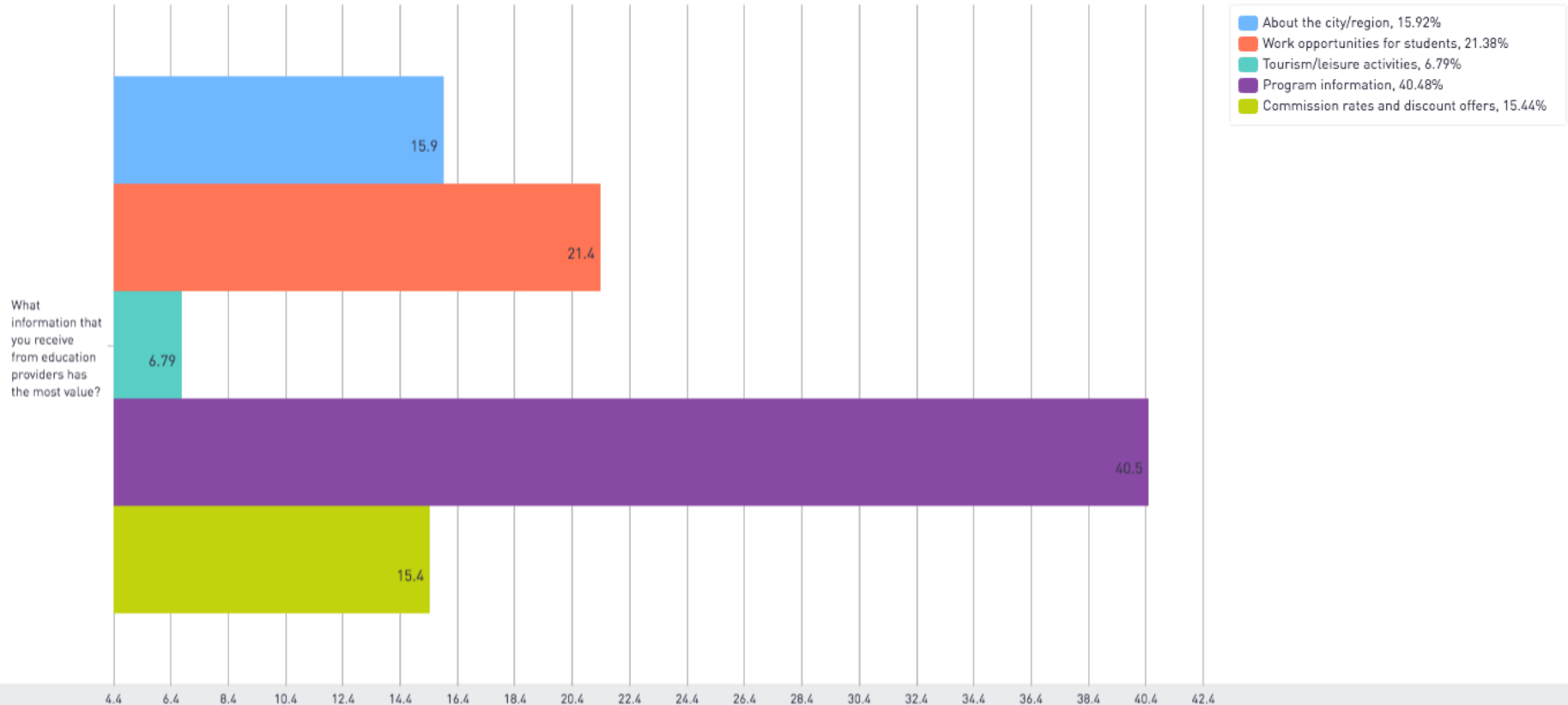What Are Your Preferred Methods of Receiving Training from Education Providers? (By Region)
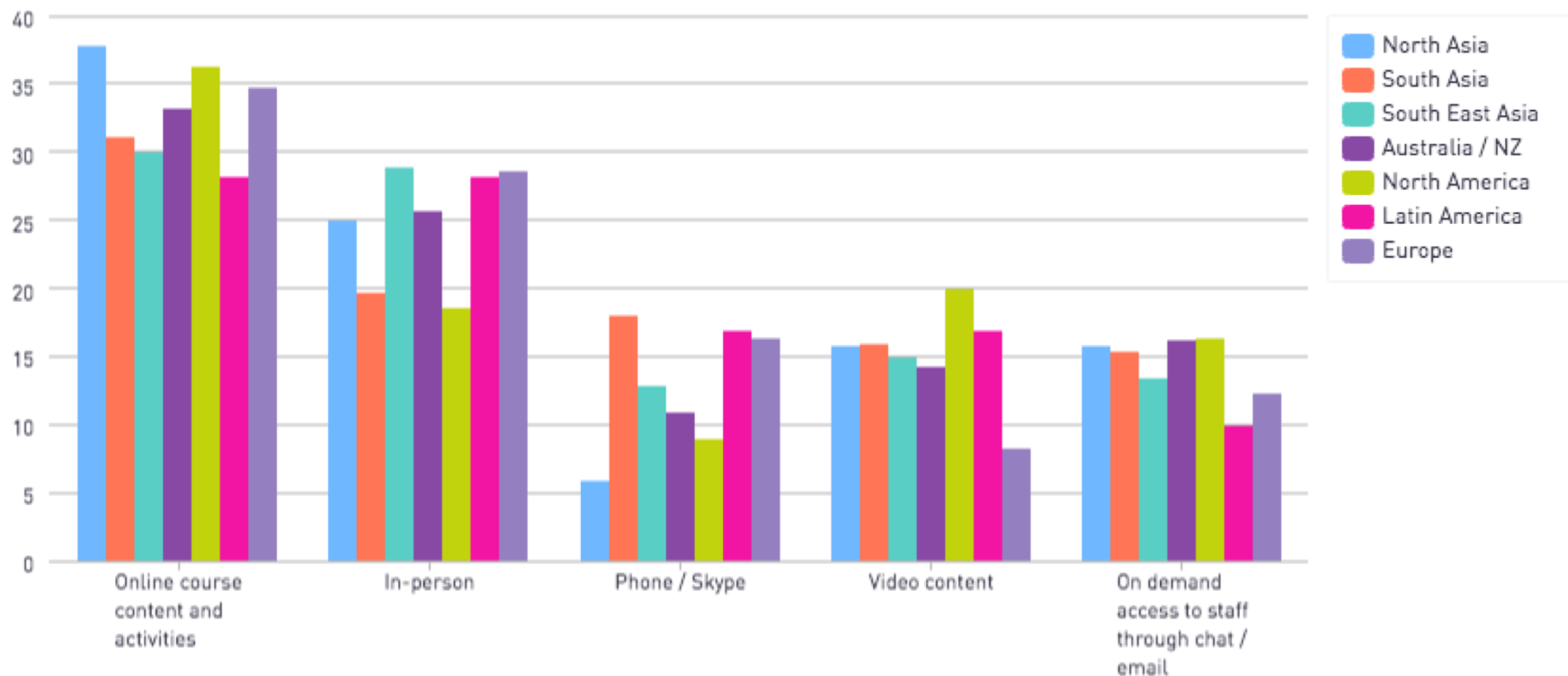
Desired information and how to deliver it

