

Imagine

STUDY AND
RESEARCH IN CANADA !

THE CANADA COURSE FOR EDUCATION AGENTS (CCEA)



Canadian Consortium for International Education Marketing
Consortium canadien pour la mise en marché de l'éducation internationale



Canada World of Opportunity



Canada

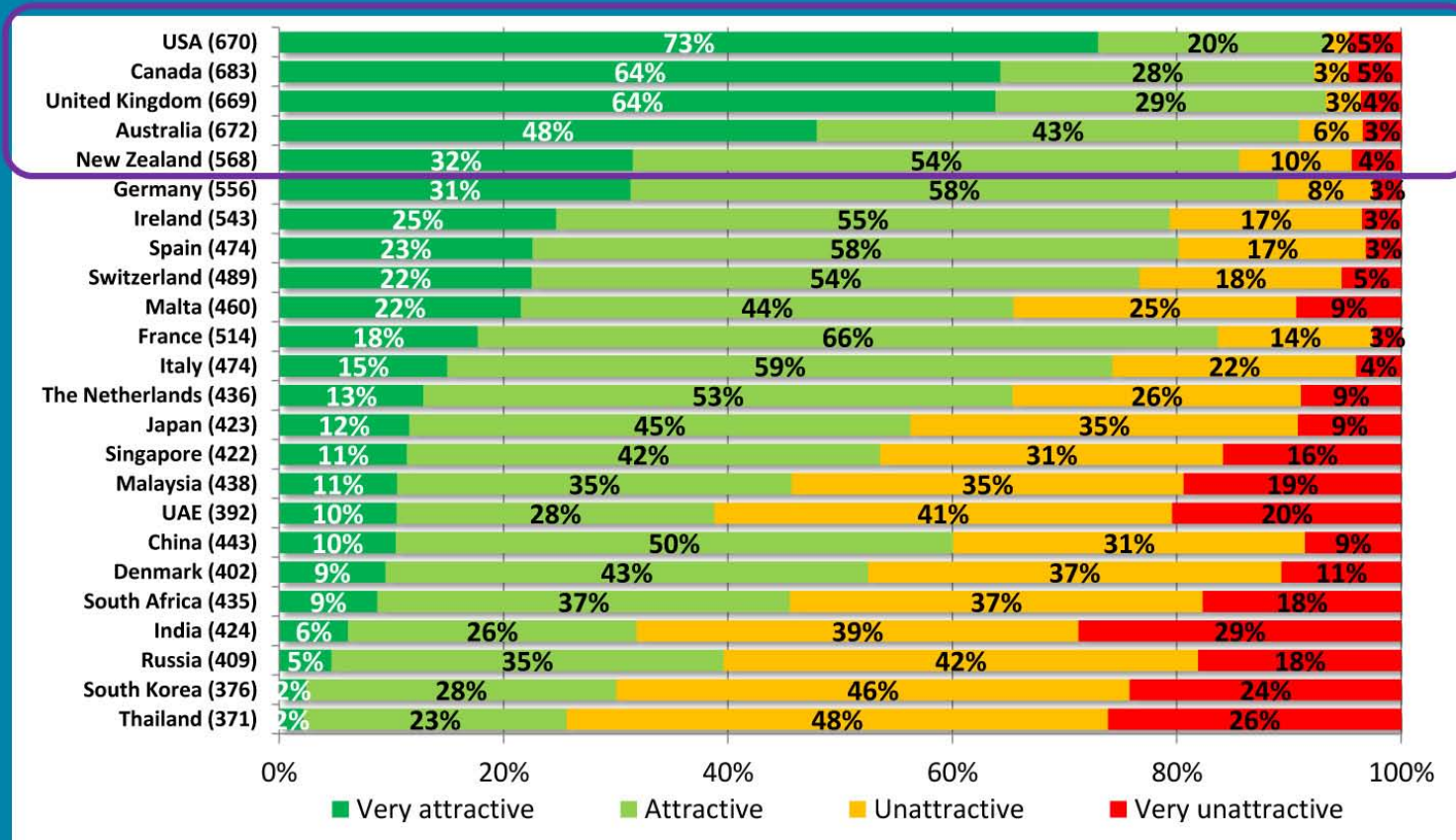
EDUCATION EXCELLENCE

- Highest percentage of 25-64 year-olds achieving higher education among OECD countries
- Consistent high quality of education across the country
- Academic credentials valued worldwide
- 3 Canadian universities in the Top 50 of the QS University Ranking and 20 in the Top 500 of 2012
- 5 Canadian MBA schools in the Top 100 Financial Times Global MBA Rankings of 2012



