

Specialisation: Education Agents 1.0

The role of the education agent

SUMMARY

Ben Colthorpe is interviewing Akram Mardini about the role of education agents

1. The role of the education agent

- A reflection of the education provider overseas
- Connects students with providers and their programs
- Assist students with their application processes
- Direct representation of providers and countries

2. What are the qualities of a good counsellor

- The right knowledge and experience to advise students
- Knowing what the student requires and finding the course that best fits their budget, preferred location and future plans
- Knowledge of all products and recommend the right product to the student
- Building reputation
- Compliance with National Code and being up to date with government regulations
- Transparent, giving proper advice about providers

3. Maintaining good relationships between agents and providers

- Providing training to staff
- Regular visits and communication with partners to get updates on marketing strategies and building new markets for providers

4. How will NEAS endorsement contribute to quality outcomes

- NEAS' Endorsement recognises quality
- Endorses the agents who have done the right thing
- Acts as a vital filter
- Important recognition