Keep it focused on student outcomes (programs + work)

What Information That You Receive from Education Providers Has the Most Value?

Legend:
- About the city/region, 15.92%
- Work opportunities for students, 21.38%
- Tourism/leisure activities, 6.79%
- Program information, 40.48%
- Commission rates and discount offers, 15.44%

Bar values: 15.9, 21.4, 6.79, 40.5, 15.4

Y-axis label: What information that you receive from education providers has the most value?

X-axis: 4.4 6.4 8.4 10.4 12.4 14.4 16.4 18.4 20.4 22.4 24.4 26.4 28.4 30.4 32.4 34.4 36.4 38.4 40.4 42.4

Desired information and how to deliver it - by region

What Information That You Receive from Education Providers Has the Most Value? (By Region)

Legend:
- North Asia
- South Asia
- South East Asia
- Australia / NZ
- North America
- Latin America
- Europe

Categories: About the city/re..., Work opportunitie..., Tourism/leisure a..., Program information, Commission rates ...
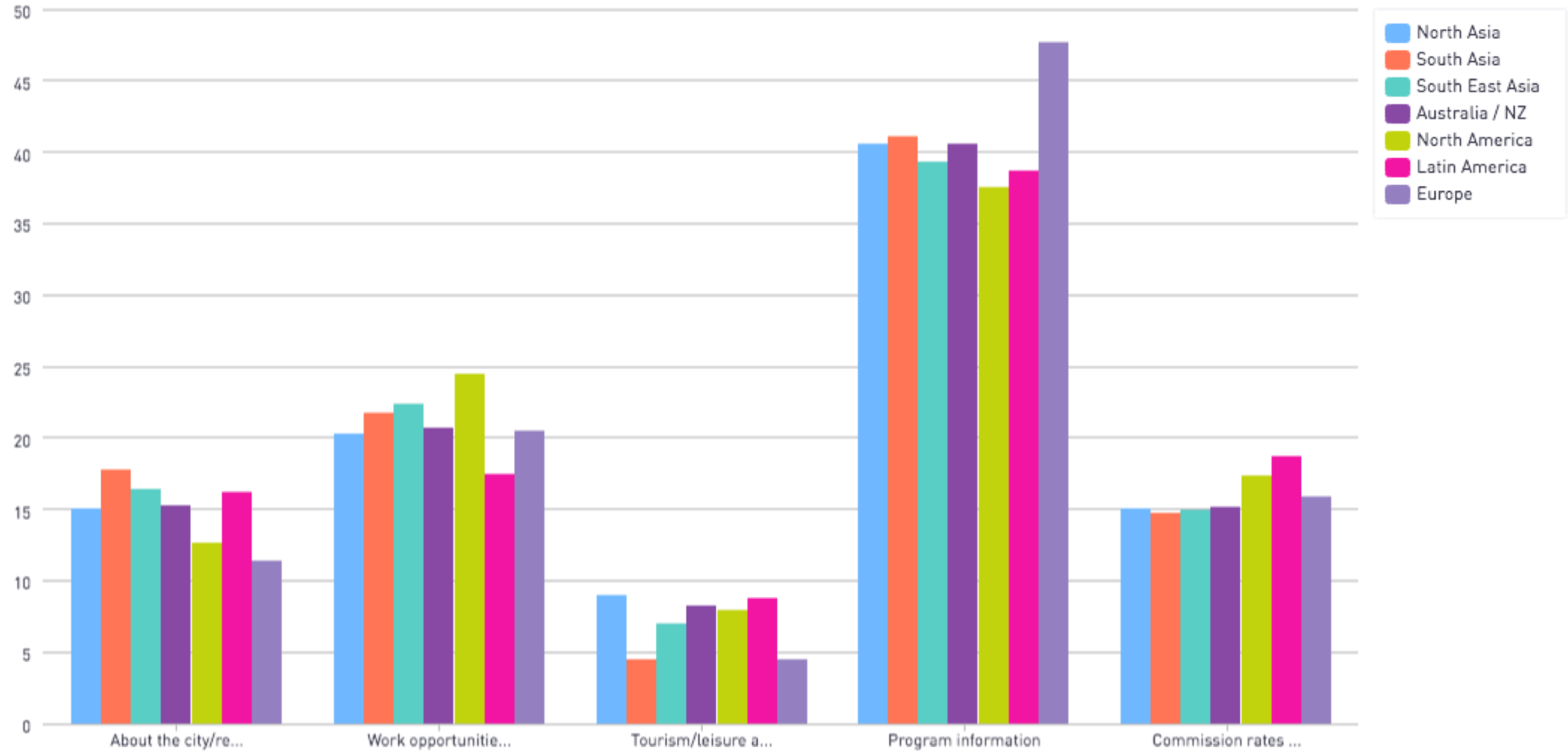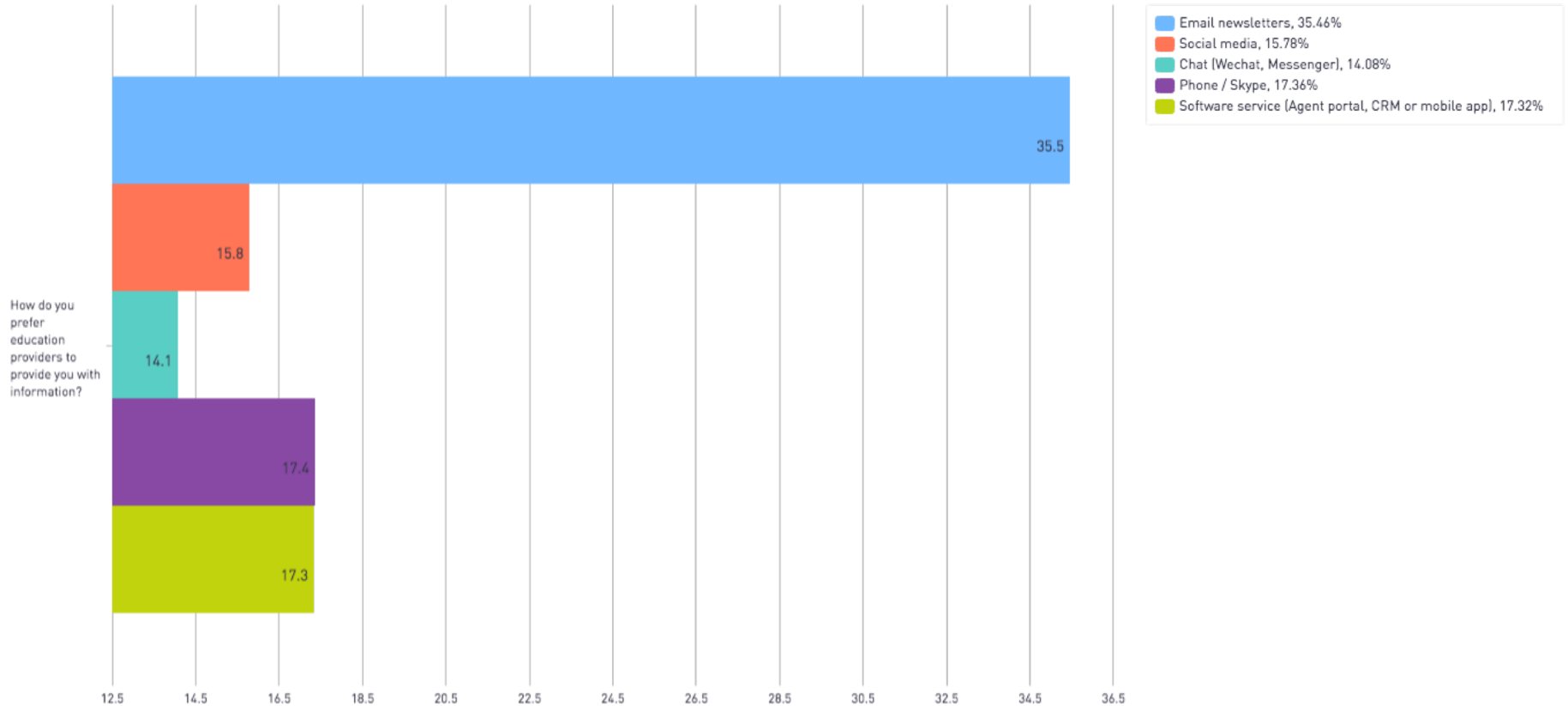
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Desired information and how to deliver it

How Do You Prefer Education Providers to Provide You with Information?