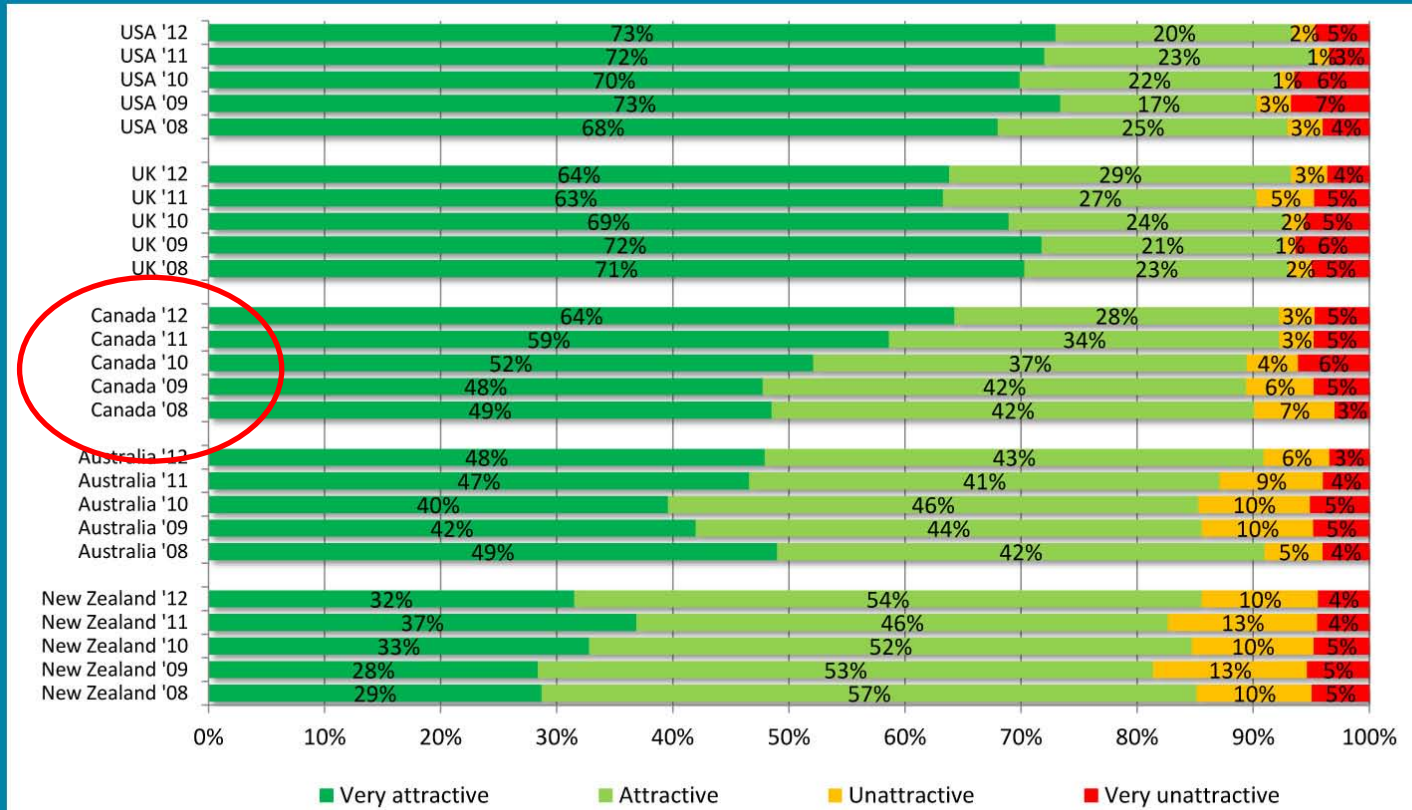
Canada Barometer Rising

Attractiveness of Study Destinations in 2012



Canada Barometer Rising

Attractiveness of Study Destinations year on year
Traditional Markets



Canada

Introducing

THE CANADA COURSE FOR EDUCATION AGENTS

Canada's international education outreach now includes a **focus on training** to ensure that the most **accurate and current information** is accessible for education agents so they can best serve students in their decision to study in Canada

- Costs
- Scholarships
- Living In Canada
- Education Systems
- Application Processes
- Promoting Canada
- And More!



