



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2010 Marketing Event. Written initially as a confidential document between ENZ and participating institutions, this report will also be available for industry access at the Market Information section of www.educationnz.org.nz approximately 2 months after the event date.

Name of Event	Tokyo Agent Seminar
Country Name	Japan
Event Date	24 March 2010

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1. Executive Summary

Tokyo was the second of six cities visited as part of the 2010 North Asian Mission. The three organised events in Tokyo were the welcome and briefing lunch, the Tokyo Agent Seminar and a debriefing group dinner.

The aim of the seminar was to provide a platform for New Zealand institutes to build and expand their agent network in Japan. The event enabled New Zealand focused agents from the greater Tokyo region to receive updates from institutions active in the market. An Agent Seminar is a relatively simple and cost effective means of promotion in Tokyo as large scale advertising to the general public is not necessary.

The New Zealand contingent was made up of 7 institutions plus staff from Education New Zealand, Keibunsha, Immigration New Zealand and Ministry of Foreign Affairs and Trade (NZ MFAT). 17 agents from 16 agencies attended the Seminar.

In late October 2009 Education New Zealand held the first New Zealand Specialist Agent Training Programme in Japan. 27 agents attended the full day training session in Tokyo. 14 agents have since met all the criteria and their details are posted at: www.newzealandeducated.com/nzsaj 5 New Zealand Specialist Agents attended the Agent Seminar in late March and received their certificates from the New Zealand Ambassador, HE Mr Ian Kennedy.

Education New Zealand undertook industry consultation in 2006 to choose industry's depth markets, 9 markets were chosen during the process; Japan missed out during that selection phase primarily due to the cost of undertaking promotions in Japan. With no NZTE resource in the market, we selected a small events management company with international education experience called Keibunsha, to undertake the Japan based logistics.

2. Event Details

Promotional Activities

The North Asian Mission was first introduced to institutions at the 2008 Education New Zealand Conference. The Tokyo Agent Seminar was promoted as a part of the North Asian Mission, although representatives were able to choose individual agent seminars they were interested in attending. The events were promoted on the Education New Zealand website and as part of the regular E-news newsletter.

The main agent contact database that was used for the invitation process was sourced by Education New Zealand; participants were given the opportunity to contribute to the contact list to ensure their agents were included. The whole database was handed over to Keibunsha so that the invitation process and follow up calls could be done in Japanese. Agents were provided with an online registration form which was linked to the New Zealand Educated website www.newzealandeducated.com/agents/tk

The online registration process also collected basic information about the attending agencies which provided a useful background for the travellers.

Participants/NZ Representatives

Institution Name	Participant Name
ACG	Kim Harase
Gisborne Boys' High School	Michele McCarthy
Glenfield Intermediate School	Raewyn Matthys-Morris
Nelson College	Leigh Riley
Nelson College for Girls'	June Laird
University of Canterbury	Percy Chan
Wellington East Girls' College	Annette Cumming

Tomo Smith from Immigration New Zealand, Ian Kennedy, the New Zealand Ambassador and Jenny Cameron and Kevin Hadfield from MFAT also attended the event. It was pleasing to get such support from New Zealand Embassy staff which ensured a NZ Inc approach to the event.

Market Briefing

Each institution received a thorough Briefing Pack in early March including travel logistics and market insights. Ms Minoru Takahashi of Keibunsha presented a briefing on the market prior to the Agent Seminar and was available to answer questions throughout the afternoon and at the dinner function. Rahael gave an overview of the format of the afternoon and the evening plans, as well a quick overview on the organisation of the Tokyo Agent Seminar.

Presentations and Speeches

The New Zealand Ambassador, Ian Kennedy, gave a brief bi-lingual speech of welcome to both participating institutes and agents. Rahael Tharmatheva from Education New Zealand followed with a brief presentation about New Zealand and the Education system in New Zealand and Tomo Smith from Immigration New Zealand presented on New Zealand Immigration statistic trends and policy.

