

PACE 2007

Promotional Activity
Calendar for Education



TAIWAN

Virtual Fair

Participation Fee

TBC: NZ\$1,200 + GST

Dates

Late March to late May
Early October to late November

Sectors

UNI, ITP, PTE, SEC, INT, ELS

ENZ Project Contact

Genevieve Cung - genevieve.cung@educationnz.org.nz - DDI: 04 917 0874

The Taiwan Virtual Fairs were trialled in 2006 with much success; in 2007 these opportunities for online advertising will continue based on the 2006 format. The fairs are an excellent opportunity to present interested students and parents with as much quality information as possible on NZ education and participating schools.

There are two opportunities to participate, early and late in the year, as April to June and October to November are traditionally the peak sessions for student enquires. Some may want to coordinate online advertising from March to May with their presence at the Agent & Student Workshops in April. In 2006 the Virtual Fairs were held from March to May and October to November, interestingly Taiwan's student visa statistics for the months May to November inclusive show 32% growth.

An online fair is an excellent opportunity to present interested students and parents with as much quality information as possible on NZ education and participating schools. Taiwan has very high statistics of internet use, having quality promotional information online works very well in this market. Taking part in this advertising opportunity will allow interested students to contact your institution directly; agent details can also be included for queries to be handled in local language. Text and graphic files (logo and photos) will be requested from participants so that each individual page can be set up by web designers.

The virtual fairs are internet advertising and intend to work with leading local media which has strong internet website facility and large number of daily viewers. A space on the website will be created for containing general New Zealand education information and comprehensive information on each participating New Zealand institution. Education New Zealand will fund the

generic component and provide information about New Zealand Education, while the school specific sections will be user pays.

The UDN News website has been targeted as the best option for the Virtual Fairs; their website has 400,000 hits per day. The Taiwanese are extremely internet savvy; the internet was ranked as the second most important source of information after television in a 2004 survey.

Through a series of promotional activities, students and parents are encouraged to visit the "Virtual New Zealand Education Fair" site/space/icon and to email school representatives should they wish to raise any queries directly with the schools. Participating schools are encouraged to have joint promotion with agents for directing or responding to students/parents enquiries in Taiwan.

Participating New Zealand schools do not need to pay physical visits to Taiwan, and therefore, can cut down the costs of travel, accommodation, and so on.

Regional Groups may consider a combined approach; however there would be no cost saving as each individual school would require plenty of space for their own promotion within the group. At least 5 institutions are required for a combined approach, and they can be grouped together in a special area/colour/promotion depending on discussions with our web designer.