

## **1. Who is eligible for ENZ cluster events?**

ENZ Cluster Events are aimed at groups of institutions that have ideas for group marketing initiatives that are not covered by the PACE plan. Groups of institutions may be small or large, and may have a sectoral synergy, a thematic interest or programme synergy.

ENZ Cluster Events allows institutions to effectively harness the human resources available as a result of the ENZ/NZTE partnership.

ENZ Cluster Events may also be initiated by ENZ, and targeted towards specific sector groups.

## **2. How will ENZ Cluster Events work?**

Follow these steps:

1. An institution (or group of institutions) has a great idea for a marketing event or activity.
2. ENZ develops the idea in conjunction with the relevant NZTE Post into a costed project plan and submits this back to the institutions.
3. The proponents of the plan decide whether they want to invite additional institutions to participate or allow ENZ to canvass additional institutional support. This is not compulsory (the original group may want to limit the project to the original participants) but it may help raise impact and spread costs and risk.
4. The group of institutions decides whether it wants to proceed with the Cluster Event plan. If it does, ENZ will project manage the initiative in the way that we do for PACE activities.

Projects can happen at any time or relate to any market. Alternatives may be an event tied to a particular opportunity, participation in a commercial event offshore, seminars, roadshows, customised events or other promotions.

## **3. Criteria**

ENZ Cluster Events are an enhancement to PACE, which continues as the major coordinated marketing and promotional plan. ENZ Cluster Events are not a substitution or replacement for PACE. To achieve this, there are some specific criteria around the ENZ Cluster Events programme. These include:

- ENZ Cluster Events cannot undermine the overall PACE programme, or other 'NZ Inc' activities that may be taking place as part of an overall market strategy. Proposals may be in countries where PACE activities occur, but they must be add value to the overall NZ Inc approach, not weaken one event in favour of another.
- ENZ Cluster Events must be financially viable as a 'stand alone' proposition. ENZ Cluster Events are not a 'back door' mechanism to access generic funding – generic funding can only be applied to events that have open access and fit other industry priorities as set out in the annual plan.
- ENZ Cluster Events are either 'one off' events – an actual discrete project or events organised for a limited period with a specific targeted outcome. If an event is extremely successful and there is a wish to repeat it in future years, it may be drawn into the overall PACE programme (although the original participants are likely to continue to be the core participants).

- ENZ Cluster Events works on a proposal and project plan basis. The decision to proceed is in the hands of the participants, but the process of project management noted above is the operational mechanism.

#### **4. What are the advantages?**

There are many advantages for groups of institutions that want to contemplate ENZ Cluster Events. Some of the key advantages include:

- Access to project management and support, both on and offshore at no cost. In other words there is no fee that ENZ charges the cluster group to organise the event. Under ENZ Cluster Events, groups can access via ENZ the offshore human resource that is dedicated to student centric promotion (subject again to overall resource constraints). From an onshore perspective, having ENZ taking the lead on the organisational burden means that this doesn't have to fall on participating institutions which makes for less hassle and better coordination.
- Development of an up front project plan and budget – means that participants know what it will actually cost, how much each participant will have to pay, and when they have to pay it by. The project plan can also identify other issues that may impact on the idea, and help with overcoming them.
- ENZ manage the finances. This extends to ensuring that upfront deposits and other payments are made on time, invoicing the participants according to the project plan and managing all the money flows throughout the project – a lot less hassle than individual institutions taking on this responsibility on behalf of a group!
- Possibility of canvassing for additional participation. Often a good idea can founder because there are not sufficient participants to share the financial burden. ENZ (if required) can help to canvass for extra interest from outside the original group
- Leverage off the overall PACE Plan, Depth Promotions and other parallel generic activity. Your ENZ Cluster Events project may be able to sit alongside other initiatives that may be happening, with positive spin-offs all round.

ENZ Cluster Events are an institution led initiative which adds value to your marketing ideas. It doesn't replace PACE – it's an added element to help you build your overall marketing and promotion plan.

For more information contact Prabha ([prabha.ravi@educationnz.org.nz](mailto:prabha.ravi@educationnz.org.nz))