Schedule

Day/Date	Time	Programme	
Tuesday 23 March	Afternoon Arrive 4.55 pm	Travel from Hong Kong Int'l to Narita, Tokyo	
Wednesday 24 March	Morning	Free Time/preparation	
	12.30 pm	Set up and Market Briefing	The Excellence Room Level 27, The Hyatt Regency Hotel 2-7-2 Nishi-Shinjuku Shinjuku-ku Tokyo 160-0023
	1.30 – 1.40 pm	Official Welcome New Zealand Ambassador, Ian Kennedy	
	1.40 – 2.00pm	Brief by ENZ and INZ	
	1.50 – 4.30 pm	Tokyo Agent Workshop	
	4.30 – 5.00 pm	Pack up and debrief	
6.00 pm	Group Dinner paid by Education New Zealand	Tengu Shinjuku Nishiguchi Pallet Building Branch 1-1-1 Shinjuku Pallet Building 7F Nishi-Shinjuku, Shinjuku-ku	
Thursday 25 March	11.45 am	Meet at the Hotel Lobby to travel to the Airport by bus	
	3.30 pm	CX451 to Taoyuan, Taipei	

Giveaway Items

All agents received a hard copy of the Institute Profiles Booklet, along with New Zealand Educated branded items such as pens and soft bags.

Institutes received a hard copy of the Agent Profiles Booklet.

Attendance

More than 100 agencies were invited to participate in the Tokyo Agent Seminar. 25 agents from 15 agencies pre registered. 17 agents participated on the day, one agent attended but hadn't pre registered.

De-briefing with New Zealand Representatives

A summary of the verbal comments is as follows:

- Not quite as busy with agents as we expected. Many agents came for the first hour or so, but left very quickly, this was disappointing.
- The notes section of booklet was very handy and appreciated
- A lot of feedback was received about the event being very well organised.

- There was a query asking why we used Hyatt Regency Hotel as the venue but the Keio Plaza Hotel for the recommended accommodation option. The response is that we wanted to hire the prestigious Excellence Room but didn't want to stay at the Hyatt due to the cost of their accommodation, and the two hotels are very close to each other.
- A suggestion was made to perhaps look at the Embassy as an option to hold the Agent Seminar and to give the prestige to agents being invited to the Embassy.
- It would be good to have a more networking event to be able to talk to agents in an informal manner then move into the Agent Seminar
- Tomo Smith – INZ – gave a brief presentation, which was disappointing. He was not at all comfortable with his material.

