



New Zealand Education Fairs: Guidelines for Participants

The New Zealand Education Fairs in India are an important component in our overall marketing strategy. Not only are they an opportunity for potential students to see what our institutions have to offer, they are also a very important public showcase of how New Zealand operates.

As NZIER Agents you are an essential element of the Fairs. You are the 'front line' as students move from interest through to application and enrolment. And you are very much a part of the image of New Zealand that visitors to the Fairs will take away with them.

As a result of discussions with members and institutions, we have come up with a set of guidelines for conduct at Fairs. These guidelines will help ensure that everyone, especially newcomers, knows what the 'ground rules' are!

1. Members should arrive at the venue on time to ensure that the events start smoothly. We strongly recommend that the decision makers are present for the morning meetings.
2. Members will be assigned tables, which will follow an alphabetical order. The table will include 2 chairs on either side. We ask that you be seated on the tables assigned to you!
3. Placards with your agency names will be provided, and for consistency we would prefer that you display them on your tables.
4. Members should restrict the number of staff to a maximum of 3 at all times. Agency staff may only sit at tables assigned to their agency.
No agent staff may sit or display individual agency cards at institutional booths.
5. It is important for visitor flows that there be no clustering around the entrance.
6. To assist with the overall 'NZ Inc' look to the Fairs we would request that you do not use standing banners. You can of course use your agency table cloth, which has the required information.
7. As you are all NZIER members, in the spirit of collegiality no negative comments should be passed about other participating NZIER members!
8. All publicity material used at the fair should be NZ specific.
9. Publicity material should only be distributed from the tables assigned to you.
10. Finally, we would ask you to refrain from promoting other education destinations. Please remember these are New Zealand education fairs!

We wish you success for the fairs.