Quality Assurance and Best Practice

For further information and registrations

Business Intelligence in HE and VET: Using the Data

Date Wednesday 20 April
Time 13:30 pm to 16:30 pm
Location Melbourne
Registration Fees IEAA member: $161 Non IEAA member: $230
Target Audience The workshop will be useful to HE and VET senior management, and staff responsible for planning, business development, marketing and recruitment and development of programs for international students.

Learning outcomes
This workshop aims to acquaint participants with the multitude of data and information sources relevant to the international student industry for undertaking analysis and interpretation of industry and sector-specific data to facilitate understanding of market trends and future demand patterns in the business of international education, as well as the outcomes and impacts of international education.

Participants will be introduced to available data sources and the ways in which they can be used to build knowledge and skills through appropriate analysis. The data sources will include international data sets such as OECD and UNESCO data, IMF and UN data, Australian Education International data, publications from NCVER, English Australia, ABS and other sources as they relate to international education in Australia particularly in the Higher Education and VET sectors.

Participants will be exposed to examples and techniques in data analysis that will enable them to develop their analysis and evaluation skills to improve their decision making.

Presenters
Melissa Banks
Director, Swinburne International, Swinburne University of Technology
With over twenty years experience encompassing a variety of roles across multiple education sectors and service providers, Melissa has gained first hand experience and skills concerning many aspects of international education in Australia. She has held senior positions in three Australian universities, including her current role as Director Swinburne International at Swinburne University of Technology. Melissa also led major industry research projects in her capacity as Head of research at IDP Education Pty Ltd. Melissa contributed papers, presentations and chapters to various national and international forums and publications throughout her professional career.

Paresh Kevat
Business Intelligence Analyst, IDP Education Pty Ltd
His key areas of expertise include forecasting, trend analysis, research and analysis of complex data sets sourced from Australian and International sources, critical analysis of information, and business reporting to meet company business objectives.
Prior to joining the education sector, Paresh has worked for over fourteen years in a variety of professional roles working with data analysis and management, in a range of companies in Australia and New Zealand.
Paresh is a graduate of Swinburne University, and Massey University in New Zealand.

Workshop overview
Topics to be covered include:
- Consideration of publicly available data sources including DEEWR, AEI, NCVER, ABS and DIAC
- Review of recent data and research undertaken via AEI, English Australia, TDA and ACPET and others
- International data sources including Open Doors, OECD, UNESCO, IMF and UN
- Use of business intelligence tools to improve institutional decision making in marketing and development
- Review of policy and how the impact of these can be traced
- Participants will be expected to contribute their experiences to the group during the workshop.

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