3. Summary of Participants' Evaluations

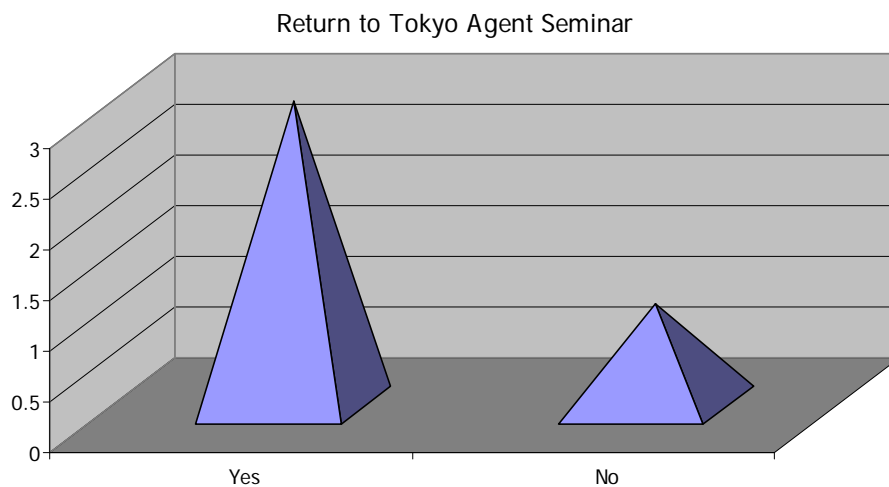
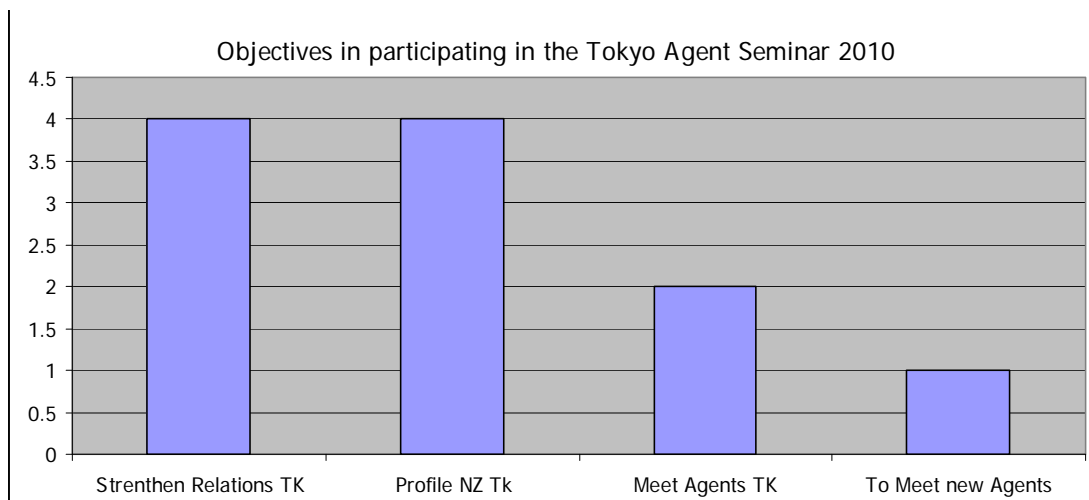
4 out of 7 institutes completed the online evaluation. The comments received were as follows:

Venue could be held at the Embassy so that the agents feel more important and the Embassy also values the event.

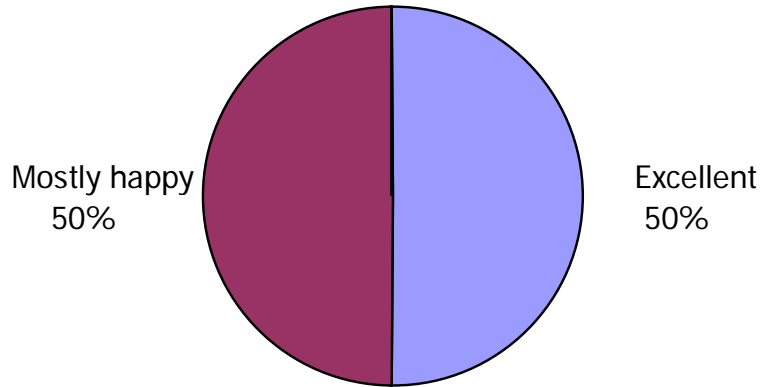
The Agent Seminar in Tokyo was well organised for the meeting of agents but it was disappointing that the few agents who came did not stay. I do not feel that this was a reflection on Education New Zealand, but on the agents themselves. They arrived in the first half hour but really did not take the time to visit all the institutions

The presentation by INZ was very poor, ill prepared and not to international standard. I realise that ENZ have very little control over this part of the Seminar though. *[ENZ have provided feedback to INZ who have confirmed that they will select an alternative speaker for the 2011 Agent Seminar]*

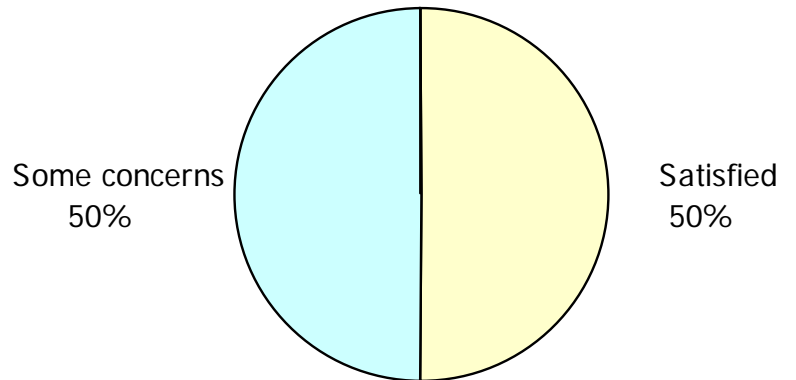
We need to get the agents to stay. If we could include a lunch or an informal get together before the seminar, this would perhaps act as an incentive to get to talk to the institutions' representatives.