Legend:
- Email newsletters, 35.46%
- Social media, 15.78%
- Chat (Wechat, Messenger), 14.08%
- Phone / Skype, 17.36%
- Software service (Agent portal, CRM or mobile app), 17.32%

Bar values:
- Email newsletters: 35.5
- Social media: 15.8
- Chat (Wechat, Messenger): 14.1
- Phone / Skype: 17.4
- Software service: 17.3

Y-axis label: How do you prefer education providers to provide you with information?

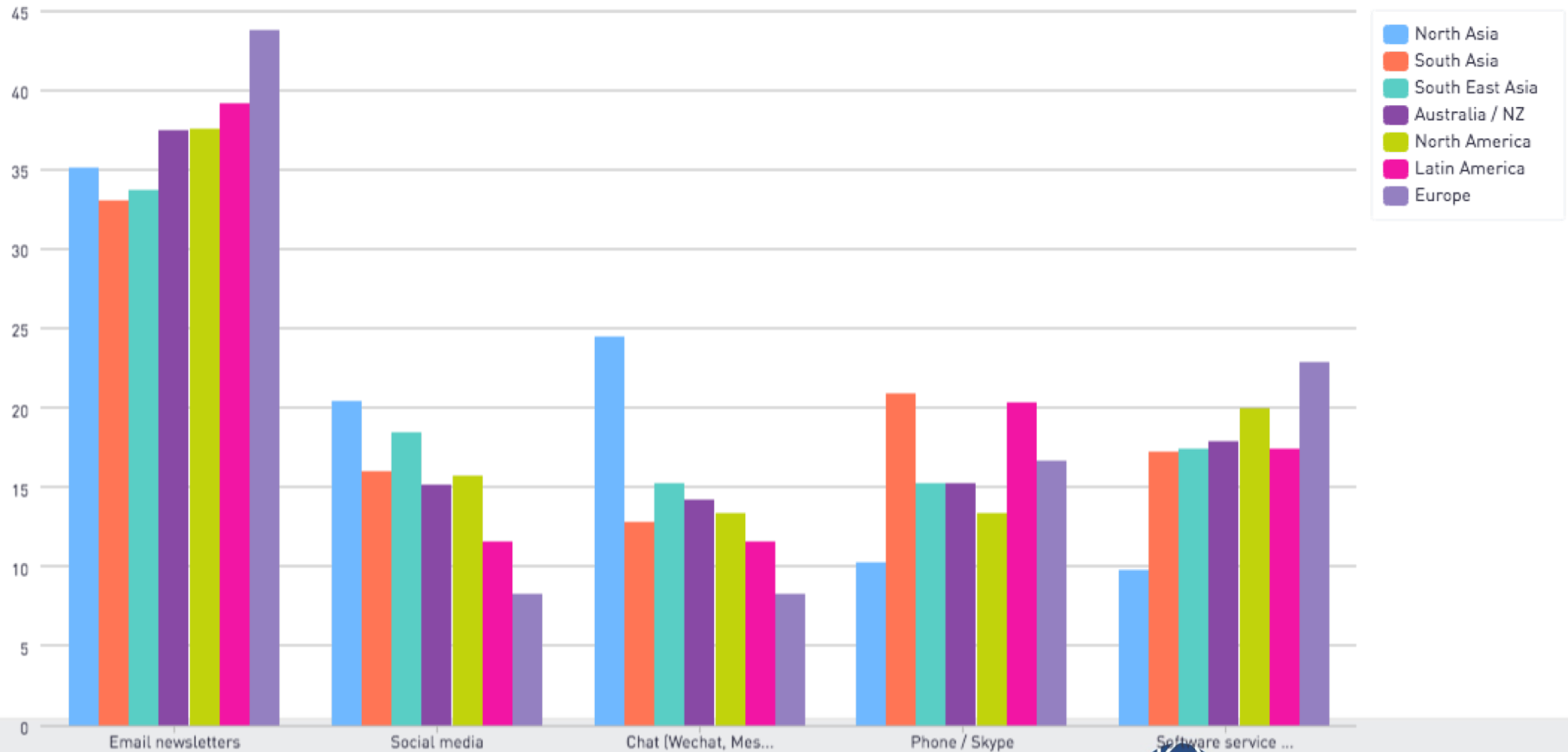X-axis: 12.5 14.5 16.5 18.5 20.5 22.5 24.5 26.5 28.5 30.5 32.5 34.5 36.5

Desired information and how to deliver it - by region

Adapt your channels to the destination

How Do You Prefer Education Providers to Provide You with Information? (By Region)

