

Brett McGeorge



Global Threads Local Ties

SIEBA CONFERENCE 25-26 JUNE 2024

Speaker Bio:



**Director, Marketing &
Business Development,
AEAS, Australia**

Topic -
Improving International Student
Outcomes with AEAS Testing

Brett's career in international education began with stints as the Head of Marketing at two of Victoria's leading private schools - St Leonard's College in Brighton (co-educational), and Trinity Grammar School in Kew (boys). His marketing work contributed to both schools having large and very successful international student programs, with the AEAS Test being a key decision-making tool for both schools' enrolment processes.

In 2020, just as the pandemic took hold, Brett moved to AEAS as the Director, Marketing & Business Development, and was instrumental in supporting AEAS' sector leadership and advocacy in relation to COVID-19 responses. He has significantly improved and strengthened AEAS marketing across all elements of the business.

He holds a Bachelor of Arts majoring in Linguistics, and a Bachelor of Commerce majoring in Marketing from Monash University, and his expertise lies in developing innovative and highly effective marketing campaigns, achieving excellent results from a minimum of resources.

Having worked in international education for over 10 years, he has a passion for helping international families to find the right school for their student, and ensuring a high quality experience which places the best interests of the student at the heart of every decision.

Brett has lived and worked throughout Australia, Germany and the United Kingdom, and has executed marketing campaigns across all of the key recruitment markets for Australian and New Zealand schools. He has a deep understanding of the nuances of each market, and has worked closely with on-the-ground partners to develop tools and relationships to effectively and successfully promote AEAS and schools in these locations.

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