Rate Organisation of Tokyo Agent Seminar



Value participation



4. Summary of Agents' Evaluations

Eight out of 17 agents returned the questionnaire form.

1. Venue and length of the event

All of the respondents found that the venue and length of the event were both good.

2. Purpose of the visit

- To collect information about Student Visa, Working Holiday Visa and Immigration Adviser License. (This agent did not talk to any representatives.)
- To update knowledge about the schools we already work with and meet new schools.
- To find out features and strengths of each school and how they accept Japanese students.
- To attend the award ceremony
- To gather information
- To meet representatives of participating schools and listen to the opening presentation.
- To meet representatives from good universities and polytechnics
- To maintain relationships with participating schools

Number of representatives they talked to during the seminar:

Average 4 institutions

One agent did not talk to any representatives.

Two agents talked to the representatives of all schools.

3. What did you find most useful or not useful at the seminar?

- I did not find the seminar useful because I was unable to get information about visa.
- I found the seminar very useful. I could take time for each meeting and the participating schools were carefully selected.
- I was able to talk to each representative for long and also get new information from schools which I already knew. It was an honour to hear a very useful speech by the Ambassador.
- I had to wait long to talk to representatives.
- Meeting with school representatives was useful, but the presentation at the beginning was not. I expected to receive more specific information about visa.
- It was good that a visa officer was present, but he did not seem to be prepared to give a presentation or answer questions. The participating schools were mostly secondary schools. It would have been better if there were more institutions from other sectors.
- I did not get any new information from this seminar.

4. Was the institute profile booklet useful?

All of the respondents found it useful. One agent suggested that we include information about scholarships.

5. Would you be interested in participating in another New Zealand Agent Seminar, Tokyo?

Most of the respondents replied 'yes'. Two of the agents may attend future events depending on the participating schools and event format.

6. What events would you like us to hold in the future?

- Visa seminar
- Similar event to this seminar
- I would like to get information about the Japanese market which we cannot get from

the internet or school representatives and what New Zealand would like to promote most. I would also welcome a seminar about how to change visa status in NZ and working in NZ.

- Toward the Rugby World Cup in 2011, promotional activities through Rugby might work. We should make most of it and promote NZ as attractive destination for study.

7. Suggestions for future events

- I heard a story of actual experience from a Japanese boy who studied in New Zealand for two years at the seminar. It would be useful if the presentation at the beginning included speeches by students who have studied in NZ.
- I would like an event which helps agents familiar with NZ to distinguish their services from other agents'.
- I am looking for universities and polytechnics offering English lessons in the morning and activities in the afternoon. I am also looking for schools offering internship programmes leading to employment.
- I would like an opportunity for agents to work with the NZ Embassy. Collaboration between government organizations and agents is essential in order to change the trend where the number of students going to NZ keeps decreasing.

5. Recommendations for Future Events

This event has proven to be successful and it is recommended that the Agent Seminar in Tokyo is repeated next year.

ENZ will look into the requirements for organising an event at the New Zealand Embassy, though it is a little out of the way, and not close to a train station.

ENZ will look into possibly holding a light lunch with agents, however the afternoon tea with the snacks was designed to assist in allowing for a little social interaction between institute reps and agents throughout the afternoon.

During the organisational stage we considered including agents for a meal or a cocktail hour after the event, however we didn't have a good feel for actual numbers of agents who would definitely stay on so felt a bit nervous at guessing catering requirements.

The agent's suggestion about hearing from a Japanese student who has recently returned home from New Zealand is a good one, something that could be considered for next time.

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