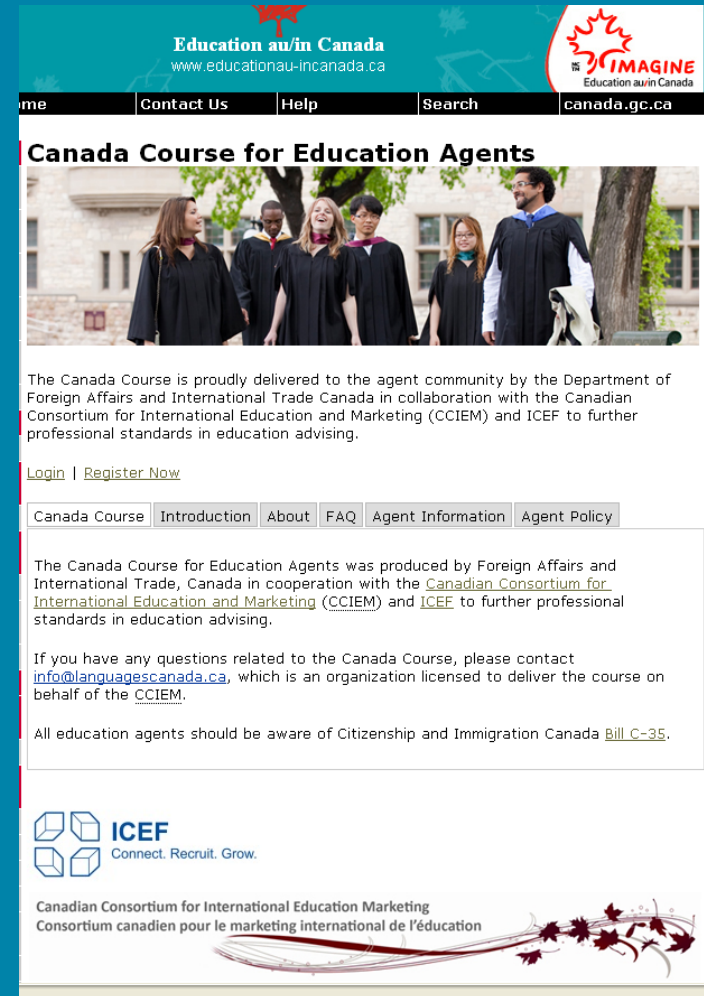
A Natural Collaboration for Agent Training

Developed by **DFAIT** in participation with **ICEF** & **Languages Canada** (for the **CCIEM**):

-**DFAIT** engagement in promotion

-**ICEF** agent leadership, **IATC** experience and platform partnership with **PIER Online**

-Input from all **CCIEM** associations, **Canadian Provinces**, relevant Government Departments and educational institutions



The screenshot shows the website for Education au/in Canada. The header includes the logo and name 'Education au/in Canada' with the URL 'www.educationau-incanada.ca'. A navigation bar contains links for 'Home', 'Contact Us', 'Help', 'Search', and 'canada.gc.ca'. The main heading is 'Canada Course for Education Agents', accompanied by a photo of students in graduation gowns. Below the photo, a paragraph states: 'The Canada Course is proudly delivered to the agent community by the Department of Foreign Affairs and International Trade Canada in collaboration with the Canadian Consortium for International Education and Marketing (CCIEM) and ICEF to further professional standards in education advising.' There are links for 'Login' and 'Register Now'. A menu bar includes 'Canada Course', 'Introduction', 'About', 'FAQ', 'Agent Information', and 'Agent Policy'. The main content area explains that the course was produced by Foreign Affairs and International Trade, Canada in cooperation with the Canadian Consortium for International Education and Marketing (CCIEM) and ICEF. It provides contact information: 'If you have any questions related to the Canada Course, please contact info@languagescanada.ca, which is an organization licensed to deliver the course on behalf of the CCIEM.' A note mentions that all education agents should be aware of Citizenship and Immigration Canada Bill C-35. The footer features the ICEF logo with the tagline 'Connect. Recruit. Grow.' and the name of the Canadian Consortium for International Education Marketing in both English and French, along with a decorative red maple leaf graphic.