Global counsellor perceptions

- Influence of post study work rights
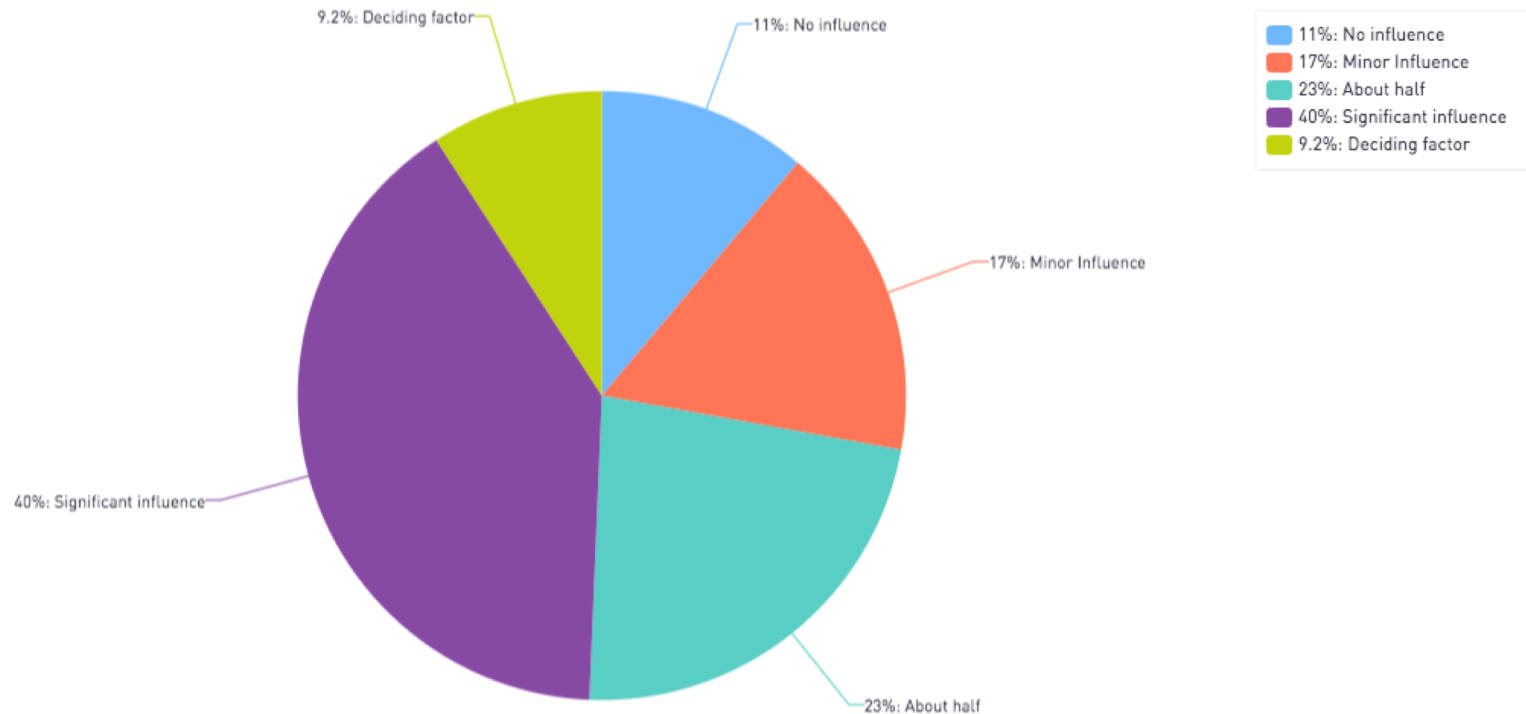- Top 3 concerns
- Genuine Temporary entry

Post study work rights

- Significant influence for over 50% of students

How Influential Has Post-Study Work Rights Been for Your Students When Choosing a Study Destination?

Legend:
- 11%: No influence
- 17%: Minor Influence
- 23%: About half
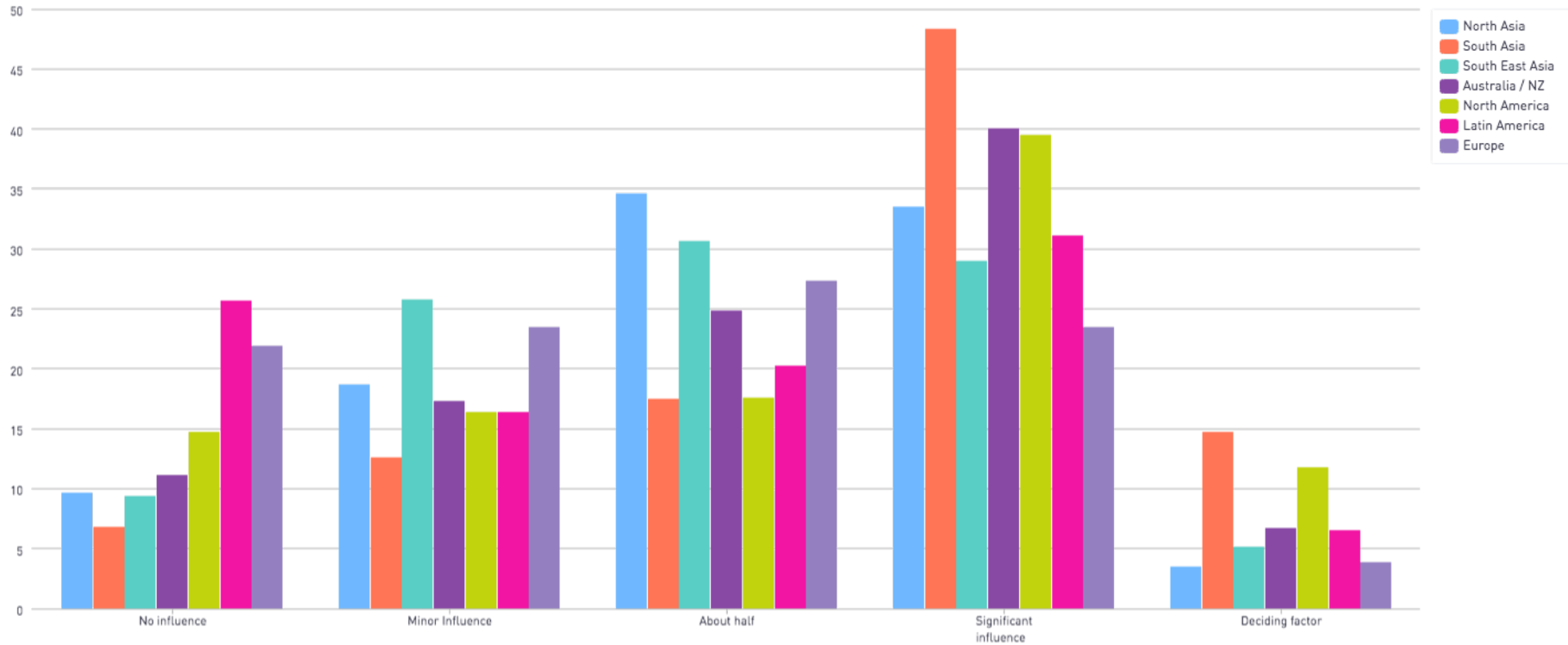- 40%: Significant influence
- 9.2%: Deciding factor

