

PACE 2007

Promotional Activity  
Calendar for Education



## THAILAND

### New Zealand Education Fairs

#### Participation Fee

NZ\$1,800 - NZ\$2,600 per city + GST

**Date** Chiang Mai: 8 June  
Bangkok: 9-10 June  
Khon Kaen: 12 June

**Sectors** ALL SECTORS

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**Last chance to register! Registrations will close at 12pm on Friday 11 May.**

The New Zealand Education Fair series is one of the key marketing activities for the Thai market. The activity provides an opportunity for marketers to raise their profile, recruit students, maintain relationships and meet with new active agents in the market.

The 2007 series of fairs mark the 14<sup>th</sup> year that New Zealand education fairs have been held in Thailand. Each year about 40 institutions from all sectors participate in the Bangkok fair making it traditionally the most popular event in the PACE calendar. Having agent assistance at the fair to help with translation and follow up work is recommended. The Vietnam Fair series follows on after the last fair in Khon Kaen.

#### **Activity Introduction**

Bangkok, the commercial and political centre of Thailand, hosts the largest annual New Zealand Education fair in Thailand.

The purpose of this event is to promote New Zealand as an education destination and showcase a variety of institutions.

Representatives will gain an awareness of market conditions and receive relevant market reports. It is an excellent opportunity to meet agents and prospective students.

In addition to the general exhibition, seminars are held to provide general information about New Zealand to interested visitors. Prior to the fair date, NZTE will host a New Zealand get-together party, in order to strengthen the relationship and co-operation between alumni, agent and local educational organisations.

Opportunities exist for all education sectors. New Zealand is one of the most popular destinations for secondary students from Bangkok and attracts more student numbers than Australia.

The 2006 Fair was held at the most well-known convention centre. Queen Sirikit Convention Centre. Participants enjoyed the great number and the quality of visitors at the fairs. Those visitors were potential students for secondary, tertiary and English language courses.

Chiang Mai, located in the North of Thailand, is the second biggest city in Thailand. It is about 700km away from Bangkok with a population of approximately 12,000,000. Chiang Mai and nearby provinces is a market for institutions that wish to consolidate their base of Thai students. Chiang Mai has a good New Zealand agent network which has been promoting New Zealand education for many years.

Khon Kaen, in north-eastern Thailand, is a market for institutions that wish to consolidate their base of Thai students. The population of North-eastern Thailand is about 21,000,000. Khon Kaen is the centre of this region, surrounded by 20 provinces.

New Zealand is one of the most popular destinations for students in the region considering an overseas education. Furthermore, Khon Kaen has a strong New Zealand alumni committee presence which we will utilise to help promote the events to many local educational institutions. In Khon Ken University alone, there are more than 120 Staff educated in New Zealand.

The education Fairs in Khon Kaen, Chiang Mai will be held in the afternoon/evening to allow students from all sectors to visit the fair. Opportunities exist for all sectors, with secondary schools and English language institutions finding a basic demand for service.

### **General Recommendation for All Fairs**

NZTE staff recommend fair participants ensure that they have an agent or interpreter to staff their booth should they be absent from it at any time.

The 2006 Thai fairs continued to show that there is an increasing demand for English institutions for both long and short courses because students require a good level of English to endure a smooth transition to certificate, diploma and degree courses.

Booth options will be the same as last year, standard individual booth, large individual booth, shared booth (for two providers) and new this year an option for larger regional marketing groups; a large shared booth (double the size and cost of the smaller shared booth).

### **Shared Booth Option**

#### Bangkok

- i) A large booth (3m deep x 3m wide) on a 2 share basis is \$2,200 each or \$4,400 total.
- ii) Two large booths (knocked out to make one 'Regional Booth' on a shared basis (3m deep x 6m wide) is \$2,200 each or \$8,800 total.

Some points to consider if your group want to go ahead on this basis:

- 1) Currently one shared booth is limited to two institutions only, therefore this Regional Booth is limited to max 4 institutions present.
- 2) Note that we have a Subsidiary Representation policy at our fairs (see [http://www.educationnz.org.nz/marketing\\_planforsuccess.html](http://www.educationnz.org.nz/marketing_planforsuccess.html)) which allows for the distribution of another institution's material only where there is a formal pathway established.
- 3) In the Regional Booths, we would recommend limiting the number of people present (including interpreters, alumni students etc) to 7 to avoid overcrowding.
- 4) Our online booking system will show a booth option called 'Regional Booth' for online confirmation and collecting information. 1 person should do the

booking on the groups' behalf. The group will have one name on the fascia, and one profile in the fair directory.

5) The Regional Booth will be one large open space, but there will probably need to be a centre beam across the top and front for the stability of the back and side walls.

### **Participation costs**

The participation fee for all the Thailand fairs covers:

- 1 booth equipped with one table, four chairs, lighting, and a fascia board.
- Venue hire and refreshments.
- Promotion of the event
- Market report
- Co-ordination by Education New Zealand
- NZTE and ENZ staff members on site
- Arrangement of accommodation

### **Additional Costs**

There will be additional costs for:

- Brochure freight
- Interpreters
- Extra booth equipment (such as computer projectors or TV/videos.)

All representatives cover their own accommodation, travel and daily expenses.

### **Additional Information**

There are no official agent seminars in Thailand however there are evening functions ideal for networking free of charge.

### **Related Events**

Institutions involved in marketing activities in Thailand can combine participation in the fair series in Viet Nam. Participation in the Thai agent visit to New Zealand in August could also be valuable as part of an overall strategy for growing the Thai market.