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DFAIT, ICEF & Languages Canada CCEA Signing Ceremony in Berlin 2012



Why the Canada Course for Education Agents?

Created to support educational agencies in providing the best possible advice to international students planning to study abroad in Canada.

Goals:

- >Contribute to the professionalism of Canada-focused agents by equipping them with up to date information about studying in Canada
- >Ensure that students choosing an agent have access to informed, ethical professionals who have the most current and accurate information on Canadian education institutions and programmes
- >Support Canadian educational institutions – spend less time training agencies on Canada and more on institution’s programs; work with agencies that invest in best practices and are committed to Canada; and, use internally for training staff.



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Canada Course Content

Introduction

Section A: About Canada

Section B: Canada's Systems of Education

Section C: Elementary and Secondary School (K-12) Education

Section D: Language Programmes

Section E: Universities

Section F: Colleges, Cégeps and Polytechnics

Section G: Costs of Studying in Canada and Scholarships

Section H: Applying to Work, Study and Stay in Canada

Section I: Living in Canada

Section J: Promoting Canada



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Benefits of the Canada Course

- Know why Canada is one of the top study destinations in the world
- Acquire comprehensive knowledge of the study options and credentials available in Canada in all areas of education
- Obtain information about how to apply to study, as well as costs and scholarships tools
- Get tips about how to best prepare for living and studying in Canada
- Demonstrate Canada knowledge and commitment to students and parents as well as to Canadian education institutions

Completion of the exam after taking the course does not provide authorization, endorsement or accreditation by the Government of Canada.



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CCEA – Practical Information

- Delivered online in a self-paced, modular format (50 hrs of study are recommended)
- Studying the course is free of charge, formal exam costs CAD 350 (this includes three examination attempts)
- Worldwide testing at all ICEF Workshops, plus online at any time
- Test format: 42 multiple choice questions in 80 minutes
- Candidates with a minimum of 80% correct answers pass the test
- Highly recommended to do (and pass!) the Self-Assessment before requesting a testing opportunity
- Candidates successfully passing the exam will obtain the status of “Canada Course Graduate“ (CCG)



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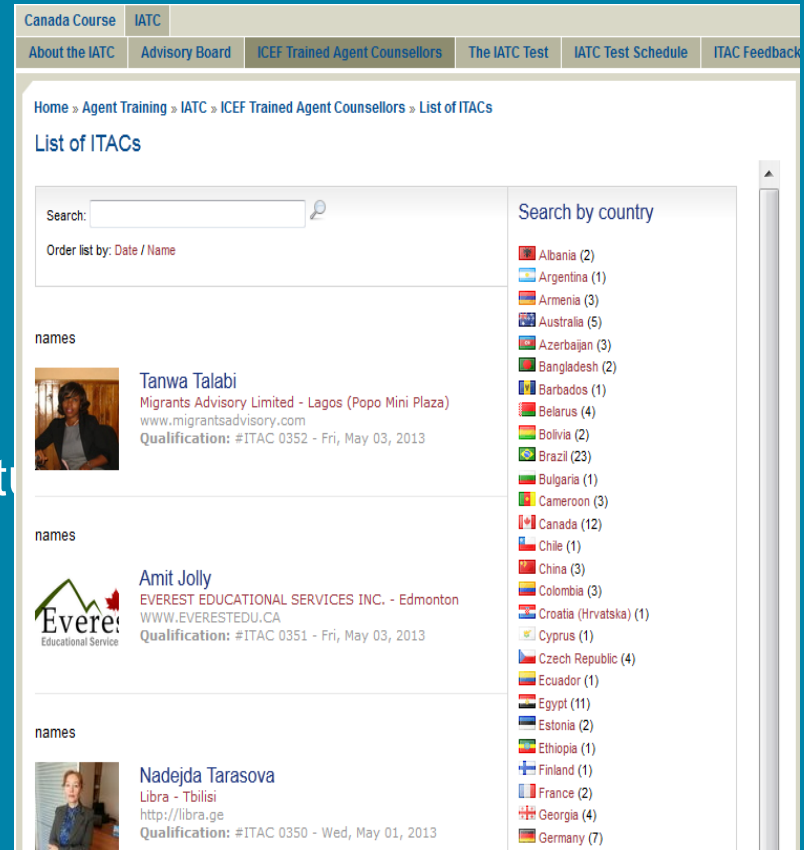