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Post study work rights - by region

How Influential Has Post-Study Work Rights Been for Your Students When Choosing a Study Destination? - By Region
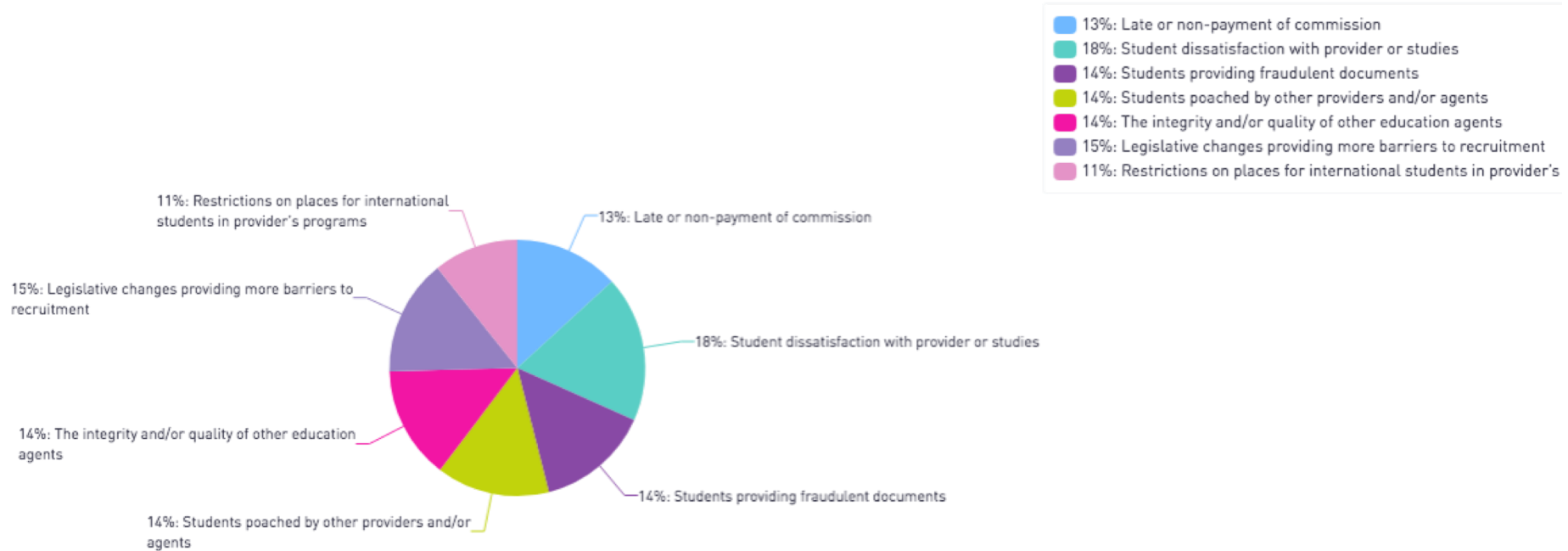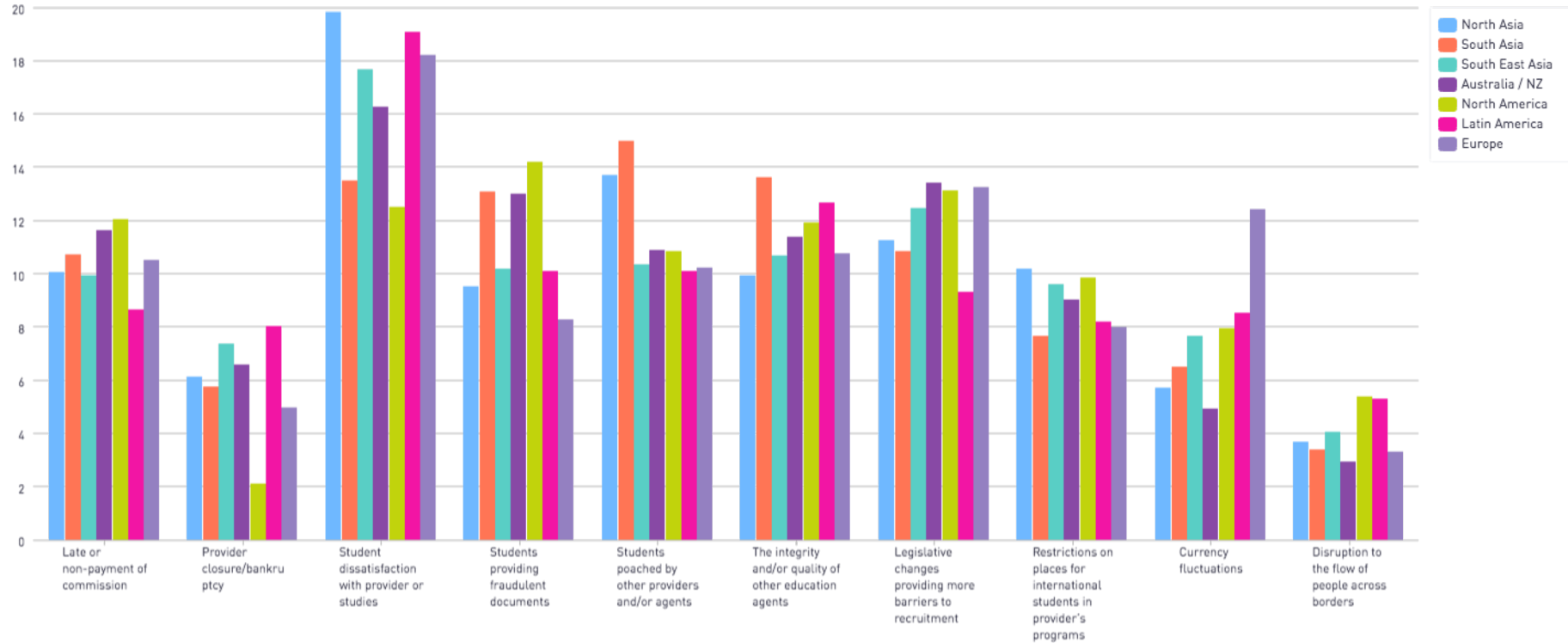
Top concerns

