

## **PACE Fairs – Code of Conduct: Updated November 2007**

PACE Fairs are a flagship for the New Zealand international education industry, and often form an integral part of wider promotion and positioning. In order to showcase New Zealand in the best way possible, this Code of Conduct has been developed to set out requirements for participation.

Participants of PACE fairs must be signatories to the Code of Practice and have the relevant academic accreditation for their sector, e.g. CUAP, NZQA. If audited by NZQA, participants must have an audit cycle of one year or longer.

1. Fair attendance is for paid participants only. If a marketer happens to be travelling to a city while a PACE public fair is on, they are welcome to pop in for a short visit, but it would be preferable if ENZ was contacted in advance. Visits should be brief (30 minute max) and no business is to be conducted while visiting the fair.
2. A New Zealand pavilion is a 'New Zealand Incorporated' approach to promotion. The ideal way to work is in cooperation with other NZ participants. It is inappropriate and unprofessional to make negative comments about another New Zealand participant. New Zealanders have a good reputation for working collaboratively and promoting with a positive attitude.
3. All promotional material, including display stands should be contained inside your booth or table area, generally positioned in a way that won't annoy visitors or other participants. It is not acceptable to aggressively approach fair visitors outside your allocated booth area, including handing out promotional material in the aisles or entrance ways.
4. Booth signage showing the institution name should reflect the official (e.g. NZQA) registered title, or an acronym if that is preferred. Names of offshore partner institutions should not be used on signage.
5. All PACE fairs are focussed on New Zealand education promotion. All large signage within institution space (e.g. booth or table) must be New Zealand focussed only. Whilst institutions may have international qualifications and/or partnerships, the primary purpose of PACE Fairs is to encourage international students to study at New Zealand campuses in New Zealand.

Should onsite staff approach you for any of the above reasons, please be considerate and follow their recommendations.

## Booth set up at PACE Fairs

Think carefully about your booth set up in advance. A simple approach tends to look more professional than a lot of cluttered material.

### DO

- Have a professionally designed pull up display stand
- Have high quality large posters
- Ensure your adhesive (blue tack, sellotape, Velcro dots) are strong enough to hold material up all day
- Take advantage of New Zealand Educated brand elements in your material

### DON'T

- Use A4 flyers as wall posters or as extra signage
- Stick small photos or pieces of paper to your booth walls
- Cover up any existing/provided New Zealand Educated branding within your booth.

The ENZ or NZTE staff member attending the fair or Expo will help redecorate your booth to comply with the above for overall effectiveness, but also to help you promote your institute in a professional manner.

Education New Zealand will often arrange for a colourful branded panel to be part of your existing booth design (see photo below left). These panels are fairly expensive but do a great job in unifying a group of booths with one common brand and also provide fair visitors a brief introduction to the institution being promoted. We always arrange for the bullet points to be translated into local language. The design of these panels is an essential element of the overall look of the Fair, and it is important that they are not covered up or obscured in anyway.



Left: *New Zealand Educated branded, brightly coloured panels used at the Thai fairs, these included a plain sector panel on the left, and an institution specific panel on the right. The panel on the right includes the institution's photo, logo and 5 descriptive bullet points (here in Thai). These panels use a small fraction of the overall booth, there is plenty of empty space towards the back of the booth for own display stands, posters etc.*

Right: *On the left you can see the full height green branded panel has been covered up with a large poster. (Please don't do this)*