Recognition of Canada Course Graduates (CCGs)

Canada Course Graduates (CCG's) receive a Statement of Attainment

Their name, CCG #, agency profile & contact information are featured online listing on icef.com

Graduates are also featured on the CCG Finder (find an agency by location)



The screenshot shows the IATC website interface. At the top, there are navigation tabs: "Canada Course", "IATC", "About the IATC", "Advisory Board", "ICEF Trained Agent Counsellors", "The IATC Test", "IATC Test Schedule", and "ITAC Feedback". Below the navigation is a breadcrumb trail: "Home » Agent Training » IATC » ICEF Trained Agent Counsellors » List of ITACs". The main heading is "List of ITACs". There is a search bar and an "Order list by: Date / Name" dropdown. On the right, there is a "Search by country" section with a list of countries and their corresponding number of ITACs: Albania (2), Argentina (1), Armenia (3), Australia (5), Azerbaijan (3), Bangladesh (2), Barbados (1), Belarus (4), Bolivia (2), Brazil (23), Bulgaria (1), Cameroon (3), Canada (12), Chile (1), China (3), Colombia (3), Croatia (Hrvatska) (1), Cyprus (1), Czech Republic (4), Ecuador (1), Egypt (11), Estonia (2), Ethiopia (1), Finland (1), France (2), Georgia (4), and Germany (7). The main content area displays three ITAC profiles, each with a photo, name, agency name, website, and qualification date. The first profile is for Tanwa Talabi, Migrants Advisory Limited - Lagos (Popo Mini Plaza), www.migrantsadvisory.com, qualified on Fri, May 03, 2013. The second profile is for Amit Jolly, EVEREST EDUCATIONAL SERVICES INC. - Edmonton, www.EVERESTEDU.CA, qualified on Fri, May 03, 2013. The third profile is for Nadejda Tarasova, Libra - Tbilisi, http://libra.ge, qualified on Wed, May 01, 2013.



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Scholarship recipients

guard.me covers 50% of exam costs

- **ANDE-LM® Ltd. Agency**, Albania
- **Al Mawred Education Services**, Bahrain
- **SSBCL Group**, Bangladesh
- **GriffeViagens E Turismo LTDA**, Brazil
- **NGB-Consulting**, Bulgaria
- **Contacto Canada Educational Travel**, Canada
- **Nanjing Guoda Education Consultancy**, China
- **Vedi Travel - ViajesEducativosInternacionales**, Colombia
- **Information Planet – International**, Czech Republic
- **Study, Learning and Intercultural Exchange SLI Ecuador**, Ecuador
- **EgyTEFL Organization**, Egypt
- **Study Experience - Languages & Travel**, France
- **PRAKTIKA GmbH**, Germany
- **B.N. Overseas Educational Services**, India
- **IrlandaYa - Ireland Student Consulting Group**, Ireland
- **Coming**, Italy
- **Lingualand**, Kazakhstan
- **Linkturs Ltd. Educational Centre**, Latvia
- **Educom Overseas**, Lebanon
- **AMES Language Academy**, Lithuania
- **MOD Education**, Nigeria
- **Insight - Discovering Education**, Pakistan
- **Information Planet Poland**, Poland
- **S.C. Colaborare LTD**, Romania
- **Students International Education Group**, Russia
- **Information Planet s.r.o.**, Slovak Republic
- **AventureLinguistique**, Switzerland
- **Global Visions Education and Travel**, Turkey
- **STUDEX (Student Exchange Organization)**, Ukraine
- **Education Around The World**, Venezuela



Begin Now! www.canadacourse.ca

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[Login](#) | [Register Now](#)

Canada Course

Introduction

About

FAQ

Agent Information

Agent Policy

Contact training@icef.com to apply!



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