Please Select Your Top 3 Key Concerns And/or Threats to Your Business: (select Up to 3)

- 13%: Late or non-payment of commission
- 18%: Student dissatisfaction with provider or studies
- 14%: Students providing fraudulent documents
- 14%: Students poached by other providers and/or agents
- 14%: The integrity and/or quality of other education agents
- 15%: Legislative changes providing more barriers to recruitment
- 11%: Restrictions on places for international students in provider's

11%: Restrictions on places for international students in provider's programs

15%: Legislative changes providing more barriers to recruitment

14%: The integrity and/or quality of other education agents

14%: Students poached by other providers and/or agents

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18%: Student dissatisfaction with provider or studies

14%: Students providing fraudulent documents

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Top concerns

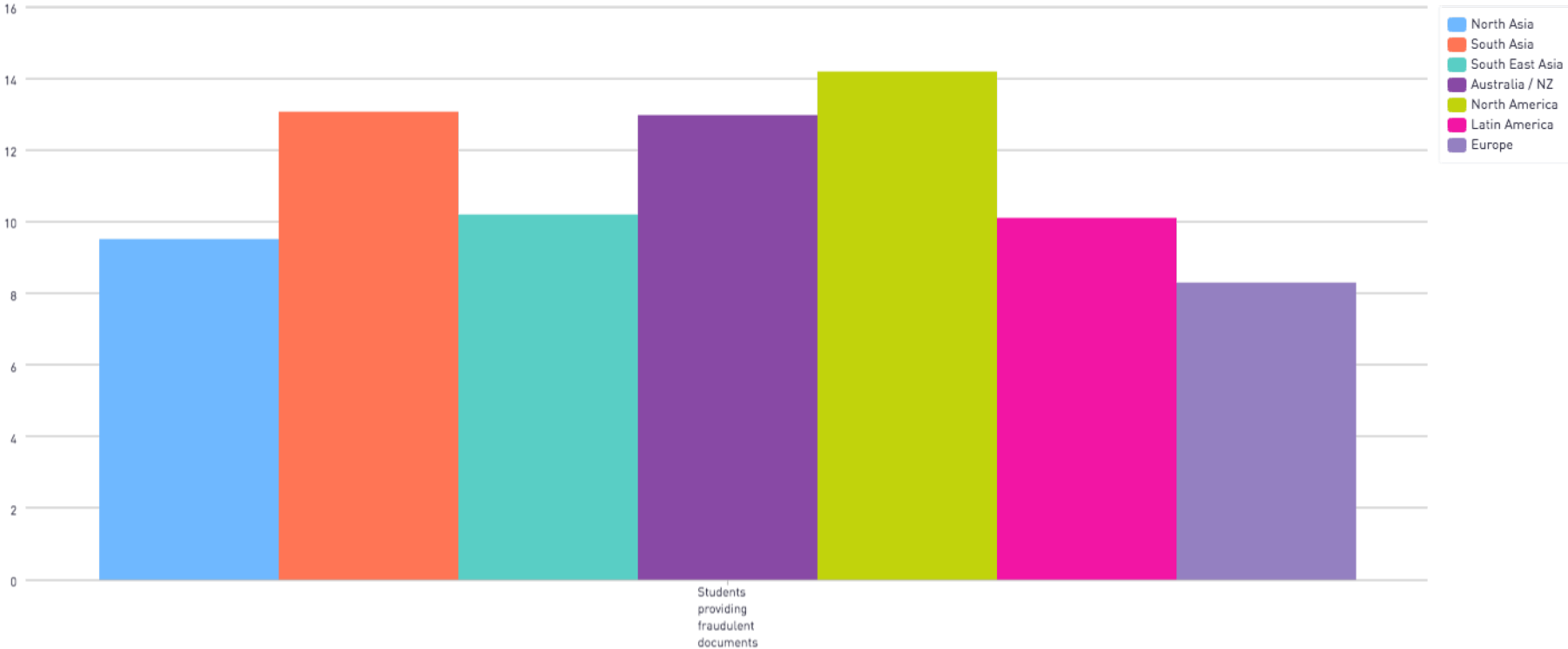Please Select Your Top 3 Key Concerns And/or Threats to Your Business: (select Up to 3) - By Region

