



**idp**



# **17TH IDP AUSTRALIAN INTERNATIONAL EDUCATION CONFERENCE**

*securing the FUTURE for International Education:  
Managing growth and Diversity*

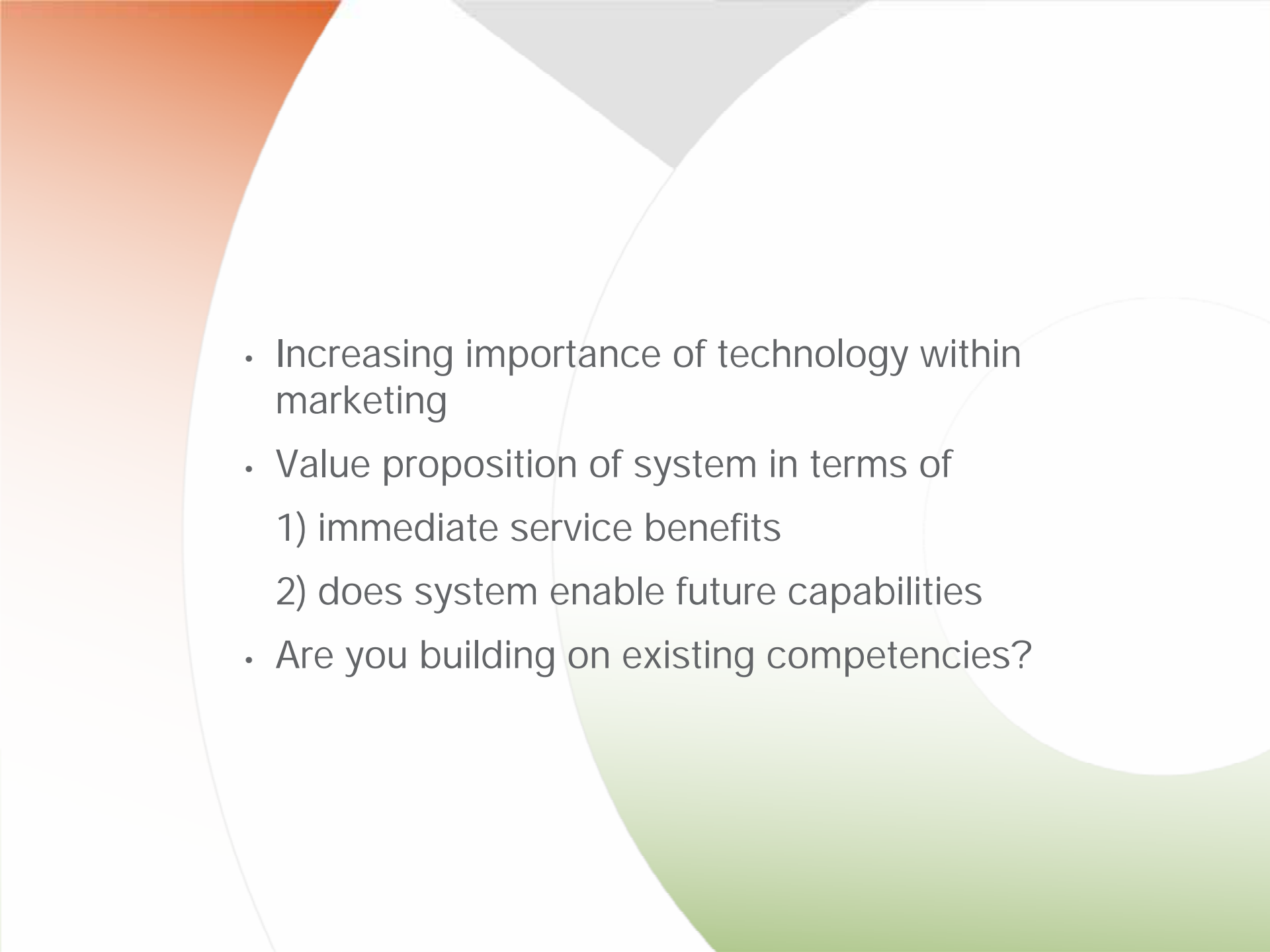


**idp**



# How to maximise your marketing impact through events and technologies

Sandra Fox  
Manager, Promotions  
IDP

- 
- Increasing importance of technology within marketing
  - Value proposition of system in terms of
    - 1) immediate service benefits
    - 2) does system enable future capabilities
  - Are you building on existing competencies?

## IDP Events Online (IEO)

- Secure, online events management system
- Client driven solution
- In alignment with strategic goals
- Clear benefits

# Client Log-in

IDP Events Online



## Registered Client Login

Username

Password

Login

If you are not a registered IDP Events Online User please [click here](#) to register

# Booking for an Event

IDP Events Online

Page 1 of 2



Username: Anna Fedeles



My Account **New Booking**

Logout

Institution Name

Name of Institution to appear on books, event signage and advertising

Access Language Centre

CRCOS Provider Number

2738J

User Details

Title

Mrs

First Name

Anna

Last Name

Fedeles

Position

Event Coordinator

Business Unit/Department

Promotions Unit

Email

janna.fedeles@idp.com

Phone Number

01 2 8251 2765

\* Please include area code

Fax Number

01 2 8251 2765

\* Please include area code

Mobile Number

Sector

U, V, I, S, E

All correspondence and accounts relating to this event will be sent to the following address:

Address 1

123 Help St

Address 2

City

SYDNEY

State

NSW

Postcode

2000

Country

AUSTRALIA

# Booking Summary / Invoice

IDP Events Online

Page 1 of 1

Username: Anna Fedeles



My Account [Register Booking](#)

[Logout](#) [Summary](#)

## Booking Information

Access Language Centre  
2728J  
Mrs Anna Fedeles  
Event Coordinator - Placements Unit  
Ph: 61 2 9251 2766 Fax: 61 2 9251 2768 Mobile  
Email: anna.fedeles@idp.com

Correspondence Address:  
123 Hep St

SYDNEY, NSW, 2008  
AUSTRALIA

Emergency Contact Details

Ph, Fax, Mobile  
Email

Your Purchase Order #

## Event Details

CP Project ID

## Booking Details

Type of Participation:	Participation
Number of Participants:	0
Participation Cost:	\$1500
Additional Table Cost:	\$300
Seminar Session:	\$150
Other Field (Cost and No Cost) (if applicable):	
<b>Total Cost:</b>	<b>\$1950</b>

I have read and understood the [Conditions of Participation](#) and [Letter of Validation](#)



[Register My Booking](#)

[Cancel](#)

# Create An Event – Basic Event Information

IDP Events Online

Username: **aponix**



## Basic Event Information

Event Title	<input type="text"/>
Country	<input type="text" value="Australia"/>
Event Date From	<input type="text"/> to <input type="text"/>
Close of booking date	<input type="text"/>
Sectors	<input type="text" value="University (U)&lt;br/&gt;VET-TAFE-Private (V)&lt;br/&gt;Foundation (F)&lt;br/&gt;Schools (S)&lt;br/&gt;ELICOS (E)"/>
Event Summary	<input type="text"/>

[Click here to email any marketing material to the Event Manager.](#)

### IDP Contact in-Country Details

First Name	<input type="text"/>	Last Name	<input type="text"/>
Position	<input type="text"/>		
Phone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		
Is IDP contact in-country managing the accommodation bookings?	<input type="text" value="Yes"/>		
IDP Promotions Unit Contact	<input type="text" value="Sandra Fox"/>		

## Building future capabilities

- Information
- Time and resources
- Building efficacy
- These all contribute to a stronger competitive advantage