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Concern: Students providing fraudulent documents

Please Select Your Top 3 Key Concerns And/or Threats to Your Business: (select Up to 3) - By Region


Legend:
- North Asia
- South Asia
- South East Asia
- Australia / NZ
- North America
- Latin America
- Europe

X-axis category: Students providing fraudulent documents

Genuine Temporary Entrant

What Percentage of Students Appear Non-Genuine in Their Desire to Study Overseas? Ie They Want to Get a Student Visa for Im...

Legend:
- 0% , 18.81%
- Up to 10%, 41.28%
- Up to 20%, 15.60%
- Up to 30%, 8.26%
- 50% or more, 11.01%
- Up to 40%, 5.05%

What percentage of students appear non-genuine in their desire to study overseas? ie They want to get a student visa for immigration or other purposes

- 19%
- 41%
- 16%
- 8.3%
- 11%
- 5%
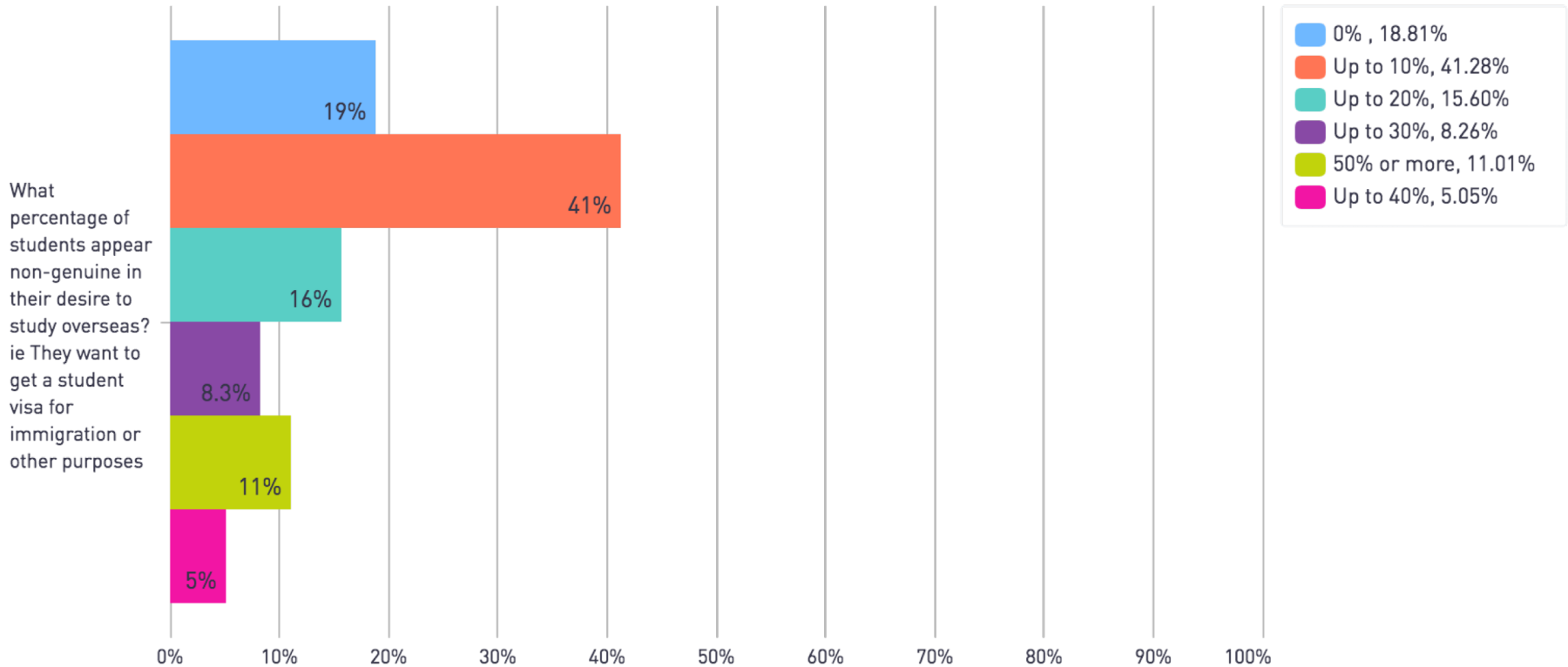
Conclusion

- The global agent landscape is diverse
- Training and professional development is fundamental
- Engagement and connection create better outcomes

Thanks for listening

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